

2025

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 10:16 a.m., Oct. 16th.

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 **Facebook:**
facebook.com/ShakeOutBC
Instagram: @ShakeOutBC **YouTube:**
goo.gl/Hh0bVW **Website:**
www.shakeoutbc.ca



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

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. 16. 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>










***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!*

Post 2: Ready to ShakeOut? We are! #ShakeOutBC is coming soon on 10/16 at 10:16 a.m. Make sure to register to be counted among the millions participating worldwide. Register now at: shakeoutbc.ca/register



Post 3: Learning about earthquake preparedness is a big part of #ShakeOutBC. Secure your space and improve your safety in just seven steps:
<https://www.earthquakecountry.org/sevensteps/>

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>Step 1: <u>Secure your space</u> by identifying hazards and securing moveable items.</p>  <p>Step 2: <u>Plan to be safe</u> by creating a disaster plan and deciding how you will communicate in an emergency.</p>  <p>Step 3: <u>Organize disaster supplies</u> in convenient locations.</p>  <p>Step 4: <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>Step 5: <u>Drop, Cover, and Hold On</u> when the earth shakes.</p>  <p>Step 6: <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>Step 7: <u>Reconnect and Restore</u> Restore daily life by reconnecting with others, repairing damage, and rebuilding community.</p> 

Post 4: ShakeOut. Don't FreakOut! Practice how to "Drop, Cover and Hold On" for #ShakeOutBC at 10:16a.m., October 16. Register at www.shakeoutbc.ca

Shake Out. Don't Freak Out.

October 16, 2025

www.shakeoutbc.ca

The Great
British Columbia

Shake Out

Post 5: Be prepared, not scared by participating in #ShakeOutBC. Register yourself or your organization at www.shakeoutbc.ca

Post 6: *[Day of ShakeOut]*

This is it! At 10:16 a.m., “Drop, Cover and Hold On!”

Video Drill Broadcast: #DropCoverHoldOn #ShakeOutBC

Additional Posts:

- It's #ShakeOutBC week! Take time to update your emergency plan & kit. Helpful tips c/o PreparedBC: preparedbc.ca
- Have you secured your space for an earthquake? Learn how: shakeoutbc.ca “Drop,
- Cover and Hold On” is recommended for a reason. Learn why as you get ready for the ShakeOutBC drill on Oct. 16 at shakeoutbc.ca



- What if there's no desk or table to get under during an earthquake? ShakeOutBC has answers at shakeoutbc.ca
- “Drop, Cover and Hold On.” Join more than 800,000 British Columbians as they practice this life-saving technique during the Great BC ShakeOut at 10:16 a.m., Oct. 16. Register today at www.shakeoutbc.ca



TIP: Need more graphics for your social media channels?
Go to <https://www.shakeoutbc.ca/resources/index.html#banners>

- 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 10:16 a.m. on Oct. 16. Register today at www.shakeoutbc.ca and join more than 800,000 British Columbians for the annual "Drop, Cover and Hold On" drill.



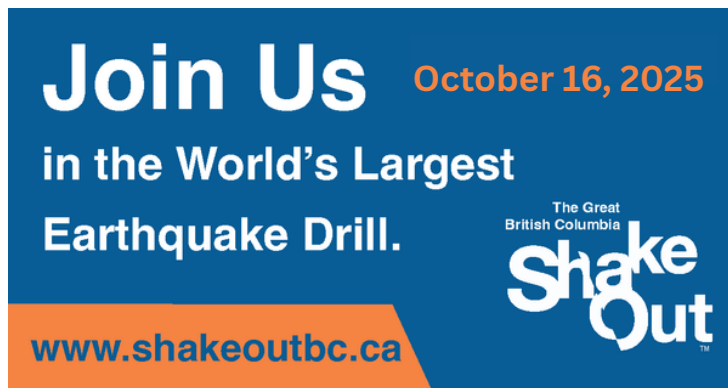
CONTENT

Section 2: Twitter

This section includes general and scheduled content created for the Twitter character limit (280 characters) **plus an image**. Tweet the number of reminders that are best for your organization.

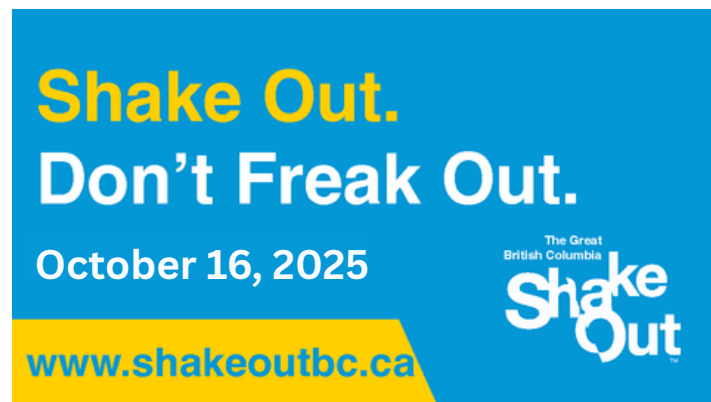
General Content

- #ShakeOutBC is 10/16 at 10:16 a.m. We're participating. Join us at shakeoutbc.ca! @ShakeOutBC



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.

- Do you know what to do in an earthquake? Find out and practice with millions at shakeoutbc.ca. #ShakeOutBC



- Why should businesses participate in #ShakeOutBC? Learn about the key benefits and more in our 'Emergency Preparedness Information for Business' section at shakeoutbc.ca under Media & Resources > General Preparedness Info. @ShakeOutBC

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



- We're holding a #ShakeOutBC drill! Make yours count by registering at www.shakeoutbc.ca @ShakeOutBC



- 1 in 10 chance for a megathrust earthquake in BC within 50 years. Get prepared by participating in #ShakeOutBC Oct. 16. @ShakeOutBC Drop, Cover, Hold On. 3 words that could save your life. Practice Oct. 16 during #ShakeOutBC www.shakeoutbc.ca



- Prepare to survive and recover with the 7 Steps to Earthquake Safety at shakeoutbc.ca under Media & Resources > General Preparedness Information #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>Step 1: <u>Secure your space</u> by identifying hazards and securing moveable items.</p>  <p>Step 2: <u>Plan to be safe</u> by creating a disaster plan and deciding how you will communicate in an emergency.</p>  <p>Step 3: <u>Organize disaster supplies</u> in convenient locations.</p>  <p>Step 4: <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>Step 5: <u>Drop, Cover, and Hold On</u> when the earth shakes.</p>  <p>Step 6: <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>Step 7: <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. Check out shakeoutbc.ca for our resources!
- "Drop, Cover, Hold On" is recommended for a reason. Learn why before the #ShakeOutBC drill Oct. 16. @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



- #ShakeOutBC is only "X" weeks away! We're registered. Make sure you are too at shakeoutbc.ca @ShakeOutBC

Join Us

October 16, 2025

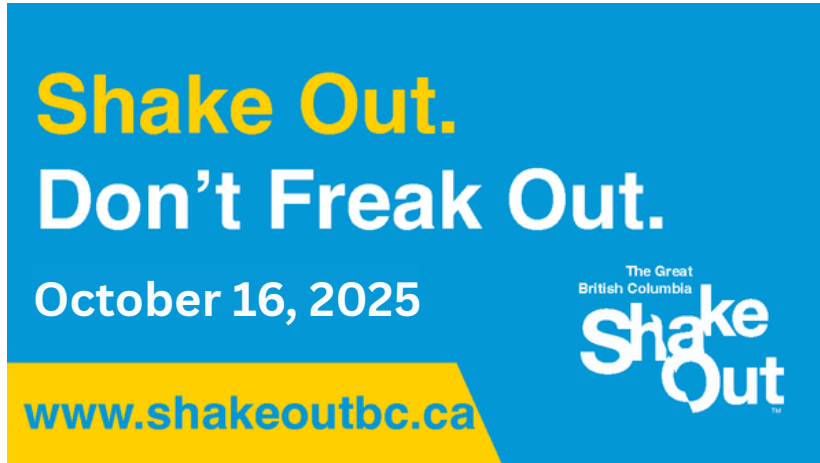
in the World's Largest Earthquake Drill.

The Great British Columbia
Shake OutTM

www.shakeoutbc.ca

SCHEDULED CONTENT (October 9 – October 16)

Tweet 1 (Oct. 9): #ShakeOutBC is getting close! Have you registered your family or organization yet? Visit shakeoutbc.ca to sign up!



Tweet 2 (Oct. 10): Show everyone you're participating in #ShakeOutBC. Make this participant badge your profile photo! @ShakeOutBC



Tweet 3 (Oct. 11): Handy resources for what you should do during an earthquake at shakeoutbc.ca #ShakeOutBC #DropCoverHoldOn @ShakeOutBC








Tweet 4 (Oct. 12): More than “X” people are registered for #ShakeOutBC on 10/16! Join Us: shakeoutbc.ca

**Replace the “X” with the number of people currently registered, which you can find at www.shakeoutbc.ca. Make sure you and your organization are registered!*

Tweet 5 (Oct. 13): It’s #ShakeOutBC week! Take time to update your emergency plan & kit. Helpful tips c/o @PreparedBC www.preparedbc.ca

Tweet 6 (Oct. 14): Is your space earthquake-ready? Find out how to secure it—check the tips at shakeoutbc.ca under Media & Resources > General Preparedness Info. #ShakeOutBC

Tweet 7 (Oct. 15): Make the most of your #ShakeOutBC drill! Review the 7 Steps to Earthquake Safety at shakeoutbc.ca under Media & Resources > General Preparedness Info.

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>Step 1: <u>Secure your space</u> by identifying hazards and securing moveable items.</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>Step 5: <u>Drop, Cover, and Hold On</u> when the earth shakes.</p> 
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<p>Step 4: <u>Minimize financial hardship</u> by organizing important documents, strengthening your property, and considering insurance.</p> 	

October 16

Tweet 1 (Oct. 16): #ShakeOutBC is Thursday! Take a minute & register for the world's largest earthquake drill: shakeoutbc.ca

Tweet 2 (Oct. 16): Need flyers, manuals, or other resources for your #ShakeOutBC drill? Find everything you need this week at shakeoutbc.ca under Media & Resources. @ShakeOutBC

Tweet 3 (Oct. 16): More than "X" people are registered for #ShakeOutBC tomorrow.

Join

us too! shakeoutbc.ca **Fill in the "X" depending on how far we are from 10/16! Make sure your organization is registered!*

ShakeOut: October 16th Day-Of Content

Tweet 1 (10/16): At 10:16 a.m.: DROP, COVER, AND HOLD ON! Use a drill broadcast from shakeoutbc.ca under How to Run a Drill > Drill Broadcast Recordings. #ShakeOutBC

Tweet 2 (10/16): In 30 minutes: DROP, COVER, AND HOLD ON! Use a broadcast from shakeoutbc.ca under How to Run a Drill > Drill Broadcast Recordings. #ShakeOutBC

Tweet 3 (10/16): In 10 minutes, DROP, COVER, AND HOLD ON! Use a drill broadcast from shakeoutbc.ca under How to Run a Drill > Drill Broadcast Recordings. #ShakeOutBC

Tweet 4 (10/16): In 5 minutes, DROP, COVER, AND HOLD ON! Use a drill broadcast from shakeoutbc.ca under How to Run a Drill > Drill Broadcast Recordings. #ShakeOutBC

Tweet 5 (10/16): *RIGHT NOW* DROP, COVER, AND HOLD ON! #ShakeOutBC **Tweet 6**

(10/16): #ShakeOutBC is done for 800,000, but you should prepare for earthquakes year-round! Visit www.shakeoutbc.ca for info.