TO:      Subscribers:
- Family of Services
- NOAA Weather Wire Service
- Emergency Managers Weather Information Network
- NOAAPort
Other NWS Partners, Users, and NWS Employees

FROM:    Iftikhar Jamil
NOAA Assistant Chief Information Officer, NWS

Chris Strager
Acting Director, NWS Office of Climate, Water, and Weather Services

SUBJECT: Transition from Experimental to Operational Status of NWS Use of Twitter as an Environmental Information Service:
Effective 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:

https://www.weather.gov/media/notification/pdfs/pns12twitter_exp.pdf

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 notice, please contact:

Corey Pieper
National Weather Service
Fort Worth, TX
817-978-1100 x122
corey.pieper@noaa.gov

National Service Change Notices are online at:

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

$$
NNNN