



Social Media Toolkit: Action Messages

Share these **flood prevention** key messages to help promote flood safety and preparedness in your community.

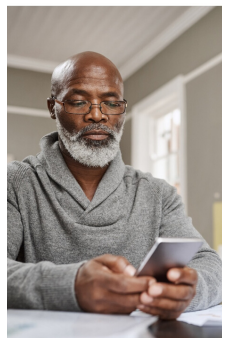
SOAK UP THE RAIN!

Rain gardens beautify your property and contribute to a cleaner and greener environment. Rain gardens help absorb storm water that runs over land during a rainstorm and help reduce the potential of flooding. To learn about how to get started click here [insert link].



GET SOCIAL!

Follow [enter municipality name] on [enter social media platform] to stay informed about flood information, warning and tips to reduce your flood risks. [Insert social media accounts (e.g. Twitter, Facebook, Instagram, website(s) etc.)]



DISCONNECT IT!

Downspouts help drain rain water from your roof to the ground. Disconnecting downspouts and diverting them 6 feet away from your home's foundation can reduce the risk of basement flooding. Use this [insert guide] to learn how you can disconnect.



FALL FORWARD!

When you change your clocks, clean your eavestrough. Eavestroughs help direct rainwater away from the foundation of your home. Leaves and debris build-up and clog your eavestroughs, which may cause flooding. Learn how to clean your eavestroughs and keep your basement dry. Watch this [insert video link] and learn how.



KEEP IT DRY!

Keep it dry! Sump pumps prevent basement flooding and help you avoid costly damages. Install a sump pump with a battery back-up. The [enter municipality name] offers financial incentive programs for purchasing/installing sump pumps. Click here [insert link] to find out more.



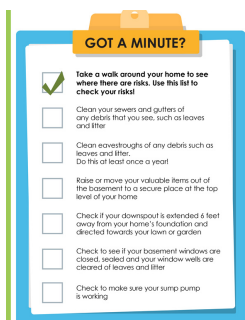
COLLECT IT!

Rain barrels can help collect excess rain water and help prevent water from seeping into your basement. Install a rain barrel to help avoid flood damage to your home. Click here [insert link] to find out how.



GOT A MINUTE?

Take a walk around your home to see if it is at risk of flooding. Use this list to check your flood risks. [Insert checklist]



SLOW DOWN THE RAIN!

Trees absorb rain water on your property. To learn how to plant trees click here [insert link]. To find out what type of trees to plant, click here [insert link]

