



Hurricane Season Communications Toolkit for Mayors

Sample Social Media

Twitter

- [City-ians] - as you are well aware, we are experiencing the effects of [hurricane name] in [city]. Please take care of yourself and others - particularly those who are most vulnerable. For hurricane safety and preparedness measures, visit: [city website].
- [Hurricane name] has shown how storms are becoming more destructive and costly due to climate change. The city of [city name] is dedicated to doing our part to slow the warming of our planet by reducing carbon emissions and prioritizing clean power. [link to local resources]
- As [hurricane name] reaches our communities, keeping residents safe is our main concern. That's why we're committed to deploying [insert services like flood management infrastructure, emergency hotline, etc.] to help get through this trying time.
- During our recovery from [#hurricane name] we'll work to strengthen our infrastructure by prioritizing sustainable and climate resilient roads, buildings, and stormwater management systems. The safety of [city-ians] is our mission.

Facebook or LinkedIn:

- [City-ians] - as you are well aware, we are experiencing the effects of [hurricane name] in [city]. We're working hard to ensure all residents are safe and have access to necessary resources during this time. Please visit [website for resources, hotline, etc.] for more information. We will get through this together.

Hurricane Season Talking Points

- Keeping residents safe during this time is our main concern. **That's why we're committed to providing [insert services like flood management infrastructure, emergency hotline, evacuation assistance etc.]** to help ensure that we get through this time together.
- Climate change is real and [attribution science](#) proves that extreme weather events like **[hurricane name] are intensified because of it.**
- **Climate change is [making storms more destructive](#)** by heating up ocean waters, increasing wind speeds, and increasing precipitation. Stronger hurricanes are becoming

more and more common in our warming climate.

- **Underserved communities are [disproportionately affected](#)** by extreme weather events in the United States. These are frontline communities who are least able to prepare for, and recover from these impacts.
- **Creating a climate resilient community** is an important part of [city name]'s urban planning and sustainability to protect residents from future storm events.
- **Our city is dedicated to doing our part by reducing our emissions and prioritizing clean power** in order to limit the planet's warming and prevent the worst effects of climate change.
- Our power grids weren't built for the variability of today's hostile climate, and we will **need to expand clean energy and [diversify](#) our energy grids to ensure reliability** of our power systems in times of crisis. [Decarbonizing](#) the power grid will be essential to keep the lights on and the AC running for years to come.
- Warmer temperatures increase evaporation, putting more moisture into the atmosphere. **Climate change has undoubtedly [intensified](#) heavy precipitation events.** As the climate warms, flash floods are expected to get "flashier" — shorter, but more intense.
- **Modern disaster resilient infrastructure is critical to [reduce impacts](#)** of major weather events on communities. Sustainable and resilient roads, bridges, and stormwater management systems are a priority for our city.
- Fighting the worst impacts of the climate crisis is critical for **protecting our coastlines and protecting the livelihoods of residents** who make a living from the coastal culture.

Making the Climate & Health Connection

- During hurricanes and other extreme weather events, do not hesitate to inform audiences that there is a clear and [scientifically backed connection](#) to greenhouse gas emissions and climate change, which is making weather and storm events worse.
- As a result of climate change and global warming, global climate models predict [hurricanes will likely cause more intense rainfall](#) and have an increased coastal flood risk due to higher storm surge caused by rising seas.
- See more from [Center for Climate and Energy Solutions](#) and [NOAA](#).

Cities are Leading the Way

Cities are not only addressing the root causes of hurricanes and extreme weather events, but also adapting to them in real time. When speaking with the media or other audiences it is critical

to explain how your city is addressing the issue and ensuring residents are safe and cared for. For example:

- **City adaptation and safety measures**
 - Adopting coastal resilience strategies like seawalls and mangroves
 - Creating and sharing evacuation plans in a timely manner
 - Educating residents on the importance of assembling “emergency kits” which include food, water, and pertinent medications and documentation
 - SMS, TV, radio, and social media communication of upcoming storms, including real-time updates if residents need to quickly evacuate
 - Connecting residents with emergency services or special hotlines
 - Arranging free evacuation assistance for those lacking the resources to vacate
 - Helping residents anchor heavy objects and trim or remove ill trees close to homes
 - Educating residents on where to shelter within their homes if they remain (e.g. shelter in basements, avoid windows and skylights, etc.)
 - If you’re a city near the ocean, enhancing coastal resiliency is essential

- **Mitigating the root cause of exacerbated extreme weather conditions**
 - Focusing on powering our cities with clean energy to reduce planet warming emissions
 - Electrifying the energy grid to move away from fossil fuels and lower energy bills
 - Prioritizing local policies and programs that fight climate change and prioritize sustainability such as [your specific policy here]
 - Avoiding developing too close to sensitive coastal areas or flood-prone zones
 - Working with scientists to discover the best native foliage and tree cover that can help sequester carbon, absorb excess precipitation, and purify the air in the city.