

# Social Media Toolkit: Heat Safety

## Purpose

This social media toolkit provides quick, engaging resources to educate Philadelphians on the health risks posed by extreme heat, resources available during heat health emergencies, and tips to cool down safely. Use these posts and messages to raise awareness about heat-related illnesses and emphasize the importance of preparing for extreme heat.

## Objectives

1. Raise awareness about heat-related illness.
2. Promote heat safety.
3. Provide easy-to-understand resources that empower individuals and communities to plan for extreme heat.

## Key Audiences

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

## Relevant Emojis:



## Links, Hashtags, and Accounts:

- Blog Post: [bit.ly/PHLBeatTheHeat](https://bit.ly/PHLBeatTheHeat)
- Information about: [Heat](#) | [Air Quality](#) | [Pools and Spraygrounds](#)
- Hashtags: #HeatSafety #StayCoolPHL #StayCool #BeatTheHeat #SummerSafety #SummerReady
- Accounts: Make sure to mention or tag the following accounts so we can reshare your post:
  - *Health Department:* [@PHLPublicHealth](#) (Twitter/X) and [Philadelphia Department of Public Health](#) (Facebook)
  - *Public Health Preparedness:* [@PHLHlthPrepare](#) (Twitter/X) and [Philly Health Prepared](#) (Facebook)
  - *Office of Emergency Management:* [@PhilaOEM](#) (on Twitter/X) and [Philadelphia Office of Emergency Management](#) (Facebook)

# Messaging

## Stay Informed

### General messaging about heat:

- #DYK that cities are at a greater risk of extended heat? Very hot weather can make people sick, even healthy adults. Here are some tips to stay safe and cool this summer: [bit.ly/PHLBeatTheHeat](https://bit.ly/PHLBeatTheHeat)
- When it's very hot outside, the City can declare a Heat Health Emergency to keep everyone safe. When a Heat Health Emergency is declared, know what to do and what resources are available to keep you and your loved ones safe. Learn more: [phila.gov/heat](https://phila.gov/heat).
  - [Graphic](#)

### ReadyPhiladelphia:

- Stay in the know, no matter where you go! Get free heat and weather alerts from @PhilaOEM directly to your phone or email. Text READYPHILA to 888-777 to sign up today. #StayCoolPHL
- Make staying informed the norm! Sign up for weather alerts today from @PhilaOEM. Text READYPHILA to 888-777 to sign up. #StayCoolPHL

### Check the weather forecast:

- Weather can be unpredictable, even in the summer. Check the weather forecast to stay informed about days of extreme heat or severe storms.

### Air quality index:

- Extreme heat can increase air pollution and make air quality worse. That's where the air quality index (AQI) comes in. Learn more: [phila.gov/aqi](https://phila.gov/aqi).
  - [Graphic](#)

## Stay Cool

### Access air conditioning:

- No access to air conditioning at home? Try keeping blinds and curtains closed during the day, or open windows to let in a breeze if it cools down at night.



### Fans:

- #DYK that using fans in temperatures above 90 degrees can increase your body temperature and make you feel warmer? Find ways to stay cool, both at home and in the city: [bit.ly/PHLBeatTheHeat](https://bit.ly/PHLBeatTheHeat)

### Utility assistance programs:

- #DYK there are resources available to residents who may need assistance with the cost of their utilities? Learn more about these programs: [bit.ly/PHLBeatTheHeat](https://bit.ly/PHLBeatTheHeat)

### Hydrate:

- Don't wait to hydrate! Sip water throughout the day to help regulate your body temperature and keep yourself safe from heat-related illness. 
  - [Graphic](#)
- #DYK that eating water-rich fruit is a tasty way to keep yourself hydrated in the summer months? 
- Perks of carrying a reusable water bottle:
  - ✓ Keeps you hydrated on the go
  - ✓ Reduces plastic waste from single use bottles
  - ✓ Saves you money on water purchases
- #DYK there are hydration stations at some libraries and parks in the city where you can stop to refill your reusable water bottle? Find a hydration station near you.
- Here's the tea: Actually, let's skip the tea and other sugary drinks, especially during periods of extreme heat. #StayCoolPHL
- When the weather gets hotter, opt for a glass of water! Staying hydrated will help keep you safe from heat-related illness. Learn more: [bit.ly/PHLBeatTheHeat](https://bit.ly/PHLBeatTheHeat)

### Clothing:

- Stay fashionably cool this summer by wearing lightweight, loose-fitting clothing to help prevent overheating.

### Spraygrounds and pools:

- What's free, open for everyone, and a great way to cool down during hot days? Philadelphia public pools! To find a pool near you, visit [bit.ly/PHLPoolsandSpraygrounds](https://bit.ly/PHLPoolsandSpraygrounds).
  - [Graphic](#)

- Spraygrounds, public pools, and cooling centers, oh my! The City has several resources to keep Philadelphians cool during hot weather.
- Splash the day away at a sprayground this summer! Find a sprayground near you: [bit.ly/PHLPoolsandSpraygrounds](https://bit.ly/PHLPoolsandSpraygrounds).
  - [Graphic](#)
- Hydrants are for fires, not fun. The City has several local spraygrounds and public pools to help Philadelphians cool down safely: [bit.ly/PHLPoolsandSpraygrounds](https://bit.ly/PHLPoolsandSpraygrounds).
  - [Graphic](#)

### Outdoor activity:

- *Seek out shade to avoid direct sunlight.*
  - Consider walking on shaded trails to #BeattheHeat when spending time outdoors this summer. Here are some other ways to #StayCoolPHL: [bit.ly/PHLBeatTheHeat](https://bit.ly/PHLBeatTheHeat).
- *Wear sunscreen.*
  - It is very important to wear and reapply sunscreen! Protect your skin and body from the sun's rays today, and every day. #StayCoolPHL
  - To protect yourself from UV, there's one thing you'll need: Sunscreen with an SPF of at least 15.
    - [Graphic](#)
- *Wear sunglasses and hats.*
  - Shield your eyes from the sun and protect your face and scalp in the process. Add sunglasses and a wide-brimmed hat as staples in your summer wardrobe. #HeatSafety
- I don't want to gloat but guess what I packed in my summer tote!
  - Sunglasses? ☒
  - Sunscreen? ☒
  - Water bottle? ☒
  - Hat? ☒
  - Fan? ☒

What's in your bag?

- [Graphic](#)

### Outdoor workers:

- People who work outdoors are more likely to become dehydrated and get heat-related illness. Take steps to protect your health during extreme heat.
  - Graphics: [#1](#), [#2](#), [#3](#), [#4](#), [#5](#)

### **Stay #SummerReady**


#### Homeless outreach:

- The heat can be extremely dangerous for people experiencing homelessness. Request a street outreach team any time, any place by calling 215-232-1984. #StayCoolPHL
- 📞 Save this number in your phone! If you see someone on the street who needs shelter or other services, call 215-232-1984 to request outreach anytime. If someone is having a medical emergency, call 911.

#### Heat-related illness (e.g., heat exhaustion or heat stroke):

- Hot days can negatively impact everyone's health. Knowing the signs of heat-related illness can save a life. Learn more about heat-related illness: [phila.gov/heat](https://phila.gov/heat).
  - [Graphic](#)
- Someone with heat exhaustion may experience dizziness, nausea, and a high body temperature. If you or someone else feels these symptoms for more than one hour during hot weather, call your healthcare provider.
- Signs of heat stroke can include nausea, unconsciousness, and a high body temperature. If you experience these symptoms, seek medical attention. Our city's hospitals are ready to support those who need help.
- When your body overheats, you can develop heat exhaustion. When it's not treated, it can lead to heat stroke which is life-threatening. Learn how to recognize heat-related illness.
  - [Graphic](#)
- Even on a mild day, the temperature inside of a vehicle can become extremely hot. It's never safe to leave [pets/children] in cars even with the air-conditioning running. 🚗 🐕
  - Pets: 🚗 🐕 | [Graphic](#)
  - Children: 🚗 🧒 | [Graphic](#)

### Protect your pets:

- Be on paw patrol! Take a pause to check their paws when taking your pets on a walk.  

  - [Graphic](#)
- During extreme heat, it is against the law to leave dogs outside without sun protection. Call @ACCTPhilly at 267-385-3800 to report a dog left outdoors.
- Preparedness isn't just for people – remember your pets, too! Make sure they have a well-ventilated space, plenty of shade, and water if they're outside. Find more tips on how to keep pets and humans safe and cool: [bit.ly/PHLBeatTheHeat](https://bit.ly/PHLBeatTheHeat). #StayCoolPHL
- 📞 Save this number in your phone! If you see a dog left outdoors without shade or protection from the sun, call @ACCTPhilly at 267-385-3800.

### Check on others:

- Hot weather is dangerous for everyone, but children are especially more likely to experience heat-related illness. Keep kids cool by preparing them for hot days. 🧒🔥
  - [Graphic](#)
- Check on neighbors who may get sick from the heat, especially older adults and people who live alone. Make sure they are drinking water and know to call for help if they start feeling sick.

### Read prescription labels:

- #StayCoolPHL tip: Read prescription labels when it's hot out. Some may affect your body's ability to control its temperature. Check with your doctor if you have any questions.