

A photograph of a residential area that has been flooded. In the foreground, a large, mossy rock sits in the water. In the middle ground, a house with a green corrugated metal roof and light-colored wooden siding is partially submerged. The water is dark and turbulent. In the background, other houses and trees are visible, some also appearing to be affected by the flooding. The sky is overcast.

Flooding

Partner Toolkit

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

 [ready.scot](https://www.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 social media assets \(PNG\)](#)

Preparing for Flooding

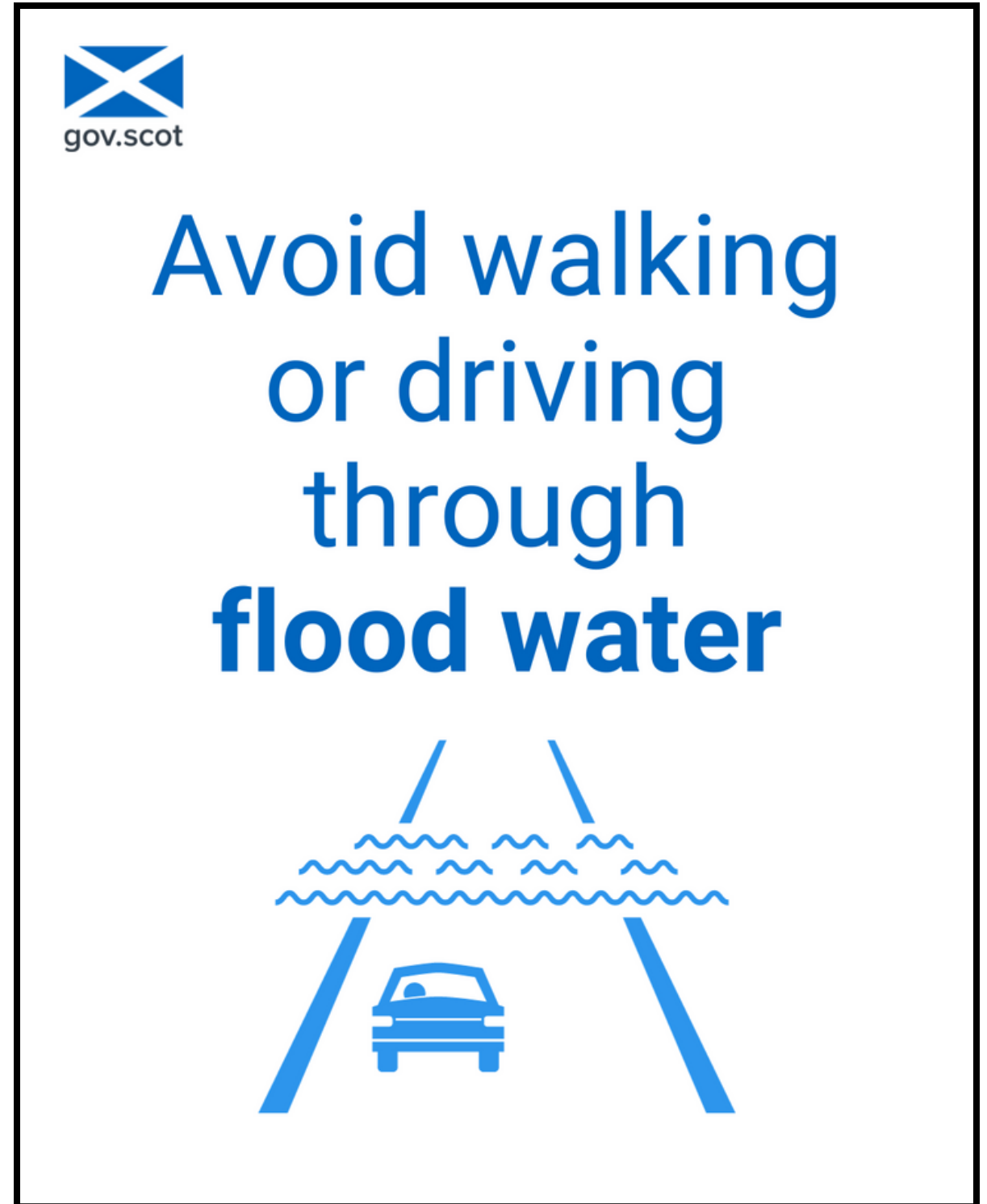
Asset 1

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.



Preparing for Flooding

Asset 2

Caption:

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

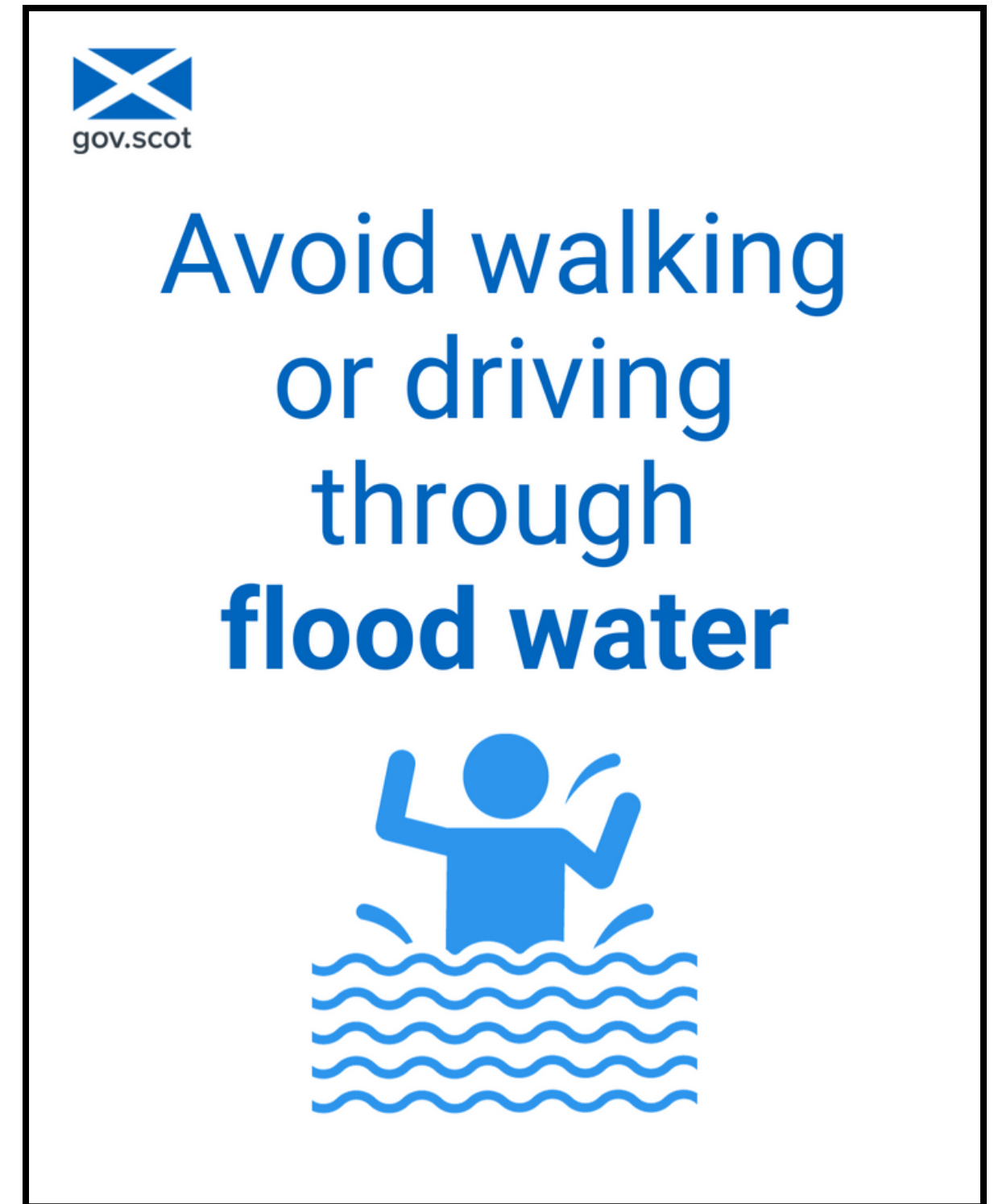
Stay safe by avoiding walking/driving through flood water.

Find live flooding updates:

floodline.sepa.org.uk/floodupdates/

Follow @SEPAFlood and sign up to their free Floodline service:

sepa.org.uk/environment/water/flooding/floodline/.



Preparing for Flooding

Asset 3

Caption:

 Scotland is no stranger to flooding.

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

Visit scottishfloodforecast.sepa.org.uk or follow @SEPAFlood's 3-day forecast.

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



Preparing for Flooding


Asset 4

Caption:

How prepared are you for flooding?

Use SEPA's 3-day flood forecast to see any predicted flooding across Scotland:
scottishfloodforecast.sepa.org.uk.

Or follow @SEPAFlood.

 See or sign up for free live flood updates at
floodline.sepa.org.uk/floodupdates/.



Be prepared
Know when
flooding is
expected



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>.



Find out how
to prepare
for **flooding**




Preparing for Flooding

Asset 6

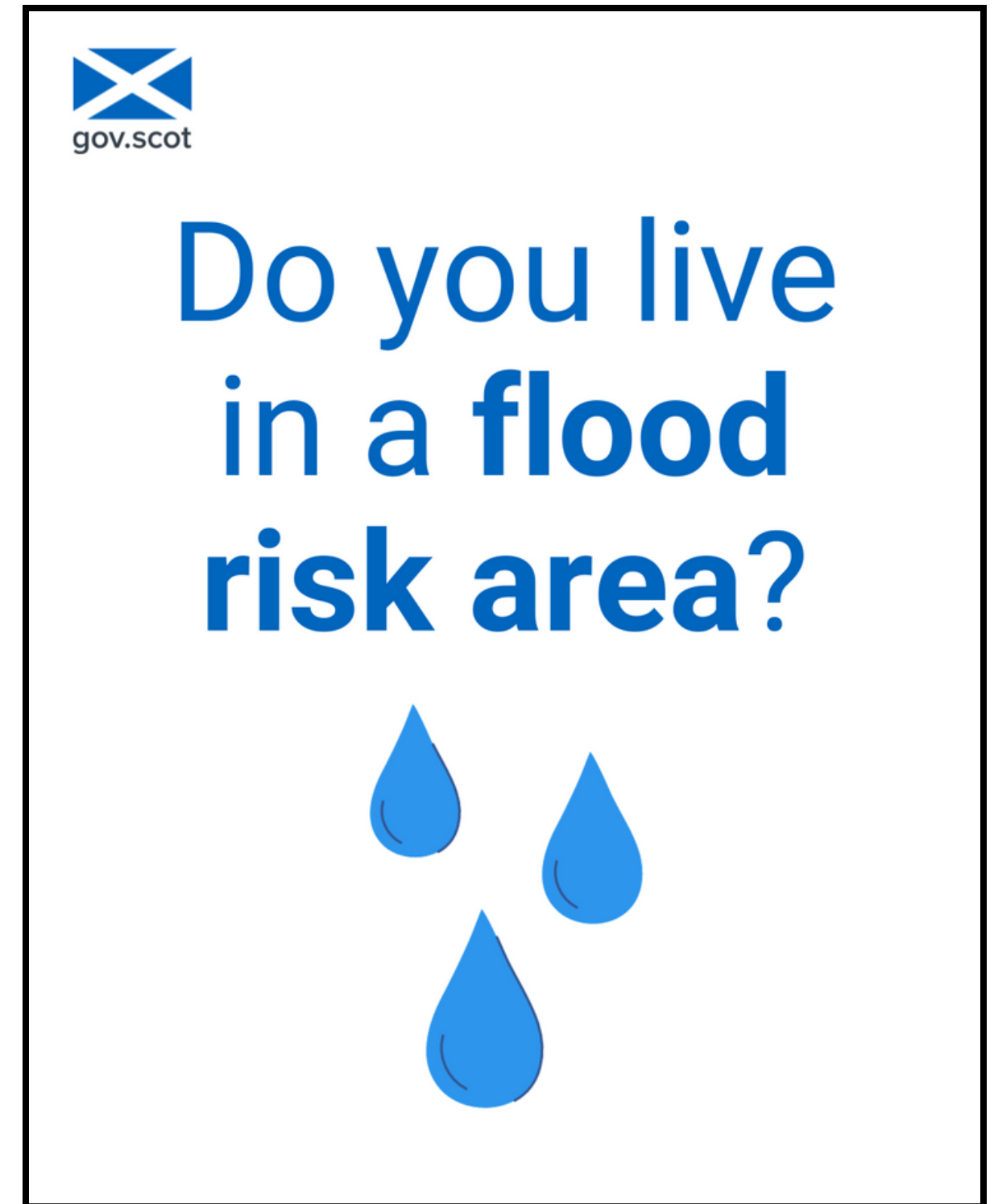
Caption:

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/.



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



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](https://www.ready.scot/respond/severe-weather/rain-and-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.