

NOUS41 KWBC 231104
PNSWSH

Service Change Notice 14-50
National Weather Service Headquarters Washington DC
705 AM EDT Tue Sep 23 2014

TO: Subscribers:
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SUBJECT: Transition from Experimental to Operational Status of
NWS Use of Twitter as an Environmental Information
Service, October 31, 2014

Effective October 31, 2014, NWS use of Twitter as an environmental information service, will transition to operational status. 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. NWS has been providing these pages on an experimental basis, as described at:

http://www.nws.noaa.gov/os/notification/pns12twitter_exp.txt

Use of Twitter will provide a complementary means to disseminate important information about hazardous weather conditions. The posts will also be used for public outreach and education and to direct users to official NWS Web sites.

Twitter feeds are currently available for a large number of NWS offices. It is NWS's intent to implement local Facebook pages for all NWS offices. A search within Twitter for "@NWS" under "People" will identify current NWS feeds.

Twitter posts will serve as a supplemental channel to disseminate environmental information. 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.

Users must have valid Twitter accounts to search for pages or post content. 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>

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

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

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National public information statements are online at:

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

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