

# HAYWIRED

THANK YOU IN ADVANCE  
FOR CHOOSING TO  
SUPPORT THE MISSION  
OF THE HAYWIRED AND  
OUTSMART DISASTER  
CAMPAIGN.

TO ENSURE THAT OUR CAMPAIGN'S  
MESSAGES ARE SPREAD FAR AND WIDE, WE  
ARE ASKING FOR YOUR SUPPORT BY  
SHARING THE INFORMATION TO THE RIGHT  
VIA YOUR SOCIAL MEDIA PLATFORMS.

PLEASE CONTINUE VISITING  
[OUTSMARTDISASTER.COM](https://outsmartdisaster.com) AS WE WILL  
BE POSTING SOCIAL MEDIA IMAGES  
AND COPY ON AN ONGOING BASIS FOR  
YOUR USE.

Learn more at [OutsmartDisaster.com](https://OutsmartDisaster.com)

Business, Consumer Services and Housing Agency  
Alfred E. Alquist Seismic Safety Commission

## POSTING GUIDELINES

It is easy to participate – simply save the image to your computer (it will have downloaded separately), cut and paste the copy below into your social media accounts, then attach the image.

## BEST POSTING PRACTICES

When posting about HayWired and the Outsmart Disaster Campaign, please consider using any or all of the following hashtags:

#OUTSMARTDISASTER  
#HAYWIRED  
#RESILIENTBUSINESS  
#RESILIENTBUSINESSCHALLENGE

Be sure to tag @haywiredca within the image or the copy. Please DO NOT crop images, overlay text, or edit images in any way.

## REFERENCE IMAGE



*\*Actual photo will download separately*

## SOCIAL MEDIA COPY

### INSTAGRAM

At [business/company's name], we aren't waiting until it's too late to start building resilience. That's why we are taking part in the Resilient Business Challenge from @haywiredca - because preparing now can keep a disaster from turning into an ongoing catastrophe.

#OutsmartDisaster by taking the Resilient Business Challenge today, visit [outsmartdisaster.com/be-resilient](https://outsmartdisaster.com/be-resilient)

### FACEBOOK

At [business/company's name], we aren't waiting until it's too late to start building resilience. That's why we are taking part in the Resilient Business Challenge from @HayWiredCA - because preparing now can keep a disaster from turning into an ongoing catastrophe.

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### TWITTER

At [business/company's name], we aren't waiting until it's too late to start building resilience. That's why we are taking part in the Resilient Business Challenge from @HayWiredCA #OutsmartDisaster by taking the Resilient Business Challenge today, visit [outsmartdisaster.com/be-resilient/](https://outsmartdisaster.com/be-resilient/)