

Spring Preparedness Social Media Toolkit

(Last Updated: March 2025)

Purpose

This social media toolkit provides quick, engaging resources to help educate communities on how to prevent insect bites and prepare for severe weather this spring. Use these posts and tips to raise awareness on vector-borne illnesses spread by bites and flood waters from severe weather.

Objectives

1. Raise awareness about vector-borne illnesses.
2. Promote insect bite prevention.
3. Provide easy-to-understand resources that empower individuals and communities to stay informed and prepared for flooding and severe weather.




Targets

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

Tips & Tricks

- Make sure you mention or tag [@PHLHlthPrepare](#) on Twitter/X and [Philly Health Prepared](#) on Facebook, so we can reshare your post.
- Post on social media platforms such as Twitter/X, Instagram, and Facebook.

Messaging

- Mosquito bites aren't only annoying and itchy, but they can also spread germs that make you sick. Let's #FightTheBite and keep mosquitoes away! 
[Facebook](#) | [Instagram](#) | [Twitter](#)
- Don't let ticks take a bite out of your outdoor fun! #FightTheBite
[Facebook](#) | [Instagram](#) | [Twitter](#)
- #DYK that flood insurance takes 30 days to take effect? Don't wait --purchase or review your flood insurance today! Learn more: [floodsmart.gov](#). 
[Facebook](#) | [Instagram](#) | [Twitter](#)
- To prepare for flooding, you should know your area's flood risk. Learn your area's flood risk: [floodsmart.gov](#). 

- Be #FloodSmart by never walking or swimming through floodwater. It contains trash, harmful chemicals, sewage and other harmful substances.

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- Floodwater is never just water. It can make you sick and can hide sharp or dangerous debris, never walk or swim through it. Learn more about flood safety: bit.ly/flood_safety.

- #DYK? Only six inches of moving water can knock an adult off their feet, and only 12 inches of water is enough to make vehicles stall or float. 🌊 🚗

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- When roads are flooded, turn around. It could save your life. For more information on flood safety: bit.ly/flood_safety.

- Must-haves for flood cleanup:

- Rubber gloves 🧤
- Protective eye gear 🛡️
- Long-sleeved shirt 🧥
- Long pants 👖
- N95 mask or any available facial covering 😷

Learn more about cleaning up safely: bit.ly/flood_safety.

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- Spending time outdoors is better without bug bites. Follow these tips to keep time outside fun and bite free. #FightTheBite 🦟

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- It's not just Philadelphians that enjoy warmer weather, mosquitoes do too! When you're enjoying time outdoors remember to:

- Use an EPA-approved repellent
- Wear long sleeves, long pants, and socks
- Dump items holding still water around your home

Learn more about protecting yourself from mosquito bites: bit.ly/Mosquito_bites. 🦟

- When it comes to flooding, being prepared is key. Be #FloodSmart and start planning today. Learn more on flood safety: bit.ly/flood_safety. 🌊

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- #DYK? You can find the best insect repellent for you in just a few clicks!
Find your repellent: bit.ly/findrepellent. #FightTheBite
- Ticks can carry diseases, but you can protect yourself! Learn the right way to remove them to keep your family healthy.
[Facebook](#) | [Instagram](#) | [Twitter](#)
- Most tick bites are painless, but it doesn't mean they're harmless. Ticks can spread diseases that can make you sick. If you find a tick on your body, remove it immediately. Learn how to safely remove ticks: bit.ly/Safe_TickRemoval.