

SOCIAL MEDIA – THE BASICS

What is social media?

Social media are online web-based systems that allow for collaboration and communication between networked individuals. Social media is typically divided into classifications around the function provided including social networking, microblogs, blogs, video & photo storage, as well as many other systems. These social media systems allow for individuals to follow, friend, or fan certain other individuals or topics which allows for the posting, review, and comment about certain material. Social media systems are limited to a certain number of characters (ex: microblogs are limited to 140 characters). Because of the connectivity and conversation created via these systems, many government agencies including public health departments have adopted social media as a new, cost effective strategy to supplement traditional forms of public information.

What social media systems can be used?

There are numerous different social media systems that can be used to distribute and monitor information. The three most commonly utilized are Facebook (social network), Twitter (microblog), and YouTube (video sharing) due to the millions of users domestically and internationally as well as their well-defined user-defined protocols and systematic adaptations.

How do I aggregate social media information?

All social media systems allow for the collection of data to determine basic information or analytics regarding number of followers, conversations, comments, etc. Additionally, some systems like microblogs have internal classification devices that allow for categorization. For example, Twitter uses “hashtags” (or a pound sign followed by a sequence of letters and numbers) related to a particular topic so others can easily aggregate and follow the discussed issue. For example, a discussion about flu on Twitter might utilize #flu, #seasonalflu, or #cough. It is important for government utilization of social media to quickly identify a hashtag to use or to identify what hashtag(s) are most commonly being used in their area.

How do I validate social media information?

There are numerous third party sites that allow for searching, categorization, classification, and association of social media information. These systems often have central connection such as date, time, geographic area, popularity, or utilized system. For example, Monitter allows for topical searching within a certain geographic range. Likewise, TrendsMap allows for topical searching and plots popular trending items on a geographic map. These presentations allow for social media information to gain validation from within the system and the crowd of users and thus improve the reliability and accuracy of the information which will be critical for public health usage.

How to I shrink the length of the linked website?

Web addresses (particularly from government websites) are often long and complex. This is challenging when shared via social media systems due to the limited characters often available in social networking and microblogging sites. Consequently, a social tool called URL shorteners converts the long web address to one that is typically 12-20 characters, which is much more manageable within social media systems.

COMMON SOCIAL MEDIA SYSTEMS

SOCIAL NETWORKS

Facebook (www.facebook.com)

Google+ (www.google.com/+)

MySpace (www.myspace.com)

MICROBLOGS

Twitter (www.twitter.com)

Tumblr (www.tumblr.com)

Google+ (www.google.com/+)

BLOGS

Blogger (www.blogger.com)

WordPress (www.wordpress.com)

VIDEO SHARING

YouTube (www.youtube.com)

Vimeo (www.vimeo.com)

PHOTO SHARING

Flickr (www.flickr.com)

Photobucket (www.photobucket.com)

Picasa (picasa.google.com)

URL SHORTNERS

TinyURL (www.tinyurl.com)

Bit.ly (www.bit.ly)

Google (<http://goo.gl>)

AGGREGATION AND VALIDATION

Monitter (www.monitter.com)

Social Mention (www.socialmention.com)

Topsy (www.topsy.com)

TrendsMap (www.trendsmap.com)

YourOpenBook (www.youopenbook.com)

Hootsuite (www.hootsuite.com)

Tweetdeck (www.tweetdeck.com)

Advanced Twitter Search (<http://search.twitter.com/advanced>)

Advanced Google Search (https://www.google.com/advanced_search)

INHALATION ANTHRAX -- SOCIAL MEDIA (FACEBOOK)

DIRECTIONS: These Facebook phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Facebook application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		What is Anthrax?	Symptoms of Anthrax	Transmission of Anthrax	Treatment of Anthrax	Additional Information
SUPPORTING POINT #1	Local authorities believe that people who were at (insert location) on (insert date and time) may have been exposed to inhalation anthrax.	Anthrax is an acute infectious disease caused by the spore-forming bacterium <i>Bacillus anthracis</i> . Anthrax most commonly occurs in hoofed mammals and can also infect humans.	Symptoms of disease vary depending on how the disease was contracted, but usually occur within 7 days after exposure. The serious forms of human anthrax are inhalation anthrax, cutaneous anthrax, and intestinal anthrax.	Direct person-to-person spread of anthrax is extremely unlikely, if it occurs at all. Therefore, there is no need to immunize or treat contacts of persons ill with anthrax, such as household contacts, friends, or coworkers, unless they also were also exposed to the same source of infection.	In persons exposed to anthrax, infection can be prevented with antibiotic treatment. Early antibiotic treatment of anthrax is essential – delay lessens chances for survival. Anthrax usually is susceptible to penicillin, doxycycline, and fluoroquinolones.	Please stay tuned to local radio, TV stations, and trusted social media sources for more information.
<i>Character Count</i>	138	170	220	291	254	102
SUPPORTING POINT #2	Public Health and other local authorities are investigating this incident.		Initial symptoms of inhalation anthrax infection may resemble a common cold. After several days, the symptoms may progress to severe breathing problems and shock. Inhalation anthrax is often fatal.		An anthrax vaccine also can prevent infection. Vaccination against anthrax is not recommended for the general public to prevent disease and is not available.	The [insert Public Health Department] will be using this Facebook page to answer questions and track public concern.
<i>Character Count</i>	73		198		156	116
SUPPORTING POINT #3	If you believe u have been exposed, or if you have any of the symptoms associated with inhalation anthrax, please see ur doctor immediately.		The intestinal disease form of anthrax may follow the consumption of contaminated food and is characterized by an acute inflammation of the intestinal tract. Initial signs of nausea, loss of appetite, vomiting, and fever are followed by abdominal pain, vomiting of blood, and severe diarrhea.			Please visit [insert health department website] for additional and updated information.
<i>Character Count</i>	140		292			87

INHALATION ANTHRAX -- SOCIAL MEDIA (TWITTER)

DIRECTIONS: These Twitter phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Twitter application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		What is Anthrax?	Symptoms of Anthrax	Transmission of Anthrax	Treatment of Anthrax	Additional Information
SUPPORTING POINT #1	Local authorities believe that people who were at (insert location) on (insert date and time) may have been exposed to inhalation anthrax.	Anthrax is an acute infectious disease caused by the spore-forming bacterium <i>Bacillus anthracis</i> .	Symptoms of anthrax vary depending on how it was contracted, but usually occur within 7 days after exposure.	Direct person-to-person spread of anthrax is extremely unlikely, if it occurs at all.	In persons exposed to anthrax, infection can be prevented with antibiotic treatment.	Please stay tuned to local radio, TV stations, and trusted social media sources for more information.
<i>Character Count</i>	138	96	108	84	83	102
SUPPORTING POINT #2	Public Health and other local authorities are investigating this incident.	Anthrax most commonly occurs in hoofed mammals and can also affect humans.	The serious forms of human anthrax are inhalation anthrax, cutaneous anthrax, and intestinal anthrax.	Family, friends, or coworkers of persons ill w/ anthrax don't need treatment unless they also were exposed 2 the same source of anthrax.	Early antibiotic treatment of anthrax is essential	The [insert Public Health Department] will be using the hashtag #anthrax[local term] on Twitter 2 answer questions and track public concern.
<i>Character Count</i>	73	74	101	135	50	140
SUPPORTING POINT #3	If you believe u have been exposed, or if you have any of the symptoms associated with inhalation anthrax, please see ur doctor immediately.		Early symptoms of inhalation anthrax resemble a common cold. After several days, they may move to severe breathing problems & shock.		Anthrax usually is susceptible to certain antibiotics such as penicillin, doxycycline, and fluoroquinolones.	Please visit [insert health department website] for additional and updated information.
<i>Character Count</i>	140		131		108	87

BOIL WATER ADVISORY -- SOCIAL MEDIA (FACEBOOK)

DIRECTIONS: These Facebook phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Facebook application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		Personal Actions	Preparedness Items	Additional Information	N/A	N/A
SUPPORTING POINT #1	The [insert public health department] has issued a boil water advisory. Take precautions before drinking, cooking, or using water.	Filter murky or colored water through clean cloths or allow it to settle. It is better to both settle and filter.	When boiling is not practical, certain chemicals will kill most harmful or disease-causing organisms. Chlorine (in the form of unscented bleach) and iodine are the two chemicals commonly used to treat water.	If water is still cloudy or murky after treatment, do NOT use.		
<i>Character Count</i>	131	113	207			
SUPPORTING POINT #2		Boiling is the surest way 2 make water safe to drink & kill disease causing microorganisms, which are frequently found in rivers & lakes. Bring water 2 a rolling boil for 2 minutes, then filter, again. Let it cool & store it in clean containers w/ covers.	U can use iodine 2 disinfect filtered & settled water. Common household iodine may be used to disinfect water. For cloudy water add 10 drops & let the solution stand 4 at least 30 min.			
<i>Character Count</i>		302	183			
SUPPORTING POINT #3		To improve the flat taste of boiled water, aerate it by pouring it back & forth from one to another & allow it 2 stand 4 a few hours, or add a pinch of salt 4 each quart or liter of water boiled.	U can use a non-scented, household chlorine bleach that contains a chlorine compound to disinfect water. (Remember, 1/8 teaspoon and 8 drops are about the same quantity.)			
<i>Character Count</i>		214	172			

BOIL WATER ADVISORY -- SOCIAL MEDIA (TWITTER)

DIRECTIONS: These Twitter phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Twitter application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		Personal Actions	Preparedness Items	Additional Information	N/A	N/A
SUPPORTING POINT #1	The [insert public health department] has issued a boil water advisory. Take precautions before drinking, cooking, or using water.	Filter murky or colored water through clean cloths or allow it to settle. It is better to both settle and filter.	When boiling is not practical, chlorine (in the form of unscented bleach) & iodine are the 2 chemicals commonly used to treat water.	If water is still cloudy or murky after treatment, do NOT use.		
<i>Character Count</i>	131	113	131	62		
SUPPORTING POINT #2		Bring water to rolling boil for 2 min, then filter. Let it cool and store it in closed containers to kill microorganism in the water.	Common household iodine may be used to disinfect water. For cloudy water add 10 drops & let the solution stand 4 at least 30 min.	Please stay tuned to local radio, TV stations, and trusted social media sources for more information.		
<i>Character Count</i>		134	129	102		
SUPPORTING POINT #3		To improve the flat taste of boiled water, aerate it by pouring it back & forth from one to another and add a pinch of salt.	To use household bleach to disinfect water, use 8 drops per gallon.	The [insert Public Health Department] will be using the hashtag #boilwater to answer questions and track public concern.		
<i>Character Count</i>		123	66	120		

INHALATION BOTULISM -- SOCIAL MEDIA (FACEBOOK)

DIRECTIONS: These Facebook phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Facebook application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		What is Botulism?	Symptoms of Botulism	Transmission of Botulism	Treatment of Botulism	Additional Information
SUPPORTING POINT #1	Local authorities believe that people who were at (insert location) on (insert date and time) may have been exposed to inhalation botulism.	Botulism is a muscle-paralyzing disease caused by a toxin made by a bacterium called <i>Clostridium botulinum</i> .	With foodborne botulism, symptoms begin within 6 hours to 2 weeks (most commonly between 12 and 36 hours) after eating toxin-containing food.	Botulism is not spread from one person to another. Foodborne botulism can occur in all age groups.	A supply of antitoxin against botulism is maintained by CDC. The antitoxin is effective in reducing the severity of symptoms if administered early in the course of the disease. Most patients eventually recover after weeks to months of supportive care.	Please stay tuned to local radio, TV stations, and trusted social media sources for more information.
<i>Character Count</i>	138	107	142	98	252	102
SUPPORTING POINT #2	Public Health and other local authorities are investigating this incident.	There are three main types of botulism: foodborne botulism, infant botulism, and wound botulism.	Symptoms of botulism include double vision, blurred vision, drooping eyelids, slurred speech, difficulty swallowing, dry mouth, muscle weakness that always descends through the body: first shoulders are affected, then upper arms, lower arms, thighs, calves, etc.			The [insert Public Health Department] will be using this Facebook page to answer questions and track public concern.
<i>Character Count</i>	73	95	261			140
SUPPORTING POINT #3	If you believe u have been exposed, or if you have any of the symptoms associated with inhalation botulism, please see ur doctor immediately.	Foodborne botulism occurs when a person ingests pre-formed toxin that leads to illness within a few hours to days. Foodborne botulism is a public health emergency because the contaminated food may still be available to other persons besides the patient.				Please visit [insert health department website] for additional and updated information.
<i>Character Count</i>	140	253				87

INHALATION BOTULISM -- SOCIAL MEDIA (TWITTER)

DIRECTIONS: These Twitter phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Twitter application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		What is Botulism?	Symptoms of Botulism	Transmission of Botulism	Treatment of Botulism	Additional Information
SUPPORTING POINT #1	Local authorities believe that people who were at (insert location) on (insert date and time) may have been exposed to botulism.	Botulism is a muscle-paralyzing disease caused by a toxin made by a bacterium called <i>Clostridium botulinum</i> .	With foodborne botulism, symptoms begin within 6 hours to 2 weeks (most commonly b/w 12 and 36 hours) after eating toxin-containing food.	Botulism is not spread from one person to another. Foodborne botulism can occur in all age groups.	A supply of antitoxin for botulism is maintained by CDC. The antitoxin is effective in reducing the severity of symptoms if given early.	Please stay tuned to local radio, TV stations, and trusted social media sources for more information.
<i>Character Count</i>	138	107	138	97	138	102
SUPPORTING POINT #2	Public Health and other local authorities are investigating this incident.	Foodborne botulism occurs when a person ingests pre-formed toxin that leads to illness within a few hours to days.	Symptoms of botulism are double or blurred vision, drooping eyelids, slurred speech, difficulty swallowing, dry mouth, & muscle weakness.		Most patients eventually recover after weeks to months of supportive care.	The [insert Public Health Department] will be using the hashtag #Botulism[local term] on Twitter 2 answer questions and track public concern.
<i>Character Count</i>	73	115	138		74	140
SUPPORTING POINT #3	If you believe u have been exposed, or if you have any of the symptoms associated with inhalation Botulism, please see ur doctor immediately.	Foodborne botulism is a public health emergency because the contaminated food may still be available to other persons besides the patient.	Botulism can also lead 2 paralysis of breathing muscles which can cause a person to stop breathing and die, unless assistance is provided.			Please visit [insert health department website] for additional and updated information.
<i>Character Count</i>	140	138	137			87

INHALATION BRUCELLOSIS -- SOCIAL MEDIA (FACEBOOK)

DIRECTIONS: These Facebook phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Facebook application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		What is Brucellosis?	Symptoms of Brucellosis	Transmission of Brucellosis	Treatment of Brucellosis	Additional Information
SUPPORTING POINT #1	Local authorities believe that people who were at (insert location) on (insert date and time) may have been exposed to inhalation brucellosis.	Brucellosis is an infectious disease caused by the bacteria of the genus <i>Brucella</i> . These bacteria are primarily passed among animals, and they cause disease in many different vertebrates. Various <i>Brucella</i> species affect sheep, goats, cattle, deer, elk, pigs, dogs, and several other animals.	In humans brucellosis can cause a range of symptoms that are similar to the flu and may include fever, sweats, headaches, back pains, and physical weakness. Severe infections of the central nervous systems or lining of the heart may also occur. Brucellosis can also cause long-lasting or chronic symptoms that include recurrent fevers, joint pain, and fatigue.	Humans are generally infected in one of three ways: eating or drinking something that is contaminated with <i>Brucella</i> , breathing in the organism (inhalation), or having the bacteria enter the body through skin wounds.	Treatment can be difficult. Doctors can prescribe effective antibiotics. Usually, doxycycline and rifampin are used in combination for 6 weeks to prevent reoccurring infection. Depending on the timing of treatment and severity of illness, recovery may take a few weeks to several months. Mortality is low (<2%), and is usually associated with endocarditis.	Please stay tuned to local radio, TV stations, and trusted social media sources for more information.
<i>Character Count</i>	138	291	360	214	355	102
SUPPORTING POINT #2	Public Health and other local authorities are investigating this incident.	Humans become infected by coming in contact with animals or animal products that are contaminated with these bacteria.		The most common way to be infected is by eating or drinking contaminated milk products. When sheep, goats, cows, or camels are infected, their milk is contaminated with the bacteria. If the milk is not pasteurized, these bacteria can be transmitted to persons who drink the milk or eat cheeses made it.	Do not consume unpasteurized milk, cheese, or ice cream while traveling. If you are not sure that the dairy product is pasteurized, don't eat it. Hunters and animal herdsman should use rubber gloves when handling viscera of animals. There is no vaccine available for humans.	The [insert Public Health Department] will be using this Facebook page to answer questions and track public concern.
<i>Character Count</i>	73	118		301	273	140
SUPPORTING POINT #3	If you believe u have been exposed, or if you have any of the symptoms associated with inhalation brucellosis, please see ur doctor immediately.	Although brucellosis can be found worldwide, it is more common in countries that do not have good standardized and effective public health and domestic animal health programs.		Inhalation of <i>Brucella</i> organisms is not a common route of infection, but it can be a significant hazard for people in certain occupations, such as those working in		Please visit [insert health department website] for additional and updated information.

		Unpasteurized cheeses, sometimes called "village cheeses," from these areas may represent a particular risk for tourists.		laboratories where the organism is cultured. Contamination of skin wounds may be a problem for persons working in slaughterhouses or meat packing plants or for veterinarians.		
<i>Character Count</i>	140	297		339		87

INHALATION BRUCELLOSIS -- SOCIAL MEDIA (TWITTER)

DIRECTIONS: These Twitter phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Twitter application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		What is Brucellosis?	Symptoms of Brucellosis	Transmission of Brucellosis	Treatment of Brucellosis	Additional Information
SUPPORTING POINT #1	Local authorities believe that people who were at (insert location) on (insert date and time) may have been exposed to brucellosis.	Brucellosis is an infectious disease caused by the bacteria <i>Brucella</i> , which are primarily passed among animals.	In humans brucellosis can cause a range of symptoms that are similar 2 the flu & may include fever, sweats, headaches & physical weakness.	Humans are infected with Brucellosis by eating or drinking something contaminated, breathing in the organism or entering thru skin wounds.	Treatment for Brucellosis can be difficult, but doctors can prescribe effective antibiotics such as doxycycline and rifampin	Please stay tuned to local radio, TV stations, and trusted social media sources for more information.
<i>Character Count</i>	138	111	139	138	125	102
SUPPORTING POINT #2	Public Health and other local authorities are investigating this incident.	Humans become infected by Brucellosis coming in contact w/ animals or by- products (ex: unpasteurized cheeses) that contain these bacteria.	Brucellosis can cause long-lasting or chronic symptoms that include recurrent fevers, joint pain, and fatigue.	The most common way 2 be infected is by eating or drinking contaminated milk or cheese products from sheep, goat, cow, or camel milk.	Antibiotic treatment for Brucellosis is typically for 6 weeks to prevent reoccurring infection.	The [insert Public Health Department] will be using the hashtag #Bruc[local term] on Twitter 2 answer questions and track public concern.
<i>Character Count</i>	73	140	110	133	94	140
SUPPORTING POINT #3	If you believe u have been exposed, or if you have any of the symptoms associated with inhalation Brucellosis, please see ur doctor immediately.	Brucellosis can be found worldwide, but is more common in countries that don't have good standardized public & animal health programs.		Contamination of skin wounds may possible 4 persons working in slaughterhouses or meat packing plants as well as hunters of certain animals.	Recovery from a Brucellosis infection may take a few weeks 2 several months. Mortality is <2% and is usually associated with endocarditis.	Please visit [insert health department website] for additional and updated information.
<i>Character Count</i>	140	134		140	137	87

CHEMICAL EVACUATION -- SOCIAL MEDIA (FACEBOOK)

DIRECTIONS: These Facebook phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Facebook application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		Personal Actions	Preparedness Items	Additional Information	N/A	N/A
SUPPORTING POINT #1	You may be asked to evacuate due to a chemical threat. If you are, please leave the area immediately.	Pack only the bare essentials before evacuating.	If you can, take the following items with you: medical supplies, disaster supplies, clothing and bedding, and keys.	Please stay tuned to local radio, TV stations, and trusted social media sources for more information.		
<i>Character Count</i>	103	48	115	102		
SUPPORTING POINT #2		Go to a friend or relative's home that is not in the vicinity of the chemical event. You may have to go to a public shelter.	Medical supplies such as prescription drugs & dentures should be taken with you. Car keys & change of clothing should be considered as well.	The [insert Public Health Department] will be using this Facebook page to answer questions and track public concern.		
<i>Character Count</i>		131	140	140		
SUPPORTING POINT #3		Follow the evacuation route authorities recommend. Don't take short cuts on the way to the shelter.	Disaster supplies such as flashlight, batteries, radio, first aid kit and bottled water should be taken when you evacuate.	Please visit [insert health department website] for additional and updated information.		
<i>Character Count</i>		99	122	87		

CHEMICAL EVACUATION -- SOCIAL MEDIA (TWITTER)

DIRECTIONS: These Twitter phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Twitter application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		Personal Actions	Preparedness Items	Additional Information	N/A	N/A
SUPPORTING POINT #1	You may be asked to evacuate due to a chemical threat. If you are, please leave the area immediately.	Pack only the bare essentials before evacuating.	If you can, take the following items with you: medical supplies, disaster supplies, clothing and bedding, and keys.	Please stay tuned to local radio, TV stations, and trusted social media sources for more information.		
<i>Character Count</i>	103		115	102		
SUPPORTING POINT #2		Go to a friend or relative's home that is not in the vicinity of the chemical event. You may have to go to a public shelter.	Medical supplies such as prescription drugs & dentures should be taken with you. Car keys & change of clothing should be considered as well.	The [insert Public Health Department] will be using the hashtag #evac on Twitter to answer questions and track public concern.		
<i>Character Count</i>		131	140	140		
SUPPORTING POINT #3		Follow the evacuation route authorities recommend. Don't take short cuts on the way to the shelter.	Disaster supplies such as flashlight, batteries, radio, first aid kit and bottled water should be taken when you evacuate.	Please visit [insert health department website] for additional and updated information.		
<i>Character Count</i>		99	122	87		

CHEMICAL SHELTER-IN-PLACE -- SOCIAL MEDIA (FACEBOOK)

DIRECTIONS: These Facebook phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Facebook application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		Personal Actions	Preparedness Items	Additional Information	N/A	N/A
SUPPORTING POINT #1	You may be asked to shelter in place. This means to make a shelter out of the place you are in. It is a way for you to make the building as safe as possible to protect yourself until help arrives.	Choose a room in your house or apartment or wherever you are at this time for the shelter. The best room to use for the shelter is a room with as few windows and doors as possible. A large room with a water supply is best – something like a master bedroom that is connected to a bathroom.	If you can, take the following items with you: Medical supplies (such prescription medications and Dentures), Disaster supplies like flashlight, batteries, radio, first aid kit and bottled water, clothing, bedding and keys.	You should not try to shelter in a vehicle unless you have no other choice. Vehicles are not airtight enough to give you adequate protection from chemicals.		
<i>Character Count</i>	138	287	221	156		
SUPPORTING POINT #2	Public Health and other local authorities are investigating this incident.	For most chemical events, the shelter-in-place room should be as high in the structure as possible to avoid vapors (gases) that sink.		Please listen to the TV or radio stations for more information.		
<i>Character Count</i>	73	137		63		
SUPPORTING POINT #3		Follow the evacuation route authorities recommend. Don't take short cuts on the way to the shelter. Do not call 911 unless it is an emergency.				
<i>Character Count</i>		98				

CHEMICAL SHELTER-IN-PLACE -- SOCIAL MEDIA (TWITTER)

DIRECTIONS: These Twitter phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Twitter application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		Personal Actions	Preparedness Items	Additional Information	N/A	N/A
SUPPORTING POINT #1	You may be asked to shelter in place. This means to make a shelter out of the place you are in. It is a way for you to make the building as safe as possible to protect yourself until help arrives.	Choose a room in ur residence or wherever u are at this time for the shelter. The best room 2 use for the shelter is a room w/ few windows.	Take the following items with u: Medical supplies (ex: Rx medications), disaster, clothing, bedding and keys.	U shouldn't try 2 shelter in a vehicle unless u have no other choice. Vehicles are not airtight enough 2 give u adequate protection.		
<i>Character Count</i>	138	138	109	131		
SUPPORTING POINT #2	Public Health and other local authorities are investigating this incident.	For most chemical events, the shelter-in-place room should be as high in the structure as possible to avoid vapors (gases) that sink.	Disaster supplies include a flashlight, batteries, radio, first aid kit and bottled water.	Please listen to the TV or radio stations for more information.		
<i>Character Count</i>	73	137	90	63		
SUPPORTING POINT #3		Follow the evacuation route authorities recommend. Don't take short cuts on the way to the shelter. Do not call 911 unless it is an emergency.				
<i>Character Count</i>		98				

CHEMICAL CHLORINE -- SOCIAL MEDIA (FACEBOOK)

DIRECTIONS: These Facebook phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Facebook application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		What is Chlorine?	Symptoms of Chlorine	Transmission of Chlorine	Treatment of Chlorine Exposure	Additional Information
SUPPORTING POINT #1	Local authorities believe that people who were at (insert location) on (insert date and time) may have been exposed to chlorine.	Chlorine is an element used in industry and found in some household products. It is sometimes in the form of a poisonous gas. Chlorine gas can be pressurized and cooled to change it into a liquid so that it can be shipped and stored.	During or immediately after exposure to dangerous concentrations of chlorine, the following signs and symptoms may develop: coughing, chest tightness, burning sensation in the nose, throat, & eyes, watery eyes, blurred vision, nausea & vomiting.	The extent of poisoning caused by chlorine depends on the amount of chlorine a person is exposed to, how the person was exposed, and the length of time of the exposure.	No antidote exists for chlorine exposure. Treatment consists of removing the chlorine from the body as soon as possible and providing supportive medical care in a hospital setting.	Please stay tuned to local radio, TV stations, and trusted social media sources for more information.
<i>Character Count</i>	138	234	245	169	180	102
SUPPORTING POINT #2	Public Health and other local authorities are investigating this incident.	When liquid chlorine is released, it quickly turns into a gas that stays close to the ground and spreads rapidly. Chlorine gas can be recognized by its pungent, irritating odor, which is like the odor of bleach. The strong smell may provide an adequate warning to people that they have been exposed.		When chlorine gas comes into contact with moist tissues such as the eyes, throat, and lungs, an acid is produced that can damage these tissues.		The [insert Public Health Department] will be using this Facebook page to answer questions and track public concern.
<i>Character Count</i>	74	300		144		140
SUPPORTING POINT #3	If you believe u have been exposed, or if you have any of the symptoms associated with inhalation anthrax, please see ur doctor immediately.	Chlorine gas appears to be yellow-green in color. Chlorine itself is not flammable, but it can react explosively or form explosive compounds with other chemicals such as turpentine and ammonia.				Please visit [insert health department website] for additional and updated information.
<i>Character Count</i>	140	193				87

CHEMICAL CHLORINE -- SOCIAL MEDIA (TWITTER)

DIRECTIONS: These Twitter phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Twitter application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		What is Chlorine?	Symptoms of Chlorine	Transmission of Chlorine	Treatment of Chlorine Exposure	Additional Information
SUPPORTING POINT #1	Local authorities believe that people who were at (insert location) on (insert date and time) may have been exposed to chlorine.	Chlorine is an element used in industry & some household products. It is sometimes in the form of a poisonous gas.	The symptoms of chlorine exposure are coughing, chest tightness, burning sensation in the nose, throat, & eyes, nausea & vomiting.	The extent of poisoning caused by chlorine depends on the amount, type, and length of chlorine exposure.	No antidote exists 4 chlorine exposure. Chlorine is removed ASAP from the body & providing medical care in a hospital setting.	Please stay tuned to local radio, TV stations, and trusted social media sources for more information.
<i>Character Count</i>	138	115	130	105	126	102
SUPPORTING POINT #2	Public Health and other local authorities are investigating this incident.	When chlorine is released, it quickly turns into a gas & stays close 2 the ground & spreads rapidly. It can be recognized by its pungent, irritating odor (like bleach).		When chlorine gas comes into contact w/ moist tissues such as the eyes, throat, & lungs, an acid is produced that can damage these tissues.		The [insert Public Health Department] will be using hashtag #chlorine to answer questions and track public concern.
<i>Character Count</i>	74	300		138		115
SUPPORTING POINT #3	If you believe u have been exposed, or if you have any of the symptoms associated with inhalation anthrax, please see ur doctor immediately.	Chlorine gas appears to be yellow-green in color. Chlorine itself is not flammable, but it can react explosively or form explosive compounds with other chemicals such as turpentine and ammonia.				Please visit [insert health department website] for additional and updated information.
<i>Character Count</i>	140	193				87

CHEMICAL CYANIDE -- SOCIAL MEDIA (FACEBOOK)

DIRECTIONS: These Facebook phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Facebook application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		What is Cyanide?	Symptoms of Cyanide	Transmission of Cyanide	Treatment of Cyanide Exposure	Additional Information
SUPPORTING POINT #1	Local authorities believe that people who were at (insert location) on (insert date and time) may have been exposed to cyanide.	Cyanide is a rapidly acting, potentially deadly chemical that can exist in various forms. It can be a colorless gas, such as hydrogen cyanide (HCN) or cyanogen chloride (CNCl), or a crystal form such as sodium cyanide (NaCN) or potassium cyanide (KCN).	People exposed to a small amount of cyanide by breathing it, absorbing it through their skin, or eating foods that contain it may have some or all of the following symptoms within minutes: rapid breathing, restlessness, dizziness, weakness, headache, nausea & vomiting, & rapid heart rate.	People may be exposed to cyanide by breathing air, drinking water, eating food, or touching soil that contains cyanide. Cyanide enters water, soil, or air as a result of both natural processes and industrial activities.	Get fresh air by leaving the area where the cyanide was released. Moving to an area with fresh air is a good way to reduce the possibility of death from exposure to cyanide gas.	Please stay tuned to local radio, TV stations, and trusted social media sources for more information.
<i>Character Count</i>	138	253	290	220	177	102
SUPPORTING POINT #2	Public Health and other local authorities are investigating this incident.	Cyanide sometimes is described as having a “bitter almond” smell, but it does not always give off an odor, and not everyone can detect this odor. It is also known by the military designations AN (for hydrogen cyanide) and CK (for cyanogen chloride).	Exposure to a large amount of cyanide by any route may cause these other health effects including convulsions, low blood pressure, slow heart rate, loss of consciousness, lung injury, and respiratory failure leading to death.	In air, cyanide is present mainly as gaseous hydrogen cyanide. Smoking cigarettes is probably one of the major sources of cyanide exposure for people who do not work in cyanide-related industries.	Remove any clothing that has liquid cyanide on it. If possible, seal the clothing in a plastic bag, and then seal that bag inside a second plastic bag. Removing and sealing the clothing in this way will help protect people from any chemicals that might be on their clothes.	The [insert Public Health Department] will be using this Facebook page to answer questions and track public concern.
<i>Character Count</i>	74	249	225	196	273	140
SUPPORTING POINT #3	If you believe u have been exposed, or if you have any of the symptoms associated with inhalation anthrax, please see ur doctor immediately.				Cyanide poisoning is treated with specific antidotes and supportive medical care in a hospital setting. The most important thing is for victims to seek medical treatment as soon as possible.	Please visit [insert health department website] for additional and updated information.
<i>Character Count</i>	140				190	

CHEMICAL CYANIDE -- SOCIAL MEDIA (TWITTER)

DIRECTIONS: These Twitter phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Twitter application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		What is Cyanide?	Symptoms of Cyanide	Transmission of Cyanide	Treatment of Cyanide Exposure	Additional Information
SUPPORTING POINT #1	Local authorities believe that people who were at (insert location) on (insert date and time) may have been exposed to cyanide.	Cyanide is a rapidly acting, potentially deadly chemical that can exist in various forms. It can be a colorless gas or crystal form.	Chlorine exposure may cause the following symptoms: rapid breathing, restlessness, dizziness, weakness, headache, nausea & vomiting.	People may be exposed to cyanide by breathing air, drinking water, eating food, or touching soil that contains cyanide.	Get fresh air by leaving the area where the cyanide was released. Moving 2 an area w/ fresh air is a good way 2 reduce risk.	Please stay tuned to local radio, TV stations, and trusted social media sources for more information.
<i>Character Count</i>	138	133	133	118	124	102
SUPPORTING POINT #2	Public Health and other local authorities are investigating this incident.	Cyanide sometimes is described as having a bitter almond smell, but it doesn't always give off an odor & not everyone can detect this odor.	Exposure to a large amount of cyanide by may also cause convulsions, low blood pressure, slow heart rate, unconsciousness, & lung injury.	In air, cyanide is present mainly as gaseous hydrogen cyanide, but can also be found in smoking cigarettes.	Remove any clothing that has liquid cyanide on it. If possible, seal the clothing in a plastic bag, & then seal that bag inside a 2nd one.	The [insert Public Health Department] will be using this Twitter page to answer questions and track public concern.
<i>Character Count</i>	74	140	137	107	137	140
SUPPORTING POINT #3	If you believe u have been exposed, or if you have any of the symptoms associated with inhalation anthrax, please see ur doctor immediately.			Cyanide enters water, soil, or air as a result of both natural processes and industrial activities.	Cyanide poisoning is treated w/ specific antidotes & supportive medical care in a hospital setting.	Please visit [insert health department website] for additional and updated information.
<i>Character Count</i>	140			99	99	86

DISPENSING SITE CLOSURE -- SOCIAL MEDIA (FACEBOOK)

DIRECTIONS: These Facebook phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Facebook application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		Personal Actions	Preparedness Items	Additional Information	N/A	N/A
SUPPORTING POINT #1	The [insert public health department]'s medication dispensing site located at [insert location] will be closing at [insert date/time].	If you were exposed to (insert what it is) and have not received your medication, local public health officials encourage you to do so as soon as possible.	If possible, before you leave home, please check with neighbors and co-workers to make sure they have received this message	Do not bring weapons to this site. Security will be on hand for your protection and the protection of others.		
<i>Character Count</i>	134	155	123	109		
SUPPORTING POINT #2		If u have not received your medication & will be going 2 the dispensing site; please adhere to the following instructions: Bring a (insert form name) form which will contain information to insure u receive the appropriate medication.	If you can't get to (insert dispensing site location) and can't contact a friend or family member to take you, please call (insert phone number) or visit [insert public health department website]	Please stay tuned to local radio, TV stations, and trusted social media sources for more information.		
<i>Character Count</i>		233	195	102		
SUPPORTING POINT #3		If you are picking up medication for someone like a family member, please bring the form for him or her, also. Do not bring anyone with you who does not need medication unless absolutely necessary.	At the dispensing site, you will receive appropriate medicine. There is enough medicine for all involved.	The [insert Public Health Department] will be using this Facebook page to answer questions and track public concern.		
<i>Character Count</i>		197	106	140		

DISPENSING SITE CLOSURE -- SOCIAL MEDIA (TWITTER)

DIRECTIONS: These Twitter phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Twitter application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		Personal Actions	Preparedness Items	Additional Information	N/A	N/A
SUPPORTING POINT #1	The [insert public health department]'s medication dispensing site located at [insert location] will be closing at [insert date/time].	If u were exposed 2 (insert what it is) & have not received ur medication, local public health officials encourage u 2 do so ASAP.	If possible, before you leave home, please check with neighbors and co-workers to make sure they have received this message	Do not bring weapons to this site. Security will be on hand for your protection and the protection of others.		
<i>Character Count</i>	134	130	123	109		
SUPPORTING POINT #2		If u haven't received ur medication & will be going 2 the dispensing site pls bring a (insert form name) 2 receive the appropriate meds.	If you can't get 2 (insert dispensing site location) & can't contact a friend or family member 2 take you, please call (insert phone number)	Please stay tuned to local radio, TV stations, and trusted social media sources for more information.		
<i>Character Count</i>		136	140	102		
SUPPORTING POINT #3		If u are picking up meds for someone like a family member, pls bring the form 4 them. Do not bring anyone with u who doesn't need meds.	At the dispensing site, you will receive appropriate medicine. There is enough medicine for all involved.	The [insert Public Health Department] will be using the hashtag #medsite to answer questions and track public concern.		
<i>Character Count</i>		135	106	118		

DISPENSING SITE OPENING -- SOCIAL MEDIA (FACEBOOK)

DIRECTIONS: These Facebook phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Facebook application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		Personal Actions	Preparedness Items	Additional Information	N/A	N/A
SUPPORTING POINT #1	The [insert public health department] will be opening a medical dispensing site at [insert address] at [insert date/time].	If you believe you were exposed to (insert biological agent) or in (insert location of event), please go to (insert dispensing site location) between the hours of (insert time) on (insert date).	If you are a designated volunteer to help with staging and distribution of medications and supplies or will be picking up medicine for special needs groups, please call (insert name of health department and phone number).	Do not bring weapons to this site. Security will be on hand for your protection and the protection of others.		
<i>Character Count</i>	121	194	221	109		
SUPPORTING POINT #2		Persons needing medications should bring with them: a Head of Household form which will contain information to insure you receive the appropriate medication.	Once in the drug-dispensing site, you will be informed about the process you will go through in order to receive the proper medications for your condition, how to take the medication and other information	Please stay tuned to local radio, TV stations, and trusted social media sources for more information.		
<i>Character Count</i>		157	204	102		
SUPPORTING POINT #3		If possible, before you leave home, please check with neighbors and co-workers to make sure they have received this message.	Public health officials stress the importance of citizens adhering to the strict drug-taking instructions.	The [insert Public Health Department] will be using this Facebook page to answer questions and track public concern.		
<i>Character Count</i>		125	106	140		

DISPENSING SITE OPENING -- SOCIAL MEDIA (TWITTER)

DIRECTIONS: These Twitter phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Twitter application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		Personal Actions	Preparedness Items	Additional Information	N/A	N/A
SUPPORTING POINT #1	The [insert public health department] will be opening a medical dispensing site at [insert address] at [insert date/time].	If u believe u were exposed 2 (insert biological agent) or in (insert location of event), please go 2 (insert address) at (insert date/time)	If u are a designated volunteer 2 help at the meds dispensing site, please call (insert name of health department and phone number).	Do not bring weapons to this site. Security will be on hand for your protection and the protection of others.		
<i>Character Count</i>	121	140	132	109		
SUPPORTING POINT #2		Persons needing medications should bring with them: a Head of Household form which will contain info 2 insure u receive the right meds.	At the site u will be informed about the process u will go thru in order 2 receive the proper meds 4 ur condition.	Please stay tuned to local radio, TV stations, and trusted social media sources for more information.		
<i>Character Count</i>		135	113	102		
SUPPORTING POINT #3		If possible, before you leave home, please check with neighbors and co-workers to make sure they have received this message.	Public health officials stress the importance of citizens adhering to the strict drug-taking instructions.	The [insert Public Health Department] will be using the hashtag #medsite to answer questions and track public concern.		
<i>Character Count</i>		125	106	140		

FOREST FIRES -- SOCIAL MEDIA (FACEBOOK)

DIRECTIONS: These Facebook phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Facebook application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		Personal Actions	Preparedness Items	Additional Information	N/A	N/A
SUPPORTING POINT #1	During a wildfire people all over the area may be suffering the effects of forest fire smoke. Those with health problems should monitoring their breathing and exposure to airborne matter.	People living in close proximity to the fire-stricken areas should remain indoors and avoid inhalation of smoke, ashes, and particulate matter in the area.	If you live close to or in the surrounding area, it's recommended that you refrain from exercising outdoors, especially if you smell smoke or notice eye or throat irritation.	Ordinary dust masks, designed to filter out large particles, will not help as they still allow the more dangerous smaller particles to pass through.	Please stay tuned to local radio, TV stations, and trusted social media sources for more information.	
<i>Character Count</i>	187	156	175	148	102	
SUPPORTING POINT #2		Special, more expensive dust masks with true HEPA filters will filter out the damaging fine particles but are difficult for people with lung disease to use. Consult with your physician before using a mask, especially if you have a lung disease.	Extra precaution should be taken for children, who are more susceptible to smoke because their respiratory systems are still developing and they breathe in more air (and consequently more pollution) per pound of body mass than adults	Due to the higher levels of pollutants in some areas, there is a possibility of experiencing increased symptoms. If you are experiencing symptoms, please try to contact your physician.	The [insert Public Health Department] will be using this Facebook page to answer questions and track public concern.	
<i>Character Count</i>		244	233	183	116	
SUPPORTING POINT #3		Stay inside as much as possible, with doors, windows and fireplace dampers shut and preferably with clean air circulating through air conditioners and/or air cleaners and purifiers. Use air conditioners on the recirculation setting so outside air will not be moved into the room.	When driving your car in smoky areas, keep your windows and vents closed. Air conditioning should only be operated in the "recirculate" setting.	If you develop a persistent cough, or difficult or painful breathing, call your physician. The onset of symptoms can appear as late as 24 to 48 hours after exposure and that smoke can remain in areas for many days after the fires have ended.		
<i>Character Count</i>		280	144	242		

FOREST FIRES -- SOCIAL MEDIA (TWITTER)

DIRECTIONS: These Twitter phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Twitter application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		Personal Actions	Preparedness Items	Additional Information	N/A	N/A
SUPPORTING POINT #1	During a wildfire people all over the area may be suffering the effects of forest fire smoke.	People living in proximity 2 the fire-stricken areas should remain indoors & avoid inhalation of smoke.	If you live close to or in the surrounding area, u should refrain from exercising outdoors.	Ordinary dust masks, designed 2 filter out large particles won't help as they still allow the dangerous smaller particles 2 pass through.	Please stay tuned to local radio, TV stations, and trusted social media sources for more information.	
<i>Character Count</i>	95	103	91	137	102	
SUPPORTING POINT #2	Those with health problems should monitoring their breathing and exposure to airborne matter.	Special dust masks with true HEPA filters will filter out the damaging fine particles but are difficult 4 people with lung disease 2 use.	Extra precaution should be taken for children, who are more susceptible to smoke because their respiratory systems are still developing.	If u develop a cough, or painful breathing, call your physician. The onset of symptoms can appear as late as 24-48 hours after exposure.	The [insert Public Health Department] will be using the hashtag #forestfire to answer questions and track public concern.	
<i>Character Count</i>	92	137	136	136	121	
SUPPORTING POINT #3		Stay inside as much as possible, w/ doors, windows and fireplace dampers shut & preferably with clean air circulating through air purifiers.	When driving your car in smoky areas, keep your windows & vents closed. Air conditioning should only be operated in the recirculate setting.			
<i>Character Count</i>		140	140			

CHEMICAL PHOSGENE -- SOCIAL MEDIA (FACEBOOK)

DIRECTIONS: These Facebook phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Facebook application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		What is Phosgene?	Symptoms of Phosgene	Transmission of Phosgene	Treatment of Phosgene Exposure	Additional Information
SUPPORTING POINT #1	Local authorities believe that people who were at (insert location) on (insert date and time) may have been exposed to phosgene.	Phosgene is a major industrial chemical used to make plastics and pesticides. At room temperature phosgene is a poisonous gas. With cooling and pressure, phosgene gas can be converted into a liquid so that it can be shipped and stored.	Phosgene gas and liquid are irritants that can damage the skin, eyes, nose, throat, and lungs.	People's risk for exposure depends on how close they are to the place where the phosgene was released. If phosgene gas is released into the air, people may be exposed through skin contact or eye contact.		Please stay tuned to local radio, TV stations, and trusted social media sources for more information.
<i>Character Count</i>	138	236	93	204		102
SUPPORTING POINT #2	Public Health and other local authorities are investigating this incident.	When liquid phosgene is released, it quickly turns into a gas that stays close to the ground and spreads rapidly. The gas may appear colorless or as a white to pale yellow cloud. At low concentrations, it has a pleasant odor of newly mown hay or green corn, but its odor may not be noticed by all people exposed.		People may also be exposed by breathing air that contains phosgene. If phosgene liquid is released into water, people may be exposed by touching or drinking water that contains phosgene. If phosgene liquid comes into contact with food, people may be exposed by eating the contaminated food.		The [insert Public Health Department] will be using this Facebook page to answer questions and track public concern.
<i>Character Count</i>	74	311		289		140
SUPPORTING POINT #3	If you believe u have been exposed, or if you have any of the symptoms associated with inhalation anthrax, please see ur doctor immediately.	At high concentrations, the odor may be strong and unpleasant. Phosgene itself is nonflammable (not easily ignited and burned), but it can cause flammable substances around it to burn.				Please visit [insert health department website] for additional and updated information.
<i>Character Count</i>	140	184				

CHEMICAL PHOSGENE -- SOCIAL MEDIA (TWITTER)

DIRECTIONS: These Twitter phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Twitter application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		What is Phosgene?	Symptoms of Phosgene	Transmission of Phosgene	Treatment of Phosgene Exposure	Additional Information
SUPPORTING POINT #1	Local authorities believe that people who were at (insert location) on (insert date and time) may have been exposed to phosgene.	Phosgene is a major industrial chemical used to make plastics and pesticides. It can exist as a poisonous gas or liquid.	Phosgene gas and liquid are irritants that can damage the skin, eyes, nose, throat, and lungs.	People’s risk for exposure depends on how close they are to the place where the phosgene was released.		Please stay tuned to local radio, TV stations, and trusted social media sources for more information.
<i>Character Count</i>	138	120	93	102		102
SUPPORTING POINT #2	Public Health and other local authorities are investigating this incident.	Phosgene may appear colorless, white or yellow cloud. At low levels, it has an odor of newly mown hay, but may not be noticed by everyone.		People may also be exposed to phosgene by breathing air, using water, or eating exposed food that contains phosgene.		The [insert Public Health Department] will be using the hashtag #phosgene to answer questions and track public concern.
<i>Character Count</i>	74	139		117		119
SUPPORTING POINT #3	If you believe u have been exposed, or if you have any of the symptoms associated with inhalation anthrax, please see ur doctor immediately.	At high levels, the odor may be strong & unpleasant. Phosgene itself is nonflammable but it can cause flammable substances around it 2 burn.		If phosgene gas is released into the air, people may be exposed through skin contact or eye contact.		Please visit [insert health department website] for additional and updated information.
<i>Character Count</i>	140	140		100		

INHALATION PLAGUE -- SOCIAL MEDIA (FACEBOOK)

DIRECTIONS: These Facebook phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Facebook application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		What is Plague?	Symptoms of Plague	Transmission of Plague	Treatment of Plague	Additional Information
SUPPORTING POINT #1	Local authorities believe that people who were at (insert location) on (insert date and time) may have been exposed to inhalation plague.	Plague is an infectious disease caused by the bacterium <i>Yersinia pestis</i> . This bacterium is found in rodents and their fleas and occurs in many areas of the world, including the United States.	With pneumonic plague, the first signs of illness are fever, headache, weakness, & rapidly developing pneumonia with shortness of breath, chest pain, cough, and sometimes bloody or watery sputum.	Transmission can take place if someone breathes in aerosolized bacteria, which could happen in a bioterrorist attack. Pneumonic plague is also spread by breathing in <i>Y. pestis</i> suspended in respiratory droplets from a person (or animal) with pneumonic plague. Becoming infected in this way usually requires direct and close contact.	Early treatment of pneumonic plague is essential. To reduce the chance of death, antibiotics must be given within 24 hours of first symptoms. Streptomycin, gentamicin, the tetracyclines, and chloramphenicol are all effective against pneumonic plague.	Please stay tuned to local radio, TV stations, and trusted social media sources for more information.
<i>Character Count</i>	138	191	196	331	249	102
SUPPORTING POINT #2	Public Health and other local authorities are investigating this incident.	<i>Y. pestis</i> is easily destroyed by sunlight and drying. Even so, when released into air, the bacterium will survive for up to one hour, although this could vary depending on conditions.	The pneumonia progresses for 2 to 4 days and may cause respiratory failure and shock. Without early treatment, patients may die.		Antibiotic treatment for plague will last 7 days to protect people who have had direct, close contact with infected patients. Wearing a close-fitting surgical mask also protects against infection.	The [insert Public Health Department] will be using this Facebook page to answer questions and track public concern.
<i>Character Count</i>	73	183	128		196	140
SUPPORTING POINT #3	If you believe u have been exposed, or if you have any of the symptoms associated with inhalation plague, please see ur doctor immediately.	Pneumonic plague occurs when <i>Y. pestis</i> infects the lungs. This type of plague can spread from person to person through the air. with the ill person or animal. Pneumonic plague may also occur if a person with bubonic or septicemic plague is untreated and the bacteria spread to the lungs.				Please visit [insert health department website] for additional and updated information.
<i>Character Count</i>	140	287				87

INHALATION PLAGUE -- SOCIAL MEDIA (TWITTER)

DIRECTIONS: These Twitter phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Twitter application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		What is Plague?	Symptoms of Plague	Transmission of Plague	Treatment of Plague	Additional Information
SUPPORTING POINT #1	Local authorities believe that people who were at (insert location) on (insert date and time) may have been exposed to plague.	Plague is an infectious disease caused by the bacterium <i>Yersinia pestis</i> .	With pneumonic plague, the 1st signs of illness are fever, headache, weakness, and rapidly developing pneumonia.	Pneumonic plague occurs when <i>Y. pestis</i> infects the lungs. This type of plague can spread from person to person through the air.	2 reduce the chance of death from plague antibiotics must be given within 24 hours of 1st symptoms. Several types of antibiotics work well.	Please stay tuned to local radio, TV stations, and trusted social media sources for more information.
<i>Character Count</i>	138	71	112	128	139	102
SUPPORTING POINT #2	Public Health and other local authorities are investigating this incident.	The bacterium <i>Yersinia pestis</i> which causes plague is found in rodents & their fleas and occurs in many areas including the United States.	The pneumonia developed because of Plague progresses for 2 to 4 days and may cause respiratory failure and shock.	Transmission of plague takes place if someone breathes in aerosolized bacteria or suspended respiratory droplets from an infected person	Antibiotic treatment for plague lasts 7 days & will protect people who have had direct, close contact with infected patients.	The [insert Public Health Department] will be using the hashtag #Plague[local term] on Twitter 2 answer questions and track public concern.
<i>Character Count</i>	73	137	114	136	126	140
SUPPORTING POINT #3	If you believe u have been exposed, or if you have any of the symptoms associated with inhalation Plague, please see ur doctor immediately.		Without early treatment, patients with plague may die.	Plague infection usually requires direct contact with the ill person.	Wearing a close-fitting surgical mask also protects against infection from plague.	Please visit [insert health department website] for additional and updated information.
<i>Character Count</i>	140	131	54	70	82	87

RECENT HEAVY RAINS -- SOCIAL MEDIA (FACEBOOK)

DIRECTIONS: These Facebook phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Facebook application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		Personal Actions	Preparedness Items	Additional Information	N/A	N/A
SUPPORTING POINT #1	Recent heavy rains have resulted in flooding in [insert location] . As the flood waters recede, many residents will be returning to their homes or business and should take certain precautions.	When returning home avoid remaining floodwaters; water may be contaminated. Water may also be electrically charged from underground or downed power lines. Stay away from downed power lines, and report them to the power company.	Stay out of any building if it is still surrounded by floodwaters. Use extreme caution when entering buildings; there may be hidden damage, particularly in foundations.	Watch out for animals, especially poisonous snakes. Use a stick to poke through debris.	Please stay tuned to local radio, TV stations, and trusted social media sources for more information.	
<i>Character Count</i>	187	227	167	87	102	
SUPPORTING POINT #2	Take caution because flood waters can contain debris, sewage, chemicals and animal waste.	Avoid moving water & be aware of areas where floodwaters have receded because roads may have weakened & could collapse under the weight of a car.	Service damaged septic tanks, cesspools, pits and leaching systems as soon as possible. Damaged sewage systems are serious health hazards.	If your power has been off for a lengthy period of time, throw out any food left in refrigerators or freezers.	The [insert Public Health Department] will be using this Facebook page to answer questions and track public concern.	
<i>Character Count</i>	89	145	138	110	116	
SUPPORTING POINT #3		Eliminate standing water by pouring out stagnant water in birdbaths, pet dishes, old tires and any other receptacle in which mosquitoes might breed. This will greatly reduce mosquito populations and the risks of getting a mosquito-borne illness.	Clean and disinfect everything that got wet. Mud left from floodwater can be contaminated.	Remember to return home only when authorities indicate it is safe. For more information about any of these precautions, please call (insert contact information) .		
<i>Character Count</i>		245	91	160		

RECENT HEAVY RAINS -- SOCIAL MEDIA (TWITTER)

DIRECTIONS: These Twitter phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Twitter application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		Personal Actions	Preparedness Items	Additional Information	N/A	N/A
SUPPORTING POINT #1	Recent heavy rains have resulted in flooding in [insert location] . Take precautions if u are returning to a flood building.	When returning home avoid remaining floodwaters because it may be contaminated or dangerous (ex: downed power lines).	Stay out of any building if it is still surrounded by floodwaters. Use extreme caution when entering flooded buildings.	Watch out for animals, especially poisonous snakes. Use a stick to poke through debris.	Please stay tuned to local radio, TV stations, and trusted social media sources for more information.	
<i>Character Count</i>	124	117	119	87	102	
SUPPORTING POINT #2	Take caution because flood waters can contain debris, sewage, chemicals and animal waste.	Avoid moving water & be aware of areas where floodwaters have receded because roads may have weakened & could collapse if driven on.	Service damaged septic tanks, cesspools, pits and leaching systems as soon as possible. Damaged sewage systems are serious health hazards.	If your power has been off for a lengthy period of time, throw out any food left in refrigerators or freezers.	The [insert Public Health Department] will be using the hashtag #heavyrains to answer questions and track public concern.	
<i>Character Count</i>	89	132	138	110	121	
SUPPORTING POINT #3		Eliminate standing water by pouring out stagnant water in birdbaths, pet dishes, & any other receptacle in which mosquitoes might breed.	Clean and disinfect everything that got wet. Mud left from floodwater can be contaminated.	Remember 2 return home only when authorities indicate it is safe. Please call (insert contact information) for more info.		
<i>Character Count</i>		136	91	121		

CHEMICAL RICIN -- SOCIAL MEDIA (FACEBOOK)

DIRECTIONS: These Facebook phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Facebook application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		What is Ricin?	Symptoms of Ricin	Transmission of Ricin	Treatment of Ricin Exposure	Additional Information
SUPPORTING POINT #1	Local authorities believe that people who were at (insert location) on (insert date and time) may have been exposed to ricin.	Ricin is a poison that can be made from the waste left over from processing castor beans. It can be in the form of a powder, a mist, or a pellet, or it can be dissolved in water or weak acid. It is a stable substance. For example, it is not affected much by extreme conditions such as very hot or very cold temperatures.	<i>Inhalation:</i> Within a few hours of inhaling significant amounts of ricin, the likely symptoms would be coughing, tightness in the chest, difficulty breathing, nausea, and aching muscles. Within the next few hours, the body's airways would become severely inflamed, breathing difficulty, & the skin might turn blue.	Ricin works by getting inside the cells of a person's body and preventing the cells from making the proteins they need. Without the proteins, cells die, and eventually the whole body can shut down and die.	No antidote exists for ricin. Ricin poisoning is treated by giving the victim supportive medical care to minimize the effects of the poisoning. The types of supportive medical care would depend on several factors, such as the route by which the victim was poisoned (that is, by inhalation, ingestion, or injection).	Please stay tuned to local radio, TV stations, and trusted social media sources for more information.
<i>Character Count</i>	138	320	315	204	315	102
SUPPORTING POINT #2	Public Health and other local authorities are investigating this incident.	Castor beans are processed throughout the world to make castor oil. Ricin is part of the waste "mash" produced when castor oil is made. Amateurs can make ricin from castor beans.	<i>Ingestion:</i> If someone swallows a significant amount of ricin, he or she would have internal bleeding of the stomach and intestines that would lead to vomiting and bloody diarrhea. Eventually, the person's liver, spleen, and kidneys might stop working, and the person could die.	It would take a deliberate act to make ricin and use it to poison people. Accidental exposure to ricin is highly unlikely	Care for Ricin exposure could include such measures as helping the victim breathe and giving him or her intravenous fluids and medications to treat swelling.	The [insert Public Health Department] will be using this Facebook page to answer questions and track public concern.
<i>Character Count</i>	74	178	277	121	157	140
SUPPORTING POINT #3	If you believe u have been exposed, or if you have any of the symptoms associated with inhalation anthrax, please see ur doctor immediately.	Ricin has some potential medical uses, such as bone marrow transplants and cancer treatment (to kill cancer cells).	Specific effects of ricin poisoning depend on whether ricin was inhaled, swallowed, or injected	People can breathe in ricin mist or powder and be poisoned. Ricin can also get into water or food and then be swallowed.		Please visit [insert health department website] for additional and updated information.
<i>Character Count</i>	140	116	95	119		87

CHEMICAL RICIN -- SOCIAL MEDIA (TWITTER)

DIRECTIONS: These Twitter phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Twitter application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		What is Ricin?	Symptoms of Ricin	Transmission of Ricin	Treatment of Ricin Exposure	Additional Information
SUPPORTING POINT #1	Local authorities believe that people who were at (insert location) on (insert date and time) may have been exposed to ricin.	Ricin is a poison that is made from the waste left of processing castor beans in the form of powder or pellet & can be dissolved in water.	Within a few hours of inhaling ricin, the symptoms would be coughing, chest tightness, difficulty breathing, nausea, and aching muscles.	Ricin works by getting inside the cells of a person's body & preventing the cells from making the proteins they need.	No antidote exists for ricin. Ricin poisoning is treated by giving the victim supportive medical care to minimize the effects of ricin.	Please stay tuned to local radio, TV stations, and trusted social media sources for more information.
<i>Character Count</i>	138	138	136	117	136	102
SUPPORTING POINT #2	Public Health and other local authorities are investigating this incident.	Castor beans are processed throughout the world to make castor oil. Ricin is part of the waste "mash" produced when castor oil is made.	The symptoms of swallowed ricin are internal bleeding of the stomach and intestines that would lead to vomiting and bloody diarrhea.	It would take a deliberate act to make ricin and use it to poison people. Accidental exposure to ricin is highly unlikely	Care for ricin exposure could include such measures as helping the victim breathe & giving intravenous fluids & meds 2 treat swelling.	The [insert Public Health Department] will be using hashtag #ricin to answer questions and track public concern.
<i>Character Count</i>	74	135	133	121	134	112
SUPPORTING POINT #3	If you believe u have been exposed, or if you have any of the symptoms associated with inhalation anthrax, please see ur doctor immediately.	Ricin has some potential medical uses, such as bone marrow transplants and cancer treatment (to kill cancer cells).	Specific effects of ricin poisoning depend on whether ricin was inhaled, swallowed, or injected	People can breathe in ricin mist or powder and be poisoned. Ricin can also get into water or food and then be swallowed.		Please visit [insert health department website] for additional and updated information.
<i>Character Count</i>	140	116	95	119		87

INHALATION CHEMICAL SARIN -- SOCIAL MEDIA (FACEBOOK)

DIRECTIONS: These Twitter phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Facebook application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		What is Sarin?	Symptoms of Sarin	Transmission of Sarin	Treatment of Sarin Exposure	Additional Information
SUPPORTING POINT #1	Local authorities believe that people who were at (insert location) on (insert date and time) may have been exposed to sarin.	Sarin is a human-made chemical warfare agent classified as a nerve agent. Nerve agents are the most toxic and rapidly acting of the known chemical warfare agents. They are similar to certain kinds of pesticides (insect killers) called organophosphates in terms of how they work and what kind of harmful effects they cause.	People exposed to a low or moderate dose of sarin by breathing contaminated air, eating contaminated food, drinking contaminated water, or touching contaminated surfaces may experience some or all of the following symptoms within seconds to hours of exposure: runny nose, watery eyes, eye pain, drooling, cough, chest tightness, rapid breathing, nausea, and change in heart rate.	Following release of sarin into the air, people can be exposed through skin contact or eye contact. They can also be exposed by breathing air that contains sarin.	Treatment consists of removing sarin from the body as soon as possible and providing supportive medical care in a hospital setting. Antidotes are available for sarin. They are most useful if given as soon as possible after exposure.	Please stay tuned to local radio, TV stations, and trusted social media sources for more information.
<i>Character Count</i>	138	323	379	161	231	102
SUPPORTING POINT #2	Public Health and other local authorities are investigating this incident.	Sarin is a clear, colorless, and tasteless liquid that has no odor in its pure form. However, it can evaporate into a vapor (gas) and spread into the environment.	People may not know that they were exposed because sarin has no odor.	Sarin mixes easily with water, so it could be used to poison water. Following release of sarin into water, people can be exposed by touching or drinking water that contains sarin.		The [insert Public Health Department] will be using this Facebook page to answer questions and track public concern.
<i>Character Count</i>	74	161	70	179		140
SUPPORTING POINT #3	If you believe u have been exposed, or if you have any of the symptoms associated with inhalation anthrax, please see ur doctor immediately.	Sarin was used in two terrorist attacks in Japan in 1994 and 1995. Sarin is not found naturally in the environment.	Even a small drop of sarin on the skin can cause sweating and muscle twitching where sarin touched the skin.	Following contamination of food with sarin, people can be exposed by eating the contaminated food.		Please visit [insert health department website] for additional and updated information.
<i>Character Count</i>	140	116	95	119		87

INHALATION CHEMICAL SARIN -- SOCIAL MEDIA (TWITTER)

DIRECTIONS: These Twitter phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Twitter application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		What is Sarin?	Symptoms of Sarin	Transmission of Sarin	Treatment of Sarin Exposure	Additional Information
SUPPORTING POINT #1	Local authorities believe that people who were at (insert location) on (insert date and time) may have been exposed to sarin.	Sarin is a man-made chemical warfare agent classified as a nerve agent, which is the most toxic & rapidly acting of the known agents.	Sarin exposure may lead to the following symptoms: runny nose, watery eyes, drooling, cough, chest tightness, rapid breathing, & nausea.	Following release of sarin into the air, people can be exposed through skin contact, eye contact, or breathing contaminated air.	Treatment consists of removing sarin from the body as soon as possible and providing supportive medical care in a hospital setting.	Please stay tuned to local radio, TV stations, and trusted social media sources for more information.
<i>Character Count</i>	138	133	136	128	132	102
SUPPORTING POINT #2	Public Health and other local authorities are investigating this incident.	Sarin is a clear, colorless, and tasteless liquid that has no odor in its pure form. However, it can evaporate into a vapor & spread.	People may not know that they were exposed because sarin has no odor.	Sarin mixes easily with water, so it could be used to poison water.	Antidotes are available for sarin. They are most useful if given as soon as possible after exposure.	The [insert Public Health Department] will be using the hashtag #sarin to answer questions and track public concern.
<i>Character Count</i>	74	133	70	67	99	116
SUPPORTING POINT #3	If you believe you have been exposed, or if you have any of the symptoms associated with inhalation anthrax, please see your doctor immediately.	Sarin was used in two terrorist attacks in Japan in 1994 and 1995. Sarin is not found naturally in the environment.	Even a small drop of sarin on the skin can cause sweating and muscle twitching where sarin touched the skin.	Following contamination of food with sarin, people can be exposed by eating the contaminated food.		Please visit [insert health department website] for additional and updated information.
<i>Character Count</i>	140	116	95	119		87

INHALATION SMALLPOX -- SOCIAL MEDIA (FACEBOOK)

DIRECTIONS: These Facebook phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Facebook application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		What is Smallpox?	Symptoms of Smallpox	Transmission of Smallpox	Treatment of Smallpox	Additional Information
SUPPORTING POINT #1	Local authorities believe that people who were at (insert location) on (insert date and time) may have been exposed to inhalation smallpox.	Smallpox is a serious, contagious, and sometimes fatal infectious disease. There is no specific treatment for smallpox disease, and the only prevention is vaccination.	Exposure to the virus is followed by an incubation period during which people do not have any symptoms and may feel fine. This incubation period averages about 12 to 14 days but can range from 7 to 17 days. During this time, people are not contagious.	Generally, direct and fairly prolonged face-to-face contact is required to spread smallpox from one person to another. Smallpox also can be spread through direct contact with infected bodily fluids or contaminated objects such as bedding or clothing.	The smallpox vaccine helps the body develop immunity to smallpox. The vaccine is made from a virus called vaccinia which is a “pox”-type virus related to smallpox. The smallpox vaccine contains the “live” vaccinia virus—not dead virus like many other vaccines. For that reason, the vaccination site must be cared for carefully to prevent the virus from spreading.	Please stay tuned to local radio, TV stations, and trusted social media sources for more information.
<i>Character Count</i>	138	168	250	251	363	102
SUPPORTING POINT #2	Public Health and other local authorities are investigating this incident.	The name <i>smallpox</i> is derived from the Latin word for “spotted” & refers to the raised bumps that appear on the face and body of an infected person. The disease is now eradicated after a successful worldwide vaccination program. The last case of smallpox in the United States was in 1949. The last naturally occurring case in the world was in Somalia in 1977.	The first symptoms of smallpox include fever, malaise, head and body aches, and sometimes vomiting. The fever is usually high, in the range of 101 to 104 degrees Fahrenheit. At this time, people are usually too sick to carry on their normal activities. This is called the <i>prodrome</i> phase and may last for 2 to 4 days.	Rarely, smallpox has been spread by virus carried in the air in enclosed settings such as buildings, buses, and trains. Humans are the only natural hosts of variola. Smallpox is not known to be transmitted by insects or animals.	The smallpox vaccine can have side effects, but the vaccine does not contain the smallpox virus and cannot give you smallpox.	The [insert Public Health Department] will be using this Facebook page to answer questions and track public concern.
<i>Character Count</i>	73	359	316	228	125	140
SUPPORTING POINT #3	If you believe u have been exposed, or if you have any of the symptoms associated with inhalation	There are 2 clinical forms of smallpox. Variola major is the severe & most common form of smallpox, with a	A rash emerges 1st as small red spots on & in the mouth. These spots develop into sores that break open & spread	A person with smallpox is sometimes contagious with onset of fever (prodrome phase), but the person becomes most	Currently, the United States has a big enough stockpile of smallpox vaccine to	Please visit [insert health department website] for additional and updated information.

	smallpox, please see ur doctor immediately.	more extensive rash & higher fever. There are 4 types of variola major smallpox: ordinary (the most frequent type, accounting for 90% or more of cases); modified (mild & occurring in previously vaccinated persons); flat; & hemorrhagic (both rare & very severe).	large amounts of the virus into the mouth and throat. When the sores in the mouth break down, a rash appears on the skin, starting on the face and spreading to the arms and legs and then to the hands and feet. Usually the rash spreads to all parts of the body within 24 hours.	contagious with the onset of rash. At this stage the infected person is usually very sick and not able to move around in the community. The infected person is contagious until the last smallpox scab falls off.	vaccinate everyone in the country who might need it in the event of an emergency. Production of new vaccine is underway.	
<i>Character Count</i>	140	368	388	322	199	87

INHALATION SMALLPOX -- SOCIAL MEDIA (TWITTER)

DIRECTIONS: These Twitter phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Twitter application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		What is Smallpox?	Symptoms of Smallpox	Transmission of Smallpox	Treatment of Smallpox (Vaccine)	Additional Information
SUPPORTING POINT #1	Local authorities believe that people who were at (insert location) on (insert date and time) may have been exposed to smallpox.	Smallpox is a serious, contagious, & sometimes fatal infectious disease with is no specific treatment. The only prevention is vaccination.	Early symptoms of smallpox include fever, malaise, head & body aches, & sometimes vomiting. The fever is usually high, b/w 101-104 degrees.	Direct & fairly prolonged face-2-face contact is required 2 spread smallpox from 1 person to another.	The smallpox vaccine develop immunity to smallpox. The vaccine is made from a “pox”-type virus called vaccinia.	Please stay tuned to local radio, TV stations, and trusted social media sources for more information.
<i>Character Count</i>	138	138	139	102	110	102
SUPPORTING POINT #2	Public Health and other local authorities are investigating this incident.	The name <i>smallpox</i> is derived from the Latin word 4 “spotted” & refers 2 the raised bumps that show on the face & body of an infected person.	Small red spots develop on the tongue & in the mouth. They become sores that break open & spread virus into the mouth and throat.	Smallpox also can be spread through direct contact with infected bodily fluids or contaminated objects such as bedding or clothing.	Smallpox vaccine contains live virus (not dead like most vaccines). The vaccination site must be cared 4 carefully 2 avoid spreading it.	The [insert Public Health Department] will be using the hashtag #Smallpox[local term] on Twitter 2 answer questions & track public concern.
<i>Character Count</i>	73	139	130	132	136	140
SUPPORTING POINT #3	If you believe u have been exposed, or if you have any of the symptoms associated with inhalation Smallpox, please see ur doctor immediately.	Smallpox is now eradicated after a successful worldwide vaccination program. The last case of smallpox in the United States was in 1949.	When the sores in the mouth break down, a rash appears on the skin, starting on the face & spreading 2 all parts of the body w/in 24 hours.	Rarely smallpox has been spread by virus carried in the air in closed settings like buildings & vehicles. Humans are the only natural host.	The vaccine does not contain the smallpox virus and cannot give you smallpox. However, the vaccination can have side effects.	Please visit [insert health department website] for additional and updated information.
<i>Character Count</i>	140	137	139	140	126	87

STORM -- SOCIAL MEDIA (FACEBOOK)

DIRECTIONS: These Facebook phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Facebook application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		Personal Actions	Preparedness Items	Additional Information	N/A	N/A
SUPPORTING POINT #1	The [insert health department] urges residents to begin now preparing for an expected storm.	Evaluate and update your emergency plan. Talk with household members and make sure you have a meeting place in case you get separated before or during the storm.	Be prepared to evacuate by knowing evacuation routes, fill car's tank with gas and listen for warnings on radio or TV. If you must evacuate and have time, turn off gas, electricity and water in your home.	Before a storm hits, make sure you secure any items around your home that may be damaged by the wind.	Please stay tuned to local radio, TV stations, and trusted social media sources for more information.	
<i>Character Count</i>	92	161	203	101	102	
SUPPORTING POINT #2	While it is still early to know the effects of the storm, it is never a bad time to make sure you're prepared.	Make sure you have emergency numbers such as the phone number to the power company, local Emergency Management Agency, etc.	Plan now where you may go if you must leave your home. Make arrangements to stay with friends and/or family.		The [insert Public Health Department] will be using this Facebook page to answer questions and track public concern.	
<i>Character Count</i>	109	123	108		116	
SUPPORTING POINT #3		Develop or update an emergency kit that contains items such as extra medication, a 3-5 day supply of bottled water and non-perishable foods, flashlights and batteries, a battery-powered radio, diapers, etc.	Whether you stay with someone or you have to go to a shelter take extra medication, diapers, blankets, pillows and other necessities.			
<i>Character Count</i>		206	133			

STORM -- SOCIAL MEDIA (TWITTER)

DIRECTIONS: These Twitter phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Twitter application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		Personal Actions	Preparedness Items	Additional Information	N/A	N/A
SUPPORTING POINT #1	The [insert health department] urges residents to begin now preparing for an expected storm.	Evaluate & update ur emergency plan. Talk w/ household members & make sure u have a meeting place in case u get separated during the storm.	Be prepared 2 evacuate by knowing evacuation routes, fill car's tank with gas and listen for warnings on radio or TV.	Before a storm hits, make sure you secure any items around your home that may be damaged by the wind.	Please stay tuned to local radio, TV stations, and trusted social media sources for more information.	
<i>Character Count</i>	92	140	117	101	102	
SUPPORTING POINT #2	While it is still early to know the effects of the storm, it is never a bad time 2 make sure you're prepared.	Make sure you have emergency numbers such as the phone number to the power company, local Emergency Management Agency, etc.	Plan now where you may go if you must leave your home. Make arrangements to stay with friends and/or family.		The [insert Public Health Department] will be using the hashtag #storm to answer questions and track public concern.	
<i>Character Count</i>	109	123	108		116	
SUPPORTING POINT #3		Develop or update an emergency kit that contains items such as extra medication, a 3-5 day supply of bottled water and non-perishable foods.	Whether you stay with someone or you have to go to a shelter take extra medication, diapers, blankets, pillows and other necessities.			
<i>Character Count</i>		140	133			

CHEMICAL SULFUR GAS -- SOCIAL MEDIA (FACEBOOK)

DIRECTIONS: These Facebook phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Facebook application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		What is Sulfur gas?	Symptoms of Sulfur gas	Transmission of Sulfur gas	Treatment of Sulfur gas Exposure	Additional Information
SUPPORTING POINT #1	Local authorities believe that people who were at (insert location) on (insert date and time) may have been exposed to sulfur gas.	Sulfur mustard is a type of chemical warfare agent. These kinds of agents are called vesicants or blistering agents, because they cause blistering of the skin and mucous membranes on contact.	Sulfur mustard can have the various effects on the body including skin itching and redness, eye irritation, pain and tearing, runny nose, sneezing, bloody nose, sinus pain, abdominal pain, diarrhea, fever, nausea, and vomiting.	Sulfur mustard is released into the air or water supplies. Sulfur mustard can last from 1 to 2 days in the environment under average weather conditions and from weeks to months under very cold conditions.	The most important factor is removing sulfur mustard from the body. Exposure to sulfur mustard is treated by giving the victim supportive medical care to minimize the effects of the exposure. Though no antidote exists for sulfur mustard, exposure is usually not fatal.	Please stay tuned to local radio, TV stations, and trusted social media sources for more information.
<i>Character Count</i>	138	192	228	206	268	102
SUPPORTING POINT #2	Public Health and other local authorities are investigating this incident.	Sulfur mustard is also known as mustard gas or mustard agent. Sulfur mustard sometimes smells like garlic, onions, or mustard and sometimes has no odor. It can be a vapor (the gaseous form of a liquid), an oily-textured liquid, or a solid. Sulfur mustard can be clear to yellow or brown when it is in liquid or solid form.				The [insert Public Health Department] will be using this Facebook page to answer questions and track public concern.
<i>Character Count</i>	74	322				140
SUPPORTING POINT #3	If you believe u have been exposed, or if you have any of the symptoms associated with inhalation anthrax, please see ur doctor immediately.	Sulfur mustard is not found naturally in the environment. It was introduced in World War I as a chemical warfare agent. Until recently, it was available for use in the treatment of a skin condition called psoriasis. Currently, it has no medical use.				Please visit [insert health department website] for additional and updated information.
<i>Character Count</i>	140	249				87

CHEMICAL SULFUR GAS -- SOCIAL MEDIA (TWITTER)

DIRECTIONS: These Twitter phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Twitter application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		What is Sulfur gas?	Symptoms of Sulfur gas	Transmission of Sulfur gas	Treatment of Sulfur gas Exposure	Additional Information
SUPPORTING POINT #1	Local authorities believe that people who were at (insert location) on (insert date and time) may have been exposed to sulfur gas.	Sulfur mustard is a type of chemical warfare agent. These kinds of agents are called vesicants or blistering agents.	Sulfur mustard can have various effects on the body including skin itching and redness, eye irritation, pain and tearing.	Sulfur mustard is released into the air or water supplies.	Exposure 2 sulfur mustard is treated by giving the victim supportive medical care to minimize the effects of the exposure.	Please stay tuned to local radio, TV stations, and trusted social media sources for more information.
<i>Character Count</i>	138	116	122	58	123	102
SUPPORTING POINT #2	Public Health and other local authorities are investigating this incident.	Sulfur mustard is also known as mustard gas or agent. It sometimes smells like garlic, onions, or mustard & sometimes has no odor.	Additional mustard gas symptoms include runny nose, sneezing, bloody nose, sinus pain, abdominal pain, diarrhea, fever, nausea, & vomiting.	Sulfur mustard can last from 1- 2 days in the environment under average weather conditions & from weeks 2 months under very cold conditions.	The most important protection factor is removing sulfur mustard from the body quickly.	The [insert Public Health Department] will be using this Twitter page to answer questions and track public concern.
<i>Character Count</i>	74	130	139	140	86	140
SUPPORTING POINT #3	If you believe u have been exposed, or if you have any of the symptoms associated with inhalation anthrax, please see ur doctor immediately.	Sulfur mustard is not found naturally in the environment. It was introduced in World War I as a chemical warfare agent.			No antidote exists for sulfur mustard, exposure is usually not fatal.	Please visit [insert health department website] for additional and updated information.
<i>Character Count</i>	140	120			69	87

INHALATION TULAREMIA -- SOCIAL MEDIA (FACEBOOK)

DIRECTIONS: These Facebook phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Facebook application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		What is Tularemia?	Symptoms of Tularemia	Transmission of Tularemia	Treatment of Tularemia	Additional Information
SUPPORTING POINT #1	Local authorities believe that people who were at (insert location) on (insert date and time) may have been exposed to inhalation tularemia.	Tularemia is an infectious disease caused by a hardy bacterium, <i>Francisella tularensis</i> , found in animals (especially rodents, rabbits, and hares).	Symptoms of tularemia could include sudden fever, chills, headaches, muscle aches, joint pain, dry cough, progressive weakness, and pneumonia. Persons with pneumonia can develop chest pain and bloody spit and can have trouble breathing or can sometimes stop breathing.	Tularemia is not known to be spread from person to person, so people who have tularemia do not need to be isolated. People who have been exposed to <i>F. tularensis</i> should be treated as soon as possible.	The disease can be fatal if it is not treated with the appropriate antibiotics.	Please stay tuned to local radio, TV stations, and trusted social media sources for more information.
<i>Character Count</i>	138	146	269	200	79	102
SUPPORTING POINT #2	Public Health and other local authorities are investigating this incident.	People can get tularemia many different ways, such as through the bite of an infected insect or other arthropod (usually a tick or deerfly), handling infected animal carcasses, eating or drinking contaminated food or water, or breathing in <i>F. tularensis</i> .	Other symptoms of tularemia depend on how a person was exposed to the tularemia bacteria. These symptoms can include ulcers on the skin or mouth, swollen and painful lymph glands, swollen and painful eyes, & a sore throat. Symptoms usually appear 3-5 days after exposure to the bacteria, but can take as long as 14 days.			The [insert Public Health Department] will be using this Facebook page to answer questions and track public concern.
<i>Character Count</i>	73	254	320			140
SUPPORTING POINT #3	If you believe you have been exposed, or if you have any of the symptoms associated with inhalation tularemia, please see your doctor immediately.					Please visit [insert health department website] for additional and updated information.
<i>Character Count</i>	140					87

INHALATION TULAREMIA -- SOCIAL MEDIA (TWITTER)

DIRECTIONS: These Twitter phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Twitter application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		What is Tularemia?	Symptoms of Tularemia	Transmission of Tularemia	Treatment of Tularemia	Additional Information
SUPPORTING POINT #1	Local authorities believe that people who were at (insert location) on (insert date and time) may have been exposed to tularemia.	Tularemia is an infectious disease caused by a bacterium, <i>Francisella tularensis</i> , found in animals (especially rodents, rabbits, and hares).		Tularemia transmission occurs through the bite of an infected insect, handling infected animal carcasses, or drinking contaminated water.		Please stay tuned to local radio, TV stations, and trusted social media sources for more information.
<i>Character Count</i>	138	140		137		102
SUPPORTING POINT #2	Public Health and other local authorities are investigating this incident.					The [insert Public Health Department] will be using the hashtag #Tularemia[local term] on Twitter 2 answer questions and track public concern.
<i>Character Count</i>	73					140
SUPPORTING POINT #3	If you believe u have been exposed, or if you have any of the symptoms associated with inhalation Tularemia, please see ur doctor immediately.					Please visit [insert health department website] for additional and updated information.
<i>Character Count</i>	140					87

CHEMICAL VX -- SOCIAL MEDIA (FACEBOOK)

DIRECTIONS: These Facebook phrases should be used in conjunction with approved press releases and PSAs. Simply copy and paste the correct phrases into the Facebook application of choice.

	INCIDENT	MAJOR ISSUE #1	MAJOR ISSUE #2	MAJOR ISSUE #3	MAJOR ISSUE #4	MAJOR ISSUE #5
		What is VX?	Symptoms of VX	Transmission of VX	Treatment of VX Exposure	Additional Information
SUPPORTING POINT #1	Local authorities believe that people who were at (insert location) on (insert date and time) may have been exposed to VX.	VX is a human-made chemical warfare agent classified as a nerve agent.	People exposed to a low or moderate dose of VX by inhalation, ingestion, or skin absorption may experience some or all of the following symptoms within seconds to hours of exposure: runny nose, watery eyes, small, pinpoint pupils, eye pain, drooling and excessive sweating, cough, chest tightness, diarrhea, confusion and headache.	VX is considered to be much more toxic by entry through the skin and somewhat more toxic by inhalation.	Treatment consists of removing VX from the body as soon as possible and providing supportive medical care in a hospital setting. Antidotes are available for VX. They are most useful if given as soon as possible after exposure.	Please stay tuned to local radio, TV stations, and trusted social media sources for more information.
<i>Character Count</i>	138	70	332	103	225	102
SUPPORTING POINT #2	Public Health and other local authorities are investigating this incident.	Nerve agents are the most toxic and rapidly acting of the known chemical warfare agents. They are similar to pesticides (insect killers) called organophosphates in terms of how they work and what kinds of harmful effects they cause.		VX is the least volatile of the nerve agents, which means that it is the slowest to evaporate from a liquid into a vapor. Therefore, VX is very persistent in the environment.		The [insert Public Health Department] will be using this Facebook page to answer questions and track public concern.
<i>Character Count</i>	74	231		174		140
SUPPORTING POINT #3	If you believe u have been exposed, or if you have any of the symptoms associated with inhalation anthrax, please see ur doctor immediately.	VX was originally developed in the United Kingdom in the early 1950s. It is odorless and tasteless. VX is an oily liquid that is amber in color and very slow to evaporate.				Please visit [insert health department website] for additional and updated information.
<i>Character Count</i>	140	173				87