

Winter Weather Safety

This social media toolkit provides quick, engaging resources to help communities stay safe during winter weather. Use these posts and tips to raise awareness on cold weather safety.

Objectives

The objectives of this social media toolkit are to:

1. Raise awareness about weather alerts, hypothermia, and frostbite
2. Promote city resources that help keep people protected from winter weather
3. Provide easy-to-understand resources that empower individuals and communities to stay informed about and prepared for winter weather

Key Audiences

- Philadelphia Residents
- Healthcare Workers and Community Health Leaders
- Schools, Community Centers, and Local Businesses

Tips & Tricks

- Make sure you mention or tag @PHLHthPrepare on Twitter/X and Philly Health Prepared on Facebook, so we can reshare your post.
- Post on social media platforms such as Twitter/X or Facebook.

Social Media Messaging

Key Message	Relevant Graphics
Don't let winter catch you off guard! Being prepared is key to staying warm and safe. Learn more: bit.ly/phlemergencyplanning . 🧢 🧤	Facebook Twitter
Winter weather calls for extra caution. Take the first step in staying safe by assembling your emergency kit today! bit.ly/phlemergencyplanning . ❄️ 🆘	Facebook Twitter
Stay safe indoors during winter weather. Build a shelter-in-place kit with things like non-perishable food, water, blankets, a first aid kit, and more. For a full list of what to pack in your kit, visit: bit.ly/PhillyShelterInPlace .	Facebook Twitter
Look cool while staying warm! Layer up and stay warm in your winter gear. ❄️ 🧢	Facebook Twitter
Cold can kill. Keep yourself and others safe from hypothermia in the winter.	Facebook Twitter
Cold conditions could lead to frostbite. Know the signs and what to do to prevent it.	Facebook Twitter
During extremely cold weather, the City may declare a #CodeBlue to keep vulnerable populations like those experiencing homelessness and pets safe. ❄️ Learn more: bit.ly/PHLWinterStorms	Facebook Twitter

For additional resources, visit: [PHP Community Resources – Winter Weather](#)