

## PlanNowNYC Messaging Toolkit

PlanNowNYC — developed by NYC Emergency Management and NYPD, FDNY, DOHMH and MTA — is a website that focuses on preparing for terrorist attacks and other no-notice events.

**Website:** <http://www.nyc.gov/plannow>

Hashtag(s): #ReadyNYC

### Twitter:

- If terror strikes, we will be ready. Together. NYC.gov/plannow #ReadyNYC
- Get prepared today. Visit NYC.gov/plannow. #ReadyNYC
- Know what could happen & how to be prepared. Be #ReadyNYC
- If terror strikes, we will be ready. Together. Get emergency safety tips by visiting NYC.gov/plannow. #ReadyNYC
- If terror strikes, we will be ready. Together. Get prepared by visiting NYC.gov/plannow. #ReadyNYC
- Are you prepared for a terrorist attack? Get ready by visiting NYC.gov/plannow. #ReadyNYC
- Terrorist attacks could take many forms in New York City. Visit NYC.gov/plannow and get prepared today. #ReadyNYC
- By staying informed and making a plan, you can help yourself and others if there is an attack. Visit NYC.gov/plannow. #ReadyNYC
- Be prepared no matter where you are. Visit NYC.gov/plannow for tips on how to be ready. #ReadyNYC

### Facebook:

- Working with its partners, NYC Emergency Management has created a website, PlanNowNYC, dedicated to preparing New Yorkers for terrorist attacks and no-notice events. Get tips on how to be ready no matter where you are by visiting NYC.gov/plannow.
- Know what could happen and how to be prepared. If terror strikes, we will be ready. Together. Visit NYC.gov/plannow today. #ReadyNYC
- Terrorism can take the form of many different hazards. Know how to be prepared. Visit the PlanNowNYC website for tips and information.
- With PlanNowNYC, you can be prepared when terror strikes by learning how to:
  - Make an effective 911 call.
  - How to stop bleeding.
  - Know when to stay or go.
  - Survive an active shooter.
  - Keep your phone charged.Visit NYC.gov/plannow for more information.
- A terrorist attack could affect you even if it happens in another borough or many neighborhoods away from you. Be prepared no matter where you are. Visit NYC.gov/plannow for tips on how to be ready.
- Know what could happen. Check out the PlanNowNYC website to find out the types of situations we might experience in New York City and to learn more: NYC.gov/plannow. #ReadyNYC