



Winter Preparedness

2024-5 Partner Toolkit

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



Introduction

Ready Scotland's aim is to make Scotland more resilient to emergencies.

We know that winter can be a particularly difficult time, with an increased risk of disruption from severe weather. We've prepared advice and guidance to make sure the people of Scotland have the help and support they need.

We appreciate your support in sharing our messages on winter preparedness.

This toolkit provides assets and suggested captions for you to use, adapt and share on your social media channels.

Social Assets

We have created x15 social media assets with suggested captions.

All content has been created under the theme of preparing for winter and the challenges it brings, such as severe weather, travel disruption, loss of utilities and loneliness/isolation.

Each of the social media assets can be used across Facebook, Instagram and X. You can see examples of them in this toolkit, and they are available to download below.

[Download social media assets \(PNG\).](#)

Preparing for Winter

Asset 1

Caption:

It's time to get ready for winter.

We have tips on preparing for and dealing with anything this winter might bring.

Find advice on how to protect yourself, your neighbours and your community at [ready.scot](https://www.ready.scot).



Preparing for Winter

Asset 2

Caption:

Whether it's snow and ice, strong winds or frozen pipes, we can help you prepare for anything this winter may have in store.

For tips on how to protect yourself and your loved ones, check out [ready.scot](https://www.ready.scot).



Severe Weather

Asset 1

Caption:

Are you ready for winter?

Our website has guidance on preparing for and dealing with anything this winter might bring.

Find tips on how to protect yourself, your neighbours and your community at [ready.scot](https://www.ready.scot).



Severe Weather

Asset 2

Caption:

Scotland is no stranger to severe weather.

But we know it can be worse in winter. We have advice on how to prepare for:

- Snow and ice
- Rain and flooding
- Storms

Know how to stay safe:

ready.scot/respond/severe-weather.



Severe Weather

Asset 3

Caption:

Do you know how to prepare your home for winter?

Find advice on staying safe at home if severe weather causes a loss of power or other utilities this year.

ready.scot/respond/loss-utilities.



Severe Weather

Asset 4

Caption:

Do you know what to do if your pipes freeze in cold weather? Or if the power goes out?

Winter is coming. Make sure your home is ready for it.

ready.scot/respond/loss-utilities.



Tips to get your home winter ready



Severe Weather

Asset 5

Caption:

We can't predict when severe weather will occur.

But preparing in advance means that when it does happen, you'll know what to do and can act fast.

Find out how to stay prepared this winter at ready.scot/respond/severe-weather.



Severe Weather

Asset 6

Caption:

If strong winds are forecast, make sure you keep your home protected.

Secure loose objects such as ladders, garden furniture or anything that could be blown into windows and cause danger.

Find out more at [ready.scot/respond/severe-weather/storms-and-winds](https://www.ready.scot/respond/severe-weather/storms-and-winds).



Severe Weather

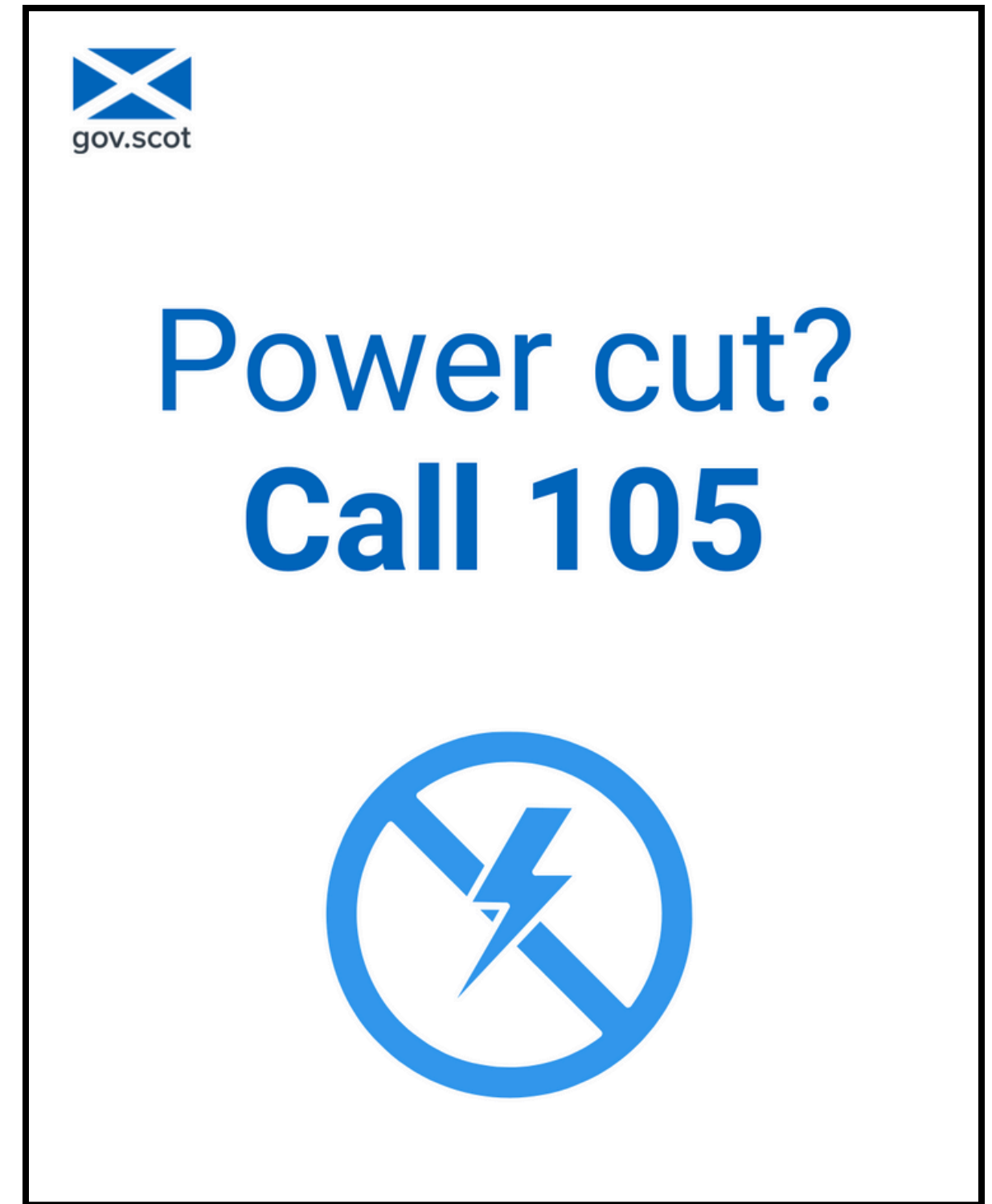
Asset 7

Caption:

Winter storms 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: [ready.scot](https://www.ready.scot).



Ice Safety

Asset 1

Caption:

Icy bodies of water may look beautiful and inviting, but they can pose real risks.

Stay safe by the ice this winter. Follow advice from @WaterSafetyScot and watersafetyscotland.org.uk.



Ice Safety

Asset 2

Caption:

To help keep yourself and others safe this winter, make sure you understand the risks associated with ice.

Read @WaterSafetyScotland's ice safety guidance at watersafetyscotland.org.uk.



Travel/Emergency Kit

Asset 1

Caption:

Stay safe on the roads this winter.

Keep an emergency kit in your car and fill it with items such as:

- Battery jump leads
- A blanket
- A torch and batteries

Find out what else to include at [ready.scot/prepare/emergency-kit](https://www.ready.scot/prepare/emergency-kit).



Travel/Emergency Kit

Asset 2

Caption:

Extreme weather can make driving in winter more difficult.

This year, think about keeping an emergency kit in your car and fill it with items such as:

- Battery jump leads
- A blanket
- A torch and batteries

Find out what else to include at [ready.scot/prepare/emergency-kit](https://www.ready.scot/prepare/emergency-kit).



Travel/Emergency Kit

Asset 3

Caption:

Did you know that your stopping distance is increased by ten times in snow and ice?

Take extra care when driving during severe weather this winter.

<https://ready.scot/respond/travel-disruption>.



Community Support

Asset 1

Caption:

Winter can be a difficult time of year for elderly and vulnerable people.

You can help those closest to you by making sure they're aware of the support available to them during cold weather.

ready.scot/prepare/get-and-offer-support.



Flooding

We also have social media resources you can use if the coming winter months see an increase in rainfall and flooding risks.

[View our flooding toolkit.](#)

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.

Thank you

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

You can 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.