

ROLL OUT PLAN FOR WEATHER ENTERPRISE
#SafePlaceSelfie Day

- Action:** Encourage the Weather Enterprise, including local TV stations, to promote, participate in, and motivate others to post their “safe place” from common hazards in their area.
- Date:** April 7, 2021 is #SafePlaceSelfie Day

Please note...

The #SafePlaceSelfie preparedness messaging can fit within the context of CDC guidelines and any state issued health orders. During the entire campaign, we will be encouraging individual or immediate family selfies and discouraging group selfies and any behavior that goes against long standing CDC guidelines.

THE ASK:

- Promote #SafePlaceSelfie Day (April 7) over the internet, on-air, and social media platforms (Twitter, Instagram especially)
- Participate yourself by posting your own safe places from various hazards using the hashtag #SafePlaceSelfie
- Challenge other TV Mets, colleagues, etc. by tagging them with “*Where is your safe place from extreme weather?*” Include...
 - Tag - *.@Mary*
 - Hazard - *Tornado*
 - Location - *Shelter at home in a designated “safe place” location*
- Motivate your viewers by creating incentives, such as a contest to select the best #SafePlaceSelfies and profile them on-air the evening of April 7 (or the station website).

THREE STEPS TO TAKING A #SAFEPLACESELFIE:

- (1) Determine your local hazard. *Note: You can choose more than one hazard and more than one location.*
- (2) Identify your “safe place” from that hazard.
- (3) Post over social media and encourage others to do the same.
- (4) Engage audiences on other preparedness actions they can take (e.g., emergency kits, family communication plans)

THE MESSAGE:

- Determine what natural hazards exist in your area.
 - Remind your viewers that tornadoes can and do happen in all 50 U.S. states.

- In addition, when traveling, take some time learning what hazards exist where you are going...best example is high surf/rip currents for people inexperienced with ocean swimming.
- Knowing your “safe place” is one of the most essential preparedness activities to save your life from extreme weather.
- The best way to prepare is to practice, practice, practice. Taking your #SafePlaceSelfie captures that practice.
- Knowing exactly what to do and where to go minimizes hesitation and can save your life.
- Get others involved like family members and your pets.
- By posting your #SafePlaceSelfie, you become the example that others across your social network will follow.
- Other weather safety actions can piggyback onto the #SafePlaceSelfie campaign (such as having multiple sources to receive warnings/alerts, emergency kits, communication plans).
- Tailor the #SafePlaceSelfie campaign to your brand and what makes your station unique.

THINGS TO KEEP IN MIND:

- We will be encouraging people to post at 11:11AM LOCAL TIME...
 - Why 11:11am? Many people refer to 11:11 as a time to “make a wish.” Instead of relying on hope, though, for SafePlaceSelfie, action can help protect you from hazardous weather.
 - Choosing an exact time to post can also help get the hashtag #SafePlaceSelfie trending throughout the day.
 - ****However, make it clear people should post at any time on April 7 (or whenever they are able). One option is to schedule their post for 11:11am if they otherwise cannot post at that time.
- Any and all social media platforms can be used. NWS will be promoting #SafePlaceSelfie over Twitter, Instagram, and Facebook, but others like Tik Tok or SnapChat can be used as well.
- Choose hazard(s) that are typical of your geographic location. Do not just default to the tornado/high wind event. Beyond weather phenomena, consider tsunamis, rip currents, wildfires, and safe boating.
- Do you HAVE TO include an actual selfie? No. You can post images of safe locations, or be creative in ways to convey the action of getting to your safe place.
- Make it fun! Everyone knows preparing is good for you, but making it fun will encourage people to consider other preparedness actions as well.

“Challenging Others”...

Participating in the #SafePlaceSelfie Campaign can potentially save your life as it is "preparedness in action." The old adage "practice makes perfect" applies to weather safety as

well. Taking some time to weigh your options at your home, at work, or places you like to spend time at can reduce hesitation and give you the best chance of survival/injury.

Everyone is also encouraged to challenge family, friends, or colleagues (e.g., your broadcast team) as part of your social media post to also take this lifesaving preparedness action. When you post your #SafePlaceSelfie, challenge others by tagging them (@name) and asking ""Where is your safe place from extreme weather?"

This simple action can help someone you know or love get better prepared, and if extreme weather were to strike, save their life.

EXAMPLES:





Ginger Zee ✓ @Ginger_Zee · Apr 9

Perfect day to talk about our safe place for severe storms in the basement because we and especially south of us could see severe storms w/ winds in excess of 60mph. We have NOAA weather radio, helmets & extra shoes among other things. [#SafePlaceSelfie](#) -where's your safe place?



41

28

752



Maureen McCann ✓ @MaureenMcCann13 · Apr 8

[#SafePlaceSelfie](#) in the COVID-19 era... a pandemic won't stop severe weather from happening so we still need to be prepared!

Today take a selfie in the safest place in your home: lowest level, away from windows/doors. I'm in the closet under stairs, [#disasterprep](#) kit there too!



4

2

55

