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Public Information Statement 24-47  
National Weather Service Headquarters Silver Spring MD  
1055 AM EDT Wed Jul 17 2024

To:           Subscribers:  
              -Family of Services  
              -NOAA Weather Wire Service  
              -Emergency Managers Weather Information Network  
              -NOAAPort  
              Other NWS Partners, Users, and Employees

From:       Chris Vaccaro  
              Director, NWS Communications Office

              George Jungbluth  
              Director, NWS Office of Dissemination

Subject: NWS is Extending the Public Comment and Review on the  
Experimental Use of Social Media through November 30, 2024

NWS is extending the public comment and review on the experimental use of  
social media through November 30, 2024.

NWS use of the following social media platform(s) is currently  
experimental and comments and feedback are being accepted on:

- Instagram (Stories and Reels)
- Live Streaming: Facebook, YouTube, Instagram

NWS use of the following social media platforms is currently operational  
and comments and feedback are not being accepted on:

- Facebook
- Twitter/X

The following are some examples of how NWS Offices and National Centers  
may post on social media during the experimental period:

- A subset of NWS environmental information, such as:
  - \* Area-wide hazards
  - \* Public Briefings
  - \* Graphiccasts/Weather Stories
  - \* Re-post "Severe Weather Impacts Graphics," which are auto-posted to Twitter/X
- "Top News of the Day" from field NWS Webpages
- Day in the life of an NWS employee / Behind-the-scenes shots
- Past weather/water/climate event summaries and record events
- Spotter Training
- Preparedness and educational information
- Storm survey photos

- Public photos of weather phenomena
- Short videos and live streams, including from the National Hurricane Center

Offices will have the ability to use multiple social media platforms depending on their need. Availability of this service is subject to constraints of NWS office staff, social media platform service availability, and to availability of users' Internet service. Users should not rely on this service to receive alerts/warnings, or use it as the primary means to receive alerts/warnings of hazardous weather. NWS alerts/warnings are available on NOAA Weather Radio and the official NWS website at: <https://www.weather.gov/>.

NWS use of social media services provide a complementary means to disseminate important information about hazardous weather conditions, and will be provided as time and resources allow. Additionally, these services will be used for public outreach and education purposes and will direct users to official NWS websites.

Disclaimers regarding NWS use of social media services can be found at:

<https://www.weather.gov/disclaimer>

NWS allows the public to post or otherwise contribute to the social media content; however, real-time comments and replies will be provided on a time-available basis. A description of the social media and requirements can be found in the Service Description Document:

[https://nsdesk.servicenowservices.com/api/g\\_noa/nwspc/res2/8e53011147d38614f6550c03e16d438a](https://nsdesk.servicenowservices.com/api/g_noa/nwspc/res2/8e53011147d38614f6550c03e16d438a)

In the future, NWS intends to support similar functionality for both Live Streaming and non-live social media content on relevant social media platforms to better reach the general public, underserved communities and the broader audiences.

Comments and feedback on the experimental service for NWS use of social media and future use of additional social media platforms will be accepted through the NWS survey through November 30, 2024:

[https://www.surveymonkey.com/r/NWSUseofSocialMedia\\_2024](https://www.surveymonkey.com/r/NWSUseofSocialMedia_2024)

Following the comment and review period, NWS will assess feedback and determine plans to transition to operational.

If you have additional comments or questions regarding NWS use of social media, please contact:

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National Public Information Statements are online at:

<https://www.weather.gov/notification/>

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