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Public Information Statement 25-50
National Weather Service Headquarters Silver Spring MD
845 AM EDT Wed Jul 23 2025

To: Subscribers:
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From: Gregory Romano
 Director, NWS Communications Office (acting)

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 Director, NWS Office of Dissemination

Subject: Soliciting Comments on the NWS Use of the Bluesky Social Media Platform through January 26, 2026

The NWS is soliciting comments through January 26, 2026, on the potential utility of Bluesky in the NWS mission. Bluesky is a social media platform that can provide a way for the NWS to share posts providing additional information that is complementary to official NWS products and outreach information. For a limited time, NWS will be engaging in a prototype activity to examine the potential utility of this social media platform to support operations.

This prototype effort will utilize a national NWS Bluesky account, with posts being publicly visible via the following NWS Bluesky account page: <https://bsky.app/profile/nws.noaa.gov> .

Additional information on the prototype use of Bluesky can be found at the following link:

https://nsdesk.servicenowservices.com/api/g_noa/nwspc/res2/d664da9797aa62148881bb7de053af4f

The prototype period will last approximately through January 26, 2026. Based on the findings, NWS will determine whether to continue to pursue use of Bluesky at field offices. If NWS decides to pursue use of Bluesky and offer this service on a more consistent basis, another Public Information Notice announcing an experimental implementation date will be sent.

Bluesky content and response to real-time comments will be provided on a time-available basis. Users should not rely on this service as the primary means of receiving NWS information about hazardous weather conditions. Users should tune to NOAA Weather Radio All Hazards (NWR) or local/national media sources for the latest critical information. NWS alerts and warnings are also available on the official NWS website:

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

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

<https://www.weather.gov/disclaimer>

Input on the NWS Use of Bluesky to better reach the general public and broader audiences is being sought. Please provide feedback via the NWS survey at:

https://www.surveymonkey.com/r/PrototypeNWSUseofBluesky_2025

Additional comments or questions may be sent to:

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National Public Information Statements are online at:

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

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