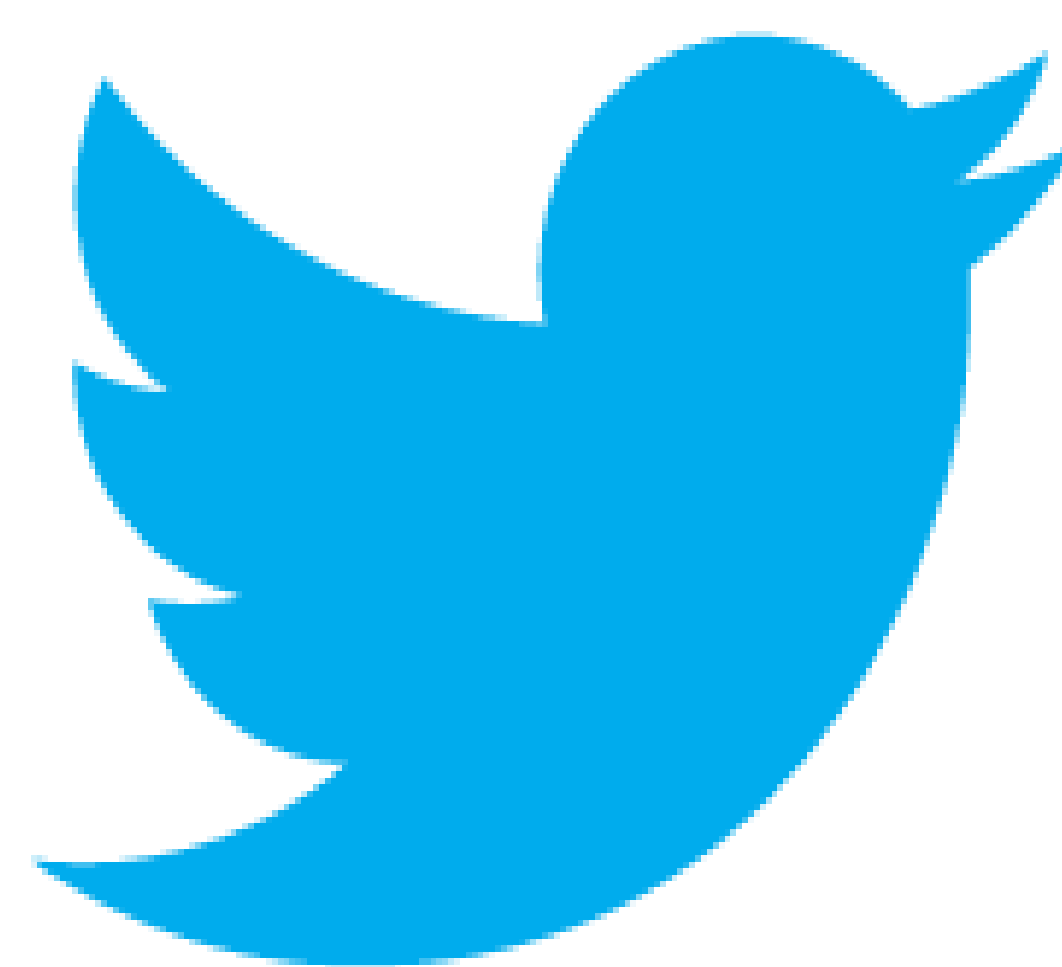


An Effective Means of Integrating Twitter-based Reports to the National Weather Service while Enhancing Public Severe Weather Awareness

Service while Enhancing Public Severe Weather Awareness

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Twitter and #tSpotter

What is it?

A designated Twitter hashtag for reporting severe and winter weather to NWSFO Nashville. This hashtag is monitored by NWS trained #tSpotter coordinators who manage their own Twitter accounts. Coordinators, in addition to monitoring the #tSpotter hashtag, provide hyper-local severe weather “nowcasting” to only their designated county.

How does it work?

#tSpotter partners are recruited by the NWS staff and are invited on station for radar training, NWSchat posting ethics, etc. These partners then manage their own Twitter account with a primary function of disseminating severe/winter weather information to their individual counties and relaying reports from those counties into NWSchat. The trained partners quality control their followers reports and only report useful information into NWSchat.

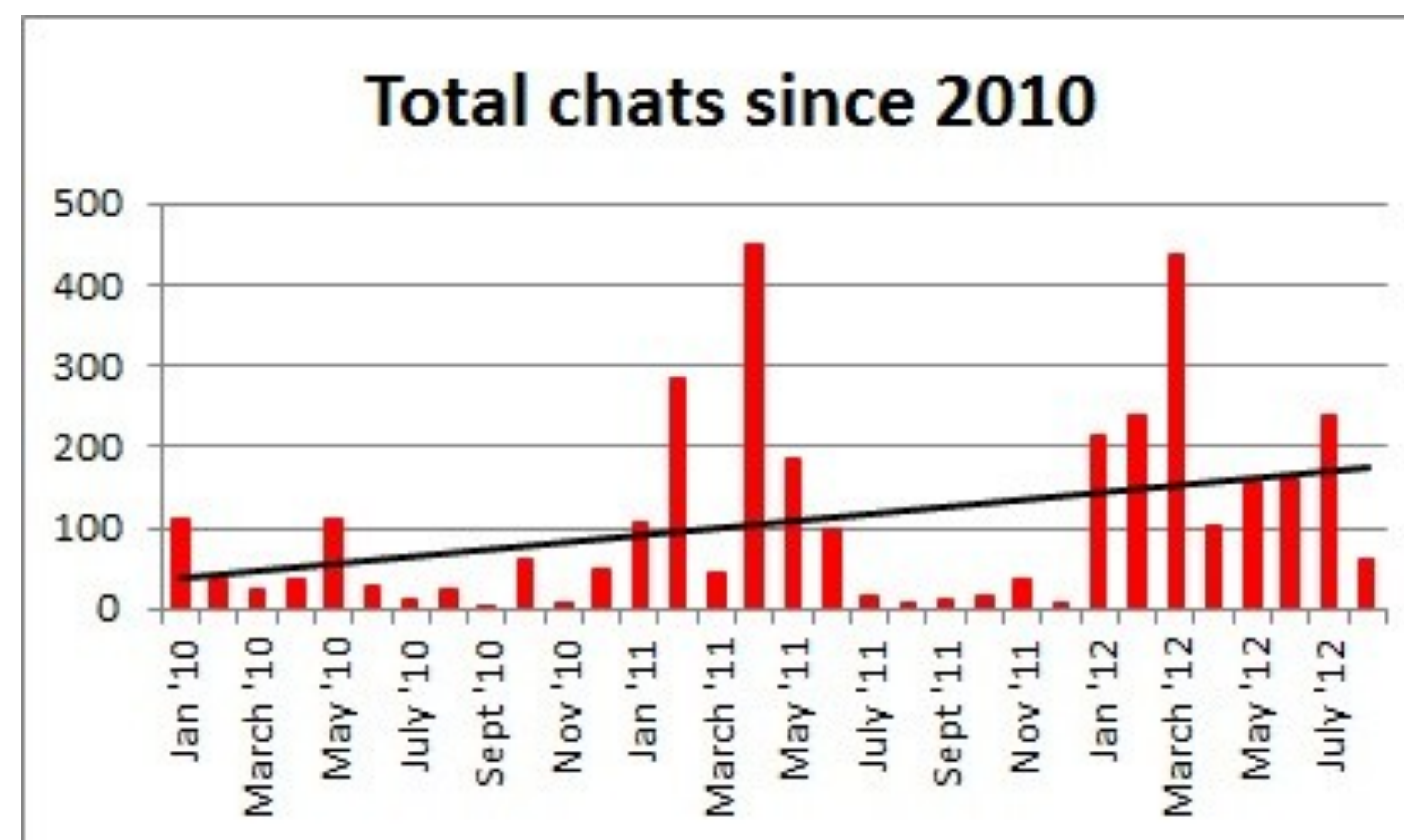
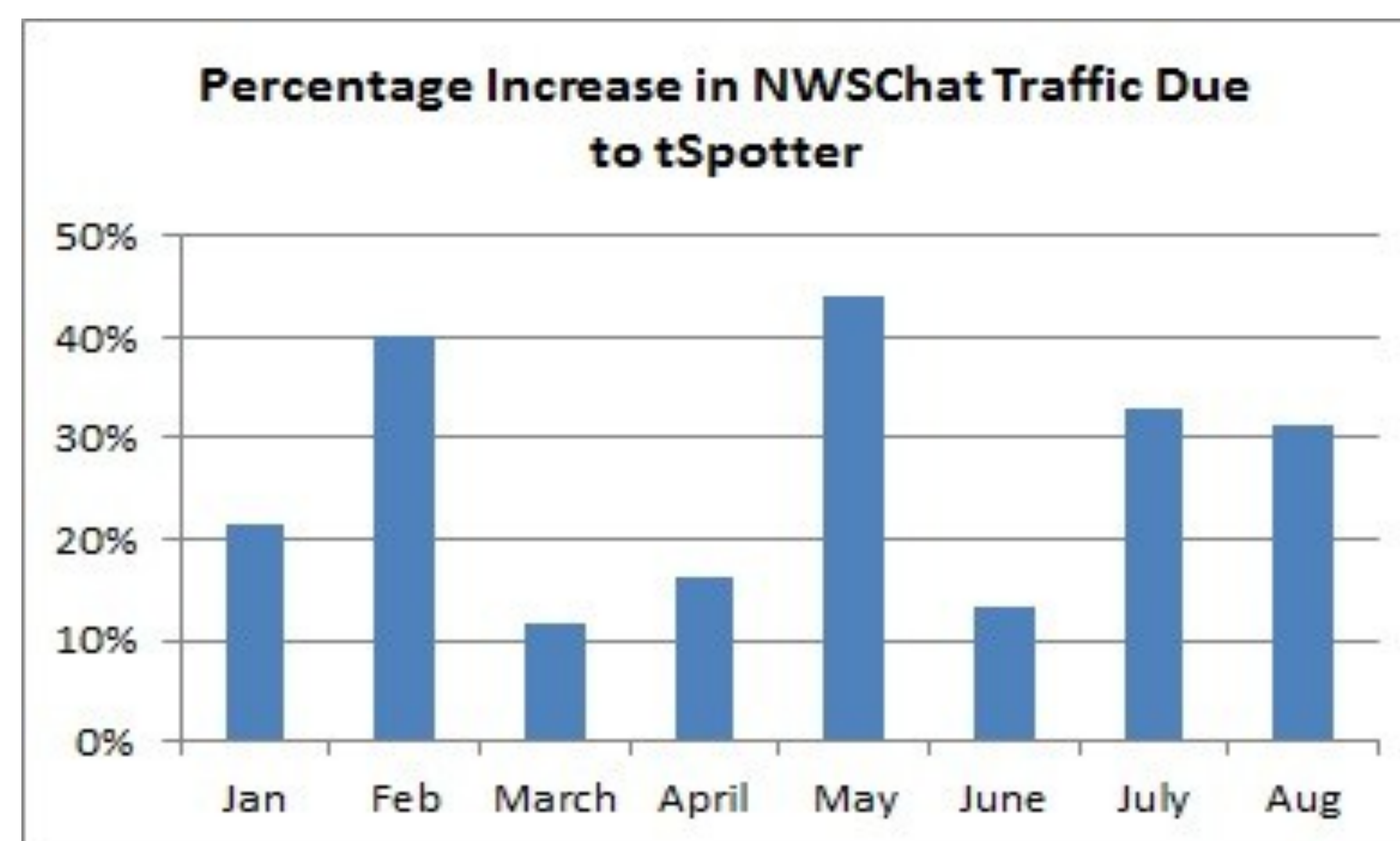
Why are we doing this?

Currently, social media avenues such as Twitter and Facebook provide an enormous amount of additional information and reports. However, a large percentage of reports are questionable and the pure volume of information is unmanageable. Also, it is time consuming to clarify vague reports, especially during severe weather operations where time is essential.

Benefits

1. NWS receives better quality reports from the social media pool due to trained coordinator’s quality controlling.
2. Public participation on the #tSpotter hashtag promotes conversation and thus enhances public awareness of severe weather.
3. NWSchat access granted to trained #tSpotter coordinators.
4. No added workload to NWS as additional reports are fed through NWSchat interface.

Analytics

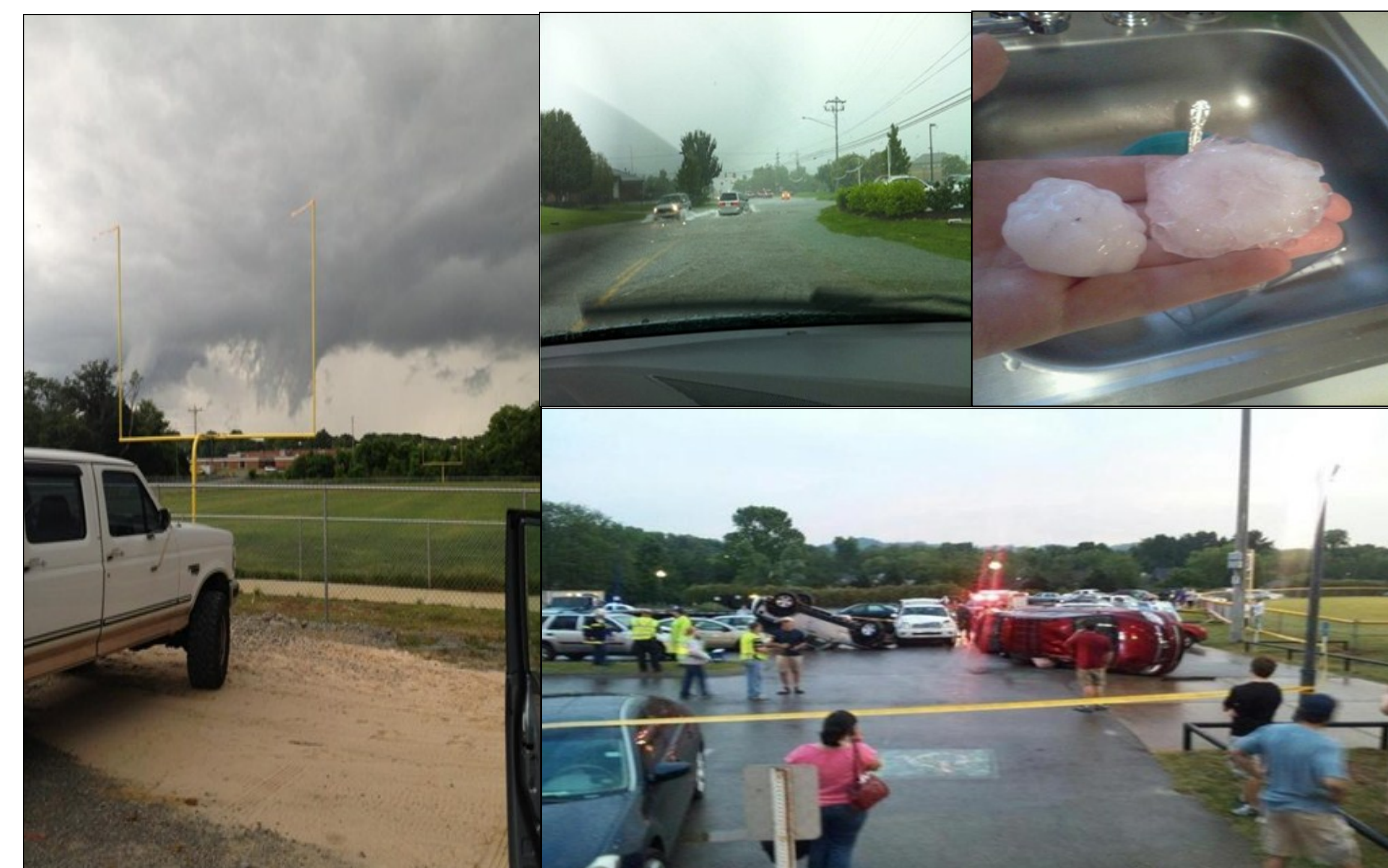


Special Thanks:

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 William Minkoff (#tSpotter Coordinator)
 #tSpotter Partners - @NashSevereWx, @WilsonSevereWx,
 @RuthSevereWx, @SumnerSevereWx, @RobCoSevereWx,
 @MaconSevereWx

Actual #tSpotter Examples

“#tspotter reporting Golf ball size hail in Shelbyville @ 1452 pm”



“Wayne County, Funnel cloud reported by trained spotter. #tspotter”
 “via #tspotter Non-professional: Saw rotation just E of Jim Warren park about 8 min. ago. Swirling debris and trees down. Appears to move SE. #tSpotter”

SLS Oral Presentation



Abstract



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