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Public Information Statement 17-14
National Weather Service Headquarters Washington DC
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TO: Subscribers:
 -NOAA Weather Wire Service
 -Emergency Managers Weather Information Network
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 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:

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

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:

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National public information statements are online:

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

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