



A close-up photograph of bare tree branches heavily coated in a thick layer of white frost or ice. The branches are dark brown and intricate, creating a complex web against a soft, out-of-focus background of more frost-covered branches. The overall color palette is cool, dominated by whites, greys, and muted blues.

# Winter Preparedness Partner Toolkit

 [@readyscotland](https://twitter.com/readyscotland)  
 [ready.scot](https://ready.scot)





# Introduction

Ready Scotland's aim is to make Scotland more resilient to emergencies.

We know that winter can be a particularly difficult time, with an increased risk of disruption from severe weather. We've prepared advice and guidance to make sure the people of Scotland have the help and support they need.

We appreciate your support in sharing our messages on winter preparedness.

This toolkit provides assets and suggested captions for you to use, adapt and share on your social media channels.

# Social Assets

We have created x8 social media assets with suggested captions.

All content has been created under the theme of preparing for winter and the challenges it brings, such as severe weather, travel disruption, loss of utilities and loneliness/isolation.

All captions direct users to pages on ready.scot for further information.

Each of the social media assets have been scaled for Facebook/Instagram and Twitter. You can see examples of them in this toolkit, and they are available to download below.

- [Download Twitter size \(PNG\)](#)
- [Download Facebook/Instagram size \(PNG\)](#)

# Preparing for Winter

## Asset 1

### Caption:

Are you ready for winter? ❄️

Our website has guidance on preparing for and dealing with anything this winter might bring.

i Find tips on how to protect yourself, your neighbours and your community at [ready.scot](https://www.gov.scot/ready).



# Preparing for Winter

## Asset 2

### Caption:

Are you ready for winter?

Ready Scotland has advice and support to help you plan for bad weather and other emergencies.

For tips on how to protect yourself, your neighbours and your community check out [ready.scot](https://www.ready.scot).



# Severe Weather

## Asset 1

### Caption:

Scotland is no stranger to severe weather.

But we know it can be worse in winter.

We have advice on how to prepare for:

- Snow and ice
- Rain and flooding
- Storms

Make sure you know what to do to stay safe ➡  
[ready.scot/respond/severe-weather](https://www.ready.scot/respond/severe-weather).



# Severe Weather

## Asset 2

### Caption:

Preparing for winter means not taking things for granted.

Make sure you know how to stay safe at home if severe weather causes a loss of power or other utilities.

Find advice at [ready.scot/respond/loss-utilities](https://ready.scot/respond/loss-utilities).



# Severe Weather

## Asset 3

### Caption:

We can't predict when severe weather will occur.

But preparing in advance means that when it does happen, you'll know what to do and can act fast.

i Find out how to prepare for severe weather this winter at [ready.scot/respond/severe-weather](https://ready.scot/respond/severe-weather).





# Severe Weather

## Asset 4

### Caption:

Winter storms can cause power outages.

Did you know you can call 105 free of charge to report or get information about power cuts in your area?

You can also call 105 if you spot damage to electricity power lines and substations.

Stay prepared: [ready.scot](https://www.ready.scot).



# Travel/Emergency Kit

## Asset 1

### Caption:

This winter, make sure you know how to stay safe if you need to travel.

Keep an emergency kit in your car filled with items such as:

- Battery jump leads
- A blanket
- A first aid kit

Find out what else to include at [ready.scot/prepare/emergency-kit](https://www.ready.scot/prepare/emergency-kit).





# Community Support

## Asset 1

### Caption:

Winter can be a difficult time of year.

Don't forget about those most vulnerable around you.

From messaging groups for your stair or street, to volunteer groups within your local community, we can all find ways to provide help and support.

More at [ready.scot](https://www.ready.scot).



# Thank you

Please feel free to use and adapt the messages contained in this toolkit.

You can also follow @ReadyScotland on Twitter and Facebook and share our content directly.

If you have any questions about the content of this toolkit, contact the Resilience Communications team at SGoRRCommunications@gov.scot.