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Public Information Statement 16-23, Comment Request
National Weather Service Headquarters Washington DC
223 PM EDT Fri Jul 11 2016

To: Subscribers:
 -NOAA Weather Wire Service
 -Emergency Managers Weather Information Network
 -NOAAPort
 Other NWS Partners, Users and Employees

From: John D. Murphy
 NWS Chief Operating Officer

Subject: Soliciting Public Comments through August 11, 2016 on Updated
Description of NWS Use of Twitter

The NWS has been using Twitter operationally as a supplemental channel to disseminate environmental information and content related to environmental education and preparedness since 2014. Twitter is a commonly used social networking service that allows participants to share information with other users.

Microblogging services like Twitter serve as an important source of real-time news updates. The short nature of updates allows users to post news items quickly, reaching their audience in seconds.

Based on our experience using Twitter, NWS has updated the description of its service via Twitter and is seeking comments through August 11, 2016 on this updated document:

http://products.weather.gov/PDD/twitter_sdd_update.pdf

In particular, the document has been updated to clarify NWS intent to include posts of short-fused watches/warnings/ advisories via Twitter when appropriate. NWS experience has shown that occasional or automated posting of this content to NWS office feeds or specialized content-specific feeds via Twitter is an effective means of successfully communicating this information. In addition, content-specific feeds better serve the needs of our national partners whose interests are not focused on a particular local office. Examples of Twitter content providing short-fused alerts and content-specific feeds include:

National Tsunami Warning Center: @NWS_NTWC
Experimental Severe Weather Impacts Graphics: @NWSTornado,
@NWSSevereTstorm, @NWSFlashFlood

Availability of this service is subject to constraints of Twitter service availability and to availability of users' Internet service. Users should not rely on this service as the primary means of receiving alerts/warnings of hazardous weather. NWS alerts/warnings are available on NOAA Weather Radio and on our official website:

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

Responses to user posts are made on a time-available basis and may be limited, especially during periods of severe weather.

Information on Twitter can be found at: <http://www.twitter.com/>.
Disclaimers regarding NWS use of social media services can be found at:

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

Comments on this update may be provided through August 11, 2016 at:

<http://www.nws.noaa.gov/survey/nws-survey.php?code=twitterupdate>

At the end of the comment period, a decision will be made whether to make this enhancement operational, extend the comment period, or discontinue the enhancement.

If you have comments or questions regarding this Public Information Statement, please contact:

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National Public Information Statements are online at:

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

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