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Public Information Statement
National Weather Service Headquarters Washington DC
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TO: Subscribers:
-Family of Services
-NOAA Weather Wire Service
-Emergency Managers Weather Information Network
-NOAAPORT
-Other NWS Partners, Users, and Employees

FROM: Craig Hegemann
NWS Chief Information Officer, Acting

SUBJECT: NWS Facebook Presence Update

NWS is exploring expansion of its presence on Facebook. Facebook is a commonly used social networking service that allows participants to share information with other users. NWS has already has an effective national Facebook presence for purposes of outreach and education. NWS is now exploring expansion of this presence to the field office level to include provision of existing NWS products such as warnings.

Because exploration of possibilities for a local Facebook presence cannot be done outside of the public Facebook environment, our prototyping efforts will be publicly visible.

We are currently using WFO Fort Worth, TX, for our prototyping efforts. Over the next several months, prototype Facebook pages for the following additional sites will be made available:

WFO Pleasant Hill
WFO Seattle
Alaska Region
WFO New York City
WFO Honolulu
North Central River Forecast Center
National Hurricane Center

Work on these local Facebook pages is in preparation for an experimental service that will be open for public comment/review. The period of prototyping, expected to last approximately through March 2011, will enable NWS staff to become proficient at maintaining a useful local Facebook presence and will allow a period of service adjustments as staff determine level of automation needed, type of information to post, and how to effectively address any problems. NWS will provide more information and initiation of a public comment and review period when a decision is made to offer this service on a

more consistent basis.

Please note that as a prototype service, these Facebook pages may be discontinued at any time, the amount and content of information provided may change, and the frequency of updates posted to this page may vary and is not guaranteed.

Responses to fan posts are made on a time-available basis and may be extremely limited during periods of severe weather. In addition, users should not rely on this service as the primary means of receiving NWS alerts and warnings of hazardous weather. NWS alerts and warnings are available on NOAA Weather Radio and our official website:

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

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:

<http://www.weather.gov/os/notif.htm>

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