Use of Social Media in Dissemination of Warnings and Forecasts

Haleh Kootval

Chief, Public Weather Services
hkootval@wmo.int



Understanding Social Media

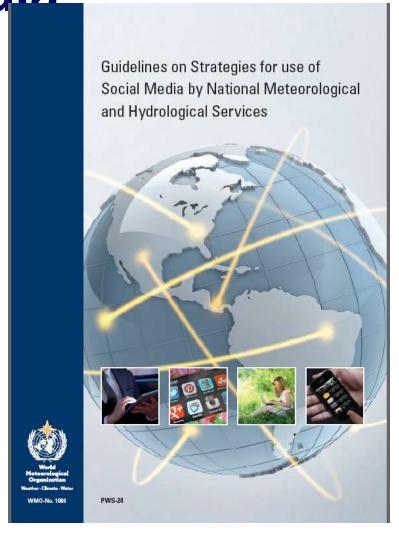
- Social Media
 - Opportunity for NMHSs to enhance delivery of information
 - Interact with users to better understand needs and interests
 - New ways to interact more with users through on-line conversation and information sharing
 - ➤ Not a substitute for mass media



WMO Guidelines on Social Media

Purpose: Assist NMHSs with using Social Media as an important element of a complete service delivery framework

- Address challenges
- Highlight benefits
- Suggest principles for an effective strategy



Definition

Social Media:

Forms of electronic communication through which users can create online communities to share information, ideas, personal messages, and other content.



Characteristics of Social Media

- Collaborative and participatory
 - ➤ Provide information and get feedback
- Decentralized
 - Everyone can participate and share information in rapid way
- Complementary
 - Complements, rather than substitute existing channels of Service Delivery
- Popular and accessible
 - Opportunities to directly reach users



The ten-point plan

1. What are the goals?

- Increase visibility of NMS?
- Disseminate real time information?
- Something else?

2. Who is the audience?

- Message and content are defined by audience
- 3. Strategy for content?
 - Content is cornerstone for building relations
 - Relevant, engaging



4. What tools will be used?

- Platforms: Facebook, Twitter, You Tube
- Monitoring tools: Google Alerts
- Online programmes: Blogger
- Video editing programmes for You Tube



5. How will the content be monitored?

- How often new material will be posted?
- How frequently will other NMHSs sites be monitored?
- How will the material be prepared, monitored and archived?



6. What human resources be needed?

- Internal capacity or external expertise?
- Maintain Social Media channels roundthe-clock
- Right skills for different channels: blogs, videos



7. How will staff be engaged?

- Many staff use Social Media
- Provide training: staff can use skills effectively, consistent with policies and principles of NMS



- 8. How will the success be measured?
 - Web analytics: hits, visits
 - Social listening: comments about NMS
 - Number of "Likes" on Facebook
 - Market research: feedback forms, surveys



9. How to review the NMS strategy?

- NMS Social Media strategies should be reviewed and updated
- Re-allocating resources
- Mindful of audience when making changes: not too large to deal with
- Engage audience, ask for comments on proposed changes: "testing waters"



Final Considerations

- Do not reinvent the wheel: use existing experience and materials to develop
- Make policies on real-time warnings known to manage expectations
- Make available sufficient resources to keep channels active
- Be mindful of fakes: clearly identify logos and other official status of NMS



Thank you

hkootval@wmo.int

