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## **Anatomy of a Historical “Live Tweet” Event - The Wreck of the Edmund Fitzgerald**

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On November 10th, 1975, the Edmund Fitzgerald was lost in eastern Lake Superior with 29 officers and crew members on board. The sinking of the Edmund Fitzgerald was the worst marine incident on the Great Lakes in the last 48 years, and remains an integral part of Upper Michigan history. For the 39th anniversary of its sinking, the National Weather Service office in Marquette, Michigan came up with a unique way to remember those that lost their lives on that voyage. From November 8 to 10, 2014, the Marquette office sent a series of messages on Twitter that followed the Edmund Fitzgerald’s last voyage from the time it loaded taconite in Superior, Wisconsin through its sinking and the subsequent search for the ship.

Utilizing the National Transportation Safety Board (NTSB) report on the incident, previous research by Hultquist-et al. (2006), along with general facts about the ship, information concerning the 39th anniversary of the last voyage of the “Fitz” was disseminated through more than 80 “tweets” over a 3-day period. Most of these tweets were timed to be released at the exact time that the events they depicted occurred 39 years earlier.

This presentation will focus on several features of the event, including the development of the historical “live” tweet, its success, and lessons learned. In addition, while an early season winter storm threatened to derail the historical tweet event, there will be a discussion on how the Edmund Fitzgerald tweets may have increased awareness of the 1 to 3 feet of snow that occurred over western Upper Michigan on November 10 to 12, 2014.