

A photograph of a flooded residential area. In the background, a house with a green corrugated metal roof and a brown door is partially submerged in water. The water is dark and turbulent. In the foreground, a large, mossy rock is partially submerged. The sky is overcast and grey.

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.

Everyone has a responsibility to manage their own flood risk and protect themselves, their 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 nine 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 X (formerly 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

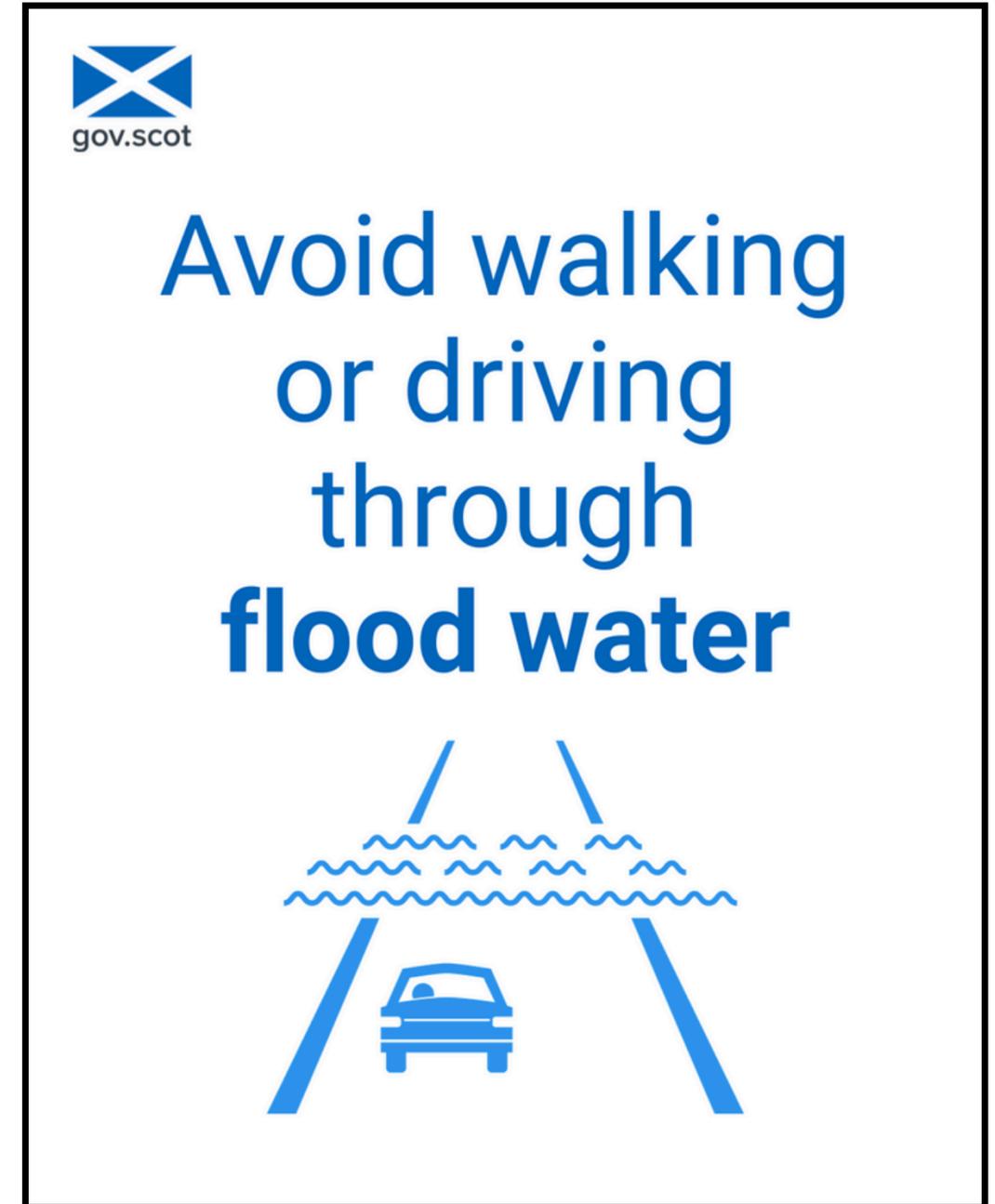
Asset 1

Caption:

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

Stay safe, avoid walking or driving through flood water.

Be prepared for flooding: sepa.scot/flooding



Preparing for flooding

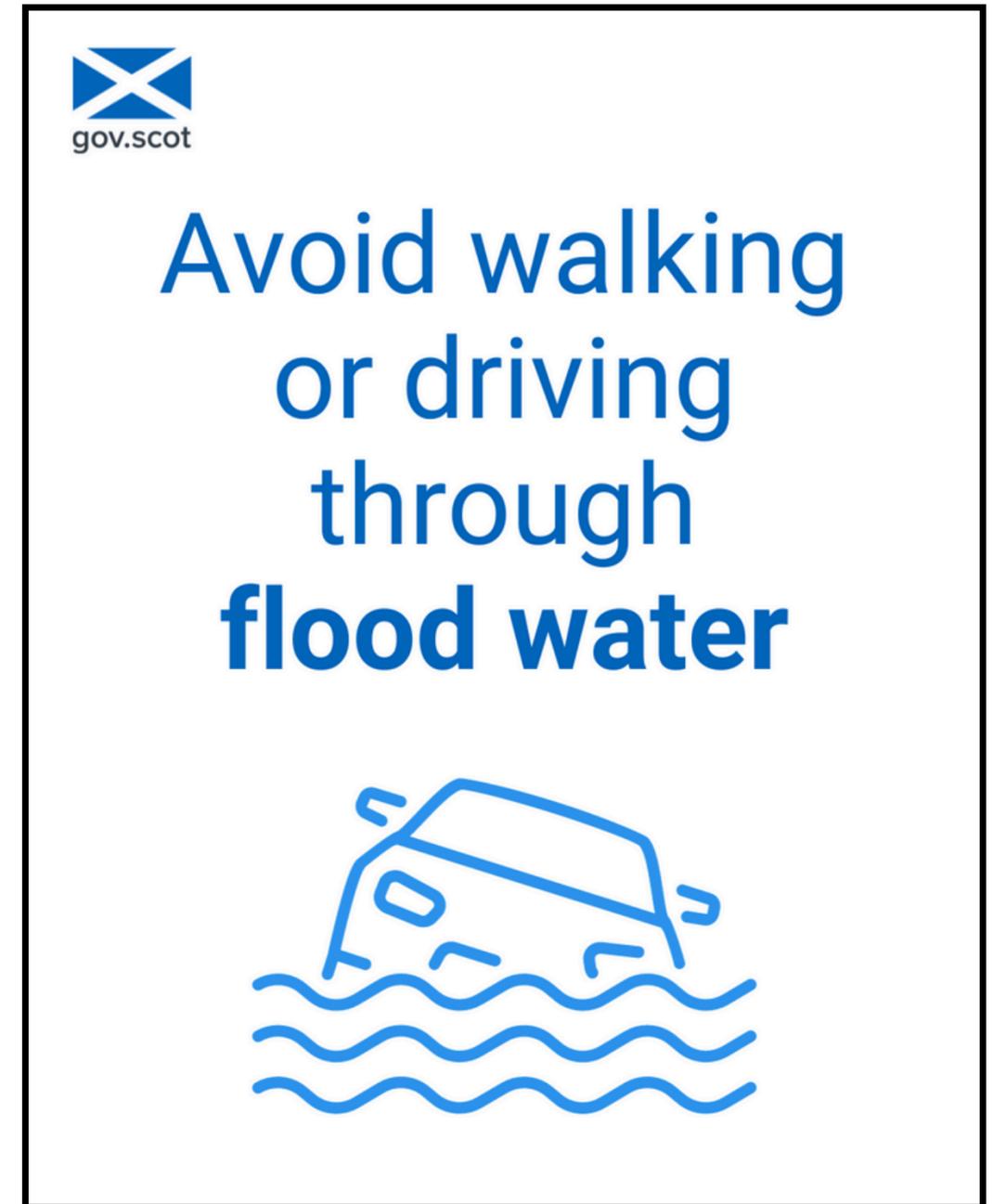
Asset 2

Caption:

During flooding, 6 inches of fast-flowing water can be powerful enough to knock over an adult.

Stay safe by avoiding walking or driving through flood water.

Be prepared for flooding: sepa.scot/flooding



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 sepa.scot/flooding for services and information that can help you prepare.



Preparing for flooding

Asset 4

Caption:

How prepared are you for flooding?

Help is available from the Scottish Environment Protection Agency (SEPA), whose forecasts show when and where flooding is likely.

If flooding is imminent, you can sign up to receive direct messages for your area.

Find out more at sepa.scot/flooding



Preparing for flooding

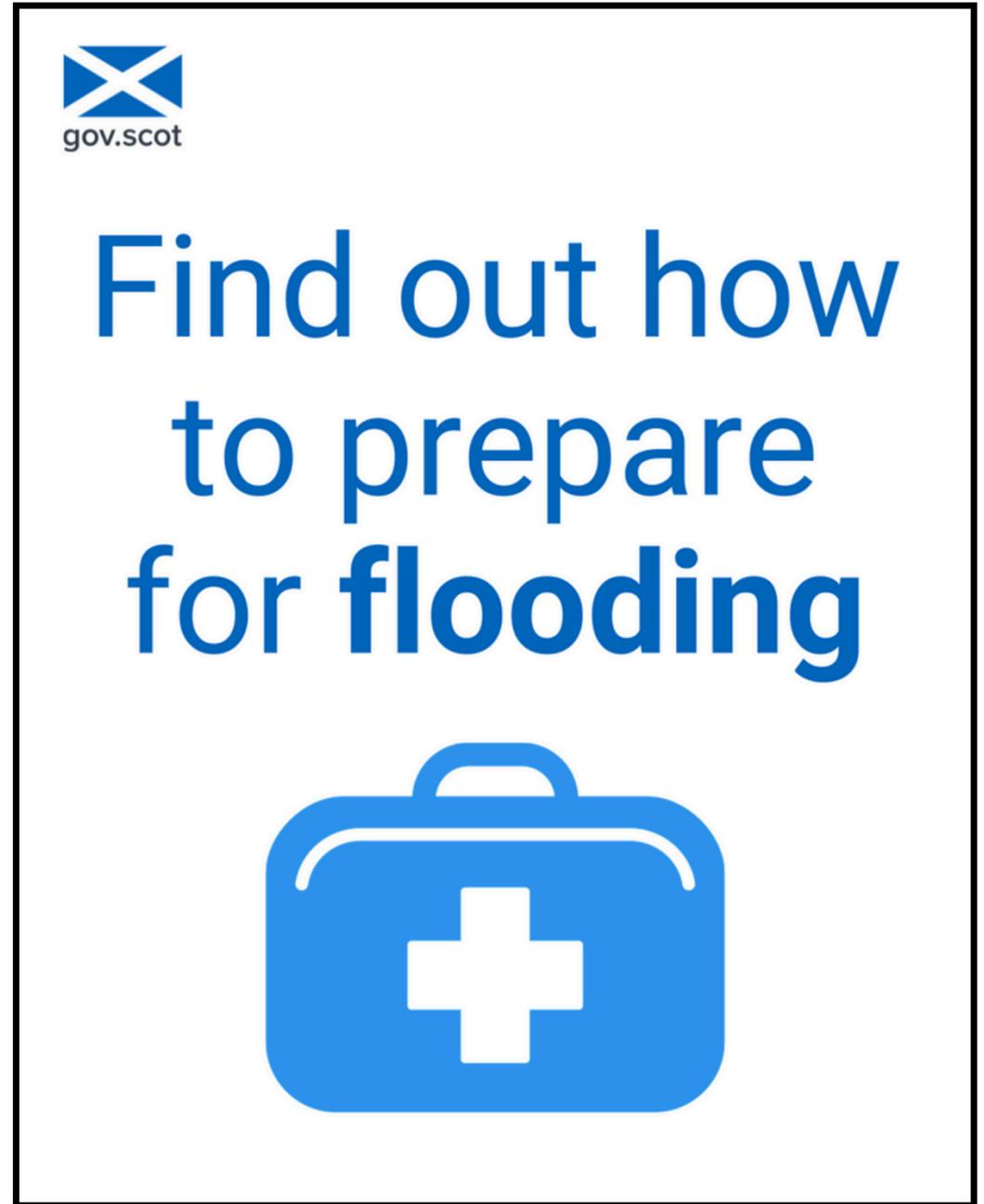
Asset 5

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 scottishfloodforum.org/resources/preparing-for-flooding/#flood-kit



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 or the sea, or prone to surface water build-up.

Check your flood risk at sepa.scot/flooding



Preparing for flooding

Asset 7

Caption:

Do you understand your flood risk?

The Scottish Environment Protection Agency (SEPA) has flood maps that can help you understand how you could be affected by flooding.

Check your flood risk at sepa.scot/flooding.



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).



Preparing for flooding

Asset 9

Caption:

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

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

Find tips to help you prepare at [ready.scot/respond/severe-weather/rain-and-flooding](https://www.ready.scot/respond/severe-weather/rain-and-flooding).



Find out how
to prepare
for **flooding**



Thank you

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

You can also follow [@ReadyScotland](#) on [X](#) 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.