



# **Use of Social Media in Dissemination of Warnings and Forecasts**

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# 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

Guidelines on Strategies for use of Social Media by National Meteorological and Hydrological Services



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# 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

# Social Media Strategy

## 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

# Social Media Strategy

## 4. What tools will be used?

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

# Social Media Strategy

## 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?



# Social Media Strategy

## 6. What human resources be needed?

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

# Social Media Strategy

## 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

# Social Media Strategy

## 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

# Social Media Strategy

## 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

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