**Wildfire Comms Toolkit | Website, Social Media & Radio | Newfoundland and Labrador**

*Prepared: June 2025*

**Introduction**

This document includes website content, social media posts, and a radio PSA to support information sharing with members, whether you’re preparing for evacuation, encouraging preparedness, or increasing safety awareness. You can copy and paste the text into the website or social media caption and use the associated graphic. The radio PSA can be submitted to your local radio station for their use on-air or on their website, at no cost to you.

*Note: please replace the brackets and highlighted content [content] with information specific to your community and only use what you need. Additional resources can be found in the Resources and Best Practices document.*

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| --- | --- |
| **Channel/ Topic/ Graphic** | **Copy** |
| **Website Posts** | |
| **Channel:** Website alert banner (pinned to top of website) | Find the latest NL wildfire information and evacuation orders at: gov.nl.ca/ffa/public-education/forestry/forest-fires |
| **Channel:** Website  **Topic:** Stay up to date  **Graphic:** | **[Month, Year] Wildfires in NL**  We are actively monitoring wildfire activity in the [region name] area, approximately [distance] km from our community, with the [provincial/territorial] Wildfire Service.  Stay up to date with the latest emergency information in NL:   * [Forest Fire Season](https://www.gov.nl.ca/ffa/public-education/forestry/forest-fires/) * [Fire Hazard Map](https://www.gov.nl.ca/ffa/public-education/forestry/forest-fires/fire-hazard-map/) * [Active Wildfire Dashboard](https://experience.arcgis.com/experience/df3fede0d65b47fba974e442f91989d2) * Newfoundland and Labrador Government Social Media:   + X (Twitter): [@GovNL](https://x.com/GovNL)   + Facebook: [@GovNL](https://www.facebook.com/GovNL)   + Instagram: [@govnlsocial](https://www.instagram.com/govnlsocial/) * [Wildfires](https://www.canada.ca/en/public-safety-canada/campaigns/wildfires.html) (Government of Canada programs, policies, and initiatives) * [Newfoundland and Labrador - Air Quality Health Index - Summary](https://weather.gc.ca/airquality/pages/provincial_summary/nl_e.html) * [FireSmoke Canada](https://firesmoke.ca/) |
| **Social Media Posts** | |
| **Channel:** All social channels  **Topic:** Wildfire Updates  **Graphic:** | [Date, time] In advance of a possible wildfire evacuation, make sure you have an emergency plan and kit with 72 hours of supplies. Find the latest wildfire information in NL at: at: gov.nl.ca/ffa/public-education/forestry/forest-fires – our next update will be provided tomorrow by [time] |
| **Channel:** All social channels  **Topic:** Wildfire Safety  **Graphic:** | [Date, time] Stay indoors if you can, keep doors and windows closed, and use air purifiers if you have them. For more info on wildfire safety, visit the Government of Canada’s website on wildfire smoke, air quality and your health. Our next update will be provided tomorrow by [time]. |
| **Channel:** All social channels, except X (Twitter)  **Topic:** Wildfire Preparedness  **Graphic:** | [Date, time] Getting ready for wildfires ahead of time can help keep your family safe. Here are some simple tips to lower the risk of wildfire damage to your home:   * Move firewood, wood piles, and anything that can catch fire at least 10-30 m away from your house. * Trim trees so there is a 2 m gap between the ground and the lowest branches. * Clear out any flammable materials from under your stairs. * Create a 1.5 m zone around your house and deck that doesn't have anything that can catch fire. * Regularly clean your gutters and roof. Make sure decks and balconies are free of leaves and debris. * Keep your grass and weeds cut to less than 10 cm. * Store flammable fuels (like propane, oil, or gas) on a non-combustible surface.   Our next update will be provided tomorrow by [time]. |
| **Channel:** All social channels  **Topic:** Wildfire Evacuations  **Graphic:** | [Date, time] An evacuation order has been issued in [area]. If located in this community, take your emergency kit and follow the evacuation order directions. Latest NL wildfire information: gov.nl.ca/ffa/public-education/forestry/forest-fires – our next update will be tomorrow by [time]. |
| **Channel:** All social channels  **Topic:** Wildfire Support  **Graphic:** | [Date, time] Supports are available for you and your [community name] community. Learn more about wildfire supports for Indigenous peoples on sac-isc.gc.ca – our next update will be provided tomorrow by [time]. |
| **Channel:** All social channels  **Topic:** Wildfire Driving Routes  **Graphic:** | [Date, time] If evacuating, follow the direction provided including the designated route. Shortcuts could lead you to a blocked or dangerous area. Latest NL wildfire information: gov.nl.ca/ffa/public-education/forestry/forest-fires – our next update will be provided tomorrow by [time]. |
| **Radio PSA** | |
| **Channel:** PSA to be submitted to community radio station  **Topic:** Be ready and stay informed  **Graphic:** N/A | This is a message for members of [community name]. Chief and Council are working with the [provincial/territorial] Wildfire Service to monitor wildfire activity in the [region name] area, approximately [distance] km from our community.  Be ready. In the event of a possible evacuation, make sure you and your family are prepared. Make an emergency plan with your family and have emergency kits ready with at least 72 hours of supplies.  Stay informed. For the latest information on wildfires and evacuation orders in NL, please visit: gov.nl.ca/ffa/public-education/forestry/forest-fires |