



Social Media Plan

#WinterPrep

Below are Facebook posts and Tweets for the Winter Campaign, organized by subject. They include text, links and graphics that are free to use. Help NWS spread the word about winter safety by using #WinterPrep in your tweets!

[Winter Safety](#)

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Winter Safety

Facebook

Check out the new National Weather Service Winter Safety website to find out how to stay safe before, during and after a winter storm!

www.weather.gov/wintersafety

Twitter

Check out the new National Weather Service Winter Safety website! #WinterPrep

#wintersafety

www.weather.gov/wintersafety

- Winter Safety
- Winter Warning vs. Watch
- Before a Winter Storm
- During a Winter Storm
- After a Winter Storm



- Winter Resources**
- Winter Storm Safety
 - Snow
 - Wind Chill
 - Ice and Frost
 - Winter Storm Hazards
 - NWS Winter Products
 - Forecasts and Observations
 - Education and Outreach Materials
 - Links and Partner Agencies

Winter storms, snow, windchill, frost, ice and extreme cold are a coast-to-coast threat to the United States and its territories. Even Hawaii gets snow on its Big Island and frost is a major threat to crops in Southern states. Major cities as far south as Atlanta and Dallas have been paralyzed by snow and ice. Extreme cold is a relative term. In Miami it is defined very differently than in Fairbanks. This page is designed to teach you how to stay safe in a winter storm or in abnormally cold weather for your area. If you know what to do before, during, and after a winter event, you can increase your chances of survival. On this site, you will find information on winter alerts, science and hazards, as well as snow coverage maps, and information describing the different types of winter storms as well as how to deal with extreme cold. You'll also find a broad array of educational materials.

Facebook

Stay off the roads during hazardous wintery weather whenever possible! If you absolutely have to venture out, be sure you have emergency supplies in your vehicle and that your mobile phone is fully charged. It could become your lifeline if disaster should strike. Photo from New York State Police of cars trapped on the road.

<http://www.ready.gov/car>

Twitter

If you have to drive in ice/snow, have emergency supplies in your car! Photo courtesy @nyspolice <http://www.ready.gov/car>

**Facebook**

Learn about winter weather safety with NWS mascot, Owlie Skywarn! Play the winter weather portion of the Young Meteorologist Program game!

<http://www.youngmeteorologist.org/game/index.html>

Twitter

Learn about winter weather safety with NWS mascot, @NWSOwlieSkywarn!

<http://bit.ly/1gQTK94>



Facebook

Don't forget your pets! If it's too cold for you to be outside, it's also too cold for your pets. Make sure to provide a warm, dry place for any animals that typically stay outdoors.

<http://www.redcross.org/prepare/disaster/winter-storm/protect-pets-during-snowstorms>

Twitter

Don't forget your pets! Keep them inside during cold weather. #WinterPrep #wintersafety

<http://rdcrss.org/1bvzzq>



Facebook

Pledge that you will prepare for the winter months: Join America's PreparAthon!

<http://www.community.fema.gov/connect.ti/AmericasPrepareathon>

Twitter

Join America's PreparAthon! #WinterPrep <http://1.usa.gov/1jvo1FJ>

AMERICA'S
*PrepareAthon!*SM

Winter Precipitation

Facebook

Will it rain, ice or snow? This graphic explains how having different layers of warm and cold air between the clouds and the ground determines the type of precipitation that hits the

ground. Forecasters use computer models and weather balloons to help predict what form of precipitation will fall in your area.

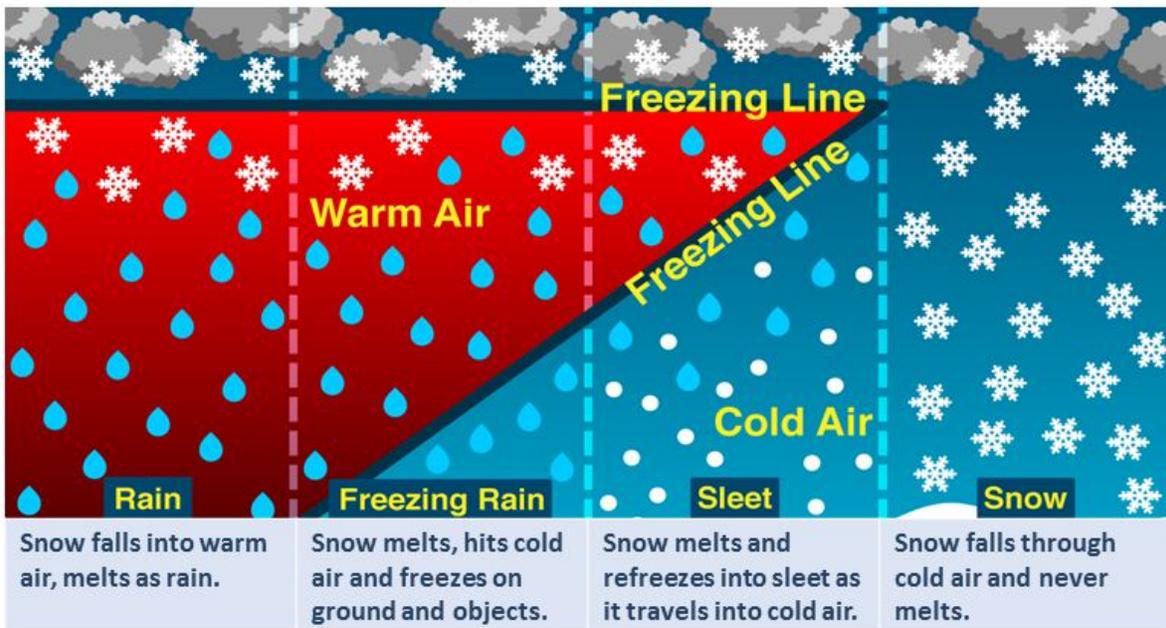
<http://www.nssl.noaa.gov/education/svrwx101/winter/types/>

Twitter

Will it rain, ice or snow? Find out how wintry precipitation forms! #winter

<http://www.nssl.noaa.gov/education/svrwx101/winter/types/>

How The Different Types Of Winter Precipitation Form



Ice Jams

Facebook

Ice jams are common during the winter and spring along rivers, streams and creeks in the northern U.S. and Alaska. As ice moves downstream, it may get caught on any sort of obstruction to the water flow. When this occurs, water can be held back, causing upstream flooding. When the jam finally breaks, flash flooding can occur downstream.

<http://www.floodsafety.noaa.gov/hazards.shtml>

Twitter

Ice jams in rivers, streams and creeks can cause dangerous flooding.

<http://www.floodsafety.noaa.gov/hazards.shtml> #WinterPrep



Nor'easter

Facebook

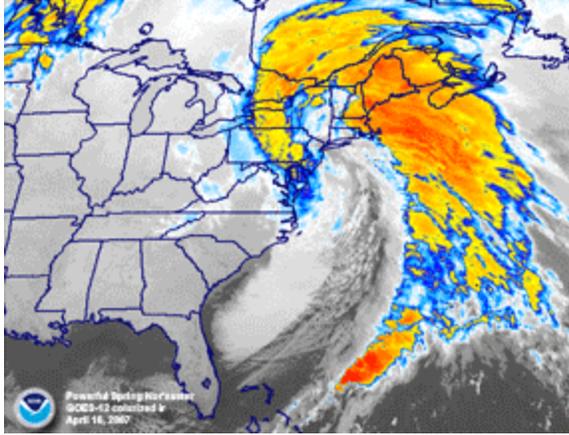
A Nor'easter can strike at any time of year, but these coastal storms tend to be strongest during the winter months. Named for the northeasterly winds that blow over the coastal areas, these storms can bring heavy precipitation (snow or rain), strong winds and may cause beach erosion.

http://www.noaa.gov/features/03_protecting/noreasters.html

Twitter

Nor'easters are strongest during the winter months.

http://www.noaa.gov/features/03_protecting/noreasters.html #WinterPrep



Windchill

Facebook

When you're outside during the winter, it feels even colder when it is windy. But how much colder does the wind really make the air feel? Find out using the National Weather Service wind chill calculator: <http://www.nws.noaa.gov/om/winter/windchill.shtml>

Twitter

How cold does it feel? Use the wind chill calculator to find out: <http://www.nws.noaa.gov/om/winter/windchill.shtml> #WinterPrep

		Temperature (°F)																	
		Calm	40	35	30	25	20	15	10	5	0	-5	-10	-15	-20	-25	-30	-35	-40
Wind (mph)	5	36	31	25	19	13	7	1	-5	-11	-16	-22	-28	-34	-40	-46	-52	-57	-63
	10	34	27	21	15	9	3	-4	-10	-16	-22	-28	-35	-41	-47	-53	-59	-66	-72
	15	32	25	19	13	6	0	-7	-13	-19	-26	-32	-39	-45	-51	-58	-64	-71	-77
	20	30	24	17	11	4	-2	-9	-15	-22	-29	-35	-42	-48	-55	-61	-68	-74	-81
	25	29	23	16	9	3	-4	-11	-17	-24	-31	-37	-44	-51	-58	-64	-71	-78	-84
	30	28	22	15	8	1	-5	-12	-19	-26	-33	-39	-46	-53	-60	-67	-73	-80	-87
	35	28	21	14	7	0	-7	-14	-21	-27	-34	-41	-48	-55	-62	-69	-76	-82	-89
	40	27	20	13	6	-1	-8	-15	-22	-29	-36	-43	-50	-57	-64	-71	-78	-84	-91
	45	26	19	12	5	-2	-9	-16	-23	-30	-37	-44	-51	-58	-65	-72	-79	-86	-93
	50	26	19	12	4	-3	-10	-17	-24	-31	-38	-45	-52	-60	-67	-74	-81	-88	-95
	55	25	18	11	4	-3	-11	-18	-25	-32	-39	-46	-54	-61	-68	-75	-82	-89	-97
60	25	17	10	3	-4	-11	-19	-26	-33	-40	-48	-55	-62	-69	-76	-84	-91	-98	

Frostbite Times 30 minutes 10 minutes 5 minutes

Wind Chill (°F) = 35.74 + 0.6215T - 35.75(V^{0.16}) + 0.4275T(V^{0.16})
 Where, T= Air Temperature (°F) V= Wind Speed (mph) Effective 11/01/01

Temperature

Facebook

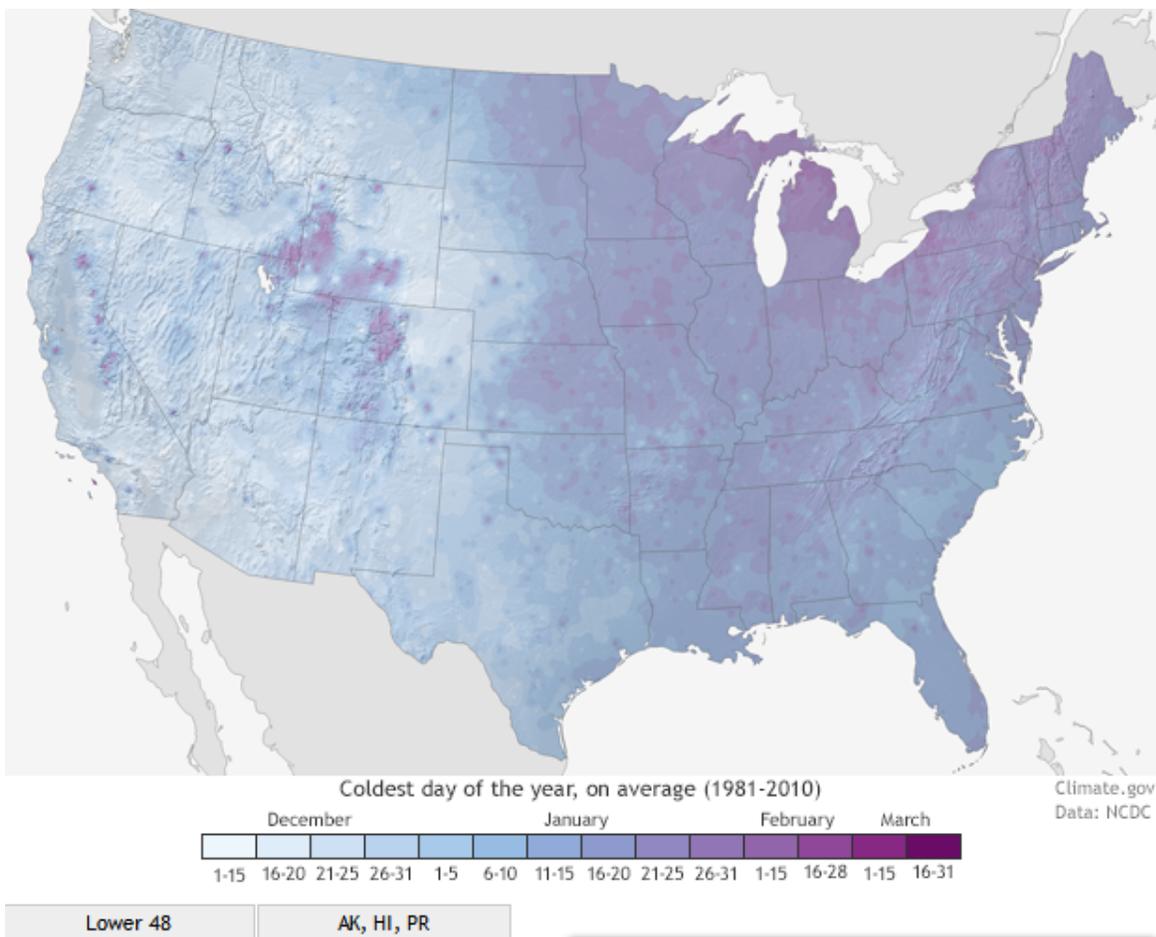
What day of the year is usually the coldest of the season where you live? Find out:

<http://www.climate.gov/news-features/featured-images/whats-coldest-day-year>

Twitter

What day of the year is usually the coldest of the season where you live?

<http://www.climate.gov/news-features/featured-images/whats-coldest-day-year> #WinterPrep



Polar Vortex

Facebook

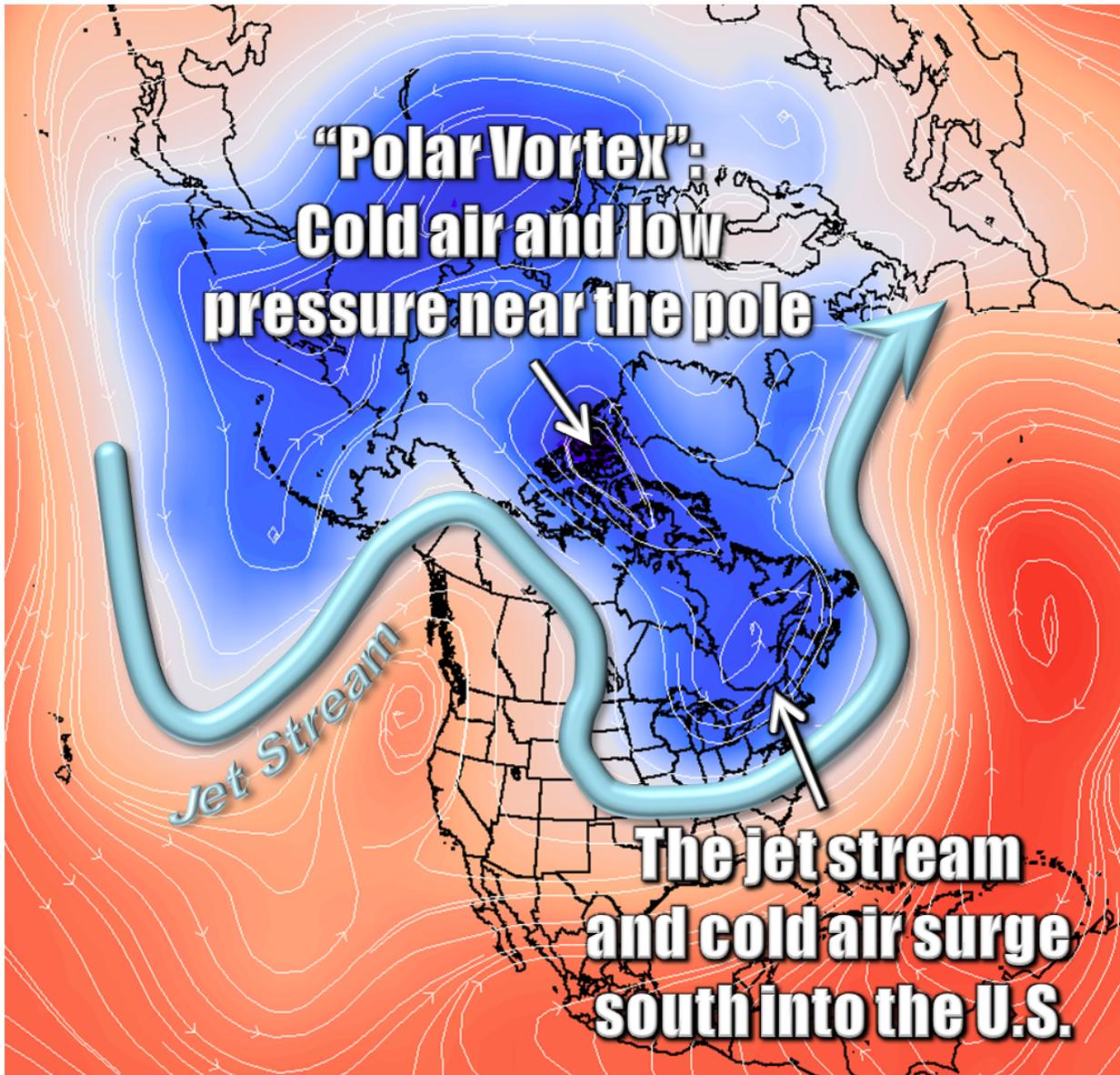
Don't fear the Polar Vortex. Discover the facts behind the hype.

http://www.nws.noaa.gov/om/winter/polar_vortex.shtml

Twitter

Don't fear the Polar Vortex. Discover the facts behind the hype. #WinterPrep #polarvortex

http://www.nws.noaa.gov/om/winter/polar_vortex.shtml



Blizzards

Facebook

Blizzards are dangerous winter storms that are a combination of blowing snow and wind resulting in very low visibilities. While heavy snowfalls and severe cold often accompany blizzards, they are not required. Sometimes strong winds pick up snow that has already fallen, creating a ground blizzard. Officially, a blizzard is a storm that contains large amounts of snow OR blowing snow, with winds in excess of 35 mph and visibilities of less than 1/4 mile for an extended period of time (at least three hours). When these conditions are expected, the National Weather Service will issue a "Blizzard Warning".

<http://www.wrh.noaa.gov/fgz/science/blizzard.php?wfo=fgz>

Twitter

What makes a blizzard dangerous?

<http://www.wrh.noaa.gov/fgz/science/blizzard.php?wfo=fgz> #WinterPrep



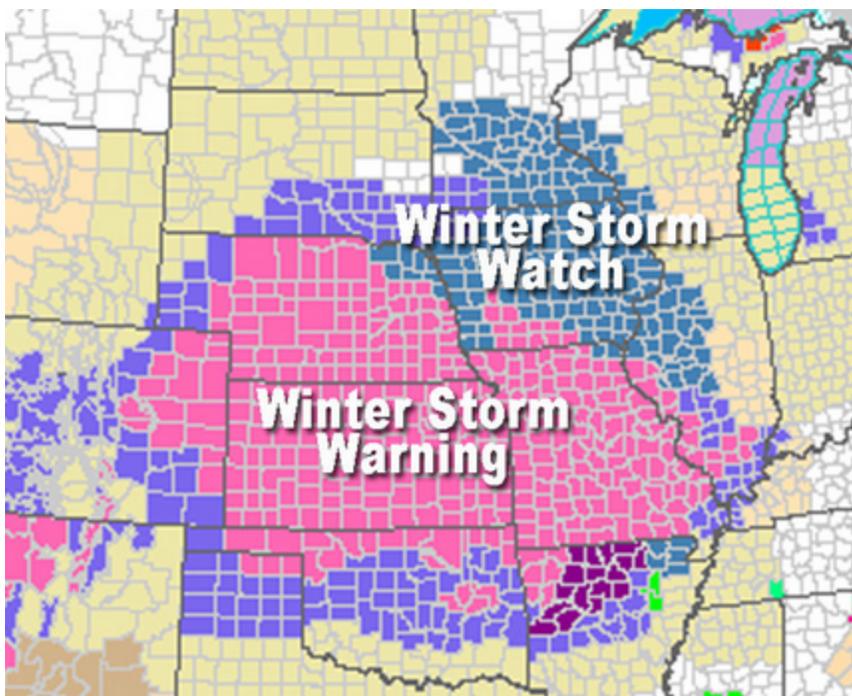
Watch vs Warning

Facebook

Do you know the difference between a Winter Storm Watch and a Winter Storm Warning? When a Warning is issued: TAKE ACTION! When a Watch is issued: Get Prepared! Find out more at: <http://www.nws.noaa.gov/om/winter/ww.shtml>

Twitter

What's the difference between a Winter Storm Watch and a Winter Storm Warning? <http://www.nws.noaa.gov/om/winter/ww.shtml> #WinterPrep



Tsunami Preparedness

Facebook

If you live, work or play on the coast, you should be prepared for a tsunami. Learn what to do before, during and after a tsunami.

www.weather.gov/tsunamisafety

December marks 10 years since the deadly Indian Ocean tsunami. If you live, work or play along the coast, then you should be prepared. Find out how you can prepare for tsunamis.

www.weather.gov/tsunamisafety

Twitter

Check out the new National Weather Service Tsunami Safety web site! #TsunamiPrep
www.weather.gov/tsunamisafety

Tsunami Safety Home **Understanding Tsunami Alerts** **Before a Tsunami** **During a Tsunami** **After a Tsunami**

****Get Tsunami Alerts****

Tsunami Resources

- Tsunami Safety Home
- About Tsunamis
- Tsunami Warning Centers
- Education and Outreach Materials
- Tsunami Preparedness Week
- TsunamiReady Program
- International Tsunami Information Center
- National Tsunami Hazard Mitigation Program

If you live, work or play on the coast, it is important to learn about tsunami safety.

Tsunamis are among Earth's rarest hazards. But, even though tsunamis do not occur very often, and most are small and nondestructive, they pose a major threat to coastal communities, particularly in the Pacific. A tsunami can strike any ocean coast at any time. There is no season for tsunamis. We cannot predict where, when or how destructive the next tsunami will be. However, while tsunamis cannot be prevented, there are things you can do before, during and after a tsunami that could save your life and the lives of your family and friends. Read these pages to learn about tsunamis and what you can do to keep yourself and your loved ones safe in the event of a tsunami.

For More Information

For additional information, email wrn.feedback@noaa.gov.