** **

**API-AOPL Emergency Response Committee**

***Social Media Messages***

**Hashtags & Handles**

#PipelinePreparedness

@API

@oilpipelines (AOPL)

**Social Media Messages for Emergency Response Campaign**

@oilpipelines partner with pipeline operators and first responders to keep the public and environment safe <http://bit.ly/1A0xVhx> #PipelinePreparedness

@API help our first responder heroes keep us safe through pipeline emergency response training and partnerships <http://bit.ly/1A0xVhx> #PipelinePreparedness

@oilpipelines formed a team to work with first responders and pipeline operators to improve emergency response capabilities #PipelinePreparedness

@API worked with emergency response organizations to create online pipeline training program for first responders <http://bit.ly/1A0xVhx> #PipelinePreparedness

@ oilpipelines create a dialogue between pipeline operators and first responders to ensure best practices in emergency response #PipelinePreparedness

Proper planning averts disasters. Visit [www.api.org](http://www.api.org) to learn more about how you can help keep your community safe @API

To perform you need practice, to practice you need passion. Pipeline operators are passionate about emergency preparedness #PipelinePreparedness

Action today can prevent a crisis tomorrow. Pipeline operators partner with first responders on emergency preparedness #PipelinePreparedness

Looking for pipeline emergency preparedness training? Tools, training and courses available [www.api.org](http://www.api.org) @API

@oilpipelines helps pipeline operators and first responders team up on pipeline emergency response training <http://bit.ly/1A0xVhx>

@API shares emergency response learnings from first responders and pipeline operators to ensure best practices #PipelinePreparedness

Winging it is not a plan. That’s why pipeline operators and first responders train together for emergencies #PipelinePreparedness

Emergency response organizations, pipeline operators & first responders exercise together on pipeline incident scenarios #PipelinePreparedness

Pipeline operators partner with emergency responders, regulators and local communities to improve pipeline emergency preparedness #PipelinePreparedness

Pipeline operators provide training tools and equipment for first responders to improve emergency response #PipelinePreparedness

Pipeline operators routinely hold joint training exercises with first responders to improve emergency preparedness #PipelinePreparedness

Pipeline operators support first responders by donating trucks, equipment and training each year to improve emergency response #PipelinePreparedness

#PipelinePreparedness offer first responders free online training for responding to pipeline emergencies <http://bit.ly/1A0xVhx>

Got pipeline emergency training? <http://bit.ly/1A0xVhx> #PipelinePreparedness

@API work with first responders to improve emergency response and protect the communities we share our pipelines with #PipelinePreparedness

**Social Media Messaging for General Industry Advocacy**

Pipelines are there to serve your community. Working together, we can keep them safe. @oilpipelines

Pipelines deliver the fuel you need to drive your car to work, soccer practice or the grocery store @AOPL

Pipelines provide jobs in a variety of fields that support communities @oilpipelines

Pipelines are the safest and cheapest way to transport the energy we need to fuel our lives @oilpipelines

A major pipeline construction project can create up to 400,000 jobs and over $2 billion in payroll @oilpipelines

Pipelines Supply Raw Materials for Many Consumer Goods @oilpipelines

Millions of homes, especially in the Northeast, depend upon home heating oil supplied by pipelines to stay warm in the winter @oilpipelines

99.999% of all crude oil and refined petroleum products are delivered safely in the U.S. each year. @oilpipelines

Pipeline operators spend billions annually on pipeline safety @oilpipelines

Pipeline operators value communicating with landowners, stakeholders and the public to improve safety @oilpipelines

@API keeping the public and environment safe since 1919

@@oilpipelines keeping the public and environment safe since 1947

**Suggested Website Text**

Pipelines are the safest and most reliable method to transport the large volumes of petroleum required every day by consumers, small businesses and industry in North America. And, although interstate oil pipelines transport more than 14 billion barrels of petroleum each year, major releases from these pipelines are rare.

As prudent operators, however, pipeline companies work hard to prepare for incidents involving their pipelines and related facilities. With the support of the leadership of major North American pipeline companies, the American Petroleum Institute and Association of Oil Pipelines have launched several initiatives and tools to better align the shared objectives of emergency response organizations, government and pipeline operators to promote a timely and effective response to a significant pipeline incident. Visit [api.org](http://www.api.org/oil-and-natural-gas-overview/transporting-oil-and-natural-gas/pipeline/vital-partnership-for-an-effective-response-to-pipeline-emergencies) or [aopl.org](http://www.aopl.org/safety/emergency-responders/) to learn more and download additional tools and resources.

Free pipeline emergencies training for first responders is available at [nasfm-trianing.org.](http://nasfm-training.org/)  The online training, based on the National Association of State Fire Marshals (NASFM) “Pipeline Emergencies” Program, teaches first responders how to support the safety of response personnel and surrounding communities during a pipeline incident, secure the site and identify the risks involved, notify the pipeline operator of an incident and establish a command post as additional response organizations and equipment arrives.