Below is “alt text” or alternative text to accompany each of the images in the toolkit. The text for each image corresponds to the image’s file name.

Alt text can be added to a Facebook or Twitter post so that the image in the post can be “read” by a screen reader. Screen readers are an essential tool for people who are blind or visually impaired, and can also be useful to people who are illiterate or have a learning disability.

Click here for instructions on how to insert alt text in a Facebook post: <https://www.facebook.com/help/214124458607871> Note: Facebook will tell you that your alt text is too long. Ignore it.

Click here for instructions on how to insert alt text in a Twitter post: <https://help.twitter.com/en/using-twitter/picture-descriptions>

Feel free to reach out to Autumn at [autumn.giles@azdema.gov](mailto:autumn.giles@azdema.gov) or at 602-501-0218 with any questions.

**2018 Facebook graphics**

**RSG\_FB\_Go\_Relocation:** Graphic with a black background and a green siren. The text in the graphic reads, “Ready, Set, Go! Go to your relocation area. ‘Go’ when an evacuation order is issued. If you do not, emergency services may not be able to assist you further.” For more information visit ein.az.gov/ready-set-go.

**RSG\_FB\_Go\_Shelter:** Graphic with a black background and a green highway sign indicating to go to a safe place. The text in the graphic reads, “Ready, Set, Go! Go to a Safe Place. When danger is near, evacuate immediately to a shelter or with family outside the affected area.” For more information visit ein.az.gov/ready-set-go.

**RSG\_FB\_Go\_Step\_3:** Graphic with a black background and a green stick figure with arrows indicating running. The text in the graphic reads, “Ready, Set, Go! Third Step: Evacuate. Follow evacuation orders from your local Sheriff’s Office. Stay on designated routes and avoid closures.” For more information visit ein.az.gov/ready-set-go.

**RSG\_FB\_Ready\_Family\_Communication:** Graphic with a black background and hands holding cellphone that is receiving an emergency message. The text in the graphic reads, “Ready, Set, Go! Ready to Communicate. Make a family communication plan that includes phone numbers, out of town contacts & meeting areas.” For more information visit ein.az.gov/ready-set-go.

**RSG\_FB\_Ready\_Flooding:** Graphic with a black background and a graphic of a flooded home. The text in the graphic reads, “Ready, Set, Go! Ready for flooding. Be aware of flood hazards in your community. Talk to your insurance provider about flood coverage.” For more information visit ein.az.gov/ready-set-go.

**RSG\_FB\_Ready\_Neighbors:** Graphic with a black background and a graphic of an extended family standing in front of a home. The text in the graphic reads, “Ready, Set, Go! Ready to Check on Neighbors. Check on your neighbors, family, friends, and elders to ensure they’re ready.” For more information visit ein.az.gov/ready-set-go.

**RSG\_FB\_Ready\_NOAA:** Graphic with a black background and an image of a red radio. The text in the graphic reads, “Ready, Set, Go! Keep an NOAA Weather Radio in your emergency supplies kit to hear about weather watches and warnings.” For more information visit ein.az.gov/ready-set-go.

**RSG\_FB\_Ready\_Step\_1:** Graphic with a black background and an image of the contents of an emergency go kit. The text in the graphic reads, “Ready, Set, Go! First Step: Prepare Now. Assemble an emergency supplies kit and prepare your home. Write a family communication plan.” For more information visit ein.az.gov/ready-set-go.

**RSG\_FB\_Ready\_Wildfire:** Graphic with a black background and an image of a tree being overtaken by fire. The text in the graphic reads, “Ready, Set, Go! Ready for Wildfire Season. Keep grass mowed short. Trim trees and bushes. Design your home landscape with wildfire safety in mind.” For more information visit ein.az.gov/ready-set-go.

**RSG\_FB\_Set\_Family:** Graphic with a black background and an image of an older man and woman with a small dog walking outside. The text in the graphic reads, “Ready, Set, Go! Get your family set. Keep in mind special equipment and early evacuation for family, pets, and livestock.” For more information visit ein.az.gov/ready-set-go.

**RSG\_FB\_Set\_News:** Graphic with a black background and an image of a live TV news broadcast. The text in the graphic reads, “Ready, Set, Go! Set your news channels. Stay aware of the latest information from public safety officials through news and social media.” For more information visit ein.az.gov/ready-set-go.

**RSG\_FB\_Set\_Relocating:** Graphic with a black background and an image of a family driving down the road. The text in the graphic reads, “Ready, Set, Go! Set your relocation plans. Consider voluntarily relocating to a shelter or with family/friends outside of the affected area.” For more information visit ein.az.gov/ready-set-go.

**RSG\_FB\_Set\_Step\_2:** Graphic with a black background and a yellow hazard. The text in the graphic reads, “Ready, Set, Go! Second step: be alert. Stay aware of significant danger in your area. Be prepared to grab your emergency supplies kit and relocate.” For more information visit ein.az.gov/ready-set-go.

**2018 Twitter Graphics:**

**RSG\_TW\_Go\_Evacuate:** Graphic with a black background and a green stick figure with arrows indicating running. The text in the graphic reads, “Ready, Set, Go! Third Step: Evacuate. Follow evacuation orders from your local Sheriff’s Office. Stay on designated routes and avoid closures.” For more information visit ein.az.gov/ready-set-go.

**RSG\_TW\_Go\_Relocation:** Graphic with a black background and a green siren. The text in the graphic reads, “Ready, Set, Go! Go to your relocation area. ‘Go’ when an evacuation order is issued. If you do not, emergency services may not be able to assist you further.” For more information visit ein.az.gov/ready-set-go.

**RSG\_TW\_Go\_Safeplace:** Graphic with a black background and a green highway sign indicating to go to a safe place. The text in the graphic reads, “Ready, Set, Go! Go to a Safe Place. When danger is near, evacuate immediately to a shelter or with family outside the affected area.” For more information visit ein.az.gov/ready-set-go.

**RSG\_TW\_Ready\_FamilyComm:** Graphic with a black background and hands holding cellphone that is receiving an emergency message. The text in the graphic reads, “Ready, Set, Go! Ready to Communicate. Make a family communication plan that includes phone numbers, out of town contacts & meeting areas.” For more information visit ein.az.gov/ready-set-go.

**RSG\_TW\_Ready\_Flooding:** Graphic with a black background and a graphic of a flooded home. The text in the graphic reads, “Ready, Set, Go! Ready for flooding. Be aware of flood hazards in your community. Talk to your insurance provider about flood coverage.” For more information visit ein.az.gov/ready-set-go.

**RSG\_TW\_Ready\_Neighbors:** Graphic with a black background and a graphic of an extended family standing in front of a home. The text in the graphic reads, “Ready, Set, Go! Ready to Check on Neighbors. Check on your neighbors, family, friends, and elders to ensure they’re ready.” For more information visit ein.az.gov/ready-set-go.

**RSG\_TW\_Ready\_Prepare:** Graphic with a black background and an image of the contents of an emergency go kit. The text in the graphic reads, “Ready, Set, Go! First Step: Prepare Now. Assemble an emergency supplies kit and prepare your home. Write a family communication plan.” For more information visit ein.az.gov/ready-set-go.

**RSG\_TW\_Ready\_Weather:** Graphic with a black background and an image of a red radio. The text in the graphic reads, “Ready, Set, Go! Keep an NOAA Weather Radio in your emergency supplies kit to hear about weather watches and warnings.” For more information visit ein.az.gov/ready-set-go.

**RSG\_TW\_Ready\_Wildfire:** Graphic with a black background and an image of a tree being overtaken by fire. The text in the graphic reads, “Ready, Set, Go! Ready for Wildfire Season. Keep grass mowed short. Trim trees and bushes. Design your home landscape with wildfire safety in mind.” For more information visit ein.az.gov/ready-set-go.

**RSG\_TW\_Set\_Alert:** Graphic with a black background and a yellow hazard. The text in the graphic reads, “Ready, Set, Go! Second step: be alert. Stay aware of significant danger in your area. Be prepared to grab your emergency supplies kit and relocate.” For more information visit ein.az.gov/ready-set-go.

**RSG\_TW\_Set\_Family:** Graphic with a black background and an image of an older man and woman with a small dog walking outside. The text in the graphic reads, “Ready, Set, Go! Get your family set. Keep in mind special equipment and early evacuation for family, pets, and livestock.” For more information visit ein.az.gov/ready-set-go.

**RSG\_FB\_Set\_News:** Graphic with a black background and an image of a live TV news broadcast. The text in the graphic reads, “Ready, Set, Go! Set your news channels. Stay aware of the latest information from public safety officials through news and social media.” For more information visit ein.az.gov/ready-set-go.

**RSG\_TW\_Set\_Relocation:** Graphic with a black background and an image of a family driving down the road. The text in the graphic reads, “Ready, Set, Go! Set your relocation plans. Consider voluntarily relocating to a shelter or with family/friends outside of the affected area.” For more information visit ein.az.gov/ready-set-go.

**2019 Twitter Graphics:**

**RSG-#readysetgoaz-twitter:** Graphic with an image of a forest fire taken at dusk. Flames are visible against a darkened sky. The text in the foreground reads “#ReadySetGoAz.” For more information visit ein.az.gov/ready-set-go.

**RSG-BeAlert-twitter:** Graphic with tall pine trees with smoke around them in the background. The text in the foreground reads, “BeAlert.” For more information visit ein.az.gov/ready-set-go.

**RS-general-twitter:** Graphic with a black and white landscape photo of the Grand Canyon South Rim. The text in the foreground reads, “Ready, Set, Go!” For more information visit ein.az.gov/ready-set-go.

**RSG-general-twitter-2:** Graphic with a photo of a flooded roadway and a road closed sign. The text in the foreground reads, “Ready, Set, Go!” For more information visit ein.az.gov/ready-set-go.

**RSG-GoMeans-twitter:** Graphic of a pine tree forest with visible flames, illuminated by fire. The text in the foreground of the graphic reads, “Go means.” For more information visit ein.az.gov/ready-set-go.

**RSG-Make a plan-twitter:** Graphic with a snow-capped peak in the distance and smokey pine trees in the foreground. The text in the graphic reads, “Make a plan today to act when disaster strikes.” For more information visit ein.az.gov/ready-set-go.

**RSG-preparetoday-twitter:** Graphic with tall pine trees with smoke around them in the background.The text in the foreground of the graphic reads, “Ready, Set, Go! Prepare today to act fast in an emergency.” For more information visit ein.az.gov/ready-set-go.

**RSG-readymeans-twitter:** Graphic with a photo of a pine tree forest with visible flames, illuminated by fire. The text in the foreground of the graphic reads, “Ready means.” For more information visit ein.az.gov/ready-set-go.

**RSG-setmeans-twitter:** Graphic with a photo of a large plume of smoke coming from the mountains. The text in the foreground of the graphic reads, “SET means.” For more information visit ein.az.gov/ready-set-go.

**2019 Facebook Graphics:**

**RSG-FB- set means:** Graphic with a photo of a large plume of smoke coming from the mountains. The text in the foreground of the graphic reads, “SET means.” For more information visit ein.az.gov/ready-set-go.

**RSG-FB-#ReadySetGoAZ:** Graphic with an image of a forest fire taken at dusk. Flames are visible against a darkened sky. The text in the foreground reads “#ReadySetGoAz.” For more information visit ein.az.gov/ready-set-go

**RSG-FB-be-alert:** Graphic with tall pine trees with smoke around them in the background. The text in the foreground reads, “#BeAlert.” For more information visit ein.az.gov/ready-set-go

**RSG-FB-GO! Means:** Graphic of a pine tree forest with visible flames, illuminated by fire. The text in the foreground of the graphic reads, “Go means.” For more information visit ein.az.gov/ready-set-go.

**RSG-FB-make a plan:** Graphic with a snow-capped peak in the distance and smokey pine trees in the foreground. The text in the graphic reads, “Make a plan today to act when disaster strikes.” For more information visit ein.az.gov/ready-set-go.

**RSG-FB-plain-flood:** Graphic with a photo of a flooded roadway and a road closed sign. The text in the foreground reads, “Ready, Set, Go!” For more information visit ein.az.gov/ready-set-go.

**RSG-FB-plain-landscape:** Graphic with a black and white image of a desert scene with saguaro cactus in the background. The text in the foreground reads, “Ready, Set, Go!” For more information visit ein.az.gov/ready-set-go.

**RSG-FB-prepare today:** Graphic with tall pine trees with smoke around them in the background.The text in the foreground of the graphic reads, “Ready, Set, Go! Prepare today to act fast in an emergency.” For more information visit ein.az.gov/ready-set-go.

**RSG-FB-ready means:** Graphic with a photo of a pine tree forest with visible flames, illuminated by fire. The text in the foreground of the graphic reads, “Ready means.” For more information visit ein.az.gov/ready-set-go.