Evolving Role of Social Media during High Impact Weather Events at the National Weather Service (NWS) Los Angeles/Oxnard, CA Weather Forecast Office

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Role of Social Media at the Los Angeles/Oxnard, CA NWS Forecast Office

- NWS began use of social media in 2010
- Used to communicate weather information to public
- Search and find weather information that public has posted
  - Has turned out to be an incredibly beneficial asset, especially for warning verification
- Impact Based Decision Support Services (IDSS)
  - Communicate weather forecast and warning information to assist public and agencies with daily decision making and planning
- General weather related information and Education
High Impact Weather Events
High Impact Event Staffing

- Additional staff on duty during High Impact Events
- At least one staff member is assigned to post and monitor Social Media
Current Social Media Toolbox

- Facebook
- Twitter
- Hootsuite
- Tweetdeck
- YouTube
- Chat/Instant Messaging
- Storify
- Crowdsourcing
- Esri Story Maps
- Experimenting with
  - Instagram
  - Periscope
• **Find us at: US National Weather Service Los Angeles/Oxnard**
  - Over 25,000 page likes
  - Good tool to interact with public
  - Most popular post was a web cam time lapse video of hail near the Huntington Beach pier
    - Over 1.5 million views; reach of nearly 4 million
  - Posts on a daily basis
    - Respond to comments daily
Facebook Insights

- Provides feedback on which posts were viewed/liked/commented on
- Can gain information about the most viewed days and times during the day
Twitter

- Find us at: @NWSLosAngeles
- Over 21,000 followers
- Following over 500
- Good tool to interact with public
- Tweets limited to 140 characters
- Use of common hashtags (#) to organize and search for posts
  - #CAwx; #LAweather; #CAdrought; #LARain; #VCStorms; #SoCal
The Tweet activity dashboard is a tool to learn more about Tweets and how they resonate with your audience.

analytics.twitter.com
TweetDeck

Dashboard to view social media posts by topic, specific user, or hashtag
Dashboard to view social media posts by topic or hashtag
Video-sharing website.
Uses include recorded weather briefings.

Find us at: NWSLosAngeles
Chat/Instant Messaging

Chat window with messages:
- nws-brett.albright entered the room.
- nwslox-Kathy left the room.
- nwslox-b entered the room.
- nws-intricate entered the room.
- nws-eric.boldt entered the room.
- nws-cyclist entered the room.
- nws-samuel.clark entered the room.
- nws-christine.left the room.
- nws-peter.felsch entered the room.
- nws-john.dumas entered the room.
- nws-eric.boldt left the room.
- nws-john.dumas left the room.
- nws-eric.boldt entered the room.
- nws-eric.boldt left the room.
- Lox issues Coastal Warnings Forecast (CWF).
- Lox issues State Forecast Tabular Product (SFTP)...
- Lox issues Area Forecast Discussion (AFD).
- kcvw-claire.anderson left the room.
- kathy francis.perez left the room.
- Lox continues Wind Advisory valid at Mar 24, 10:00 PM PDT for Los Angeles County Mountains, excluding the Santa Monica Range, Ventura County Mountains [CA] till Mar 25, 10:00 AM PDT.
Hashtag Campaigns
Capture and report your hashtag’s results

http://bit.ly/1pHKlGx
mPING (crowdsourcing)

Meteoroigcal Phenomena Identification Near the Ground (mPING) is a project to collect weather information from the public through their smart phone or mobile device. The free mPING mobile app was developed through a partnership between the National Severe Storms Laboratory, the University of Oklahoma and the Cooperative Institute for Mesoscale Meteorological Studies.
Esri Story Maps let you combine authoritative maps with narrative text, images, and multimedia content. They make it easy to harness the power of maps and geography to tell your story.
1. Dodge Radar Reflectivity Video
2. Doppler Radar Relative Velocity Image
3. Doppler Radar Relative Velocity Video
4. Barstow Cemetery Broken Tree Limits
5. Barstow Cemetery Broken Tree Limits
6. Barstow Cemetery Broken Tree Limits
7. Barstow Cemetery Broken Tree Limits
8. Barstow Cemetery Broken Tree Limits
9. Barstow Cemetery Broken Tree Limits
10. Barstow Cemetery Broken Tree Limits
11. Barstow Cemetery Toppled Trees
12. Barstow Cemetery Toppled Trees
13. Barstow Cemetery Toppled Trees
14. Barstow Cemetery Toppled Trees
15. Barstow Cemetery Toppled Trees

http://1.usa.gov/1m6HV35
Instagram and Periscope

The National Weather Service is testing and evaluating the use of Instagram and Periscope at a subset of offices at this time. Not currently authorized for use within agency.
Social Media Successes

• Assists the NWS with storm warning verification (location and timing)
• Very positive feedback from users about content posted
• Additional avenue to quickly disseminate weather forecast information
  • Reach people via smart phones and devices
  • Quickly get information to people where they are at
• An extremely quick way for the NWS to gain valuable location specific intel about a particular weather hazard
  • Have become aware of fires via social media shortly after they have started; spot weather forecasts prepped in advance of request from fire agencies
Social Media Use Scenario

- NWS Los Angeles/Oxnard issued a Flash Flood Warning for the Powerhouse and Warm burn areas in NW Los Angeles County. Warning box also included the Grapevine area of I-5.
- Warning information posted on social media after issuance with the use of common hashtags
- Shortly thereafter, starting finding posts of flooding, hail, cars trapped in mud

http://bit.ly/1RBT7lX
Challenges of Social Media Use

- One shift and person per day dedicated to this task
- Keeping content interesting and engaging
  - Even during clear weather days
  - Respond to comments in a timely manner
    - Keep to the science and not personal opinion
- Be consistent and trustworthy
- Monitor feeds of other agencies
  - Posts can contain incorrect or invalid information
- Becomes a public forum for criticism of forecast
- People posting links to their accounts and pages
  - Seeking free advertising
- New technology and social media tools always being developed
  - Try to keep up with the latest trends
- Profanity
Questions

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