

## Flood Action Campaign 2018

### As a trusted source of local information, will you help us protect people from flooding?

We are running a campaign to inform people about the risks of flooding and help them take action to prepare. This year's campaign will run at some point this winter when it's raining and flooding is either forecast, has happened or is on the news agenda, because this is the time when we can make the most impact. With only 38% of people who live in flood risk areas aware that their property may be at risk, we need to reach out to as many people as we can to make them aware of the risk and do something about it. One of the best ways to do this is through social media networks.

The first step is getting people to check their risk, which can be done quickly on GOV.UK by entering a postcode and looking at the flood map. If they are at risk, we need them to take extra steps to protect themselves, their homes and/or their businesses.

We'll be asking people to visit our site [GOV.UK/floodsdestroy](https://www.gov.uk/floodsdestroy) and do three things:

- check your postcode and find out if you are at risk of flooding
- sign-up for free flood warnings if you are at risk
- view and save the 3-point flood plan so you know how to 'Prepare, Act, Survive' in a flood

This is where your help will make a huge difference. Sharing our messages through your social media channels will help us to reach new audiences and change people's minds about flood risk.

#### How you can get involved:

- Tweet/retweet flood awareness messages - the campaign hashtag is #PrepareActSurvive. We've included some suggested tweet wording below.
- Follow @EnvAgency for messages to retweet. We will be posting a range of material every day. You can also follow your Environment Agency regional accounts, which will be posting local messages.
- Like and share our pages and posts on Facebook: Environment Agency
- Follow us on Instagram - <https://www.instagram.com/envagency/>

**A note on Bitly links:** We are using bitly links to track visits to our online materials. Please use the links as they are, copy and pasted from this document or our social media, so they retain their tracking capability. Thanks.

Thank you for your support. Please contact your local Environment Agency communications team if you have any questions.