



# OREGON OFFICE OF EMERGENCY MANAGEMENT

## 2015 Winter Storm Social Media

The following are suggestions that edited to suit your agency's needs. When posting on Twitter and Facebook use the event hashtag #ORWinterStormDec, #OregonEM, commonly used hashtags, or combinations.

Areas highlighted in yellow require edits.

It is best to accompany social media posts with photos and videos whenever possible. FEMA has [flood safety graphics](#) and [winter weather graphics](#) available online. Available at <http://youtu.be/VmqIYJI2gs?a> is a video of OEM Director Andrew Phelps talking about Oregon's current status in the recovery process.

All the following are suggestions and can be posted directly or edited to suit your agency's needs.

Commonly used Hashtags

#ORWinterStormDec  
#OregonEM  
#ORwx  
#FloodSafety  
#ORFlood  
#WinterSafety  
#WinterStorm

### **Twitter Messages**

The following messages can be posted to your agency's local twitter account. Tweets from @OregonOEM can also be retweeted and/or @OregonOEM may be mentioned in local tweets.

Other twitter accounts to watch and retweet:

@FEMARegion10 - FEMA Region 10  
@OregonGovBrown – Oregon Governor Kate Brown

### **Scripted Tweets**

[@OregonOEM](#), @FEMARegion10 and [\[agency\]](#) are conducting preliminary damage assessments as a part of the federal declaration process

Preliminary Damage Assessments verify the need for supplemental disaster assistance  
<http://www.fema.gov/declaration-process-fact-sheet>

Was your home or business damaged by the 2015 #WinterStorm? Make sure to let [\[agency\]](#) know!

As part of the recovery from the 2015 #WinterStorm, we are conducting Preliminary Damage Assessments.

Check this update from @OregonOEM on where [agency] and OEM are in the recovery process  
<http://youtu.be/VmqIYIJ2gs?a>

### **Facebook Messages**

The following messages can be posted to your agency's local Facebook account. Posts from the [Oregon Office of Emergency Management](#) Facebook account can also be shared and/or OEM can be tagged in local posts.

### **Scripted Posts**

1. [Agency], OEM and FEMA are conducting Preliminary Damage Assessments as part of the federal declaration process:
  - [Agency] conducted an initial damage assessment, gathering information on damages and community impacts following the disaster.
  - A formal Preliminary Damage Assessment verifies the need for supplemental assistance.
  - The Oregon Office of Emergency Management (OEM) analyzes the data and information collected from the Preliminary Damage Assessments. OEM recommends to the Governor to request disaster assistance from the federal government.
  - FEMA analyzes the request and makes a recommendation to the President. FEMA and/or the White House announce whether the Governor's request is approved for public assistance, individual assistance, or both.
  - In the request, the Governor can ask the US Small Business Administration to make its low-interest disaster and economic injury loan programs available within impacted communities. The SBA would make a separate announcement on availability of its programs.

For more information check: <http://www.fema.gov/declaration-process-fact-sheet>

2. Preliminary Damage Assessments are an important part in the recovery process. This joint effort helps determine if supplemental federal disaster assistance is needed. If granted, federal disaster assistance programs include public assistance, individual assistance, or both. The Individual Assistance program provides federal grants to eligible individuals and families to help pay for temporary housing, emergency home repairs not covered by insurance; uninsured and underinsured personal property losses; and medical, dental and funeral expenses caused by the disaster, along with other serious disaster-related expenses. The Public Assistance program provides federal funds to help eligible local, state and tribal governments, special purpose districts, and certain private non-profit organizations, pay for eligible debris removal, emergency protective measures, and the repair, replacement, or restoration of disaster-damaged facilities, systems and infrastructure.

For more information on the process and programs: <http://www.fema.gov/declaration-process>