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Public Information Statement, Comment Request
National Weather Service Headquarters Washington DC
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From: Iftikhar Jamil
 NWS Chief Information Officer

 David B. Caldwell
 Director, NWS Office of Climate, Water and Weather Services

Subject: Soliciting Public Comments through December 31, 2012 on
Experimental Twitter Feeds

The NWS is currently seeking comments on provision of environmental information via experimental Twitter feeds. NWS is exploring use of Twitter to provide microblogging services.

Twitter is a commonly used social networking service that allows participants to share information with other users.

Microblogging services like Twitter serve as an important source of real-time news updates. The short nature of updates allows users to post news items quickly, reaching their audience in seconds. Because microblogging services are two-way, readers of posts can reply to posts with various responses, such as a weather report with location, time and images/videos. For the NWS, aggregate analysis of this data provides information on storm evolution, and partner/public perceptions and response.

Use of Twitter will provide a complementary means to disseminate important information about hazardous weather conditions. The posts will also be used for public outreach and education and to direct users to official NWS websites.

Experimental Twitter accounts are available at this time for the following NWS offices:

NWS Norman, OK - @NWSNorman
NWS LMRFC (Lower Mississippi River Forecast Center) - @NWS_LMRFC
NWS Pleasant Hill/Kansas City, MO - @NWSKansasCity
NWS Salt Lake City, UT - @NWSSaltLakeCity
NWS Charleston, SC - @NWSCharlestonSC
NWS Western Region Headquarters - @NWS_Western_US
NWS Honolulu, HI - @NWSHonolulu
NHC Atlantic / NHC Pacific - The National Hurricane Center will run two

accounts, basin specific - @NHC_Atlantic, @NHC_Pacific

It is NWS's intent to implement Twitter accounts for all NWS offices. New accounts will be added gradually throughout the comment/review period. A current listing of accounts may be found at:

<http://nws.noaa.gov/socialmedia/>

Experimental Twitter posts will serve as a supplemental channel to disseminate environmental information. Availability of this service is subject to constraints of Twitter service availability and to availability of users' internet service. Users should not rely on this service as the primary means of receiving alerts/warnings of hazardous weather. NWS alerts/warnings are available on NOAA Weather Radio and on our official website: <http://www.weather.gov/>. Responses to users' posts are made on a time-available basis and may be limited, especially during periods of severe weather.

Additional information on the experimental use of Twitter may be found at:

http://products.weather.gov/PDD/twitter_sdd.pdf

Users must have valid Twitter accounts to view or post Twitter content. Information on Twitter can be found at:

<http://www.twitter.com/>

Comments on this experimental service may be provided through December 31, 2012 at:

<http://www.weather.gov/survey/nws-survey.php?code=twitter>

Disclaimers regarding NWS use of social media services can be found at:

<http://www.weather.gov/disclaimer.php>
<http://www.weather.gov/credits.php#socialmedia>

If you have comments or questions regarding this Public Information Statement, please contact:

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National Public Information Statements are online at:

<https://www.weather.gov/notification/archive>

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