



Flooding Partner Toolkit

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



Introduction

Flooding is a regular occurrence in Scotland and can happen at any time of the year.

It is everyone's responsibility to manage our own flood risk and protect ourselves, our family, property or businesses. There are steps we can all take to be prepared and to help reduce the damage and disruption flooding can have on our homes, travel and work.

We appreciate your support in sharing our messages on staying safe in preparing for and recovering from flooding.

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 flooding by knowing how to stay informed, preparing a flood plan and emergency flood kit, being aware of high flood risk areas, and considering flood protection products.

All captions direct users to webpages providing 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 Flooding

Asset 1

Caption:

Did you know that 2 feet of fast-flowing water is strong enough to move a car? 🚗

To stay safe, avoid walking or driving through flood water.

🖱️ Find out if flooding is expected in your area at scottishfloodforecast.sepa.org.uk/public.

Avoid walking or driving through **flood water**



Avoid walking or driving through **flood water**



Preparing for Flooding

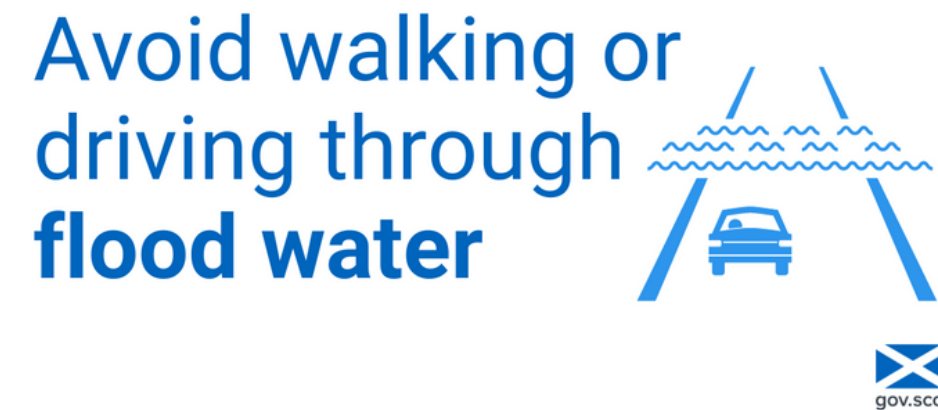
Asset 2

Caption:

6 inches of fast-flowing water is powerful enough to knock over an adult. 🌊

✗ Know the risks and stay safe by avoiding walking or driving through flood water.

For the latest flooding updates, follow @SEPAFlood and sign up to the SEPA Floodline at scottishfloodforecast.sepa.org.uk.



Preparing for Flooding

Asset 3

Caption:

☁️ Scotland is no stranger to flooding.

But the more prepared we are, the easier it is to reduce the disruption it can cause.

Follow @SEPAFlood's 3-day forecast to know the potential flood risk across Scotland.

i And find live flooding information at floodline.sepa.org.uk/floodupdates/.

Be prepared
Know when
flooding is
expected



Be prepared
Know when
flooding is
expected



Preparing for Flooding

Asset 4

Caption:

How prepared are you for flooding?

Find out about any predicted flooding across Scotland with @SEPAFlood's 3-day flood forecast.

 And sign up for live flood updates at floodline.sepa.org.uk/floodupdates/.

Be prepared
Know when
flooding is
expected



Be prepared
Know when
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Preparing for Flooding

Asset 5

Caption:

We know that flooding can happen at any time of the year in Scotland.

Packing an emergency flood kit will make sure you and your household are prepared. 🧰

Find out what to include in your kit at <https://scottishfloodforum.org/resources/preparing-for-flooding/#flood-kit>.

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Find out how
to prepare
for **flooding**



Find out how
to prepare
for **flooding**




Preparing for Flooding

Asset 6

Caption:

Flooding can happen at any time of the year in Scotland.

Areas at higher risk are normally closer to rivers and the sea, or more prone to surface water build-up. 

Check SEPA's flood maps to find out if you live in a flood risk area ➡

www.sepa.org.uk/environment/water/flooding/flood-maps/.

Do you live
in a **flood**
risk area?



Do you live
in a **flood**
risk area?



Preparing for Flooding

Asset 7

Caption:

Do you understand your flood risk?

SEPA's flood maps show you areas in Scotland which are likely to flood from rivers, the sea and surface water.

Check to see if you live in a flood risk area at www.sepa.org.uk/environment/water/flooding/flood-maps/.

Stay prepared
Check your
flood risk



Stay prepared
Check your
flood risk



Preparing for Flooding

Asset 8

Caption:

How ready are you for flooding? 💧

🏠 To make sure your household is prepared, you can:

- ◆ Check your insurance covers flood damage
- ◆ Consider using flood protection products, such as alarms and door barriers

Find more tips on staying prepared at ready.scot/respond/severe-weather/rain-and-flooding.

Find out how
to **prepare**
your home
for flooding



Find out how
to **prepare**
your home
for flooding



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.