What motivates YOU to prepare for emergencies?

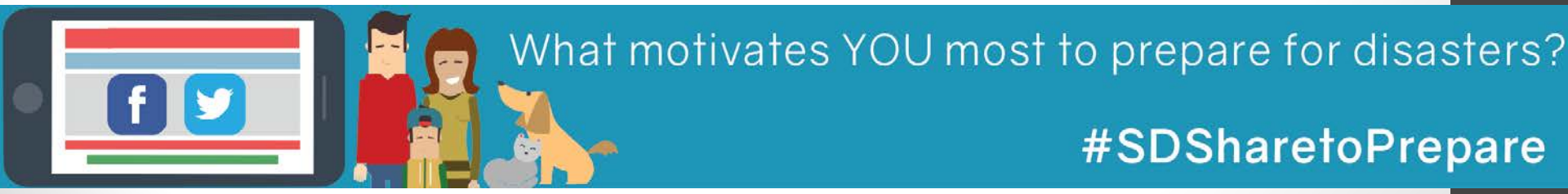
#SDSharetoPrepare

January 12 – February 23, 2017

Goal: To encourage English and Spanish-speaking residents to share what has motivated them most to be prepared for disasters. To ultimately create a movement that inspires San Diego County communities can connect through their own unique stories – no matter how big or small.

- Residents were asked to upload a photo or short video on Facebook or Twitter sharing their reason or story with the hashtag **#SDSharetoPrepare.**

- The photo or video with the most likes and shares receives a voucher for a **two-night camping stay at any San Diego County Park,** courtesy of County Parks and Recreation, and a **two-person tent***,* donated by Target.



AlertSanDiego

- The first 1,000 residents to register for AlertSanDiego during the #SDSharetoPrepare campaign receive a free 13-piece ReadySanDiego first aid kit.

Facebook advertising

ReadySanDiego
Published by Candace Hadley [?] · January 31 at 11:13am ·

Did you know that you can sign up to get important updates and alerts to your cell phone and email address during an emergency AND get a little something to help you prepare in the process?

Be one of the first 1,000 San Diego County residents to register for AlertSanDiego during the month of February and get your very own free 13-piece ReadySanDiego pocket first aid kit!

Just click on the Sign-Up button on our page or visit www.ReadySanDiego.org/SDSharetoPrepare to learn more.

11,091 people reached

Boost Post

3.4K Views

Like Comment Share

Renee Parker, Tara Barchalk and 18 others Chronological

24 shares

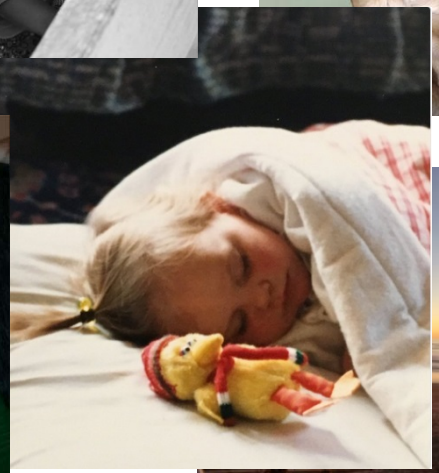
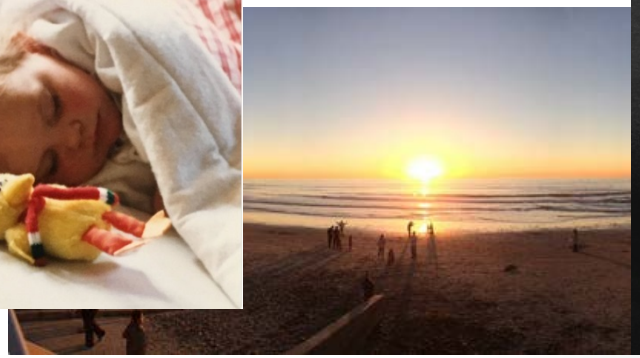
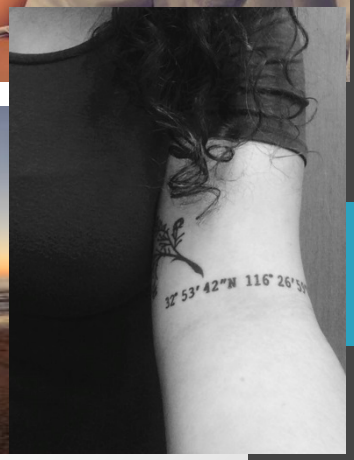
Perla Sandoval Diana Torres
Like · Reply · Message · 1 · Yesterday at 7:00am

ReadySanDiego
January 24 at 3:23pm ·

Eli the preparedness pup motivates his parents to be prepared for emergencies... What motivates you?!

Upload a picture or short video with the hashtag #SDSharetoPrepare showing what or who motivates you to be prepared for emergencies, now through Feb. 23 for your chance to WIN a free tent and a two-night stay at any San Diego County park!

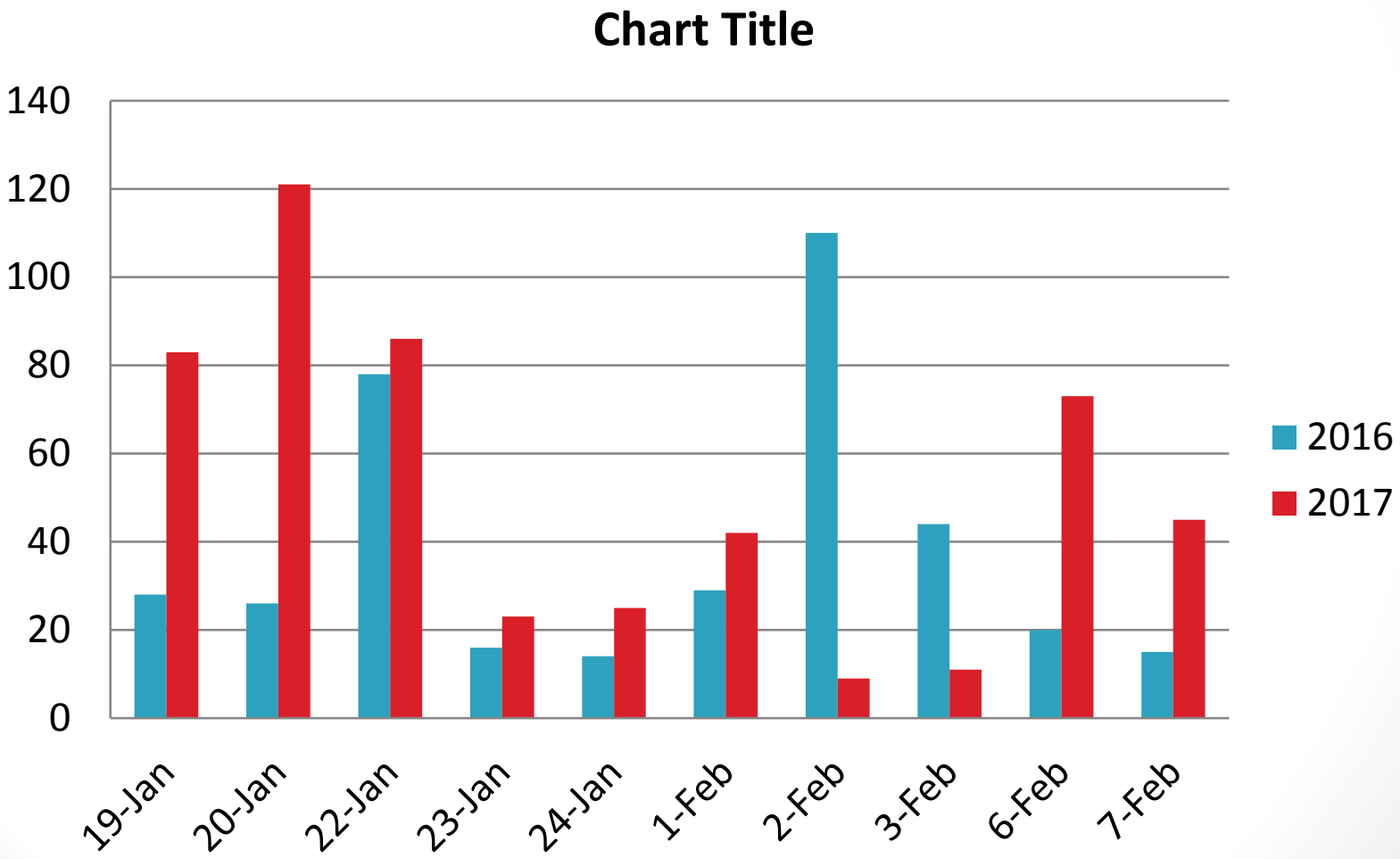
The first 1,000 to register for AlertSanDiego will also get their very own ReadySanDiego pocket first aid kit.... See More

Results so far: *Jan. 12 – Feb. 8*

- Participants on **Facebook**: 6
- Participants on **Twitter:** 5
- Participants on **Instagram:** 4
- **AlertSanDiego campaign registration totals:** 823
- **162** new likes on Facebook (Last year there were only 18 new likes during this timeframe).
- **643** new followers on Twitter.

AlertSanDiego Registration Comparison: 2016 - 2017



Over the past 28 days…

Account home

ReadySanDiego @ReadySanDiego

28 day summary with change over previous period

Tweets	Tweet impressions	Profile visits	Mentions	Followers
24 ↑380.0%	69.5K ↑167.6%	5,158 ↑139.9%	30 ↑100.0%	17K ↑643

Account home

ListoSanDiego @ListoSanDiego

28 day summary with change over previous period

Tweets	Tweet impressions	Profile visits	Mentions	Followers
67 ↑737.5%	13.9K ↑268.2%	1,210 ↑98.0%	1	339 ↑16

Thank you.