



Ready Scotland 'Prepare for Flooding' Stakeholder Toolkit 2025

Campaign overview

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

With changes to our weather, flooding is happening more often.

Staying informed and taking steps to prepare for flooding can help reduce the damage and disruption it can cause.

This campaign aims to:

- Increase public awareness in Scotland of the dangers associated with flooding.
- Highlight key resources the Scottish public can use to learn how to keep themselves, their families and their community safe before, during and after flooding.

Topics

- Prepare for flooding
- Check your flood risk
- How to stay safe during a flood
- Travelling safely
- Recovery from flooding

Useful links

- [Ready Scotland](#)
- [SEPA](#)
- [Scottish Flood Forum](#)
- [Traffic Scotland](#)

Key messages

Here are some messages that you can use in your communications to join in and support the campaign.

We appreciate your support in sharing our campaign on how Scotland can stay safe before, during, and after flooding.

- Flooding can affect anyone, damaging your home and disrupting your travel. Ready Scotland has advice on the steps you can take to be prepared.
- With changes to our weather, flooding is happening more often. It has become more likely that you or someone you know will be affected by flooding.

Key messages cont.

- Areas at higher risk from flooding are normally in closer proximity to rivers, the sea, or prone to surface water build-up. You can check your flood risk at the Scottish Environment Protection Agency website.
- Making a flood plan and an emergency flood kit is one of the ways you can be prepared for flooding. You can do this for your home or for your business.
- It is your responsibility to manage your own flood risk and protect yourself, your family, property or business. There are steps you can take to be prepared and to help reduce the damage and disruption flooding can have on your home, travel and work.

Social media

We are looking for support from partners and stakeholders on social media, which would include retweeting / sharing our information through your Facebook and X accounts.

You can also adapt our messages for use across all of your channels.

Our X page is here:

<https://x.com/ReadyScotland>

Our Facebook page is here:

<https://www.facebook.com/ReadyScotland>

Our website is here:

<https://www.ready.scot>

Example posts

Suggested post text has been developed that you are welcome to use on social media to share flooding preparedness advice with your followers.

You can see some examples in this toolkit. [Download the 'Prepare for Flooding 2025' suggested social media posts.](#)

Flooding is a regular occurrence in Scotland.

Ready Scotland has tips on staying safe before, during, and after flooding.

ready.scot/respond/severe-weather/rain-and-flooding

Scotland is no stranger to flooding.

The more prepared you are, the easier it will be to reduce the disruption flooding can cause.

ready.scot/respond/severe-weather/rain-and-flooding

Example posts cont.

With changes to our weather, flooding is happening more often.
That means it's more likely you or someone you know will be affected.

Visit sepa.scot/flooding to find out how to prepare for flooding.
And follow SEPA on social media for regular updates.

Is flooding forecast in your area?
ready.scot has tips on how to prepare your home for flooding.
You can check your flood risk and sign up to receive live flooding updates at sepa.scot/flooding.

Severe weather 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?

Stay prepared: <http://ready.scot>.

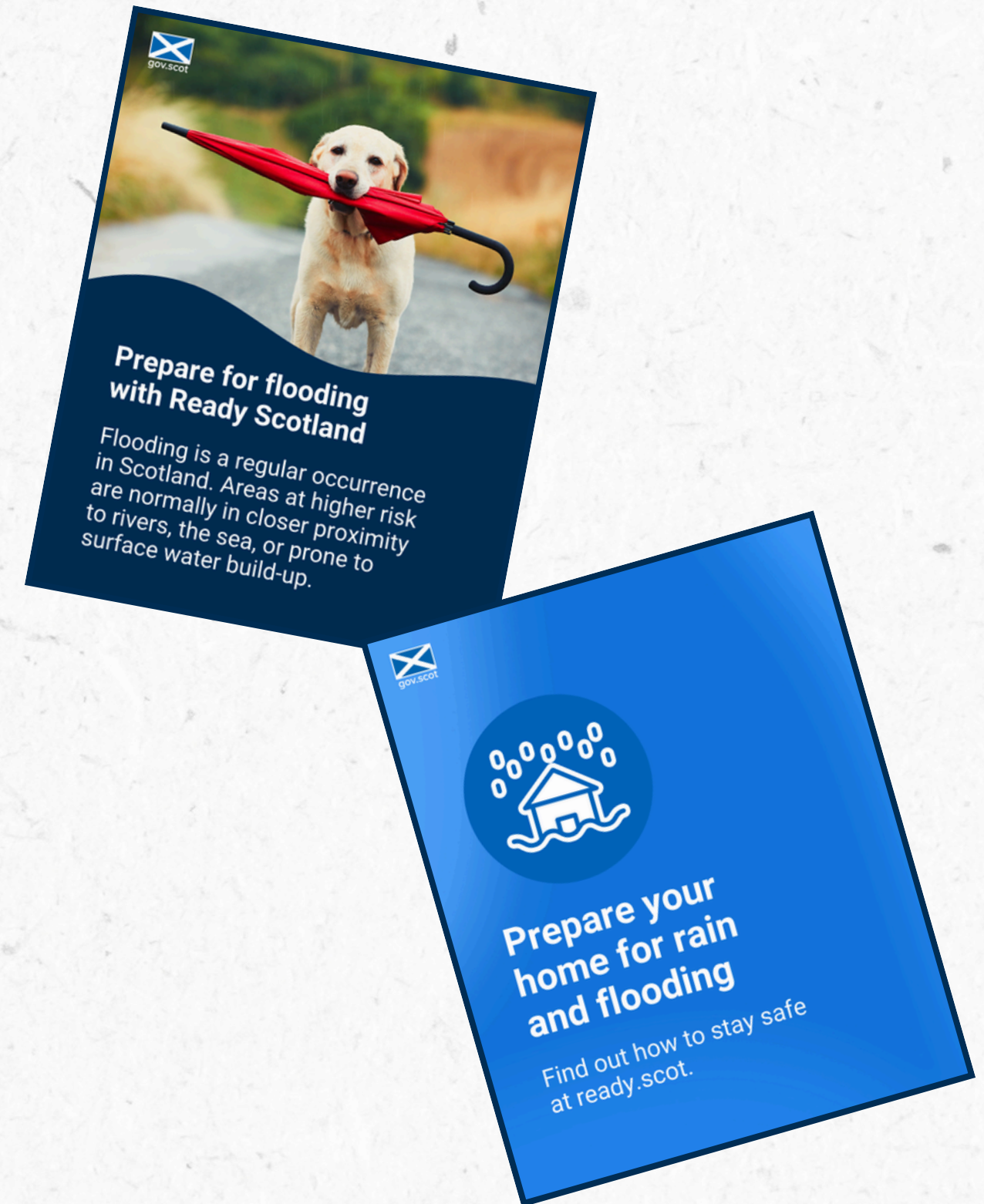
Do you or a family member need additional support in an emergency?
Talk to your friends and family so that you can get the help you might need if flooding happens.
You can also register for extra support from your utility companies, if you are eligible.
ready.scot/prepare/get-and-offer-support

Social media assets

We have created graphics you are welcome to use on your channels to increase visibility and engagement.

All graphics have a ratio of 4:5, which is the optimal size for image posts that work on Facebook, Instagram, LinkedIn, X, and Pinterest. These are shown in full in the feed.

[Download the 'Prepare for Flooding' social graphics.](#)



Contact the team

We look forward to working with you during this campaign.

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

