

NWS Emerging Technology Team and Its Role in Information Delivery and Communication via Social Media

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Outline

- Social media in the NWS
- The Emerging Tech IWT
- Role in adoption of social media in NWS
- Past work & lessons learned
- A path forward

Social Media in the NWS

2011 survey by the American Red Cross: **74% of Americans** expect response agencies to monitor and respond to social media posts within 1 hour



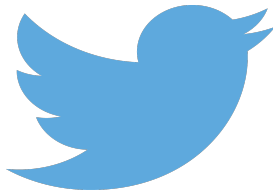
Credit: Mashable.com

Importance in the NWS is well-established

- NWS Service Assessments detail value of NWS social media activity before, during, and after events.
- Offer an opportunity for the National Weather Service (NWS) to achieve a higher response to its standard suite of alerts and warnings
 - help people personalize their threat and motivate action.

Social Media in the NWS

- Reach directly from an NWS office to the public
 - large and unprecedented



Severe Weather Threat Continues Tuesday

All of these images are of FORECAST radar returns for Today (Tuesday)

1. This morning storms from approach the Likely NOT S noon.

2. Around Noon: Supercell storms could begin to develop. Could become

NWS Fort Worth @NWSFortWorth 21 May
Significant severe weather outbreak possible across most of North & Central TX today! ow.ly/I2ab30 #btwx #ctbwx
[Hide photo](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)

Severe Weather Briefing
05/21/2013
National Weather Service
Fort Worth/Dallas

0:04 / 3:05

- NWS Social Media reach vs. traditional means
 - FWD web pages: 900-4,500 visitors/day
 - FWD social media: 39,100 followers
- For one event May, 2013
 - FB: Reached 97,000 people
 - Twitter: Reached 26,000 people
 - YouTube: 51,000 views
 - TOTAL: 174,000...probably more.

Social Media in the NWS

- Challenges

- Policy - legal, security, operational
- NOAA Partnership policy considerations
- training, organization, and bureaucracy.
- continue to evolve; new technologies present themselves continuously,
- Workload in NWS offices.



Emerging Tech Integrated Work Team

- Chartered by the NWS Corporate Board in 2010
 - reports to the NWS Chief Information Officer (CIO) in 2010.
- Reps from every region and national center
- Monitor uses of social media/new tech and make use recommendations to the NWS CIO
- Keep abreast of new legal agreements, DOC and NOAA policies, and standards

Current Team Representation

- Mike Hudson (non-voting co-chair)
- Corey Pieper (non-voting co-chair)
- Don Miller (Eastern Region)
- Melinda Bailey (Southern Region)
- Derek Deroche (Central Region)
- Matt Solum (Western Region)
- Sam Shea (Alaska Region)
- Bill Ward (Pacific Region)
- Jay Liang (NCEP)
- Wendy Levine (HQ SPP)
- Sean Potter (HQ Comms)
- Mike Gerber (HQ OCWWS rep)
- Pete Pickard (HQ OST)
- Gustavo Limon (HQ OCIO)
- (vacant) (NWSEO)

Role in Adoption of Social Media in the NWS

- DOC Terms of Service (ToS) approval
- NWS approval
 - Business Case
 - Policy analysis
 - Workforce management coordination
- NWS Rollout
 - Documentation
 - Guidance/bounds of use

Role in Adoption of Social Media in the NWS

- Legality (DOC ToS?)
- IT Security
- Improve mission operations?
(business case)
- Acquisition
(NWS Directive 1-11: Administration and Management)
- Internet Use
(DOC CIO Internet Use Policy)
- Privacy
- Section 508
(DOC Electronic and Information Technology Accessibility Policy)
- Technology Transfer
(NWS Directive 100-4: External Affairs)
- Consistency
- Resources/Operational Impact
- Configuration and Data Management
(NWS Directive 30-12)
- Paperwork Reduction Act
- Federal Advisory Committee Act
- Records Retention Requirements
- Managing the Acquisition of Environmental Data from External Parties
(NWS Directive 1-12)
- Public Communications Policy
- Employee Papers
(NWSPD 100-1)
- Information Quality Act Guidelines
- NOAA Partnership Policy
(NWS directive 1-10)

Past Work & Lessons Learned

- Facebook, Twitter, YouTube, etc. were “no brainers” - but the process was new
- Things are more difficult now.
 - Workload is more important than ever
 - Consistency
 - The case to roll out new outlets needs to be stronger than ever
- The “handoff” of Operational social media outlets needs attention



The Path Forward

- Speed things up
 - We owe it to the field to get answers more quickly
- Work to advise the NWS on a path forward for social media as an agency
 - Roles for social media beyond operational rollout
- More all-around field involvement
 - policy analysis needs real-world operations testing
 - field-driven prototype teams to lay groundwork
- Evaluation of current outlets
- National social media resource development

Thank You!