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

FROM:    Mark Tew
Chief, Analysis and Mission Support Division

SUBJECT: Updated: Exploring use of Facebook Live and Periscope 
Social Media Application through approximately 
August 31, 2017

Updated to include survey link and Product Description Document link:

https://products.weather.gov/PDD/PeriscopeAndFacebookPDD_2017.pdf

Comments will be accepted via the following survey link:


The NWS is exploring the potential use of the Facebook Live and 
Periscope applications (app) to carry out the NWS mission. 
Periscope was tested in 2016 (see PNS below).

http://www.nws.noaa.gov/os/ notification/pns16-07periscope.htm

NWS will test the use of these Facebook Live as well as 
Periscope through August 31, 2017. Both apps are social media 
tools that allow users to provide live-streaming video and 
audio content. NWS also will look at the potential for sharing 
content provided by other Facebook Live and Periscope users to 
provide information related to imminent hazardous weather 
and/or educational information of value to the public.
Because exploring the use of these apps cannot be done outside of the public Facebook Live and Periscope environment, prototyping efforts will be publicly visible. Over the next several weeks, prototype use of Facebook Live and Periscope will be established for the following sites:

WFO Sacramento, CA  
WFO Reno, NV  
WFO Pocatello, ID  
WFO Hanford, CA  
WFO Eureka, CA  
WFO Tucson, AZ  
WFO Salt Lake City, UT  
WFO Anchorage, AK  
WFO Des Moines, IA  
WFO Paducah, KY  
WFO Springfield, MO  
WFO Milwaukee, WI  
WFO Kansas City/Pleasant Hill, MO  
WFO Indianapolis, IN  
RFC West Gulf  
WFO Birmingham, AL  
WFO Nashville, TN  
WFO El Paso, TX  
WFO Lake Charles, LA  
WFO Pittsburgh, PA  
WFO Charleston, SC  
WFO Blacksburg, VA  
WFO Charleston, WV  
WFO Honolulu, HI  
National Hurricane Center  
Storm Prediction Center  
NWS Director (no link available)

The period of prototyping is expected to last through August 31, 2017. Based on the prototype findings, NWS will determine whether to pursue use of Facebook Live or Periscope at field offices. If NWS decides to pursue use of either app and offer this service on a more consistent basis, we will send another Public Information Notice initiating an experimental public comment and review period.

Since is a prototype project, the use of these apps by NWS may be discontinued at any time, the amount and content of information provided may change, and the frequency of content
may vary and is not guaranteed.

Facebook Live and Periscope 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 or local/national media sources for the latest critical information. NWS alerts and warnings are also available on our official website:

http://www.weather.gov/

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

http://www.weather.gov/disclaimer

If you have comments or questions regarding this public information statement, please contact:

Corey Pieper
National Weather Service
819 Taylor Street
Fort Worth, TX 76102
corey.pieper@noaa.gov

National public information statements are online:

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

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