

Social Media & Meteorology

Where to Begin?

Social Media Platforms

- **Twitter (Twitter.com)**

- Tweets of 280 characters or less with pictures, videos, gifs.
- Timeline feature is either “Latest Tweets” First or an algorithm based “Top Tweets”
- *GREAT FOR ONGOING EVENTS AND REPORTS SINCE TWEENTS CAN BE SEEN IN CHRONOLOGICAL ORDER (“Latest Tweets”)*



- **Facebook (Facebook.com)**

- Posts of any length with pictures or videos (including live video!)
- Timeline feature is algorithm based, meaning there is no guarantee a post will be immediately seen by followers.
- *BEST FOR GENERAL WEATHER INFORMATION, COLLECTING REPORTS VIA COMMENT THREADS.*



Twitter Accounts to Follow

- **National Weather Service**

- @NWSSanAntonio
- “Austin Area” Twitter List from @NWSSanAntonio



- **News Media (Chief Mets)**

- @ChikageWeather
- @JimSpencerKXAN
- @AlbertR_KVUE,
- @ScottfisherFOX7
- @Burton_Spectrum



- **Emergency Management**

- @AFDincidents, @ATCEMS
- @ATXFloods, @AustinHSEM



- **Other**

- @TravisCOSW
- @LCRA, @BobRoseTX



Social Media Monitoring

- **#Hashtags**

- Can be used to categorize and group tweets with common themes
- Makes searching through a topic easier
- #atxwx is one example for Austin Weather

- **TweetDeck and Hootsuite**

- TweetDeck and Hootsuite are both online applications for Monitoring Social Media.
- TweetDeck allows for multiple columns of Twitter Accounts, Lists, and Searches
- Hootsuite allows for the easy monitoring of and posting to both Twitter and Facebook!

- **Basic Geosearching on Twitter**

- “Hail OR wind OR damage AND geocode:29.7,-98.2,30mi” searches for the key words within 30 mi of the lat/lon.

NWS Operations

- Warning operations take precedence of Social Media, so we may not always be super active on social media, especially early in an event.
- Our Twitter account does automatically tweet every severe, tornado, and Flash Flood Watch and Warning issued.
- For large events we will have a dedicated social media staff member gathering reports, responding to questions, and posting new information.
- You can always reach us via phone or NWS Chat.



#eWXspotter and South Central Texas VOST



- #eWXspotter is a Twitter hashtag specifically for severe weather reports in the South Central Texas area. We do not use this hashtag on Facebook.
- Provides a social media avenue where SKYWARN spotters, the media, and emergency managers can send severe weather reports.
- **What we need in a #eWXspotter Tweet:**
 - What is happening... hail, wind damage, tornado, funnel cloud, wall cloud, snow/ice, flooding, fog, etc.
 - When did it occur?
 - Where did it occur...provide us with cross streets, lat/lon, or estimated location
- Forecasters at the Austin/San Antonio Weather Forecast Office monitor the hashtag and use the reports to help us issue and/or verify warnings.



- Virtual Operations Support Team (VOST) can help amplify the IWT's message in their specific community and/or county.
- VOST groups pass reports between the media, public, #ewxspotter, and the NWS using social media and NWSChat.
- Local VOST groups synthesize NWS information and provide local updates specific to their county to the public and other IWT members.
- Assist in rumor control, determining photo legitimacy, and more.
- Run by members of the public trained by the local NWS Office.

