

2026 Campaign Recap

The 2026 National Emergency Management Awareness Month campaign brought together emergency management professionals, organizations, and community partners to highlight emergency management's work and its role in preparedness, response, recovery, and resilience.

Campaign Activity Snapshot

325 Survey submissions	277 Affiliated organizations or jurisdictions	255 IAEM member submissions	70 Nonmember submissions
482 Publicly visible campaign-related items	370 Distinct monitoring sources	50 Documented government actions	

Government actions: 6 state • 29 county • 15 city

Participation Across the Emergency Management Community

Participation extended beyond IAEM members and included organizations and individuals from multiple sectors. Of the 325 survey submissions, 255 came from IAEM members and 70 from nonmembers.

176 Public sector	57 Nonprofit/volunteer	31 Private sector	21 Healthcare
21 Higher ed/academic	6 Student	5 K-12	7 Other

The most frequently reported audience was the general public, identified in 214 submissions, followed by public safety partners, community organizations, students and educators, elected officials, and government leaders or decision-makers.

Participation Took Many Forms

Reported Directly to IAEM 100 social media campaigns or posts 52 community outreach or public engagement activities 35 proclamations, executive resolutions or legislative resolutions 22 training, exercise or educational activities 21 presentations or public speaking activities 17 EOC or facility tours 17 partner or stakeholder engagement activities 15 school, university or student engagement activities 14 media outreach, interviews, op-eds or articles 10 elected official or government outreach activities	Identified Through Public Monitoring 482 publicly visible campaign-related items from 370 distinct sources. LinkedIn: 230 Facebook: 75 Website: 70 X: 33 Substack: 23 Instagram: 23 News articles: 4 Threads: 3 Other: 21 <i>Monitored content included Awareness Month promotions, government recognition, emergency manager profiles, staff spotlights, preparedness messaging, community events, educational content, emergency management explainers, media coverage, partner recognition, and community resilience content.</i>
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The survey and public monitoring records complement one another. Survey responses document activities voluntarily reported to IAEM, while public monitoring captures campaign-related activity identified outside the survey. The figures are not additive and do not represent a unique participation total.

Social Media and Website Activity

How IAEM carried the campaign through its own channels and online resources

What Stood Out

Educational storytelling

Posts that explained what emergency managers do, where they work, and how the profession operates generated audience response.

People-centered content

Profiles, staff spotlights, and behind-the-scenes content gave audiences a look at the people doing the work.

Practical explainers

Content that answered questions or broke down emergency management concepts made the profession more tangible.

Broader community connection

Content connected emergency management to preparedness, partnerships, government, businesses, schools, and residents.

Social Media Snapshot

Channel	NEMAM-related posts	Reach / impressions	Engagements	Clicks
NEMAM Facebook	21	89,842 reach	2,788	2,949
NEMAM LinkedIn	22	54,895 impressions	1,796	8,584
IAEM Facebook	11	14,954 reach	391	858
IAEM LinkedIn	14	22,503 impressions	330	6,546
IAEM Instagram	16	See note	See note	—

Instagram note: The full August Instagram channel recorded 21,279 views, reached 13,195 accounts, and generated 739 engagements, including 131 shares and 82 saves. The social media report identifies NEMAM content as a major driver of activity during the month.

Channel metrics should be read individually because audience size, composition, and purpose differ by platform.

Website Activity

Resource	July	August	September
NEMAM campaign page	1,938 sessions	1,625 sessions	143 sessions
Know Your EM	1,091 sessions	1,091 sessions	98 sessions

The NEMAM campaign page served as the central campaign resource, while Know Your EM provided an additional educational resource. Traffic to both pages was concentrated during the campaign period and declined substantially in September after the primary campaign activity ended.

Content Examples

“If you ask an emergency manager what they do…” Aug. 7 NEMAM Facebook 11,775 reach • 272 interactions • 386 clicks	“The phases of emergency management” Aug. 5 NEMAM Facebook 10,823 reach • 277 interactions • 361 clicks
Behind-the-scenes emergency management Aug. 21 NEMAM Facebook 8,831 reach • 234 interactions • 487 clicks	“Emergency management is everywhere” Aug. 18 NEMAM LinkedIn 3,770 impressions • 1,900 clicks • 53.7% engagement

WHAT THE CAMPAIGN SHOWED

Participation in Practice and Key Themes

The campaign made the profession visible through people, places, partnerships, and practical examples

Participation in Practice

Government recognition State, county, and local governments formally recognized National Emergency Management Awareness Month through proclamations, resolutions, declarations, and other official actions.	Emergency manager profiles Organizations highlighted emergency management professionals and their work in their communities.
Behind-the-scenes work Campaign content showed emergency operations, facilities, planning activities and the work that happens outside of an emergency.	Community preparedness Organizations connected emergency management to preparedness, public education, resilience and community engagement.
Participation beyond government Nonprofits, businesses, higher education, schools, tribes and other organizations contributed to the campaign.	

What Audiences Saw

The campaign repeatedly focused on making emergency management easier to understand and more visible. Content explained what emergency managers do, showed where emergency management happens, introduced the people behind the profession, and connected emergency management to preparedness and community life.

Educational storytelling was a recurring approach in IAEM's social media activity. Posts that explained the profession, answered questions, and made emergency management tangible generated audience response.

Key Themes

Making emergency management visible A clearer look at the profession and the work that supports prepared communities.	Explaining the profession Answers to basic questions about what emergency managers do and where they work.
Putting people behind the profession Profiles, staff spotlights, and behind-the-scenes content showed the people doing the work.	Connecting emergency management to communities Content and participation connected the profession to residents, organizations, schools, businesses, and government leaders.
Education and preparedness Preparedness messaging was a recurring part of campaign participation and IAEM content.	Broad participation Participation included public agencies, nonprofits, private-sector organizations, healthcare, higher education, K-12, and other groups.

The Month in Review

The 2026 campaign brought together participation from across the emergency management community while giving IAEM multiple ways to highlight the profession. Organizations reported activities directly to IAEM, while staff monitoring identified additional campaign-related activity taking place publicly.

IAEM's social media channels extended the campaign through educational and people-centered content, while the NEMAM campaign page and Know Your EM provided online resources for audiences looking to learn more about emergency management.