

The Great  
British Columbia  
**Shake  
Out**<sup>TM</sup>

2022

## Social Media Guide

Join the ShakeOutBC conversation and help promote earthquake response and readiness in your community.

## INTRODUCTION

Social media is a great way to connect with people and promote the importance of earthquake preparedness leading up to the ShakeOutBC drill at 10:20 a.m., Oct. 20.

This guide provides copy-and-paste ShakeOutBC content that can be easily used on local government, business, agency and personal social media channels.

The messages and images have been primarily adapted for Facebook (*page 2*) and Twitter (*page 6*). Just right-click the suggested graphics in the *Content* section and save-as to upload to your post or tweet.

You can also help build buzz and boost participation by joining the ShakeOutBC conversation online. Start by following the #ShakeOutBC hashtag and interacting with the channels and websites below:



### Twitter:

[@ShakeOutBC](https://twitter.com/ShakeOutBC)  
[@PreparedBC](https://twitter.com/PreparedBC)  
[@ShakeOut](https://twitter.com/ShakeOut)

### Other Channels:

Facebook: [facebook.com/ShakeOutBC](https://facebook.com/ShakeOutBC)  
YouTube: [goo.gl/HhObVW](https://goo.gl/HhObVW)  
Instagram: [@ShakeOutBC](https://www.instagram.com/ShakeOutBC)  
Pinterest: [pinterest.com/shakeoutbc](https://pinterest.com/shakeoutbc)

### Websites:

[www.shakeoutbc.ca](http://www.shakeoutbc.ca)  
[gov.bc.ca/PreparedBC](http://gov.bc.ca/PreparedBC)

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*TIP: Best way to promote ShakeOutBC is to run a drill & share your experience on social media. Maybe your story will inspire others to participate! Drill manuals are available at [www.shakeoutbc.ca](http://www.shakeoutbc.ca)*

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### Extra Credit:

Are you a fan of sharing pictures? Snap photos of yourself, family members, friends and colleagues practicing correct “Drop, Cover and Hold On” form then share them on Twitter & Instagram using the hashtag #ShakeOutBC.

The key is promoting proper technique. This is an extra effort to ensure people correctly protect themselves. When you snap a pic, make sure your subject is completely under a sturdy piece of furniture and that they’re actually holding on to it with their head and neck protected.

## Content

### Section 1: Facebook

This section is tailored to Facebook. The recommendation is one post a week during the six weeks leading up to the ShakeOutBC drill on Oct. 20. Customize the posts by adding references to your business, government, or organization.

**Post 1:** Registered for #ShakeOutBC? Make the ShakeOutBC badge your profile picture then challenge your friends and family to do the same. Registration just takes a few minutes! <http://ow.ly/R0ArG>

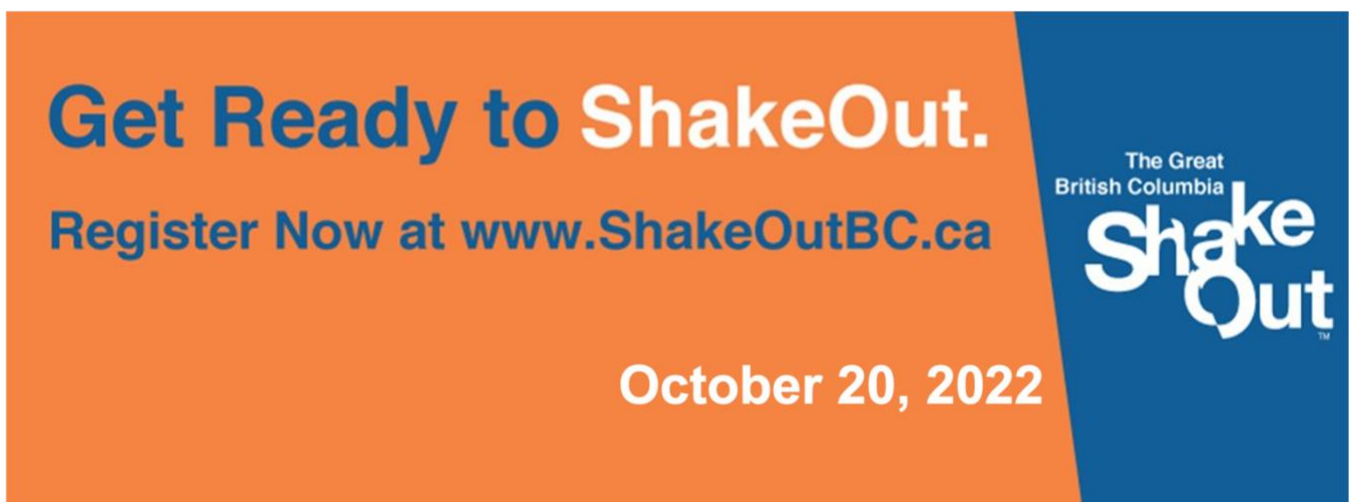


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*TIP: Upload the badge to your Facebook page then check out those of related agencies.  
Don't see the participant badge? Challenge them to register!*

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**Post 2:** Ready to ShakeOut? We are! #ShakeOutBC is coming soon on 10/20 at 10:20 a.m. Make sure to register to be counted among the millions participating worldwide. <http://ow.ly/R0ArG>



**Post 3:** Learning about earthquake preparedness is a big part of #ShakeOutBC. Secure your space and improve your safety in just seven steps: <http://ow.ly/ROC4N>

PREPARE	SURVIVE AND RECOVER
<p><i>Before</i> the next big earthquake we recommend these four steps that will make you, your family, or your workplace better prepared to survive and recover quickly:</p>	<p><i>During</i> the next big earthquake, and immediately after, is when your level of preparedness will make a difference in how you and others survive and can respond to emergencies:</p>
<p><b>Step 1:</b> <u>Secure your space</u> by identifying hazards and securing moveable items.</p>	<p><b>Step 5:</b> <u>Drop, Cover, and Hold On</u> when the earth shakes.</p>
	
<p><b>Step 2:</b> <u>Plan to be safe</u> by creating a disaster plan and deciding how you will communicate in an emergency.</p>	<p><b>Step 6:</b> <u>Improve safety</u> after earthquakes by evacuating if necessary, helping the injured, and preventing further injuries or damage.</p>
	
<p><b>Step 3:</b> <u>Organize disaster supplies</u> in convenient locations.</p>	<p><i>After</i> the immediate threat of the earthquake has passed, your level of preparedness will determine your quality of life in the weeks and months that follow:</p>
	<p><b>Step 7:</b> <u>Reconnect and Restore</u> Restore daily life by reconnecting with others, repairing damage, and rebuilding community.</p>
<p><b>Step 4:</b> <u>Minimize financial hardship</u> by organizing important documents, strengthening your property, and considering insurance.</p>	
	

**Post 4:** ShakeOut. Don't FreakOut! Practice how to "Drop, Cover and Hold On" for #ShakeOutBC at 10:20 a.m., October 20. Register at [www.shakeoutbc.ca](http://www.shakeoutbc.ca)



**ShakeOut. Don't FreakOut.**  
**Register Now at [www.ShakeOutBC.ca](http://www.ShakeOutBC.ca)**  
**October 20, 2022**

The Great British Columbia  
**ShakeOut**

**Post 5:** Be prepared, not scared by participating in #ShakeOutBC. Register yourself or your organization at [www.shakeoutbc.ca](http://www.shakeoutbc.ca)

**Post 6:** *[Day of ShakeOut]*

This is it! At 10:20 a.m., “Drop, Cover and Hold On!”

Video Drill Broadcast: <http://ow.ly/R0CnN> #DropCoverHoldOn #ShakeOutBC

**Additional Posts:**

- It’s #ShakeOutBC week! Take time to update your emergency plan & kit. Helpful tips c/o PreparedBC: <http://ow.ly/S065n>
- Have you secured your space for an earthquake? Learn how c/o ShakeOutBC: <http://ow.ly/S06vj>
- “Drop, Cover and Hold On” is recommended for a reason. Learn why as you get ready for the ShakeOutBC drill on Oct. 20. <http://ow.ly/S075p>



- What if there’s no desk or table to get under during an earthquake? ShakeOutBC has answers: <http://ow.ly/S0ah2>
- What if you’re at the movies when an earthquake strikes? Check out this great video c/o ShakeOutBC: <http://ow.ly/VIYh300JoMC>
- “Drop, Cover and Hold On.” Join more than 700,000 British Columbians as they practice this life saving technique during the Great BC ShakeOut at 10:20 a.m., Oct. 20. Register today at [www.shakeoutbc.ca](http://www.shakeoutbc.ca).



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*TIP: Need more graphics for your social media channels.*

Go to <http://www.shakeoutbc.ca/resources/index.html#banners>

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- Don't leave it to luck. Get the facts on how to protect yourself during an earthquake by participating in the Great British Columbia Shakeout at 10:20 a.m. on Oct. 20. Register today at [www.shakeoutbc.ca](http://www.shakeoutbc.ca) and join more than 700,000 British Columbians for the tenth annual "Drop, Cover and Hold On" drill.



## Content

### Section 2: Twitter

This section includes general and scheduled content created for the Twitter character limit (140 characters) **plus an image**. Tweet the number of reminders that are best for your organization.

## General Content

- #ShakeOutBC is 10/20 at 10:20 a.m. We're participating. Join us! [@ShakeOutBC](http://ow.ly/ROArG)

A promotional banner for ShakeOut BC. The left side has a dark blue background with white text: "Join Us in the World's Largest Earthquake Drill. Register Now at www.ShakeOutBC.ca" and "October 20, 2022". The right side has an orange background with the "Shake Out" logo and "The Great British Columbia" text above it.

**Join Us**  
in the World's Largest Earthquake Drill.  
Register Now at [www.ShakeOutBC.ca](http://www.ShakeOutBC.ca)  
October 20, 2022

The Great British Columbia  
**Shake Out**

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*TIP: No time to schedule a social media campaign? Then just follow @ShakeOutBC on Twitter and retweet. Prefer Facebook? You can find us there too. Simply share our posts on your page.*

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- Know what to do in an earthquake? Find out & practice along with millions: <http://ow.ly/ROCIS>  
#ShakeOutBC

A promotional banner for ShakeOut BC. The left side has a blue background with yellow and white text: "ShakeOut. Don't FreakOut. Register Now at www.ShakeOutBC.ca" and "October 20, 2022". The right side has a yellow background with the "Shake Out" logo and "The Great British Columbia" text above it.

**ShakeOut. Don't FreakOut.**  
Register Now at [www.ShakeOutBC.ca](http://www.ShakeOutBC.ca)  
October 20, 2022

The Great British Columbia  
**Shake Out**

- Why should businesses participate in #ShakeOutBC? Learn about the Top 10 Key Benefits: [@ShakeOutBC](http://ow.ly/ROCUw)

- Who will you inspire to prepare? Be an example. Register for #ShakeOutBC <http://ow.ly/R0ArG>

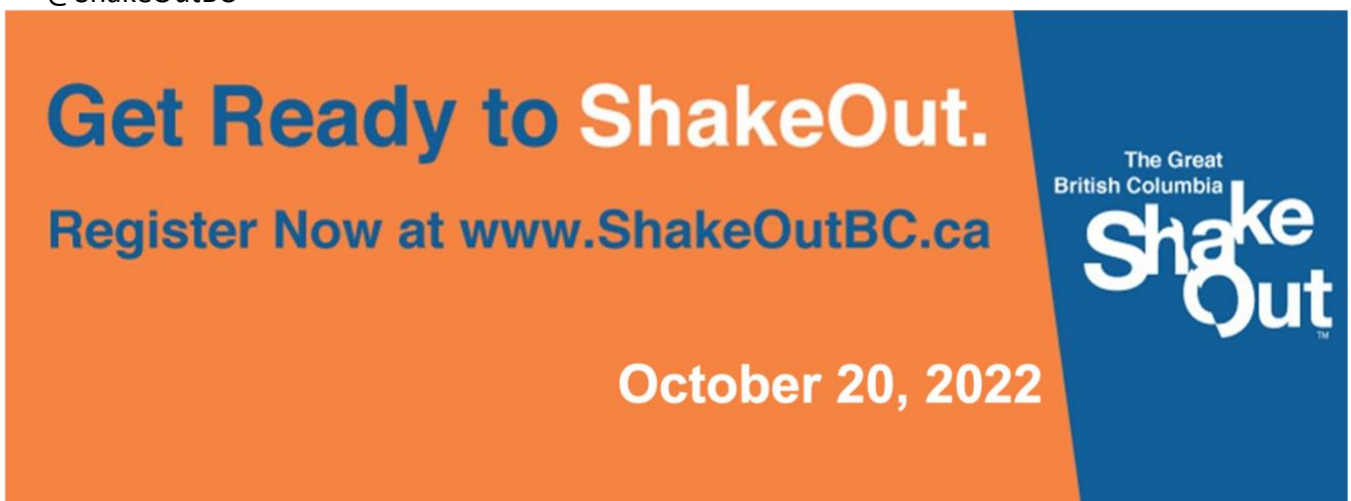
A promotional banner for the ShakeOut BC event. The left side has a dark blue background with white text: "Join Us in the World's Largest Earthquake Drill. Register Now at [www.ShakeOutBC.ca](http://www.ShakeOutBC.ca)". The right side has an orange background with the "ShakeOut" logo in blue and white, with "The Great British Columbia" written above it. The date "October 20, 2022" is centered at the bottom in white.

**Join Us**  
in the World's Largest Earthquake Drill.  
Register Now at [www.ShakeOutBC.ca](http://www.ShakeOutBC.ca)

**October 20, 2022**

The Great British Columbia  
**ShakeOut**

- We're holding a #ShakeOutBC drill! Make yours count by registering at [www.shakeoutbc.ca](http://www.shakeoutbc.ca) @ShakeOutBC

A promotional banner for the ShakeOut BC event. The left side has an orange background with white text: "Get Ready to ShakeOut. Register Now at [www.ShakeOutBC.ca](http://www.ShakeOutBC.ca)". The right side has a dark blue background with the "ShakeOut" logo in white and blue, with "The Great British Columbia" written above it. The date "October 20, 2022" is centered at the bottom in white.

**Get Ready to ShakeOut.**  
Register Now at [www.ShakeOutBC.ca](http://www.ShakeOutBC.ca)

**October 20, 2022**








The Great British Columbia  
**ShakeOut**

- 1 in 10 chance for a megathrust earthquake in BC within 50 years. Get prepared by participating in: [#ShakeOutBC](https://www.shakeoutbc.ca) Oct. 20. @ShakeOutBC
- Drop, Cover, Hold On. 3 words that could save your life. Practice Oct. 20 during #ShakeOutBC. [www.shakeoutbc.ca](http://www.shakeoutbc.ca)





- Prepare to survive and recover with the 7 Steps to Earthquake Safety: <http://ow.ly/R0E2a> #ShakeOutBC

PREPARE	SURVIVE AND RECOVER
<p><i>Before the next big earthquake we recommend these four steps that will make you, your family, or your workplace better prepared to survive and recover quickly:</i></p> <p><b>Step 1:</b> <u>Secure your space</u> by identifying hazards and securing moveable items.</p>  <p><b>Step 2:</b> <u>Plan to be safe</u> by creating a disaster plan and deciding how you will communicate in an emergency.</p>  <p><b>Step 3:</b> <u>Organize disaster supplies</u> in convenient locations.</p>  <p><b>Step 4:</b> <u>Minimize financial hardship</u> by organizing important documents, strengthening your property, and considering insurance.</p> 	<p><i>During the next big earthquake, and immediately after, is when your level of preparedness will make a difference in how you and others survive and can respond to emergencies:</i></p> <p><b>Step 5:</b> <u>Drop, Cover, and Hold On</u> when the earth shakes.</p>  <p><b>Step 6:</b> <u>Improve safety</u> after earthquakes by evacuating if necessary, helping the injured, and preventing further injuries or damage.</p>  <p><i>After the immediate threat of the earthquake has passed, your level of preparedness will determine your quality of life in the weeks and months that follow:</i></p> <p><b>Step 7:</b> <u>Reconnect and Restore</u> Restore daily life by reconnecting with others, repairing damage, and rebuilding community.</p> 

- What do you do if you feel shaking and there isn't a sturdy desk or table nearby? #ShakeOutBC has answers: <http://ow.ly/QPrc300JpFe>
- "Drop, Cover, Hold On" is recommended for a reason. Learn why before the [#ShakeOutBC](#) drill Oct. 20. <http://ow.ly/S075p> @ShakeOutBC

*(If you're in a tsunami risk zone)*

- An earthquake could trigger a tsunami. Drop, cover, hold on; go to high ground; stay there.: [#ShakeOutBC](https://www.shakeoutbc.ca)



- #ShakeOutBC is only “X” weeks away! We’re registered. Make sure you are too. <http://ow.ly/R0ArG> @ShakeOutBC

**Join Us**  
in the World’s Largest Earthquake Drill.  
Register Now at [www.ShakeOutBC.ca](http://www.ShakeOutBC.ca)

**October 20, 2022**

The Great British Columbia  
**Shake Out**<sup>TM</sup>

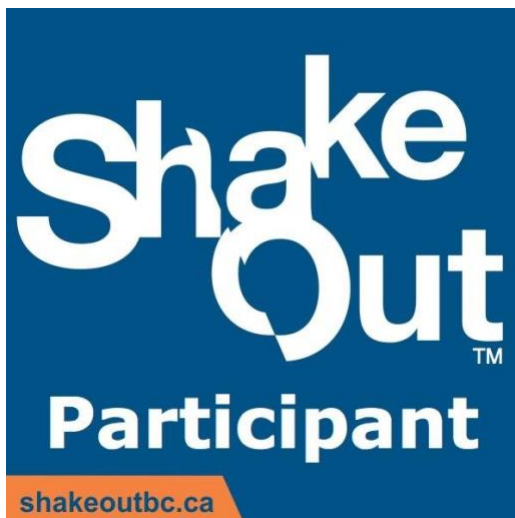
**SCHEDULED CONTENT (October 10 - October 20)**

**Tweet 1 (Oct. 10):** #ShakeOutBC is getting close! Have you registered your family or organization yet?

<http://ow.ly/R0ArG>



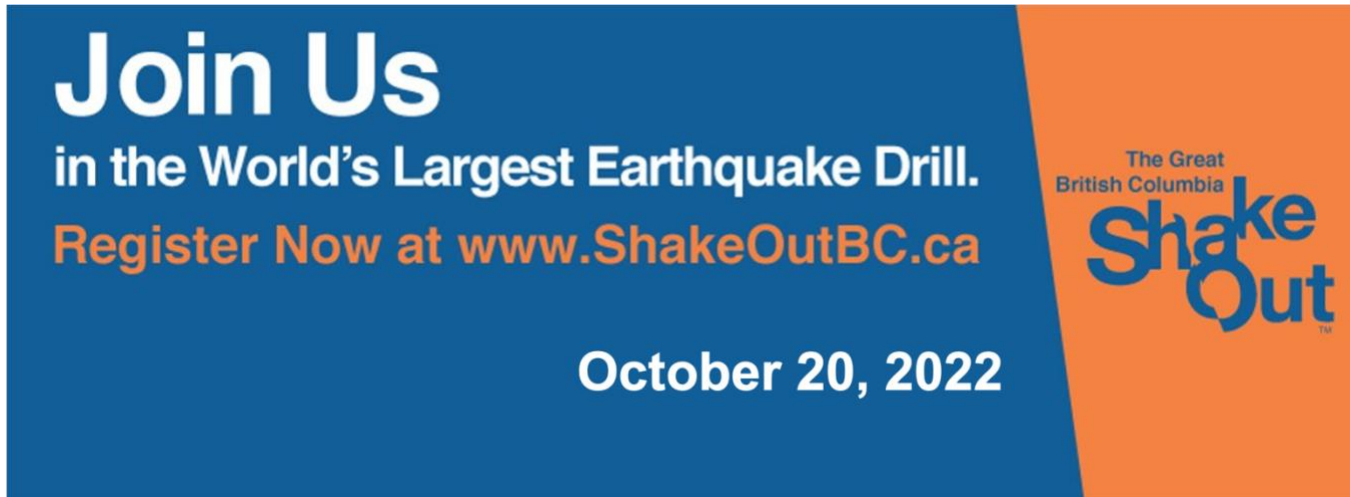
**Tweet 2 (Oct. 11):** Show everyone you're participating in #ShakeOutBC. Make this participant badge your profile photo! @ShakeOutBC



**Tweet 3 (Oct. 12):**

Handy resource for what you should do during an earthquake: <http://ow.ly/ROElf> #ShakeOutBC #DropCoverHoldOn @ShakeOutBC

**Tweet 4 (Oct. 13):** More than “X”: people are registered for #ShakeOutBC on 10/20! Join Us:  
<http://ow.ly/R0ArG>



*\*Replace the “X” with the number of people currently registered, which you can find at [www.shakeoutbc.ca](http://www.shakeoutbc.ca). Make sure you and your organization are registered!*

**Tweet 5 (Oct. 14):** It’s #ShakeOutBC week! Take time to update your emergency plan & kit. Helpful tips c/o @PreparedBC: <http://ow.ly/S065n>

**Tweet 6 (Oct. 15):** Have you secured your space for an earthquake. Learn how c/o @ShakeOutBC: <http://ow.ly/S06vj>

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**OTHER PLATFORMS:**








*YOUTUBE: If you’d like us to upload a video to our YouTube channel, direct message or @mention us.*

*PINTEREST: Have you created a Pinterest board dedicated to ShakeOutBC or “Drop, Cover, Hold On?” Let us know and we’ll follow you, as well as help promote it online.*

*INSTAGRAM: Follow us. We’ll follow back and help share your ShakeOut content.*

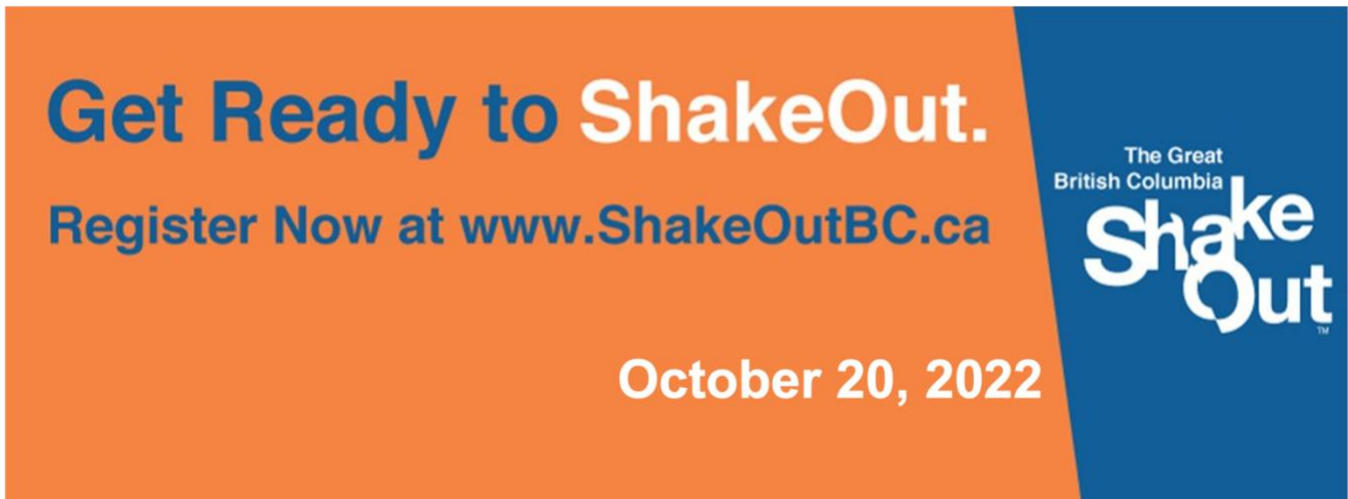
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**Tweet 7 (Oct. 16):** Make the most of your [#ShakeOutBC](https://www.shakeoutbc.ca/) drill. Review the 7 Steps to Earthquake Safety: <http://ow.ly/ROC4N>

PREPARE	SURVIVE AND RECOVER
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## October 17 - October 20

**Tweet 1 (Oct. 17):** #ShakeOutBC is Thursday! Take a minute & register for the world's largest earthquake drill: <http://ow.ly/R0ArG>


A promotional banner for the ShakeOut BC event. The background is split into an orange section on the left and a blue section on the right. The orange section contains the text "Get Ready to ShakeOut." in large white letters, "Register Now at www.ShakeOutBC.ca" in smaller white letters, and "October 20, 2022" in white letters at the bottom. The blue section contains the "The Great British Columbia ShakeOut" logo in white, with "ShakeOut" in a large, stylized font.

**Get Ready to ShakeOut.**  
Register Now at [www.ShakeOutBC.ca](http://www.ShakeOutBC.ca)  
October 20, 2022

The Great British Columbia  
**ShakeOut**

**Tweet 2 (Oct. 18):** You can get flyers, manuals and other resources for your #ShakeOutBC drill this week here: <http://ow.ly/ROEzd> @ShakeOutBC

**Tweet 3 (Oct. 19):** More than "X" people are registered for #ShakeOutBC tomorrow. Join us too!  
<http://ow.ly/R0ArG>

A promotional banner for the ShakeOut BC event. The background is split into a blue section on the left and an orange section on the right. The blue section contains the text "Join Us" in large white letters, "in the World's Largest Earthquake Drill." in smaller white letters, "Register Now at www.ShakeOutBC.ca" in orange letters, and "October 20, 2022" in white letters at the bottom. The orange section contains the "The Great British Columbia ShakeOut" logo in blue, with "ShakeOut" in a large, stylized font.

**Join Us**  
in the World's Largest Earthquake Drill.  
Register Now at [www.ShakeOutBC.ca](http://www.ShakeOutBC.ca)  
October 20, 2022

The Great British Columbia  
**ShakeOut**

*\*Fill in the "X" depending on how far we are from 10/22! Make sure your organization is registered!*

**\*\*\*October 20<sup>th</sup>\*\*\***

**Tweet 1 (10/20):** At 10:20 a.m.: DROP, COVER, AND HOLD ON! Use a drill broadcast:  
<http://ow.ly/ROEH6> #ShakeOutBC

**Tweet 2 (10/20):** In 30 minutes: DROP, COVER, AND HOLD ON! Use a broadcast: <http://ow.ly/ROEH6>  
#ShakeOutBC

**Tweet 3 (10/20):** In 10 minutes, DROP, COVER, AND HOLD ON! Use a drill broadcast: <http://ow.ly/ROEH6> #ShakeOutBC

**Tweet 4 (10/20):** In 5 minutes, DROP, COVER, AND HOLD ON! Use a drill broadcast: <http://ow.ly/ROEH6> #ShakeOutBC

**Tweet 5 (10/20):** In 1 minute, DROP, COVER, AND HOLD ON! Use a drill broadcast: <http://ow.ly/ROEH6> #ShakeOutBC

**Tweet 6 (10/20):** \*RIGHT NOW\* DROP, COVER, AND HOLD ON! #ShakeOutBC

**Tweet 7 (10/20):** #ShakeOutBC is done for 2022, but you should prepare for earthquakes year-round! Visit [www.shakeoutbc.ca](http://www.shakeoutbc.ca) for info.