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Public Information Statement
National Weather Service Headquarters Washington DC
1030 AM EDT Fri Oct 8 2010

TO: Subscribers:
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FROM: Craig Hegemann
NWS Chief Information Officer (Acting)

SUBJECT: National Weather Service Facebook Presence

NWS is exploring expansion of its presence on Facebook. Facebook is a commonly used social networking service which 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 for our preliminary prototyping efforts.

Work on this local Facebook page is in preparation for an experimental service to be provided at six local offices. More information and initiation of a public comment and review period will be provided when NWS is prepared to offer this service on a more consistent basis.

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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