



Social Media Templates

INTRODUCTION

In today's world, social media is an important tool for crisis communications. Social media can support your organization in reaching both broad and targeted audiences. Use these templates to prepare social media messaging during a crisis.



TIP! Prior to crafting your social media messaging, review your content calendar and scheduled social media posts.

Cancel any content that could be perceived as insensitive or inappropriate and would conflict with your crisis communication efforts.

For example, if a boater is missing on a lake in your area and emergency crews are in active search, you wouldn't want to share a post that encourages visitors to check out the lake. In addition, set up or revise your existing media monitoring systems to include notifications about the crisis at hand.

COMPONENTS OF YOUR MESSAGING

Regardless of the type of message you're drafting begin by considering what components you will be including:

A

CLEAR TITLE/HEADER

Start all your crisis posts with the same header or title to make it easy for your readers to find and track your updates. Name your crisis something short and clear that can be easily understood.

B

DATE & TIME

Include the date and time of your posts to avoid any confusion with past updates or what information is the most up to date. Remember that social media feeds won't always show your posts in chronological order to your followers.

C

FACTS/UPDATED INFORMATION

In clear and concise language, describe what your organization knows. In subsequent posts include updates to the facts you share here. Make sure you consider what information is important to the audience or how this may impact them.

D

CALL TO ACTION

If you have an ask of your followers, include your call to action in this post. Consider if you need them to share information with you or take action to support the crisis response.

E

WHAT'S NEXT

Share what your readers can expect next: when will you provide another update? What is your organization doing next that you can share?

F

RESOURCES

Direct your readers to other resources where they can find more credible information. You may also want to direct them to your own emergency webpage. Note that not all social media platforms allow links in the same way. Check the matrix below to adjust as needed.

G

HASHTAGS

Consider including location and crisis hashtags to boost engagement and increase readers' ease in finding destination information. Check what hashtags other organizations involved are using and join their conversation.

Think outside the box—not all social media messaging needs to be a written post. Video content can create high engagement and traditionally has stronger performance than written posts, even if the video footage isn't of the highest quality. For example, you can use smart phones to capture weather footage, share information about the crisis, or talk more genuinely and directly with your followers. If using footage provided by others, ensure that the video is real and accurate, and that you have permission to use it. Also, be careful about sharing any content that shows or encourages people in dangerous or questionable situations to get video or photos.

ADAPTING TO THE SOCIAL MEDIA PLATFORM

When crafting your social media messaging, each platform will require slightly differing messaging. Use the matrix below to adjust the components of your message accordingly.

	FACEBOOK	INSTAGRAM	X
Best For	Longer messaging, in-depth details.	Prioritize more visual storytelling. Use Stories and Reels to provide real-time or behind-the-scenes updates.	Short, direct facts and linked resources.
Message Length	Medium to long.	Short to medium.	Short. X posts have a limit of 280 characters.
External Links	Multiple direct links can be shared within the post.	Instagram descriptions cannot include clickable links. Update your profile to include the relevant links and direct your readers there for more information.	X captions can only contain one direct link.
Hashtags	1–3 targeted	5–10 targeted and broad	1–2 targeted/trending
Technological Limitations/ Considerations	Limited organic reach due to algorithm. Longer load times on mobile devices.	Only one clickable link in bio. Desktop posting is limited.	Short character limit. Older content is buried quickly.



TEXT POST TEMPLATES

Use the templates below to draft your crisis messaging for each social media platform. Each post should be accompanied by a graphic, photo or video content. Graphic samples are provided below.

FACEBOOK

<Crisis Name> Update—<Date>, <Time>

We are currently experiencing a crisis and our area remains **<open/closed/operating with adjustments>**.

Fact 1

Fact 2

Fact 3

We encourage all visitors to check for official updates at:

Resource 1:

Resource 2:

Thank you to all coordinated efforts for responding to keep our community safe! An update will be provided when more information is available.

#RealTime_Community #TourismCommunity



INSTAGRAM

<Crisis Name> Update—<Date>, <Time>

We are currently experiencing a crisis and our area remains <open/closed/
operating with adjustments>.

Fact 1

Fact 2

Fact 3

We encourage all visitors to check for official updates at
@OfficialEmergencyUpdateAccount.

More resources are available through the link in our bio.

Thank you to all coordinated efforts for responding to keep our community
safe! An update will be provided when more information is available.

#RealTime_**Community** #Tourism**Community**

X

<Crisis Name> Update—<Date>, <Time>

We are currently experiencing a crisis and our area remains <open/closed/
operating with adjustments>.

Check for official updates at <direct link>.

#RealTime_**Community** #Tourism**Community**

Sample Graphics

Sample editable graphics are provided at the links below. It's recommended to include relevant, local photos rather than stock images, where possible.

Link to Facebook Graphics: [Facebook Templates_Crisis Communications](#)

Link to Instagram Graphics: [Instagram Post Templates_Crisis Communications](#)

Link to X Graphics: [X Templates_Crisis Communications](#)

To edit the graphics using Canva, download the templates and upload to your personal Canva drive and edit with your brand, voice, and images.

Example in Action

FORT MCMURRAY WILDFIRE

During the Fort McMurray wildfires in 2016, the Regional Municipality of Wood Buffalo's Twitter account became their key communications channel. They were fielding questions of all kinds; including highly urgent questions from people trying to evacuate from the community.

Review the resources below to learn more about their experience.

Resources:

- [Fort McMurray wildfire](#): Meet the man behind the Wood Buffalo Twitter account | Globalnews.ca
- [Cool Under Fire](#) | Carleton Newsroom

TOURISM HARRISON WILDFIRE ALERTS

During wildfires near Harrison, Tourism Harrison used their social media channels to keep their readers informed during the emergency. Review the posts at the links below for examples of how to use social media to engage with your audiences.

Resources:

- [Facebook Post](#): PUBLIC NOTICE. Regarding public concern and...—Tourism Harrison | Facebook
- [Instagram Post](#): [Instagram](#)