



**Know exactly where**



**what3words**

**Partner Comms Guide**

# Social Post:

## Emergency Reporting

### Twitter, Facebook and Instagram

On the right is our recommended text for sharing on Facebook, Twitter and Instagram.

We'd love you to use the hashtag [#KnowExactlyWhere](#) and tag [@what3words](#) to help us ensure as many people get to see the message as possible, but feel free to make the words your own.

**Top tip:** If you want to start the social post on Twitter with '@what3words' you will need to add a full stop '.' before the @ so that it gets picked up. e.g.  
**.@what3words have divided the world into 3m squares....**

#### **SOCIAL POST TEXT (Copy + Paste)**

*Being able to give your precise location in an emergency can save vital time and lives.*

*Make sure you're prepared by downloading the free [@what3words](#) app so you can help 999 [#KnowExactlyWhere](#) the emergency is.*

*Share our post to help spread the word.*



#### **...ADD OUR VIDEO**

We recommend sharing our videos which you can find in our kit [here](#) & [here](#)

Images and alternative videos are also available in the comms kit [here](#) or feel free to use your own what3words assets.

# Email or Blog Post: Emergency Awareness

*Digital notice board or  
all-rounder emails*

It's a great idea to also raise awareness using a noticeboard or email.

Here is some suggested text - feel free to add an image or video from the kit [here](#)

## **TEXT (Copy + Paste)**

### **How what3words can help 999 #KnowExactlyWhere**

*what3words is now used by 80% emergency services in the UK and has helped to locate nearly 4,000 incidents since it first started being used.*

*Their system has given every 3m square in the world a unique identifier made of 3 words - making the location of any emergency or incident very easy to describe and share. For example **///tortoises.swarm.announce** will take you to a precise location on Ben Nevis where, in February 2020, a group of hikers were rescued.*

*Make sure you download the free app in advance to be prepared..*

# Communications Kit Guide

Here's what you'll find in our folder: [click here to open](#)



Photo Challenge Instructional Video



Image Selection

**Campaign Badge**  
To customise your own images



Summer Safety Film

## Community Leaflets & Posters



**What's the address of the emergency?**

Tell services exactly where you are with the free **what3words** app.

To be prepared, download the free app.

Tap 'Locate Me' in the bottom right corner and say or text the three words that appear to the call handler.



Thankyou, from all at

