



# Working Together During Crisis

*NWS Warning Decisions, Preparation for Disaster,  
and the Use of Social Media*

Kelly Allen & Chris Jones

National Weather Service  
Riverton, WY





# Outline

- Preparation
- Working together during an event
- Learning from disaster
- Using Social Media to complete the mission



### Winter Storm Impacting the Region through Friday

**Storm Total Snow – Tuesday Night thru Friday**

Snowfall (in inches)
0-3"
3-6"
6-9"
9-12"
12+"

**Forecast Storm Totals:**  
There could be less or more snow than shown in these areas.

Casper: Less than 2"
South Casper: 1.5 - 3"
Casper Mountain: 6 - 9"
Lander: 4 - 6"
South Pass: 10 - 12"
Riverton: 2 - 4"
Rock Springs: 1 - 3"
Jackson: 1 - 3"

Created: 6:00 PM  
September 24<sup>th</sup>, 2013

A winter storm will begin impacting the west tonight with the heaviest snow expected on Wednesday. Areas east of the Divide will feel more of an impact Thursday night into Friday morning.

**IMPACTS:**  
A hard freeze has not yet happened east of the divide so this will event will end the growing season with a layer of wet, heavy snow. This heavy snow will weigh down branches more than usual with the leaves still on them – making tree damage more likely and may result in power losses.

**Tree Damage / Power Loss – Thurs PM / Fri**



**Travel Impact Friday AM**



@NWSRiverton      weather.gov/riverton      Riverton Weather





It's about teamwork...





# It's about teamwork...



# TEAMWORK

A FEW HARMLESS FLAKES WORKING TOGETHER CAN  
UNLEASH AN AVALANCHE OF DESTRUCTION.







# Preparation





# Preparation

- NWS Weather Forecast Services
- Education & Outreach
- Exercise Involvement
- Familiarization with the community
- Communications



# National Weather Service in Wyoming

## WYOMING

Responsible  
Forecast Office

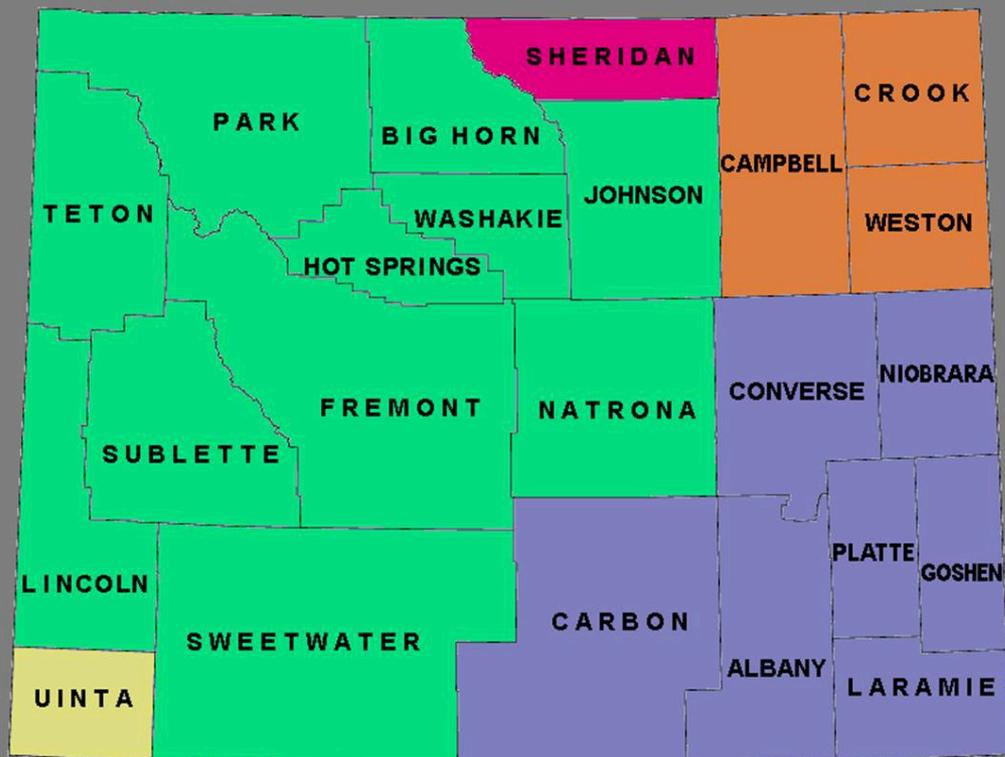
Riverton

Cheyenne

Rapid City

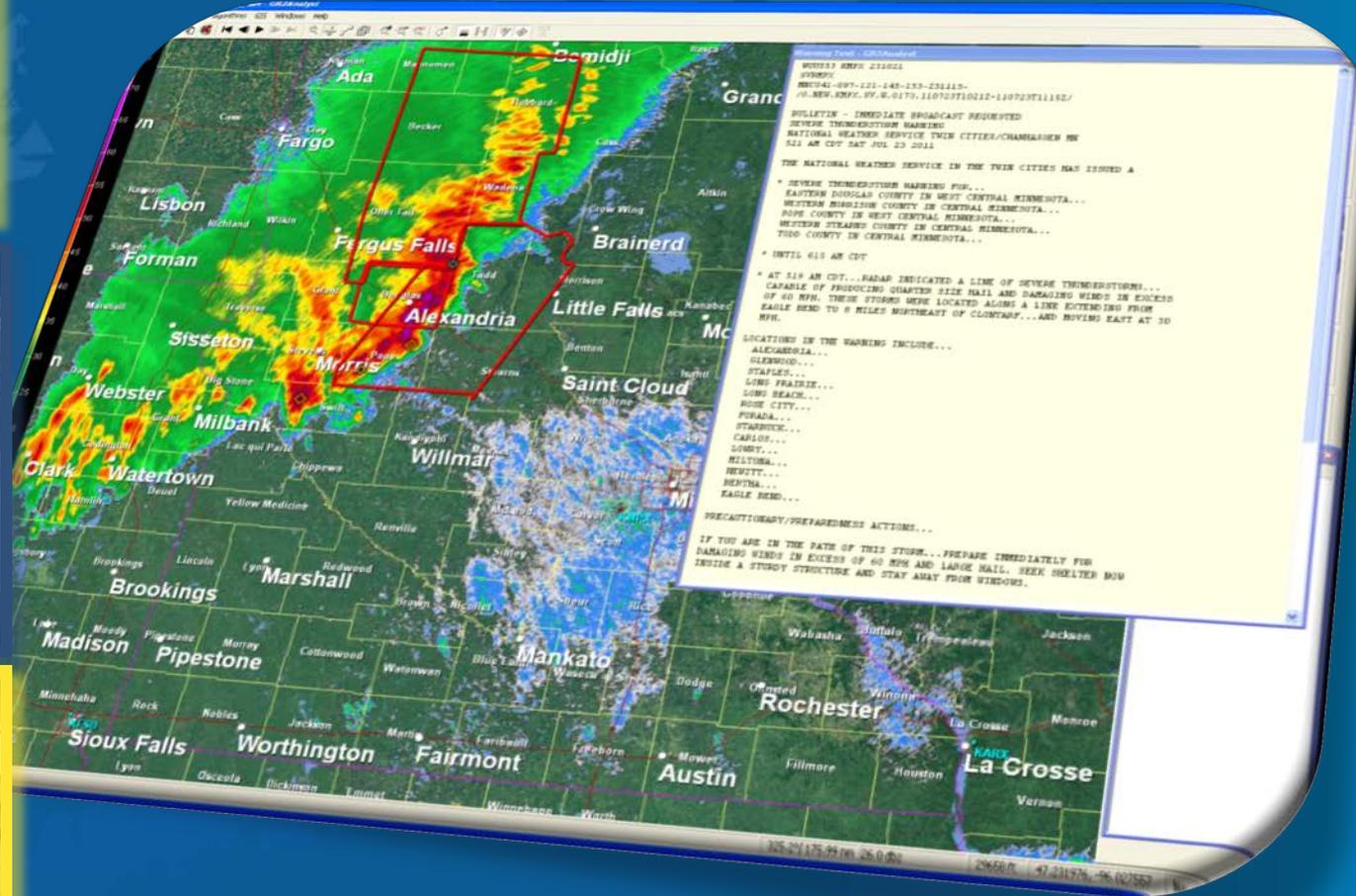
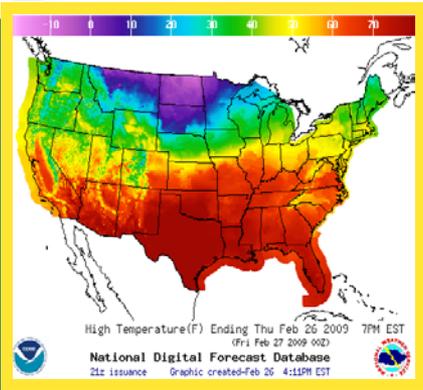
Billings

Salt Lake City





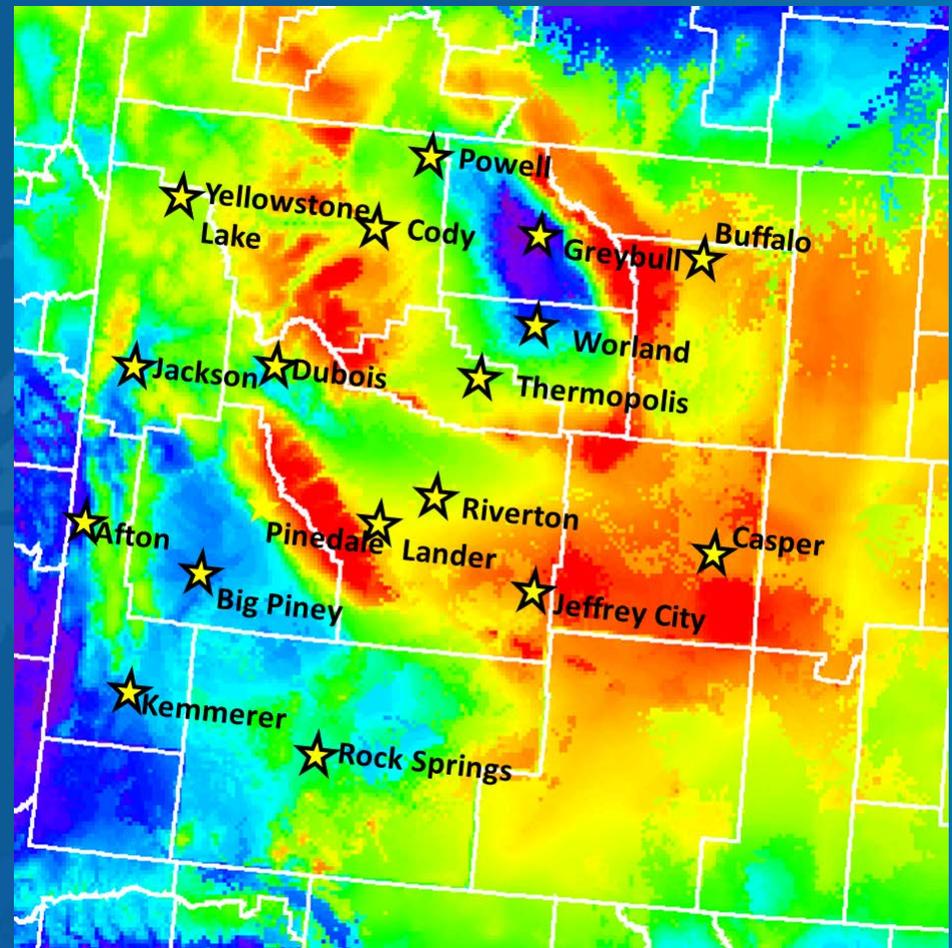
# Obtaining Weather Forecasts





# High-Resolution Digital Forecasts

- The National Weather Service produces digital forecasts for all 50 states
- Information updated as often as hourly
- Forecast produced for:
  - Precipitation
  - Temperature
  - Dewpoint
  - Wind Speed & Direction
  - Snowfall



[www.weather.gov](http://www.weather.gov)





# Your Forecast is Just a Click Away

- Local Forecasts
- Local Observations
- Watches & Warnings
- Water and Drought
- Climate Information
- Wyoming Webcams
- Road and Travel
- Climate Information

National Weather Service Weather Forecast Office  
Western and Central Wyoming

Home Site Map News Organization Search for:  NWS All NOAA Go

Local forecast by "City, St" or Zip Code  
City, St  Go

XML RSS Feeds

Current Hazards  
Watches/Warnings  
Outlooks  
Submit Report

Current Conditions  
Observations  
Radar  
Satellite  
Observed Precip

Forecasts  
Forecast Discussion  
Activity Planner  
Aviation Weather  
Fire Weather  
Marine Weather  
Severe Weather  
Winter Weather  
Hurricane Center

Hydrology  
Rivers & Lakes

Climate  
Local  
National  
Drought

Top News of the Day

- Snowfall totals: November 14-15, 2010
- NOAA: U.S. Experienced Above Average Temperatures; Below Average Rainfall in October 2010
- 2010 CoCoRaHS Snow Spotter Training

Watches & Warnings Observations Forecast Graphics Rivers & Lakes Climate Fire Weather

Click on the map below for the latest forecast.

Read watches, warnings & advisories

Winter Storm Warning  
High Wind Warning  
Winter Weather Advisory  
Wind Advisory  
Special Weather Statement  
Hazardous Weather Outlook  
Short Term Forecast

Last map update: Tue, Nov. 16, 2010 at 1:44:48 pm MST

Latest Conditions in Riverton, WY Choose Your Front Page City

[www.weather.gov/riverton](http://www.weather.gov/riverton)







# Enhanced Data Display

**NWS Enhanced Data Display v3.4.3**  
A Product of the Charleston, WV Weather Ready Nation Pilot Project

74°F Search Map... [Icons]

\*\*\*Experimental\*\*\*

Interface: **Advanced**

Quick Layers **Clear All**

Radar: [Icons]

Satellite: [Icons]

Hazards: [Icons] Backup

Tropical: [Icons] Labels

Rivers: [Icons]

Grid Forecast: [Icons]

Observations: [Icons]

Upper Air: [Icons]

Model Spread: [Icons]

Webcams: [Icons]

Outlooks: [Icons]

Background: **Google Terrain**

More Layers Quick Links

Mouse Click Control

Public/Marine Forecast

Right-click map for forecast options

Enable Left Click Forecast

Map data ©2014 Google, INEGI, Inav/Geosistemas SRL

500 km 500 mi

110°00'W 100°00'W 90°00'W 80°00'W

Elevation: 6225 ft / 1897.5 m  
Lat: 42.92705, Lon: -108.45898

NWS Chat State Overlay Map Storm Reports Save/Share Like Privacy/PDD

[preview.weather.gov/edd](http://preview.weather.gov/edd)





# Traveling? Check Out This Tool:



**NWS Enhanced Data Display v3.4.1**  
A Product of the Charleston, WY Weather Ready Nation Pilot Project

\*\*\*Experimental\*\*\*

Interface: Advanced

Quick Layers: Clear All

Radar: [Icons]

Satellite: [Icons]

Hazards: [Icons] Backup

Tropical: [Icons] Labels

Rivers: [Icons]

Grid Forecast: [Icons]

Observations: [Icons]

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Model Spread: [Icons]

Webcams: [Icons]

Outlooks: [Icons]

Background: Google Terrain

More Layers Quick Links

Mouse Click Control

Public/Marine Forecast

Right-click map for forecast options

Enable Left Click Forecast

Map data ©2014 Google

State Overlay Map Storm Reports Save/Share Switch

20°F Search Map... [Icons]

**Travel Hazard Forecast**

Riverton, WY, United States

Denver, CO, United States

Saved Routes: Click to Select Add Waypoint

Search Options

Depart on: Mar 1, 2014 7:00 AM

Travel by: [Icons] Options: [Icons]

Display Options

Icon Display: Precipitation More Options

249 mi 5 hours 37 mins Disclaimer Go!

**Hazards:**

Arrive here around: 9:36 AM MST Sat, Mar 1st, 2014  
Forecast Valid: 11:00 AM MST Sat, Mar 1st, 2014  
Watches Warnings Advisories:  
Weather: Light Snow  
Temperature: 33 °F  
Dew Point: 22 °F  
RH: 64 %  
Wind Speed: 16 mph  
Wind Gust: 24 mph  
Wind Direction: SW  
Precipitation: 0.10"  
Ice Accumulation: NA"  
Snow Amount: NA"  
Total Precipitation: 0.32"  
Total Snow Amount: NA"  
Total Ice Accumulation: NA"  
Latitude: 41.782  
Longitude: -107.126

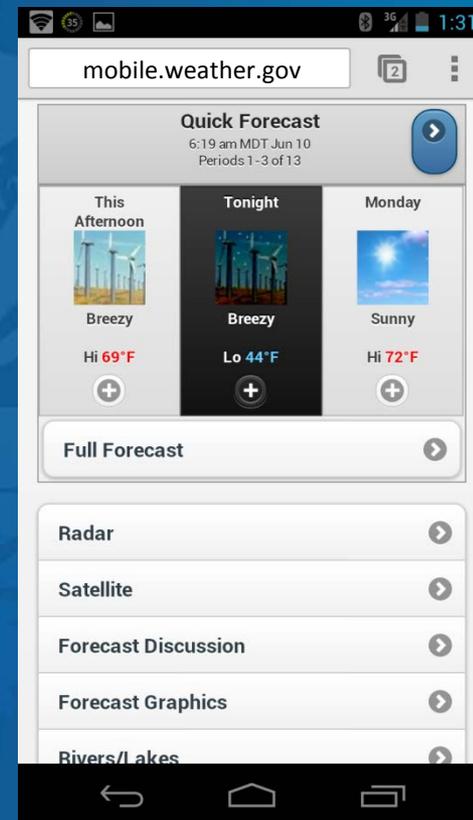
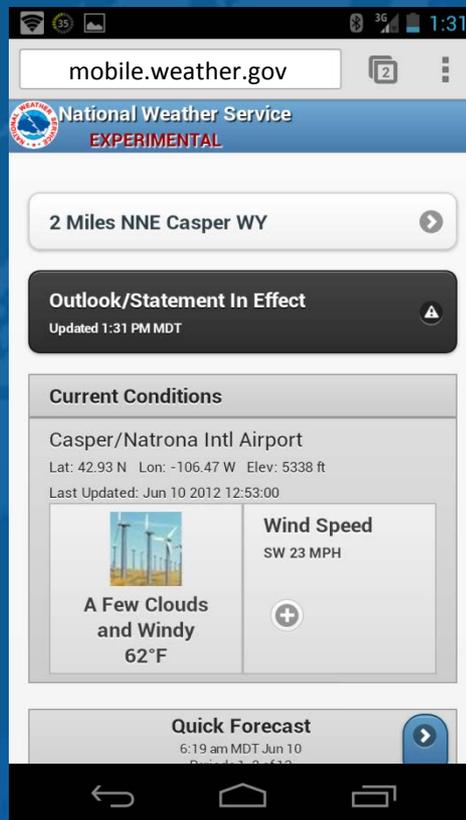
Elevation: 6575 ft / 2004.2 m  
Lat: 41.81892, Lon: -107.11993

The NWS Enhanced Data Display web site offers an array of useful information produced by your local National Weather Service office. To see a customized travel forecast for your route, click on the  icon at the top right hand side of this web page: [preview.weather.gov/edd](http://preview.weather.gov/edd) and enter the requested fields. While you're there, check out some of the other information we have available on the left hand side of the screen, including forecast snowfall amounts, radar & satellite data, watch/warning information, and much more!



# Mobile Services

- **mobile.weather.gov**
  - HTTP enabled devices
  - SmartPhones
- **cell.weather.gov**
  - WAP enabled devices
- **inws.wrh.noaa.gov**
  - Mobile text & email alerting





# Why are we issuing what we are issuing?

- **Warnings** – Time to Take Action  
Confident, know the specifics
- **Watches** – Time to Prepare  
Possibility for occurrence, lacking specifics
- **Advisories** – *Time to Take Action*  
Inconvenience, not life-threatening
- **Outlooks & Statements** – *Raise Awareness*  
Information on hazards not meeting the above criteria (Special Weather Statement)

<b>WARNING</b> Hazardous weather is occurring, imminent or likely. Take protective action.
<b>WATCH</b> Risk of a hazardous weather in the near future. Have a plan of action.
<b>ADVISORY</b> Similar to a warning, but less serious. Take protective action.
<b>OUTLOOK</b> Hazardous weather is possible in the next week. Raise awareness.





# Thunderstorm Season

- Severe Thunderstorm (SVR)
  - Hail 1" in diameter
  - Wind Gusts to 58 mph
  - Funnel Cloud or Tornado
- Tornado (TOR)
- Severe Weather Statement (SVS)
  - Updates SVR and TOR
- Flash Flood (FFW)
- Flash Flood Statement (FFS)
  - Updates FFW
- Flood Warning (FLW)
- Flood Statement (FLS)
  - Updates FLW
  - Used for Urban/Small Stream Advisories





# Winter Season

- Winter Storm (WSW)
  - 6"+ valleys / storm (3-6" advisories)
  - 12"+ mountains / storm (6-12" advisories)
  - Or, combination of snow and wind
- High Wind (NPW)
  - Valleys: Sustained 40 mph or gusts 58 mph
  - Mountains: Sustained 50 mph or gusts 75 mph
  - Non-Thunderstorm wind gusts





# Fire Weather Season

- Fire Weather Watch
  - Used 24 hours or more in advance
- Red Flag Warning
  - Conditions expected next 12-24 hours
- Criteria
  - Sustained or Frequent gusts 25 mph or more
  - Relative humidity 15% or less
  - For 3 hours or more
  - And, critical fuels (as determined by land mgmt)





# weather.gov/riverton/?n=firewx

NWS Riverton - Fire Weather Information - Mozilla Firefox

File Edit View History Bookmarks Tools Help

MesoWest ... Mesowest o... Wyoming T... Inbox (4) - c... US National... HootSuite Riverton W... Edit a Web ... Edit Article NWS EDD Greybull Sc... NWS Riv... x

www.crh.noaa.gov/riw/?n=firewx

Most Visited Getting Started Latest Headlines Shift Starter NOAA/NWS Storm Pre... Intranet Spot EOC Google Url Shortener RHcalc Iris Rot\_Shear\_Guidelines...

National Weather Service Weather Forecast Office  
Western and Central Wyoming

Home Site Map News Organization Search for: [ ] NWS All NOAA Go

- Local forecast by "City, St" or Zip Code
- City, St Go
- XML RSS Feeds
- Current Hazards  
Watches/Warnings  
Outlooks  
Submit Report
- Current Conditions  
Observations  
Radar  
Satellite  
Snow Cover  
Snowfall Analysis  
Precip Analysis  
Social Dashboard
- Forecasts  
Forecast Discussion  
Activity Planner  
Aviation Weather  
Fire Weather  
Marine Weather  
Severe Weather  
Winter Weather  
Hurricane Center  
User Defined Area
- Hydrology  
Rivers & Lakes
- Climate  
Local  
National  
Drought  
NOAA Climate Science  
More...
- Weather Safety  
Preparedness  
Weather Radio  
StormReady  
SkyWarn  
CoCoRaHS Training
- Additional Info  
Items of Interest  
Education Resources  
Coop Observer  
Top News Archives



NWS Riverton  
Fire Weather

### Navigation Menu

- NWS RIW Forecasts
- Current Conditions
- Fuel Conditions
- Fire WX and Thunder Outlooks
- Precipitation Forecasts
- Climate Outlooks

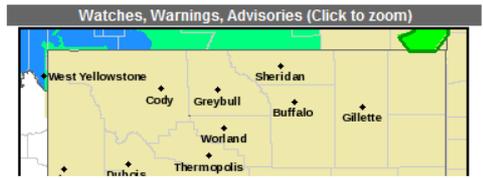
\*\*\*\*Request A Spot, Click Here\*\*\*\*

### NWS Text Products and Forecasts

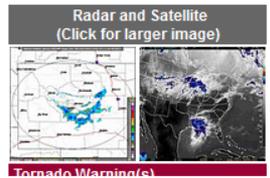
- Planning Forecast
- Red Flag Warning/Fire Weather Watch
- Area Forecast Discussion
- Hazardous Weather Outlook
- Watch/Warning Map
- Digital Point Forecast Map
- Western Wyoming Wildfires
- Multimedia Briefing

National Weather Service  
Severe Weather Summary Page

Home Site Map News Organization Search for: [ ] NWS All NOAA Go



- Read watches, warnings & advisories
- Zoom Out
- Avalanche Warning
  - Flood Warning
  - Winter Weather Advisory
  - Flood Advisory





# Fire Support – Multimedia Briefing

NWS Riverton - Fire Weather Information - Mozilla Firefox

www.ch.noaa.gov/riw/?n=firewx

## National Weather Service Weather Forecast Office Western and Central Wyoming

Home Site Map News Organization Search for: [ ] NWS All NOAA Go

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City, St [ ] Go

**XML** RSS Feeds

Current Hazards  
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Marine Weather  
Severe Weather  
Winter Weather  
Hurricane Center  
User Defined Area

Hydrology  
Rivers & Lakes

Climate  
Local  
National  
Drought  
NOAA Climate Science  
More...

Weather Safety  
Preparedness  
Weather Radio  
StormReady  
SkyWarn  
CoCoRaHS Training

Additional Info  
Items of Interest  
Education Resources  
Coop Observer  
Top News Archives

### NWS Riverton Fire Weather

Fuel Conditions  
Climate Outlooks

Discussion **Hazardous Weather Outlook**

Coming es

**Multimedia Briefing**

Powered by Highslide JS

Multimedia Fire Weather Briefing NULL

NWS Riverton: 800-211-1448  
Kelly Allen  
Fire Weather Forecast Manager  
Kelly.Allen@noaa.gov

Please keep your fuels status up to date

### Severe Weather Summary Page

Home Site Map News Organization Search for: [ ] NWS All NOAA Go

Watches, Warnings, Advisories (Click to zoom)

Read watches, warnings & advisories

Avalanche Warning  
Flood Warning  
Winter Weather Advisory  
Flood Advisory

Radar and Satellite (Click for larger image)

Tornado Warning(s)



# Fire Support – Heads-up Email

- Warn you of possible hazards outside of the watch horizon
- Used to announce the issuance of a Multimedia Weather Briefing
- Used to supply you with graphical aids to supplement the forecast
- Will be coming from “cr.wxriw@noaa.gov” if you would like to be on the list, give us your email address and remove the above address from your spam list





# Fire Support

Yellowstone Fires Decision Support Page - Mozilla Firefox

File Edit View History Bookmarks Tools Help

MesoWest ... Mesowest o... Wyoming T... Inbox (4) - c... US National... 1 new tweet... Riverton W... Edit a Web ... Edit Article NWS EDD Greybull Sc... Yellowstone ...

www.crh.noaa.gov/riw/?n=yellowstone\_DSS

Most Visited Getting Started Latest Headlines Shift Starter NOAA/NWS Storm Pre... Intranet Spot EOC Google Url Shortener RHcalc Iris Rot\_Shear\_Guidelines...

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Fire Weather  
Marine Weather  
Severe Weather  
Winter Weather  
Hurricane Center  
User Defined Area

Hydrology  
Rivers & Lakes

Climate  
Local  
National  
Drought  
NOAA Climate Science  
More...

Weather Safety  
Preparedness  
Weather Radio  
StormReady  
SkyWarn  
CoCoRaHS Training

Additional Info  
Items of Interest  
Education Resources  
Coop Observer  
Top News Archives  
Our Office  
Webcams

Contact Us  
Contact Info  
Feedback

[Links](#) | [Map](#) | [Current Warnings, Radar, and Satellite](#) | [SPC Fire and Thunder Forecasts](#)  
[Fuels and Fire Danger Maps](#)



## Useful Links

[Yellowstone National Park Fire Weather Briefing Page](#)

[Yellowstone Inciweb Page](#)

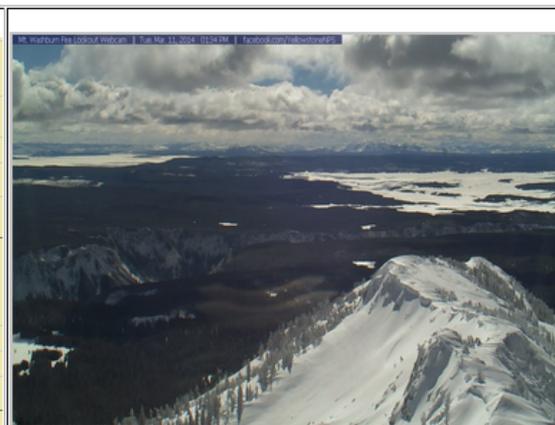
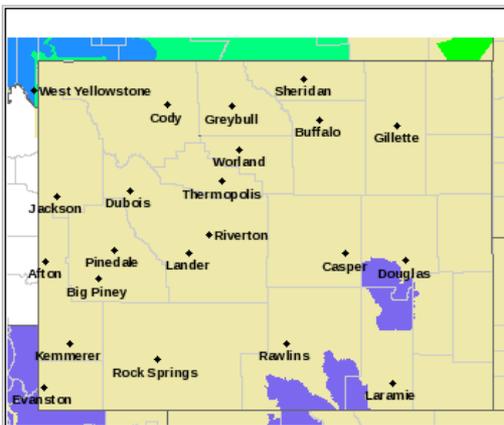
[WFO Riverton Fire Weather Page](#)

[Fire Weather Planning Forecast For Zone 140](#)

Alum Fire RAWS	Yellowstone Lake Obs.	Cabin Creek RAWS	Two Ocean Plateau SNOTEL	Jackson Forecast Sounding	Mesonet OBS Display	FIRE WX Analysis	3 hrly labular Forecast	Spot Forecasts	Area Forecast Discussion	NII Fire Wx Page
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# Current Warnings, Radar, and Satellite



### Fire Weather Highlight Color Code

- Red Flag Warning
- Fire Weather Watch

### Most Recent Fire Weather Watch/Red Flag Warning Text

Please click on the map to see the latest watch and warning products, as well as the complete color code for public products - some are similar to the Fire Weather colors. In addition, other products highlighted on this map may be important to fire users.

[Click Image to Enlarge](#)  
Mt. Washburn Fire Lookout  
(NOTE: Outage began 8/21 - RTS Unknown)

Northern Rockies	Riverton	Billings
Visible	Infrared	Latest Fronts





# Safe Spring Burning

- County-specific brochure available
  - We just need specific info!
- Poster available as .pdf for email or for distribution 
- If out-of-control burns are a problem, or you need help heightening public awareness, please contact the NWS!

It's time for...

*Spring  
Burning!*

*Don't let your property  
become a statistic.*

**Call for conditions  
before you burn!**

**NATIONAL WEATHER SERVICE**  
We're here 24/7 ready to help you decide  
whether or not to burn today.  
Give us a call.

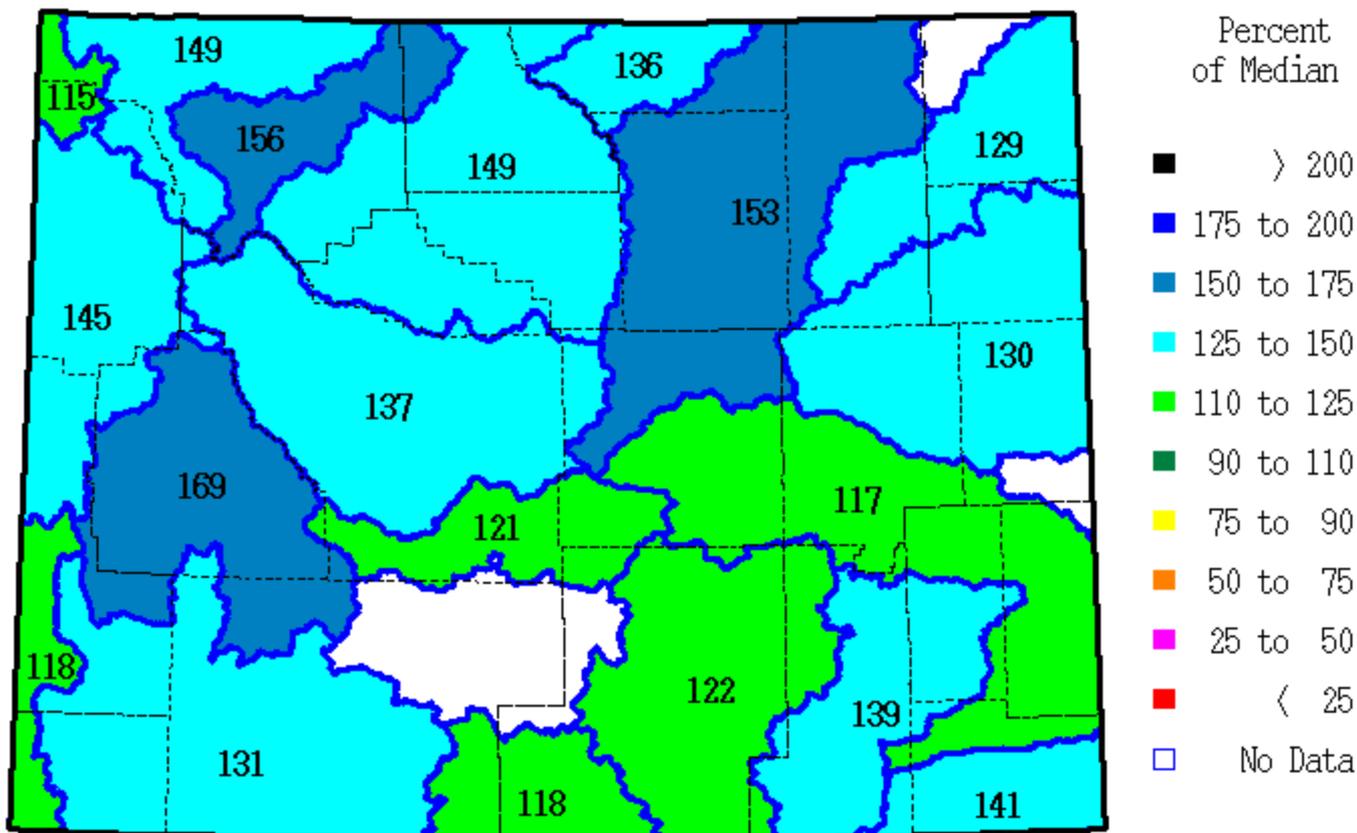


**800 / 211 - 1448**



# What's Coming This Spring???

SWE % of Median as of Wednesday, 12 March 2014

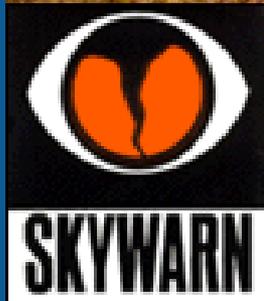


\* = Data may not provide a valid measure of conditions





# Public Education & Outreach



**LEPC**  
*...safety in knowledge®*





# Public Education & Outreach

- Severe Weather Spotter Training
- CoCoRaHS
- Civic Talks
- Community Colleges
- Elementary, Middle, High schools
- Science Fairs
- Community Fairs





# Exercise Involvement

- Please think of us!
- We try to attend tabletop exercises
- Weather support for functional and full-scale exercises can be:
  - Remote, from our office
  - Onsite
- We host an Annual Exercise in November
  - Tentative Date: Thursday, November 6, 2014





# Outreach to Partner Agencies

- Local Emergency Planning Committees
  - Please include us on email invite lists
  - Try to attend once a year
  - We can present to your group
- Statewide all-hazards or emergency management meetings
  - WOHS
  - WAHA?
- StormReady
  - Work through the StormReady application – ask for help
  - Enhances weather safety & communication in your community
- WRN Ambassador





# WRN Ambassador

- Effort to formally recognize partners who are improving the nation's:
  - Readiness
  - Responsiveness
  - Resilience against extreme events
- To be officially recognized as a WRN Ambassador, an organization must commit to:
  - Promoting Weather-Ready Nation;
  - Engaging with NOAA collaboration opportunities;
  - Sharing their success stories of preparedness;
  - Serving as an example of workplace preparedness
- Become a WRN Ambassador
  - Provide point of contact & contact information
  - A commitment to engaging in dialog with NOAA



<http://www.nws.noaa.gov/com/weatherreadynation/ambassadors.html>

or <http://goo.gl/GLWLXd>

*Click "Apply"*





# Communicating with the NWS





# We still use the phone!

## WYOMING

Responsible  
Forecast Office

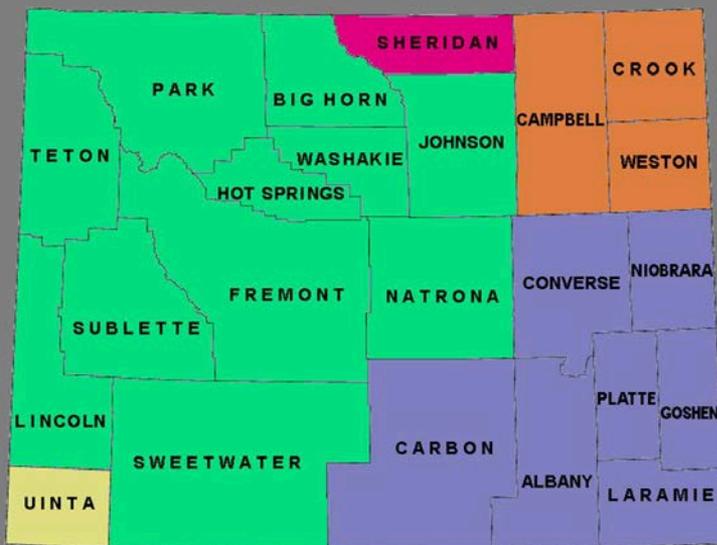
Riverton

Cheyenne

Rapid City

Billings

Salt Lake City



## Call us anytime at:

- Riverton – 800-211-1448
- Cheyenne – 800-269-6220
- Rapid City – 605-341-7435
- Billings – 406-652-2936
- Salt Lake City – 801-524-5066





# WYOLink & WebEOC



- Direct link to NWS meteorologists
  - Cheyenne, Riverton, and Rapid City offices
  - Weather information relayed – two-way
  - Helps NWS meteorologists make critical warning decisions
- NWS meteorologists provide
  - Instant weather information and forecasts
  - Updates during critical weather or other non-weather emergencies (ie. HazMat spills)
- We can also monitor WebEOC





# Dispatch Can NWSChat with Us!

- Instant messaging program
- Real-time exchange of information
- Links to forecasts, warnings, information
- Can private chat
- *Great for emergency managers & dispatchers!*
- What's happening in Teton Co!?
- Request your account:



nwschat.weather.gov





# Social Media

- NWS offices are on Facebook
  - Search for:  
US National Weather Service Riverton  
(or Cheyenne, Billings, Rapid City, Salt Lake City)
- We Tweet!
  - @NWSRiverton, @NWSCheyenne, etc.
- Like Us! Follow Us!
- Stay up-to-date with important happenings
- Post your reports and pictures, see reports from others





# Social Media Dashboard



Local forecast by  
"City, St" or Zip Code

**XML** RSS Feeds

- Current Hazards
- Watches/Warnings
- Outlooks
- Submit Report
- Current Conditions
- Observations
- Radar
- Satellite
- Snow Cover
- Snowfall Analysis
- Precip Analysis
- Social Dashboard**
- Forecasts
- Forecast Discussion
- Activity Planner
- Aviation Weather
- Fire Weather
- Marine Weather
- Severe Weather
- Winter Weather
- Hurricane Center
- User Defined Area

Social Media Feeds for  
Riverton, WY



## Tweets

**NWS Riverton** @NWSRiverton 1m  
MT @tetonwyo\_em:Fld Adv for Teton Co thru 3:30p Tue. Sandbags avail @ County Rd & Levee & Town Public Works.ow.ly/urAnQ #wyoflood

**NWS Riverton** @NWSRiverton 36m  
Areal Flood Warning for Big Horn County remains in effect thru 3 PM Tue. #wywx #wyflood mesonet.agron.iastate.edu/vtec

**NWS Riverton** @NWSRiverton 49m  
MT @NWSCheyenne:Winter Weather Advisories in effect for Sierra Madre,Snowy&North Laramie ranges fm 12 AM thru 6PM Tue.ow.ly/i14QW8i



Tweet to @NWSRiverton

## January 30, 2014 - Weekly Weather...

6:32

**Sunday...Dry and Cold**  
Sunday Afternoon Weather Pattern

- Dry northwest flow aloft will allow for more sunshine than Saturday
- Cold air from Canada will stay over the region
- No real wind or snow concerns for Sunday
- Into Monday, slight chance of snow out west, still dry and cold across the east

**NWSRiverton**

## Find us on Facebook

**US National Weather Service Riverton Wyoming**  
 You like this.

**US National Weather Service Riverton Wyoming**  
Ice Jam at the Nowood River Bridge



Nowood River Bridge Ice Jam near Ten Sleep, Wyoming, March 9, 2014

1,502 People Reached - 15 People Talking About This

about an hour ago

**US National Weather Service Riverton Wyoming**  
Meanwhile, we have a very strong cold front blasting through tonight. This will no

Facebook social plugin



National Weather Service  
National Weather Service National Headquarters  
1325 East West Highway  
Silver Spring, MD 20910

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# Interactive Portion of the Program





# Where can we improve?

- Are you receiving timely and understandable messaging from the NWS?
- What methods do you use to obtain NWS information? Which are most effective?
- Where can we make improvements in notifying you, your agency, the public about weather information?





# Notifications in Your Community

- What do you relay to the public?
- By what methods do you notify the public?
- Do you have active social media accounts?
  - Twitter?
  - Facebook?
  - Others?
- Does NWS need to call your county dispatch for winter weather alerts?
  - Would continue for thunderstorm season



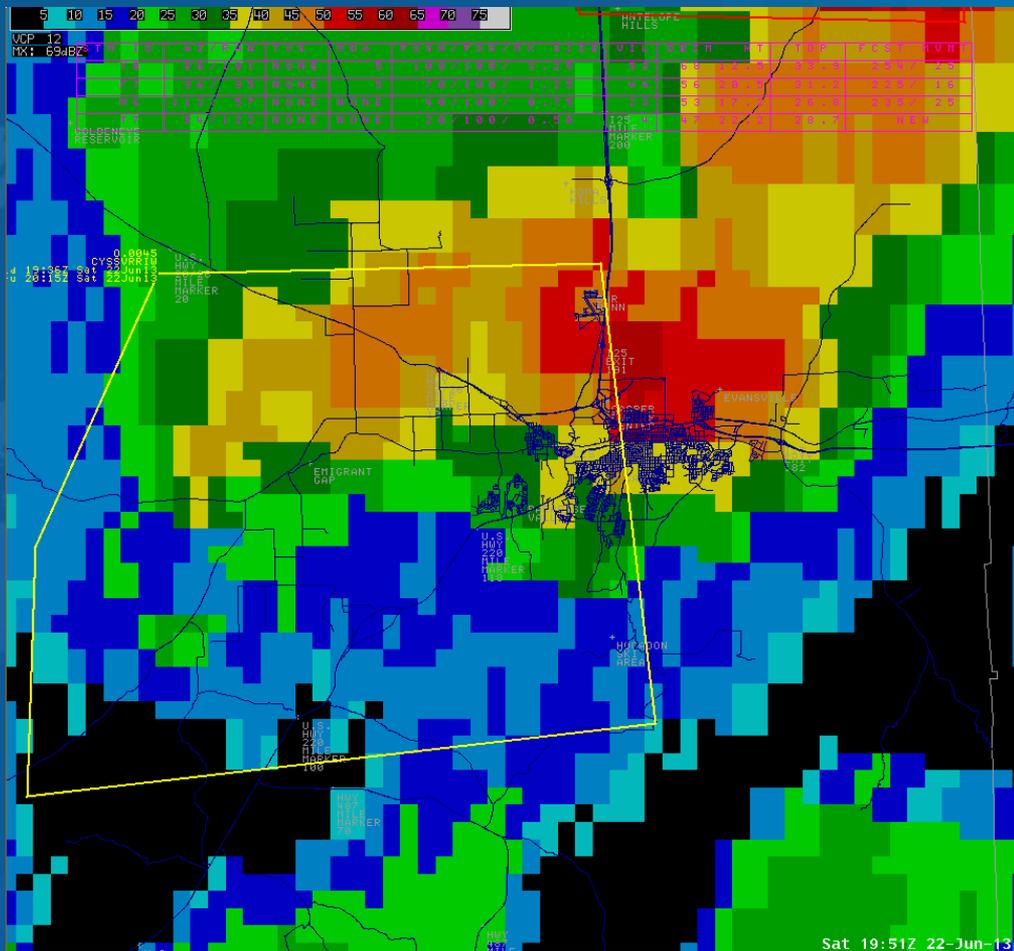


# Notifications in Your Community

- Polygons & CodeRED



- How many of you have relationships with your local EAS broadcasters?





# Summary

- Find your favorite way to get our forecasts!
  - Online or mobile
- Why are we issuing what we are issuing?
  - Watch, Warning, Advisories, Statements
- Fire Weather Specifics
  - Decision Support Pages – for floods, too
- Public Education & Outreach
  - How can we be involved in your community, agency?
- Communications
  - Methods to contact the NWS, your public





**Event**





# NWS Warning Decisions

## 1. A threat is identified or anticipated

- Thunderstorms
  - Severe? Hail? Downbursts? Tornadoes? Flash Flood?
- Flooding
  - Snowmelt, Ice Jam, Flash
- Winter Storm
  - Blizzard? Heavy Snow? Blowing Snow? Ice? Wind Chill?
- Fire Weather
- Wind





# NWS Warning Decisions

## 2. Threats are communicated to the public through:

- Outlooks
- Watches
- Warnings
- Advisories
- Statements
- Forecasts
- Facebook Posts
- Tweets
- Top News Stories
- Heads-up Emails
- NOAA Weather Radio
- Partners





# NWS Warning Decisions

What do you care about?

What do you pass along?

- Outlooks – too many?
- Watches
- Warnings – only for thunderstorms?
- Advisories
- Statements – Special Weather Statements?
- Forecasts
- Facebook Posts / Infographics
- Tweets
- Top News Stories
- Heads-up Emails
- NOAA Weather Radio
- Multimedia Briefing – too long?





# NWS Warning Decisions

## 3. Threats are verified using ground truth

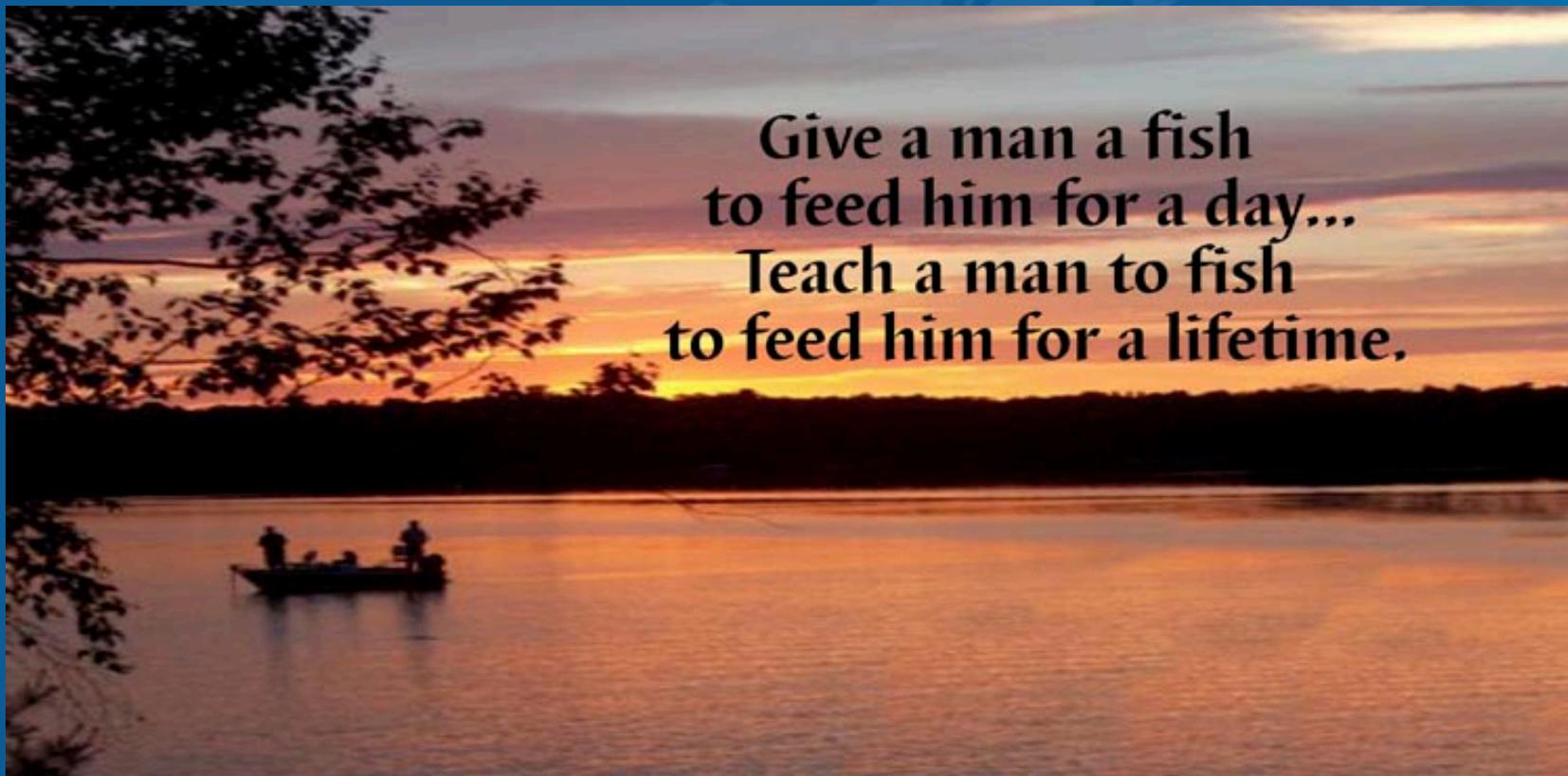
- Upgrade?
- Cancel?
- Use the information to discern similar threats
- Do we need to ramp-up operations?





# Forecasts

Give a man a fish  
to feed him for a day...  
Teach a man to fish  
to feed him for a lifetime.





# Forecasts

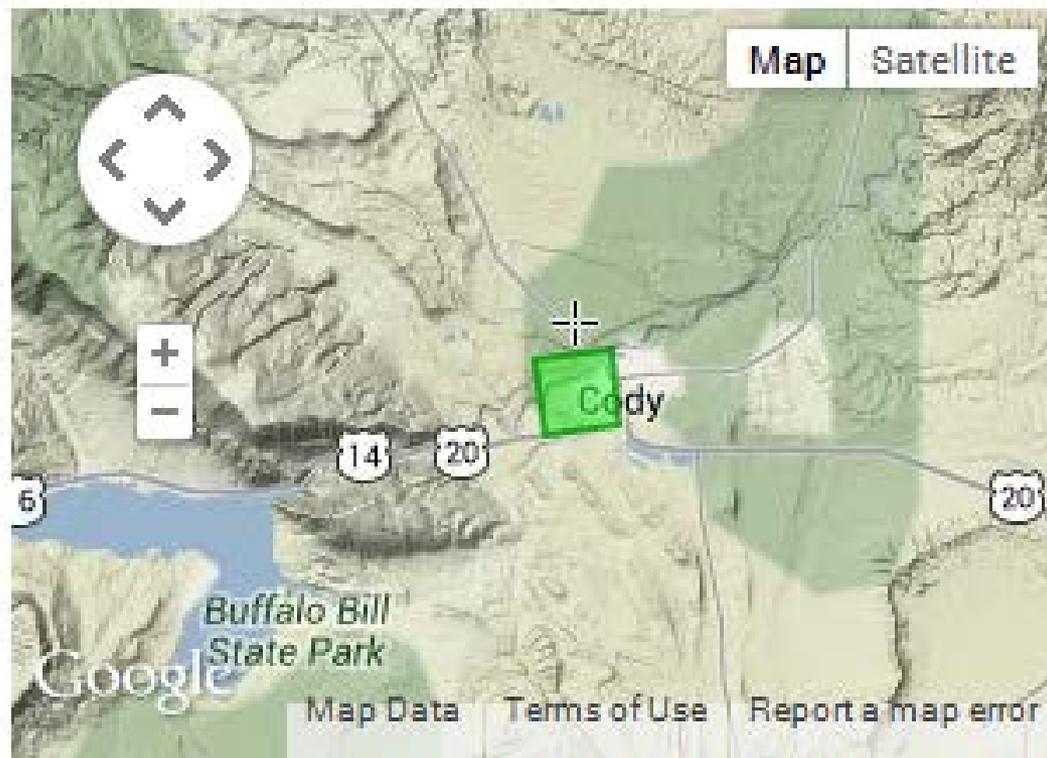
- 7-Day Forecasts
- Current Conditions
- Local Links
  - Webcams
  - Road Report
  - Forecast Discussion

Current Conditions

[En Español](#)

Click Map for Forecast

[Disclaimer](#)

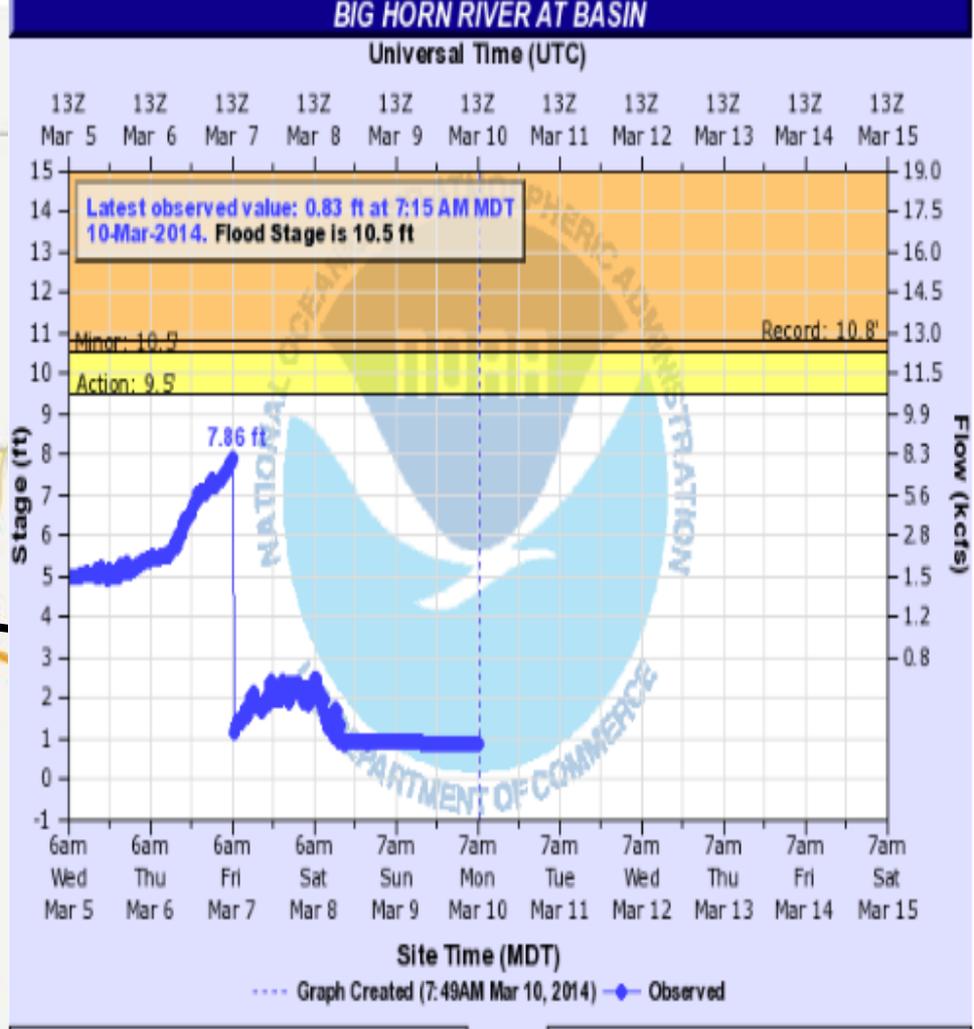


⊕ Requested Location

■ Forecast Area

Lat/Lon: 44.53°N 109.07°W Elevation: 4946 ft





TODAY



30%

Scattered  
Showers  
High: 49 °F

TONIGHT



90%

Rain/Snow  
Low: 30 °F

TUESDAY



40%

Chance  
Snow  
High: 40 °F

TUESDAY  
NIGHT



Patchy  
Fog  
Low: 22 °F

WEDNESDAY



Patchy  
Fog  
High: 46 °F

WEDNESDAY  
NIGHT



Mostly  
Clear  
Low: 24 °F

THURSDAY



Sunny  
High: 50 °F

THURSDAY  
NIGHT



Mostly  
Clear  
Low: 25 °F

FRIDAY



Mostly  
Sunny  
High: 50 °F



# Onsite and Decision Support Services





# Decision Support Services

- NWS Forecasters can be deployed to major incidents (e.g. wildfires)
- Provide onsite support at an emergency ops center, incident command post, etc.
- Request for NWS onsite services typically comes from county emergency manager or incident commander





# Spot Weather Forecasts

- Provide weather forecasts for a specific location
- Used when requested by public safety official if essential to public safety:
  - Wildland Fires
  - Out of control burn
  - Search & Rescue
  - HazMat
- Forecasts generated from the NWS office
- **Forecasts can be provided verbally or as text**





# Information Shared to Many

Decision Support Services are provided for a wide-array of agencies and incidents





# Nat'l High School Finals Rodeo

- Daily spot weather forecast by 0600
- Could contact ICP and EMs directly via cell
  - Heads-up on thunderstorms
  - Strive for 30+ minutes lead time
- Monitored via WebEOC
- Could contact with WYOLink
- Pre-briefing with NWS staff about venue and weather services





**Impact**





# Impact

If a tree falls in  
the woods and  
no one is there  
to **tweet**  
about it, did it  
really happen?



# Impact

- Open line of communication with NWS
  - NWSChat
  - Social Media
  - WYOLink
  - WebEOC
  - Call a forecaster: 800-211-1448
  - What are we missing?



# Boulder, CO Example – Sept 2013

- Alerting Methods Used:
  - Sirens
  - Mass notification system sent texts, calls, emails
  - EAS
  - Wireless Emergency Alerts – cell phones
  - Social media
  - Was prepared for hazard-specific polygons
- New role in EOC: **E-Sponder**
  - Monitors, filters, & disseminates social media info
  - Provides situational awareness based on what people are posting online
  - E-sponder observed pulse of the people





# Information You & Us Should Share

- Storm Damage
- Flooding
- Road Closures
- Hail Reports
- Weather Warnings
- Truck blowover due to wind
- Snowfall Totals
- Did you notify the NWS? Phone, email, etc.
- What are the impacts in your area?

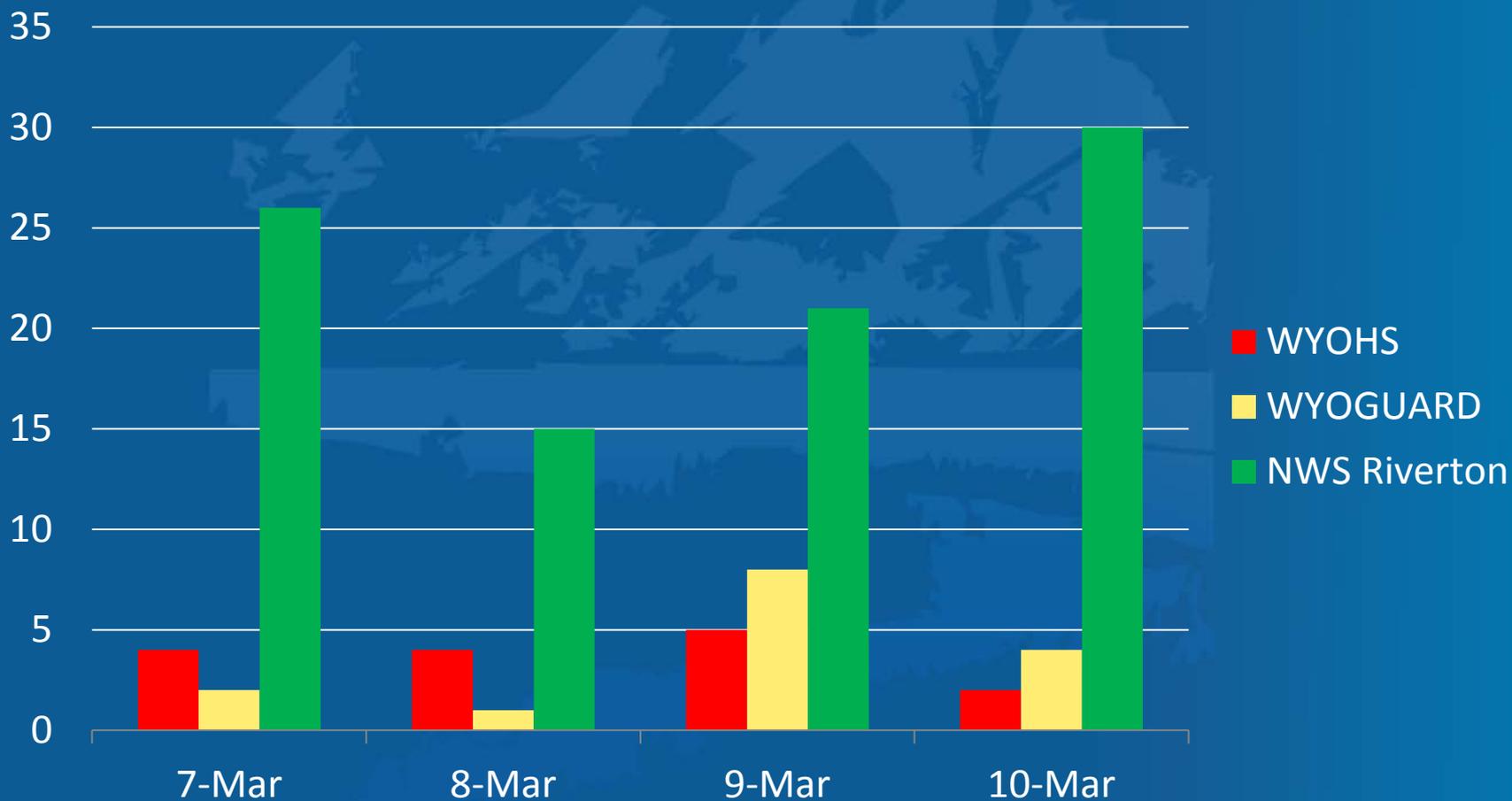




**Our world has changed...**



# Tweets by Day During Big Horn Basin Flooding





# Learning





# MISTAKES

I don't mind learning from my mistakes. I just don't want to earn a PhD.





# Learning

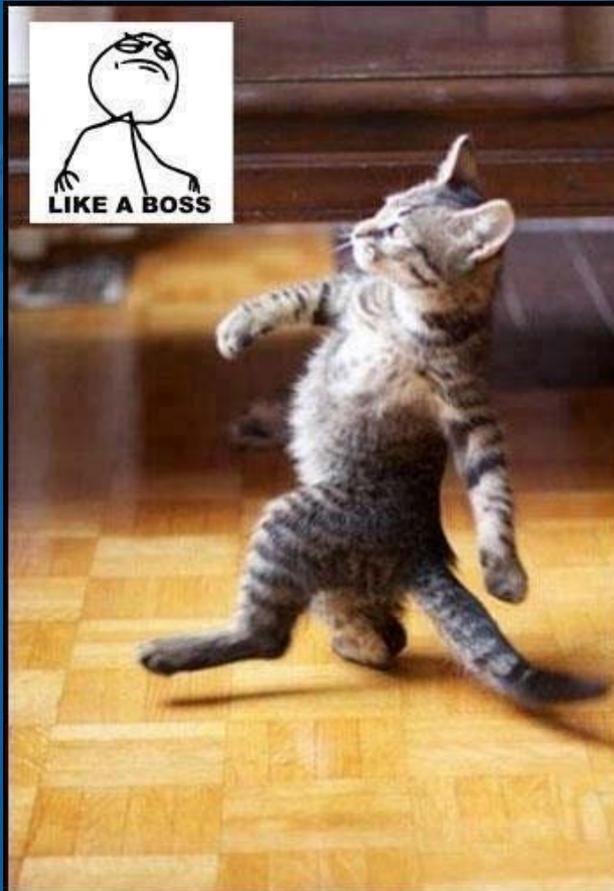
- Pass on your impacts!
- Storm Data and Verification
- After Action Reviews & Post-Mortems
- General Feedback About our Performance
  - Email Us!
  - Suggest a conference call with NWS & other EMs and partner agencies
- Workshops
- Exercises
- Information Campaigns







# USING SOCIAL MEDIA TO COMPLETE THE MISSION...



[LOLhome.com](http://LOLhome.com)





# Why Social Media?

Each disaster sparks its own complex web of fast-paced information exchange. That's a good thing, says Mark Keim, associate director for science in the Office of Environmental Health Emergencies at the U.S. Centers for Disease Control and Prevention (CDC), it can both improve disaster response and allow affected populations to take control of their situation as well as feel empowered.





# Why Use Social Media?

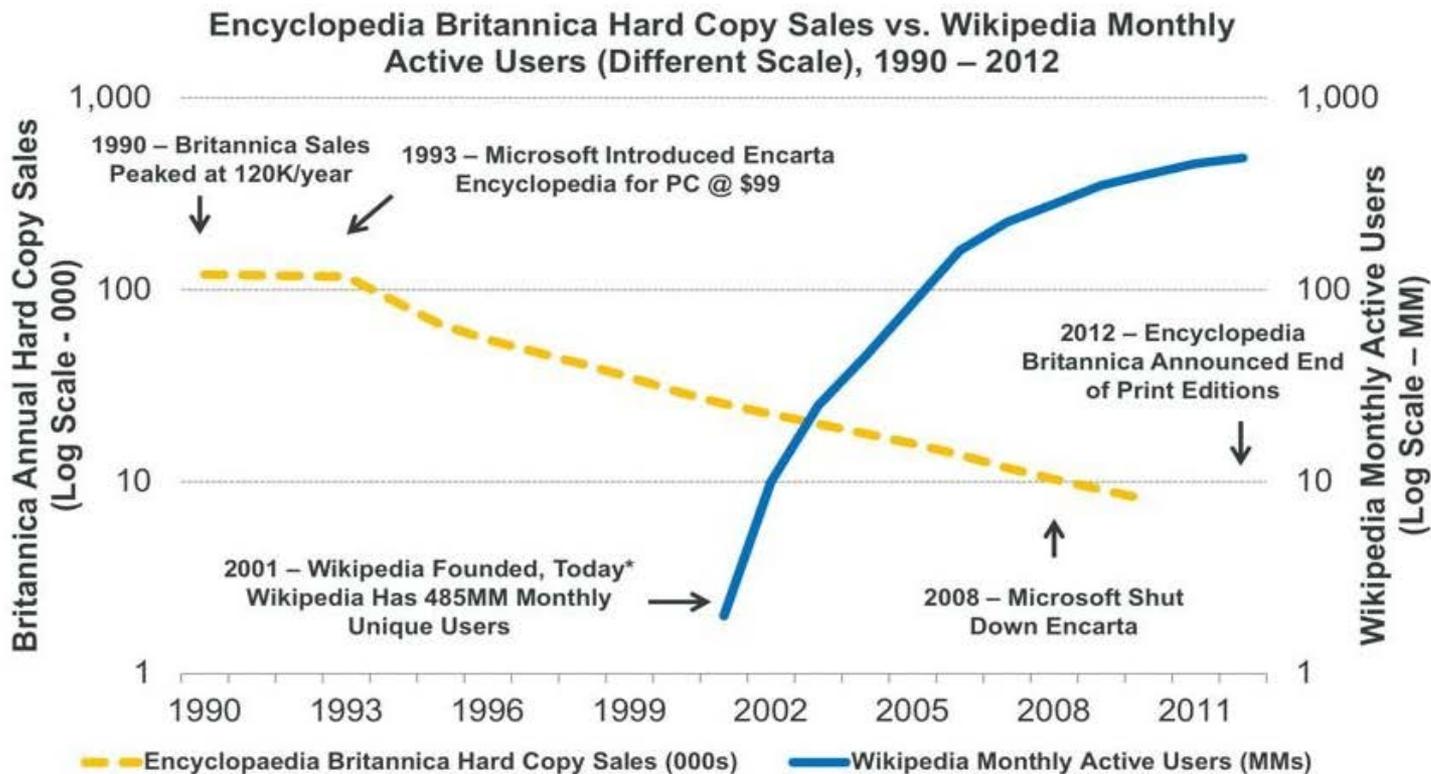
These are times of change...





# Why Social Media?

## 244 Years In, Encyclopedia Britannica Went Out of Print in 2012

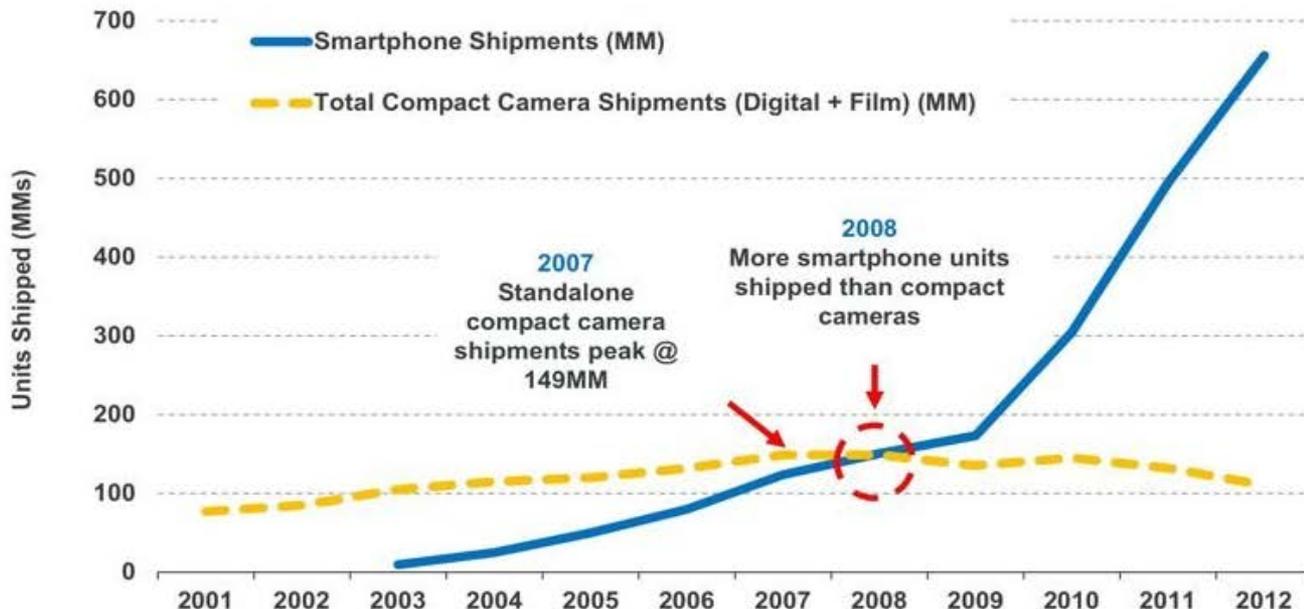




# Why Social Media?

169 Years In, Standalone Compact Camera Shipments Were Surpassed By Smartphone (with Camera) Shipments in 2008

Worldwide Smartphone vs. Standalone Compact Camera Shipments  
2001 – 2012E



KPCB

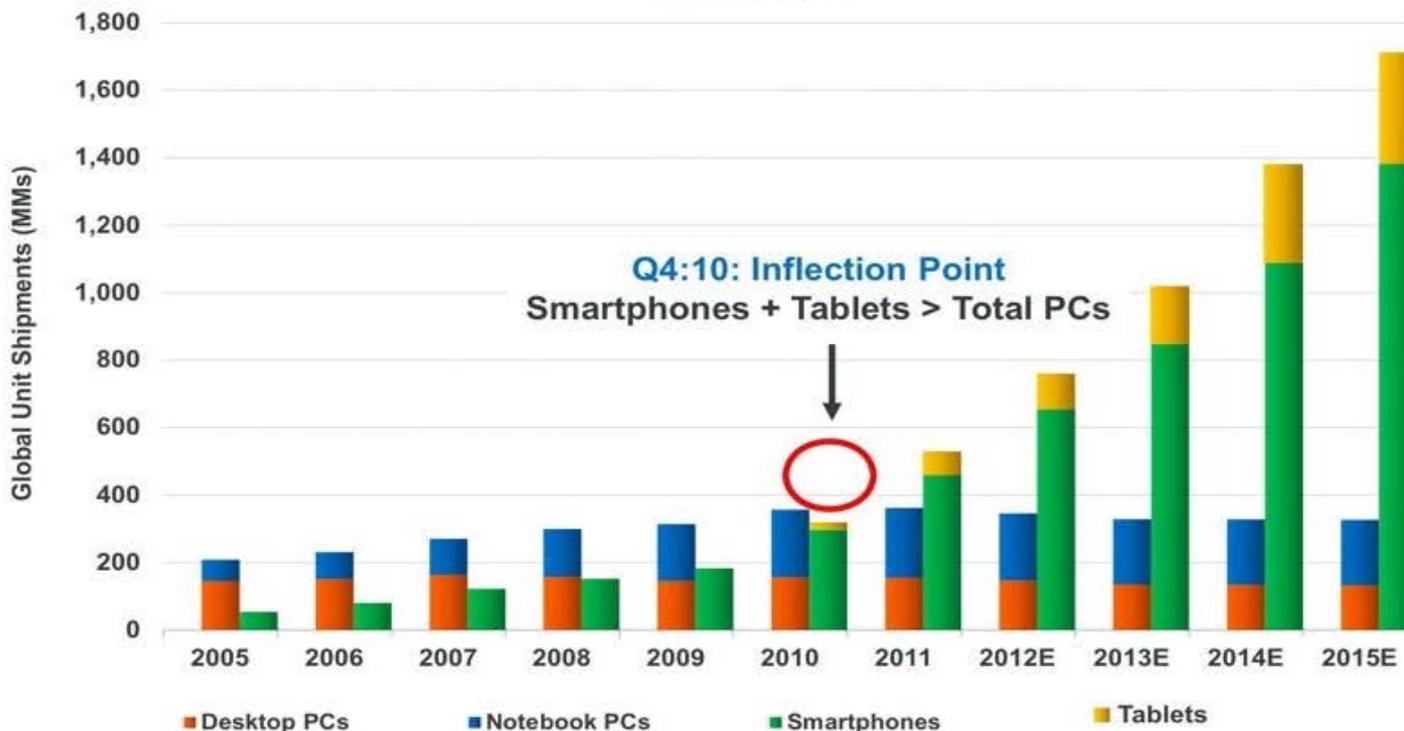
Source: Digital Camera: 2001-2002 data per Photo Marketing Association; 2003-2012E data per IDC. Film Cameras: 2001-2005 data per Photo Marketing Association; 2006-2012E data per KPCB estimates. Smartphone units data per Morgan Stanley Research



# Why Social Media?

## Global Smartphone + Tablet Shipments Exceeded PCs in Q4:10

Global Unit Shipments of Desktop PCs + Notebook PCs vs. Smartphones + Tablets, 2005-2015E



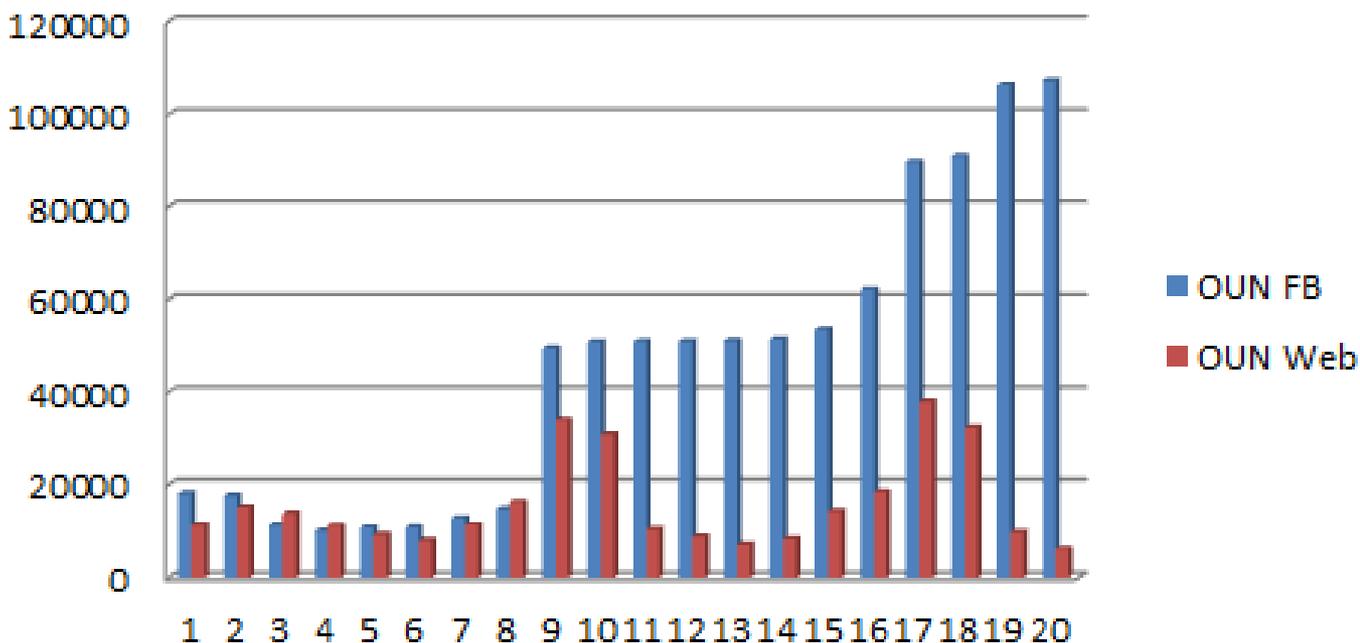
KPCB

Note: Notebook PCs include Netbooks. Source: Katy Huberty, Ehud Gelblum, Morgan Stanley Research. Data and Estimates as of 9/12.



# Why Social Media?

## NWS Norman Facebook vs. Web



National Weather Service Facebook pages are now routinely reaching more people than our website – sometimes, many more are reached





# The Impact of a single tweet...

- AP (Associated Press) Twitter account got hacked April 23<sup>rd</sup>...stated incorrect info about the President





# Why Use Social Media?

These are times of change...

A central advertisement for the Samsung Galaxy S IVI. The phone is shown at an angle, displaying a futuristic interface with a glowing blue and purple galaxy in the center. The time "09:45" and the text "Samsung" are visible on the screen. The background of the ad is a collage of images: a light blue rotary telephone on the left, a camera lens on the right, a computer keyboard and mouse at the bottom, and a stack of papers at the bottom right. The text "INNOVATION. This time it's true." is centered above the phone. Below the phone, the text "Samsung GALAXY S IVI" is displayed, with "S" and "IVI" in a stylized font. At the bottom, it says "Let us skip the boring part." and "phoneArena" is visible in the bottom right corner.

INNOVATION.  
This time it's true.

09:45  
Samsung

drag icon to the center of galaxy

Samsung  
GALAXY S IVI

Let us skip the boring part.

phoneArena



# Why Social Media?

- ☀ It is free!!!
- ☀ Social media is not evil
- ☀ But it is also not the silver bullet
- ☀ Social Media won't replace the hardened network, but it can extend it
- ☀ Social Media can allow the emergency management community to reach a whole new audience





# Setting Up Accounts

- Facebook & Twitter:
  - Facebook.com / twitter.com
  - For Facebook, create a “root account” and then use that account to create a “Page”
  - Create a business / agency page
    - Multiple logins (individual websites only)
    - No worry for employee transitions or guest use (PIO)

**Social Media has become  
the #1 activity on the Web**





# Setting Up Accounts

## Why Create a “Page” on Facebook?

### Page

- Users can “Like” the page for instant access to content
- Admins can be employees with Facebook accounts
- You can give your root account password to a temp. PIO without putting personal info at risk
- Easy adjustment if said employees depart
- A page can be liked and followed by a private individual or a business so you broaden your reach

### Account

- Users must submit a “Friend Request” which has to be manually accepted by admin and your page cannot be “friended” by a business (like the NWS)
- Adjustment to content can only be made by logging in to primary account
- Complicated if employee leaves and hasn’t left anyone else with admin
- Your information does not show up in our news feed (because we can’t be “friends”)





# Creating a Facebook Page

The screenshot shows the Facebook interface with several key elements highlighted:

- Top Left:** A dropdown menu for "PAGES" is open, with the "MORE" option circled in red. The menu lists "US National Weather Servic...", "NWS National Week of Serv...", "Women-Men In Science - Ri...", "Pages Feed" (with a "20+" badge), "Like Pages" (with a "8" badge), and "Create Ad".
- Search Bar:** A search bar with the text "Search for people, places and things" and a magnifying glass icon.
- Left Sidebar:** The "Nws Riverton" profile picture and name are circled in green. A yellow arrow points from the text "Root account name" to this profile picture.
- Right Panel:** The "Pages" section is visible, with a "+ Create a Page" button circled in red. Below it, a list of pages includes "Pages Feed" (Used today) and "US National Weather Service Riverton W..." (Used today).

Root account name



# Logging in to Your Facebook Page

- Login using your root account (Ours is “First Name” NWS “Last Name” Riverton)
- Then, you will be brought to the root account’s (Mr. NWS Riverton) personal page. You will need to click on the cog wheel next to the lock in upper right corner, and click on your page name (ours is US National Weather Service Riverton) under “Use Facebook as:”

A screenshot of the Facebook login page. The top navigation bar is dark blue with the Facebook logo, a search bar, and navigation links for Home, Find Friends, and Nws. A cogwheel icon is circled in red. A dropdown menu is open, showing the option "Use Facebook as:" with a sub-option "US National Weather Ser..." also circled in red. The main content area shows a "Welcome to Facebook, Nws." message with a "Find Friends" button and a "Search your email for friends already on Facebook" section. The left sidebar shows the user's profile "Nws Riverton" and a list of favorites and pages.



# Page Home Feed vs. Page Wall

## Page Home Feed

- A place to collect information *from* others
- View posts from other entities
- Share posts from other entities easily
- Liking more pages improves Situational Awareness

## Page Wall

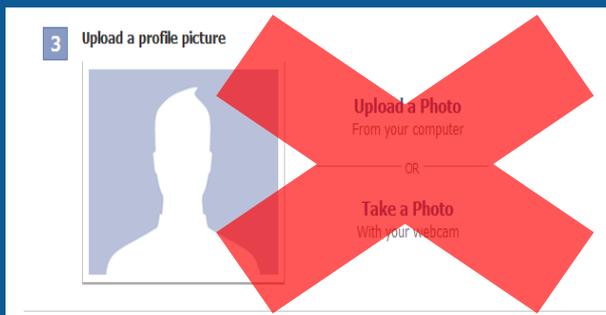
- A place to share information *with* others
- View posts you have created
- Promote your own posts or customer posts
- Allows you to freely interact with customers





# Using Your Facebook Page

- Once you are using Facebook as your agency page, you are ready to post officially on your wall (what everyone sees when they go to like and interact with your page)
- **CAUTION:** If you post as your root account, your post will show up on the “posts by others” section-not on your wall. Your fans will not see it in their news feeds.
- **TIP:** To ensure that you are always posting in an official capacity, do not upload a profile picture for your root account - DO edit your profile picture once you are using Facebook as your page.





# Page Home Feed Example

facebook

Search for people, places and things

US National Weather Service ... Home



FAVORITES

- News Feed
- Insights
- Messages
- Events
- Photos

APPS

- Notes
- Links
- Places Editor

PAGES

- Pages Feed
- Like Pages

20+

Update Status Add Photos/Video

What's on your mind?

SORT



Casper Police Department

Casper police had a great time doing a career day presentation for the awesome teens and staff at the Boys and Girls Club.



Like · Comment · Share · 10 · 1 · about an hour ago



Smokey Bear

Please teach your kids (and adults who need a reminder) not to play with matches.

Like · Comment · Share · 846 · 21 · 100 · about an hour ago



Northern Wyoming Daily News

Brady Bryant, Come On Down!  
Worldman appears on The Price Is Right.  
See tomorrow's Daily News for the story.



Insights Summary

See All

142 New Likes

2,438 Talking About This

70,396 Weekly Total Reach

1 New Check-ins

Insights are visible to page admins only.

Click here to see what the pages you "like" are posting

If you see something that is relevant to your fans on this page, you must click "Share" in order for them to see it. It will then appear on your wall...



# Page Wall Example

facebook 3 Search for people, places and things

US National Weather Service ... Home

US National Weather Service Riverton Wyoming  
4,688 likes · 2,339 talking about this · 57 were here

Government Organization  
Facebook posts do not always reflect the most current information. For current official info, visit: <http://weather.gov/>

About Photos Likes Events Notes 16

Highlights

Status Photo / Video Offer, Event +

What have you been up to?

US National Weather Service Riverton Wyoming  
5 hours ago

Remaining cool, with isolated rain showers & thunderstorms possible.

Cool, with isolated rain and thunderstorms possible

Forecast map showing temperatures and weather conditions across Wyoming.

National Weather Service - Riverton  
Created at 5:00 AM MDT - Wednesday, October 7, 2013

Recent Posts by Others

Michael Tapp  
@ Lenticular cloud just east of US 287 between Fort Washakie and...  
October 7 at 5:43pm

Tanya Shatwell  
What's weather supposed to be like tomorrow?  
October 6 at 4:51pm

Michael Tapp  
@ In Fort Washakie this morning.  
October 5 at 7:39am

Tanya Shatwell  
Do we have anymore storms behind this one brewing?  
October 4 at 9:18pm

Jamie Bates  
@ Jamie posted a photo.  
October 4 at 8:55pm

More Posts

Reviews

Michelle Olsen  
★★★★★ I appreciate their hard work and dedication at...  
about a week ago

Deborah Patterson Duncan  
★★★★★ very useful info  
last Friday

Corrina McKee  
★★★★★ This site keeps me up to date, love this site. T...  
last Friday

Mike Lee  
Miss weber county  
about a month ago

Click here to go back to your wall

Any posts that you decide to "share" from your news feed will appear here.

These posts will show up on the news feeds of your fans.





# Improving Posts

- Does it seem like your posts get:
  - Limited Shares / Re-tweets
  - Limited Customer Interaction
- Do you have:
  - Limited “Likes” / “Follows”
- NWS Riverton’s Social Media Accounts were the same way, and then...





# FACEBOOK ENHANCEMENT





# Improving Posts

facebook

Search for people, places and things



US National Weather Service ...

Home



## Admin Panel

Edit Page

Build Audience

**See Insights**

Help

Hide

Promote Page

Posts · Notifications

Post	Total Reach?	Paid Reach?	Promotion
A very active day across western & cen...	869	--	Boost Post
Here are some snowfall totals from Wes...	1,146	--	Boost Post
Another winter storm to impact Wester...	655	--	Boost Post
The weather pattern becomes active o...	1,328	--	Boost Post
US National Weather Service Riverton ...	417	--	Boost Post

Messages

See All



You've turned off the Message button for your Page. To turn the button back on, visit your admin settings.

Recent

2014

2013

2012

2011

Founded

Get More Likes

See Likes

Pages to Watch

Add Pages

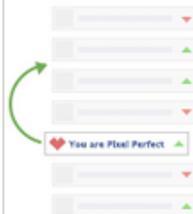
Page Tips

Get likes from people nearby



Reach up to **19,000** people near **Riverton, Wyoming**.

Promote Page



New! Pages to Watch

+ Add 5 Pages

Track the progress on any Pages you want to watch. You'll see how many likes they get so you can keep up.



Get Free Cards

Promote your Facebook Page with a free pack of cards from Moo.com, while supplies last.

**New: See Who's Posting as US National Weather Service Riverton Wyoming**

Starting on February 20, the names of admins will show next to their posts and comments. This will be visible to anyone with an admin role on your Page.

Learn More

See Your Ad Here

US National Weather Service...



# Using Insights to Gain Audience Knowledge

facebook  US National Weather Service... Home

**US National Weather Service Riverton Wyoming** [Ads Manager](#) [Export Data](#)

[Overview](#) [Likes](#) [Reach](#) [Visits](#) [Posts](#) [People](#)

Showing data from 02/06/2014 - 02/12/2014

### Page Likes

5,300 Total Page Likes  
▲0.8% from last week

42 New Page Likes  
▲7.7%

Thu Fri Sat Sun Mon Tue Wed

### Post Reach

10,798 Total Reach  
▼31.8% from last week

10,379 Post Reach  
▼24.5%

Thu Fri Sat Sun Mon Tue Wed

### Engagement

1,956 People Engaged  
▼4.9% from last week

704 Likes

284 Comments

361 Shares

7,729 Post Clicks

Your 5 Most Recent Posts

Legend: ■ Reach: Organic / Paid ■ Post Clicks ■ Likes, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
02/12/2014 4:57 am	A very active day across western & central Wyoming today. Periods of moderate snow will fall across the	📄	🌐	869 <span style="color: orange;">■</span>	133 33 <span style="color: blue;">■</span> <span style="color: pink;">■</span>	<a href="#">Boost Post</a>
02/11/2014 8:10 pm	Here are some snowfall totals from Western Wyoming through 600 PM Tuesday. <a href="http://ow.ly/tx8jj">http://ow.ly/tx8jj</a>	📄	🌐	1.1K <span style="color: orange;">■</span>	103 8 <span style="color: blue;">■</span> <span style="color: pink;">■</span>	<a href="#">Boost Post</a>
02/11/2014 3:49 pm	Another winter storm to impact Western Wyoming Wednesday through Thursday. <a href="http://ow.ly/i/4zkgb">http://ow.ly/i/4zkgb</a>	📄	🌐	655 <span style="color: orange;">■</span>	123 20 <span style="color: blue;">■</span> <span style="color: pink;">■</span>	<a href="#">Boost Post</a>





# Using Insights to Gain Audience Knowledge

Search for people, places and things

You are posting, commenting, and liking as US National Weather Service Riverton Wyoming — [Change to Nws Riverton](#)

Overview | Page | Posts | **People** | [US National Weather Service Riverton Wyoming](#) | [Export Data](#) | [...](#)

[Your Fans](#) | [People Reached](#) | [People Engaged](#)

The people who like your page.

### Age & Gender

Compare demographics of people who like your Page with the demographics of Facebook's total population.

Age Group	Your Fans (Women)	Your Fans (Men)	All of Facebook (Women)	All of Facebook (Men)
13-17	0.4%	0.7%	0.4%	0.7%
18-24	4%	4%	4%	4%
25-34	17%	8%	17%	8%
35-44	18%	9%	18%	9%
45-54	13%	6%	13%	6%
55-64	9%	4%	9%	4%
65+	4%	2%	4%	2%

**Women: 64%** Your Fans vs **46%** All of Facebook  
**Men: 35%** Your Fans vs **54%** All of Facebook

### Geography & Language

The estimated location of people who like your Page and their default language setting.

Country	Number of Fans	City	Number of Fans	Language	Number of Fans
United States of America	4,520	Casper, WY	684	English (US)	4,449
Canada	11	Riverton, WY	365	English (UK)	125
Germany	10	Lander, WY	161	Spanish	31
Italy	9	Rock Springs, WY	143	Spanish (Spain)	9

[Chat](#)



# Using Insights to Gain Audience Knowledge

US National Weather Service Riverton Wyoming

You are posting, commenting, and liking as US National Weather Service Riverton Wyoming — Change to Nws Riverton

Overview Page **Posts** People

Showing the last 7 days of data.  
09/30/2013 - 10/06/2013

### Page Likes

4,685 Total Page Likes  
▲3.9% from last week

174 New Page Likes  
▲50%

— This week  
— Last week

### Post Reach

67,761 Total Reach  
▲47.1% from last week

65,689 Post Reach  
▲48.7%

— This week  
— Last week

### Engagement

7,104 People Engaged  
▲18.4% from last week

1,906 Likes

891 Comments

1,463 Shares

30,306 Post Clicks

### Your 5 Most Recent Posts

Reach Post Clicks Likes, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
10/08/2013 5:14 am	Cooler, with increasing clouds.	Image	Public	1K	124 15	Boost
10/07/2013 6:13 am	Visible satellite image Sunday morning showing the widespread snow cover across eastern Wyoming & west	Image	Public	6K	473 203	Boost
10/07/2013 5:13 am	Sunny and warmer again today to start the work week. As always, for forecasts at individual locations, please	Image	Public	1.3K	101 28	Boost
10/06/2013	Stay dry for as long as possible this morning, then warming	Image	Public		70	

Chat



# Using Insights to Gain Audience Knowledge

Facebook interface showing the 'When Your Fans Are Online' insight for the US National Weather Service Riverton Wyoming page. The page is viewed as 'US National Weather Service Riverton Wyoming'.

Navigation tabs: Overview, Page, Posts, People. The 'When Your Fans Are Online' tab is highlighted with a red circle.

Sub-navigation: All Posts, When Your Fans Are Online, Best Post Types.

Section: All Posts Published (July 11, 2013 to October 08, 2013)

Filters: Reach, Post Clicks, Likes, Comments & Shares.

Published	Post	Type	Targeting	Reach	Engagement	Promote
10/08/2013 5:14 am	Cooler, with increasing clouds.	Image	Global	1K	124 15	Boost
10/07/2013 6:13 am	Visible satellite image Sunday morning showing the widespread snow cover across eastern Wyoming & w	Image	Global	6K	473 203	Boost
10/07/2013 5:13 am	Sunny and warmer again today to start the work week. As always, for forecasts at individual locations, please	Image	Global	1.3K	101 28	Boost
10/06/2013 5:08 am	Patchy fog possible again this morning, then warming daytime highs.	Image	Global	1.2K	79 26	Boost
10/05/2013 10:49 pm	Here are the latest snow storm totals <a href="http://ow.ly/pxg6x">http://ow.ly/pxg6x</a>	Link	Global	2.2K	306 17	Boost
10/05/2013 6:34 am	What a snowstorm for Casper! See what records were broken.	Link	Global	6.1K	627 132	Boost
10/05/2013 5:12 am	Patchy fog across the area, clearing to sunny skies and warming into the 40s.	Image	Global	1K	91 22	Boost
10/05/2013 12:08 am	Here is the latest information we could gather on shelter locations along Interstate 25. If you have any to add,	Image	Global	3K	290 104	Boost
10/04/2013 9:23 pm	Please share. You never know who you may reach that may need a warm place to go! If you know of other pl	Image	Global	18.7K	1.5K 728	Boost





# Using Insights to Gain Audience Knowledge

Facebook interface showing insights for US National Weather Service Riverton Wyoming.

**Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.**

### When Your Fans Are Online

Knowing when the people who like your Page are on Facebook can help you share posts when they'll be seen.

#### Days

The average number of your fans who saw any posts on Facebook by day of the week.

Day	Average number of fans
SUN	4.2K
MON	4.3K
TUE	4.2K
WED	4.1K
THU	4.2K
FRI	4.2K
SAT	4.2K

#### Times

The average number of your fans who saw any posts on Facebook in an hour.

Time	Average number of fans
Midnight	~600
3am	~400
6am	~1,200
9am	~1,800
Noon	~1,900
3pm	~2,000
6pm	~2,100
8pm	2,275
9pm	~1,800
Midnight	~600

Facebook © 2013 · English (US) [Chat](#)



# What Types of Posts Are Best?

Search for people, places and things

You are posting, commenting, and liking as US National Weather Service Riverton Wyoming — [Change to Nws Riverton](#)

Overview | Page | **Posts** | People

US National Weather Service Riverton Wyoming | [Export Data](#)

All Posts | When Your Fans Are Online | **Best Post Types**

### Best Post Types

The success of different post types based on average reach and engagement.

Show All Posts

Reach | Post Clicks | Likes, Comments & Shares

Type	Average Reach	Average Engagement
Status	2.7K	118 Post Clicks 43 Likes, Comments & Shares
Photo	1.9K	377 Post Clicks 73 Likes, Comments & Shares
Link	1.9K	163 Post Clicks 50 Likes, Comments & Shares

About | Create Ad | Create Page | Developers | Careers | Privacy | Cookies | Terms | Help

Facebook © 2013 · English (US)





# Using Insights Data

- So what can you learn from this data?
  - How to phrase posts (age & demographics)
  - When to post (When Fans are Online)
    - Days of the week trends
    - Hour of the day
  - What type of posts are well received



## DEFINING GENERATIONS

HOW I PREFER TO COMMUNICATE WITH YOU...

Generation	Age	You Prefer...
Traditionalist	60	Let's have a conversation
Boomer	50	Call me on my cell
X'er	35	Send me an e-mail
Y'er	30	Text me
Millennial	25	Facebook/ Tweet to me





# Successful NWS Posts

- May 29<sup>th</sup>, 2013
- 4:35PM
- Post Type: *Photo*
- Reach: *41.3K*
- Likes: *215*
- Shares: *710*
- Comments: *37*

## Timeline Photos

Back to Album · US National Weather Service Riverton Wyoming's Photos · US National Weather Service Riverton Wyoming's Page · Previous · Next

www.wyroad.info Wed May 29 2013 04:54:49 PM

Copyright © 2013 State of Wyoming. All rights reserved.



Like Comment

Tag Photo



### US National Weather Service Riverton Wyoming

In Wyoming...Does Winter Really Ever End????? Here is a pic from Togwotee Pass around 5 pm today. (Source: WYDOT). Please share your RAINFALL amounts? Thanks!

Like · Comment · Share · Edit · May 29

215 people like this.

710 shares



**Wyomings Windriver Countrykid** Good ol Wyoming!

May 29 at 5:39pm · Like · 1



**Linda Willis Lallerstedt** That's where I feel at home at!

May 29 at 5:40pm · Like · 1



**Ryan Fannock** I may need to relocate from PA to WY....

May 29 at 5:43pm · Like · 2

Album: Timeline Photos

Shared with: Public

Tag This Photo

Edit Location

Change Date

Open Photo Viewer

Boost Post

Download

Make Profile Picture for Page

Move To Other Album

Embed Post

Delete This Photo



# Successful NWS Posts

- October 4<sup>th</sup>, 2013
- 9:23PM
- Post Type: *Photo*
- Reach: *18.8K*
- Likes: *65*
- Shares: *392*
- Comments: *13*

**US National Weather Service Riverton Wyoming** · 4,688  
like this  
October 4 at 9:23pm · 🌐

Please share. You never know who you may reach that may need a warm place to go! If you know of other places to shelter, please post them below.

**Without Power? Stranded on the Highway? Warming Shelters are Setting Up:**

**Known Shelters as of 9:00 PM Friday**

- Sheridan:**  
Sheridan Wesleyan Church  
404 West Brundage Lane  
Contact: 672-0612
- Buffalo:**  
Veterans' Home of Wyoming  
700 Veterans Ln  
Opened By: Johnson County Emergency Management  
Contact: 684-5511
- Casper:**  
Highland Park Community Church  
5725 Highland Drive  
Opened By: The Red Cross  
Contact: 262-1303
- Wheatland:**  
National Guard Armory  
1257 Cole Street  
Opened By: Wyoming National Guard  
Contact: 322-3052

Like · Comment · Share 🗨️ 392

👍 65 people like this.

**Bonnie Peterson** Thank you SO much!  
October 4 at 9:24pm · Unlike · 🔄 1

**Danelle Parks** Midwest set up their own emergency shelter also.  
October 4 at 9:26pm via mobile · Unlike · 🔄 2

**US National Weather Service Riverton Wyoming** Danielle - do you happen to know where in Midwest?  
October 4 at 9:30pm · Like

**Danelle Parks** The church in midwest on navy row.  
October 4 at 9:30pm via mobile · Unlike · 🔄 1

**Danelle Parks** Sonja Brow has more information as she set it up for the stranded motorists.  
October 4 at 9:31pm via mobile · Unlike · 🔄 1

**US National Weather Service Riverton Wyoming** We are also seeing reports that the Boyd Avenue Baptist Church in Midwest is offering shelter to stranded motorists.

\*Midwest: Boyd Avenue Baptist Church located on Navy Row across from the Town Park is hosting cots, blankets and meals until the roads open and travelers move on!" - From Jamie Jones on the Natrona County Emergency

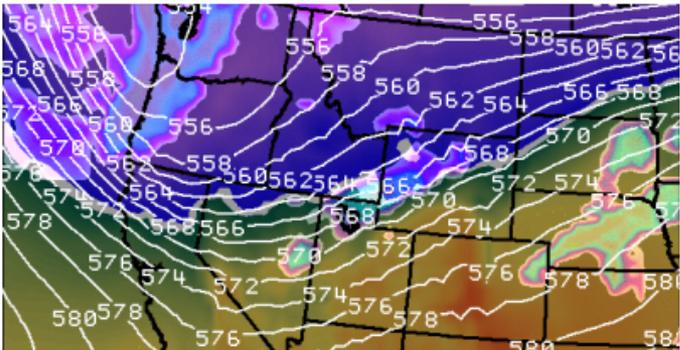


# Successful NWS Posts – Storm Prep

- October 1<sup>st</sup>, 2013
- 1:53PM
- Post Type: *Link*
- Reach: **3,144**
- Likes: **19**
- Shares: **23**
- Comments: **2**

 **US National Weather Service Riverton Wyoming** · 4,688  
like this  
October 1 at 1:53pm

Another round of significant snowfall will be possible during the later portion of the week. Check out this story for details:



**Significant Snow Possible Thursday and Friday**  
[www.crh.noaa.gov](http://www.crh.noaa.gov)

Monitor our Severe Weather Summary Page for current Warnings, Watches, and Advisories. What's the difference? Check the latest Weather Story graphic for an overview of the area forecast. Check out what's on the

Like · Comment · Share 23

Upper Colorado River Regional Drought Early Warning System, Iris Redcliff, Becky Hoff Dike and 16 others like this.

 **Jaime Jones** Bring it!!  
October 1 at 1:56pm · Like

 **Vickie Hall** Thanks! I'm heading to a sale in denver thurs so really watching your updates to decide what to do. Thank you guys !!  
October 1 at 2:16pm via mobile · Like

 Write a comment... 

3,144 people saw this post Boost Post



# Successful NWS Posts – Storm Prep

- September 24<sup>th</sup>, 2013
- 4:12PM
- Post Type: *Photo*
- Reach: 15,944
- Likes: 53
- Shares: 219
- Comments: 13

## Timeline Photos

Back to Album · My Photos

Previous · Next

**Timeline Photos**

Back to Album · My Photos Previous · Next

**Winter Storm Impacting the Region through Friday**

**Storm Total Snow – Tuesday Night thru Friday**

**Snowfall (in inches)**

0-3"
3-6"
6-9"
9-12"
12+"

**Forecast Storm Totals:**  
(These could change) (in locale higher amounts in favored areas)

Casper: Less than 2"  
South Casper: 1.5 - 3"  
Casper Mountain: 5 - 9"  
Lander: 4 - 6"  
South Pass: 10 - 12"  
Riverton: 2 - 4"  
Rock Springs: 1 - 3"  
Jackson: 1 - 3"

Created: 4:00 PM  
September 24<sup>th</sup>, 2013

A winter storm will begin impacting the west tonight with the heaviest snow expected on Wednesday. Areas east of the Divide will feel more of an impact Thursday night into Friday morning.

**Tree Damage / Power Loss – Thurs PM / Fri**

**Travel Impact Friday AM**

Like Comment [on](#) [weather.gov/riverton](#) Riverton W [Tag Photo](#)

**US National Weather Service Riverton Wyoming**  
Pick the tomatoes, put away the hose, and clear a spot in the garage - it's going to snow - and just about everywhere by the end of the week!

Find out more here: <http://www.crh.noaa.gov/news/display cmsstory.php?wfo=ri w&storyid=97271&source=0>

Like · Comment · Share · Edit · September 24

Mary Betty Pyle Hamilton, Joan Barrett, Laura Terrell and 50 others like this.

219 shares

**Todd Cook** I think the cold front just passed here in Alta.. winds went from SW to NW pretty quickly, and temps are dropping rapidly.. 63 to 56 in 10 min.

September 24 at 4:22pm · Unlike · #32

Album: Timeline Photos  
Shared with: Public

Tag This Photo  
Edit Location  
Change Date

Open Photo Viewer  
Boost Post  
Download  
Make Profile Picture  
Get Link



# What About Quiet Days?

- Number One Rule
  - “If it’s interesting to you, it’s probably interesting to your fans.”
- Examples of benign day posts:
  - Trivia
  - Data Retrieval
  - General Knowledge (Tidbits)
  - Photo Contest
  - Operations Photos (Behind the scenes)
  - This is the time you build relationship with your fans – be social! Be funny! Be human!



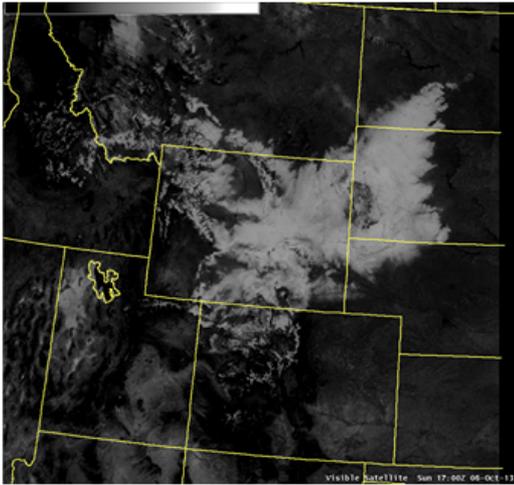


# Example of Quiet Day Post

- Easily Accessible Data
- Reach: 6,008
- Likes: 26
- Shares: 53
- Comments: 5

 **US National Weather Service Riverton Wyoming** · 4,688  
like this  
October 7 at 6:13am · 🌐

Visible satellite image Sunday morning showing the widespread snow cover across eastern Wyoming & western South Dakota. Here is a link showing how much precip (rain & melted snow) the Cowboy State has had over the past couple of weeks. [http://water.weather.gov/precip/index.php?yday=1381060800&yday\\_analysis=0&layer%5B0%5D=0&layer%5B1%5D=1&layer%5B2%5D=2&layer%5B3%5D=4&timetype=RECENT&loctype=STATE&units=engl&timeframe=last14days&product=observed&loc=stateWY](http://water.weather.gov/precip/index.php?yday=1381060800&yday_analysis=0&layer%5B0%5D=0&layer%5B1%5D=1&layer%5B2%5D=2&layer%5B3%5D=4&timetype=RECENT&loctype=STATE&units=engl&timeframe=last14days&product=observed&loc=stateWY)



Visible Satellite Sun 17:00Z 06-Oct-11

Like · Comment · Share 🗨️ 53

👍 Larry Martinosky, Laura Terrell, Debbie Taylor and 23 others like this.

 **Amanda Fitznugli** Omg, see the skull?  
October 7 at 8:26am · Like

 **Sarah Jane Edmondson** Naaa..looks like a flying prehistoric something.. he/she does appear to be glancing over to Nebraska with fear though... Nose in Colorado wings going out to the Dakotas and Montana.  
October 7 at 9:36am · Edited · Like

 **LightAlive Photography** Are we nearing the end of the drought in most of the state after the past two storms, and possible precip later this week?  
October 7 at 10:33am · Like

 **US National Weather Service Riverton Wyoming** You can view the WY drought monitor for last week at <http://droughtmonitor.unl.edu/>... and see that there has already been some improvement. Undoubtedly, the water content of this past storm will make another impact, especially in the areas of Converse and Niobrara counties where extreme drought had been indicated as of Oct. 1.

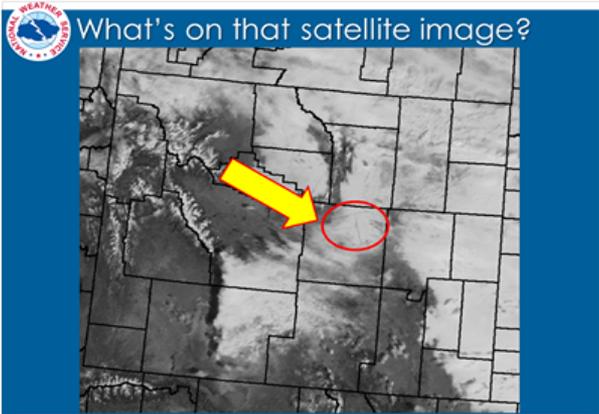


# Example of Quiet Day Post

- Engaging Users
- Reach: 5,450
- Likes: 24
- Shares: 12
- Comments: 39

 **US National Weather Service Riverton Wyoming** · 4,835  
like this  
23 hours ago · 🌐

One of our forecasters pointed out an interesting feature on a visible satellite image this morning. Anyone have any guesses what we're admiring within the highlighted area?

 What's on that satellite image?

[@NWSRiverton](#) [weather.gov/riverton](#) Riverton Weather

Like · Comment · Share 12

👍 24 people like this.

 **Stephanie Anderson-Brudigam** Snow? A fault line? Clouds?  
23 hours ago via mobile · Like

 **US National Weather Service Riverton Wyoming** Nope, nope, and kinda. Keep guessing!  
23 hours ago · Like

 **Julie Smith** No due.  
23 hours ago via mobile · Like

 **Jeff Bray** do let us know at some point!  
23 hours ago · Like · 🗨️ 1

 **Julie Smith** I-25 and some other road?  
23 hours ago via mobile · Like

 **Dejah Helfrich** tornado?  
23 hours ago · Like

 **Bob Winney-The Man Room** Con trails? Tell us already.  
23 hours ago · Unlike · 🗨️ 3

 **Katie Ann Sittner** Contrails?  
23 hours ago via mobile · Unlike · 🗨️ 5

 **Todd Cook** cloud seeding experiment... or big foot tracks...  
23 hours ago · Like



# Example of Quiet Day Post

- Sharing Other's Data
- Reach: 5.4K
- Likes: 77
- Shares: 69
- Comments: 60

 **US National Weather Service Riverton Wyoming** · 4,688  
like this  
September 21 at 7:42am · 🌐

Did you feel a couple jolts this morning? Well at approximately 7:16 AM a M 4.9 earthquake occurred 16 km west of Fort Washakie. So far we have received reports of people feeling the effects from Lander to Thermopolis. Feel free to post your reports below.

To see a current earthquake map in the country check out the USGS site here:

<http://www.earthquake.usgs.gov/>



**Earthquake Hazards Program**  
earthquake.usgs.gov

USGS Earthquake Hazards Program, responsible for monitoring, reporting, and researching earthquakes and earthquake hazards

Like · Comment · Share 🗨️ 69

👍 Judy Haney Jansen, Kristy Pavlus, Tjek Robinson and 74 others like this.

🗨️ View previous comments 49 of 59

 **Debra J. East** I felt it like a thump to my house in Lander.  
September 21 at 7:49am · Like

 **Heather Minnich** I felt it in Lander down on S. 1st Street.  
September 21 at 7:50am · Like

 **Jo Hartman** Wow, I'm not going crazy and it wasn't a cat on the roof. Just west of Riverton...very close to the Weather station. My dishes rattled...felt them both.  
September 21 at 7:51am · Like · 🗨️ 2

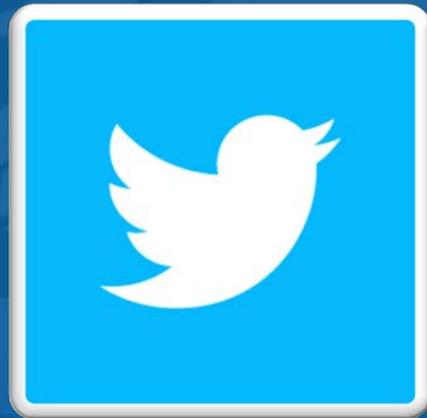
 **Carol Ebright** someone on another post said they felt it in Dubois....  
September 21 at 7:51am · Like

 **Tara Triplett** Didnt feel anything in Casper  
September 21 at 7:52am via mobile · Like

 **Tara Triplett** Kristy we are on a fault line.  
September 21 at 7:52am via mobile · Like · 🗨️ 1

 **Iris Redcliff** Dogs barked, I thought it was the deer again...  
September 21 at 7:53am · Like

 **Sheila Wagner** Took an emergency class a few years ago! Huge fault line in boysen  
September 21 at 7:55am via mobile · Like · 🗨️ 2



# TWITTER ENHANCEMENT





# Tweeting "Like a Boss"

## TIPS & TRICKS FOR A PERFECT TWEET

Dedicate few more moments to the **WRITING**, with perfect spelling and grammar your **TWEET** will be more readable and more influential.

**CALL TO ACTION**  
Motivate your readers to engage with your content

Feel free to put **EMPHASIS** on certain keywords by using square brackets "[]"

**TIP:** Avoid capitalizing words, unless you want to look as if you're shouting.

100 CHARACTERS

Instagram Video Vs. Vine #Infographic - Discover the most interesting Facts & Figures <http://goo.gl/tUvSy> (Blog)

**HASHTAG** will introduce your tweet in the realm of potential followers, so choose them wisely

For more elegant looking tweets try to **SAVE SPACE** as much as possible, for example you can replace "and" with "&"

**20 CHARACTERS**  
Link your tweet to a source - website, blog, social media and make sure it's worth a click

**20 characters RETWEET SPACE**

To make your tweet more retweetable **LEAVE EMPTY SPACE, AROUND 20 CHARACTERS** that can be used for additional content or mention

**TIP:** Use maximum 2 hashtags per tweet, more than that will be considered spam

**TIP:** Avoid slang and abbreviations. You can simply say "I think..." instead of AFAIK that stands for "As Far as I Know"

**TIP:** Use link shortening services (e.g. [goo.gl](http://goo.gl) or [bit.ly](http://bit.ly)) to create better looking links, by keeping the length under 20 characters

WWW.NEOMOBILE.COM  
WWW.NEOMOBILE-BLOG.COM  
@NEOMOBILE\_GROUP

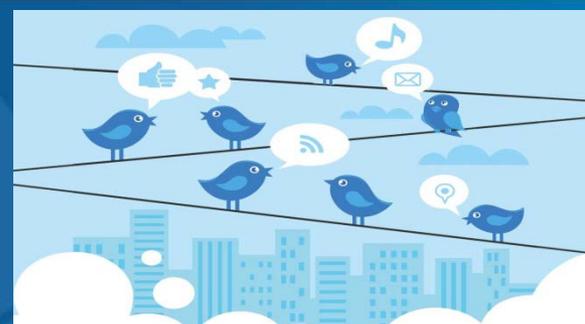
- 100 Characters – easily retweeted
- Try to work in 2 Hashtags (#) so that it can be easily searched
- Use a link shortening service
  - [goo.gl](http://goo.gl)
  - [hootsuite](http://hootsuite.com) / [owl.ly](http://owl.ly)
  - [bit.ly](http://bit.ly)
- If you provide a link, give a short description of what the link is about





# Things to Remember for Twitter

- Feeds change very quickly
- Users like very frequent updates
  - Gain more followers, especially during crisis scenarios
  - If you have a lot to share, try to spread it out or use a scheduling service (Hootsuite) to do it for you
- Tends to be a younger crowd than Facebook
- Limited to 140 characters (microblog)





# Crisis Scenarios on Twitter



**NWS Norman** @NWSNorman

30 May

255pm - To everyone retweeting about Guthrie, the **tornado** potential ended a long time ago. Please check the times!! #okwx

Expand

- When dealing with crisis events
  - Include time on posts (play-by-plays)
    - Less confusion when it is re-tweeted by followers
  - RT or MT (Modified Tweet; to remove wording you don't want or cannot fit) when needed
- Include event hashtag (create one if necessary)
- Consider Additional Hashtags:
  - Cities
  - Keywords
  - #wywx





# Event Hashtags on Twitter

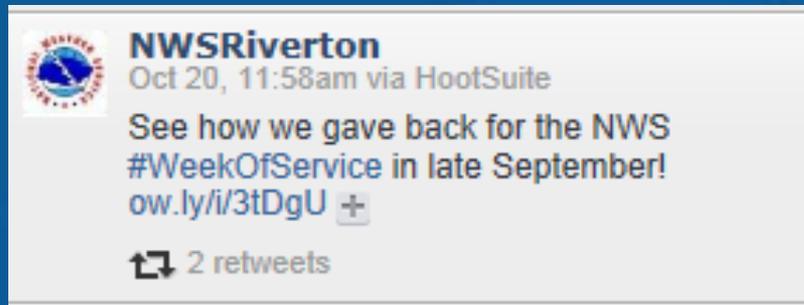
- Many larger events have a hashtag
  - Anyone can create the hashtag (why not you?), your followers are more than happy to use it and send you information.
  - Creating a hashtag for your event lends to easier information monitoring by you or your PIO. Services like Hootsuite make it easy to monitor all activity associated with a certain hashtag.
  - Examples:
    - #FairfieldHillFire
    - #FremontFlood
    - #YellowstoneComplex
    - #TetonAvalanche





# Quiet Day Tweet Ideas

- Social Media Drills
  - Ask people to retweet a post as part of a drill
    - Lots of new follows
- Entity Outreach Events
- Reaching Out to Customers Needing Info
  - Can find with keyword searches
- Follow Friday (#FF @NWSRiverton)





# May 20 NWS Norman, OK Feed

**NWS**  
National Weather Service

The National Weather Service (NWS) provides weather, hydrologic, and climate forecasts and warnings for the United States, its territories, adjacent waters and ocean areas, for the protection of life and property and the enhancement of the national economy.  
[www.weather.gov](http://www.weather.gov)

Search  Have an account? [Sign in](#)

**NWS Norman** @NWSNorman 20 May  
Preliminary information from NWS survey team near Shawnee indicates EF4 damage. Surveys are ongoing. more details later. #okwx  
Expand

**NWS Norman** @NWSNorman 20 May  
Please take a minute and read our updated Hazardous Weather Outlook! Important information! [ow.ly/lcUtW](http://ow.ly/lcUtW) #okwx  
Expand

**NWS Norman** @NWSNorman 20 May  
Increasing concern for more tornadoes today, especially along and south of I-44! Please retweet this and help us spread the word. #okwx  
Expand

**NWS Norman** @NWSNorman 20 May  
Attention school systems, parents and students!! We may be dealing with dangerous storms at school dismissal time! Plan ahead! #okwx  
Expand

**NWS Norman** @NWSNorman 20 May  
Get ready! More svr storms today with tornadoes/giant hail 1 pm-midnight SE Wichita Falls to Stillwater. #okwx #bwx  
Expand

**NWS Norman** @NWSNorman 19 May  
We can't thank everyone individually for sharing your pics and reports, but we do appreciate it. Please keep em coming! #okwx  
Expand

**NWS Norman** @NWSNorman 19 May  
Here's our very preliminary tornado track map that we prepared for 1st responders in the area. Not Final! #okwx  
[pic.twitter.com/q2C3Gj2DgH](http://pic.twitter.com/q2C3Gj2DgH)  
View photo

**NWS Norman** @NWSNorman 19 May  
We're going to be dealing with more severe weather tomorrow. #okwx [pic.twitter.com/Utmpux9wzz](http://pic.twitter.com/Utmpux9wzz)  
View photo

**NWS Norman** @NWSNorman 19 May



# May 20 NWS Norman, OK Feed



Search  Have an account? Sign in



# NWS

National Weather Service

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[www.weather.gov](http://www.weather.gov)

- 
**NWS Norman** @NWSNorman 20 May  
 322pm - the tornado is so large you may not realize it's a tornado. If you are in Moore, go to shelter NOW! #okwx  
 Expand
- 
**NWS Norman** @NWSNorman 20 May  
 TORNADO EMERGENCY for the City of Moore. Get as far inside a sturdy building as you can. Cover up! Do not wait! #okwx  
 Expand
- 
**NWS Norman** @NWSNorman 20 May  
 319pm - TORNADO Approaching area near Warren Theater in Moore! Please take shelter. This is as bad as it gets. #okwx  
 Expand
- 
**NWS Norman** @NWSNorman 20 May  
 317pm - Large tornado east of Bray, Stephens County. Take Cover RIGHT NOW!!! #okwx  
 Expand
- 
**NWS Norman** @NWSNorman 20 May  
 Large deadly tornado moving into Moore near 134th and Western. [pic.twitter.com/YA2pzEegqG](http://pic.twitter.com/YA2pzEegqG)  
 View photo
- 
**NWS Norman** @NWSNorman 20 May  
 307pm - Another tornadic storm is over northern Stephens County moving east!  
 Expand
- 
**NWS Norman** @NWSNorman 20 May  
 303pm - This is as serious as it gets for SW OKC and Moore. Please seek shelter now! #okwx  
 Expand
- 
**NWS Norman** @NWSNorman 20 May  
 302pm - LARGE VIOLENT TORNADO moving toward Moore and SW OKC. Take cover right NOW!!! Do not wait!! #okwx  
 Expand
- 
**NWS Norman** @NWSNorman 20 May  
 301pm - TORNADO EMERGENCY OKC METRO!!  
 Expand
- 
**NWS Norman** @NWSNorman 20 May  
 Large dangerous tornado at 3pm!!!  
[pic.twitter.com/2hUzMOBV7k](http://pic.twitter.com/2hUzMOBV7k)  
 View photo Reply Retweet Favorite More





# NWS Samples – Severe Weather

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# NWS

National Weather Service

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**NWS Riverton** @NWSRiverton

17 Sep

955PM - Another 1" hail report in SE #Riverton #wywx

Expand



**NWS Riverton** @NWSRiverton

17 Sep

Severe Thunderstorm Warning for Fremont [WY] till 11:00 PM MDT [bit.ly/18wVXI9?RIW](https://bit.ly/18wVXI9?RIW) including #Riverton and #Shoshoni

[View summary](#)



**NWS Riverton** @NWSRiverton

17 Sep

948PM-1inch diameter hail south of #Riverton in the Beaver Creek Area. #wywx

Expand



**NWS Riverton** @NWSRiverton

17 Sep

935PM-SIGNIFICANT WEATHER ADVISORY FOR SOUTHERN SWEETWATER COUNTY UNTIL 1030 PM MDT [bit.ly/18wTLdw?RIW](https://bit.ly/18wTLdw?RIW) #wywx

[View summary](#)



**NWS Riverton** @NWSRiverton

17 Sep

Report of pea sized hail 1" deep in Sublette County along County Rd 123 nr the Lander Cutoff Road. #wywx

Expand



**NWS Riverton** @NWSRiverton

17 Sep

915PM - Severe Thunderstorm Warning for Fremont [WY] east of Lander continues till 10:00 PM MDT [bit.ly/18wR9fK?RIW](https://bit.ly/18wR9fK?RIW)

[View summary](#)



**NWS Riverton** @NWSRiverton

17 Sep

915PM-A nice thunderstorm overhead at the NWS office with lots of lightning and heavy rain. Don't worry - we're observing from



# NWS Samples – Winter Weather

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# NWS

National Weather Service

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[View summary](#)



**NWS Riverton** @NWSRiverton

28 Sep

RT MT @YellowstoneNPS: The road btw Canyon & Norris in #Yellowstone is open to travel. Call 307-344-2117 anytime for the latest road info

[Expand](#)



**NWS Riverton** @NWSRiverton

28 Sep

830am-RT @YellowstoneNPS: The road between Canyon and Norris in #Yellowstone is temporarily closed due to snow (an)

[Expand](#)



**NWS Riverton** @NWSRiverton

28 Sep

City of #Riverton urging residents to haul broken branches to yard waste recycling at the bale station [bit.ly/18aAV9o](http://bit.ly/18aAV9o)

[Expand](#)



**NWS Riverton** @NWSRiverton

28 Sep

Patchy fog this AM, snow/rain across the W and breezy conditions across the W mountains and Wind Corridor. #wywx [ow.ly/i/3h1cu](http://ow.ly/i/3h1cu)

[View photo](#)



**NWS Riverton** @NWSRiverton

28 Sep

#RIW continues Freeze Warning for North Big Horn Basin, Southeast Big Horn Basin [WY] till 9:00 AM MDT #wywx [bit.ly/14PXf7N?RIW](http://bit.ly/14PXf7N?RIW)

[View summary](#)



**NWS Riverton** @NWSRiverton

28 Sep

Precip from Friday mornings snow set another record today for #Greybull. #wywx [bit.ly/14R2NyZ?RIW](http://bit.ly/14R2NyZ?RIW)

[View summary](#)





# Sample of Popular Tweet

## Your most popular Tweet this week:



**NWS Riverton** @NWSRiverton

04 Oct

Johnson Co emergency mgmt has opened a warming shelter at the Veteran's home in [#Buffalo](#) for those without power and who need oxygen.

★ 1 Favorites ↻ 9 Retweets

## Your most popular Tweet this week:



**NWS Riverton** @NWSRiverton

17 Oct

RT [@WyoMET](#): All roads into Yellowstone National Park are now open. [#wydot](#) [#wywx](#) [#yellowstonenationalpark](#)

★ 1 Favorites ↻ 7 Retweets



# Too Many Logins?

- Employees getting upset at the number of sites to monitor?
- Consider using an all-inclusive agent
- Used by NWS: 





# HOOTSUITE INFORMATION





# HootSuite Benefits

- Web-based
- Free (just like Twitter & Facebook)
- Two simultaneous log-ins
- Can post to multiple accounts at once
- Can monitor the same twitter searches
- Easily view your “Klout” score
  - Click on your agency name in feed and a window pops up. Your Klout score is on a scale from 1 to 100 and is based on how much your content is seen and acted upon (retweeted, shared, etc.) by your followers





# Hootsuite.com

## Social Media Management

The leading social media dashboard to manage and measure your social networks



- Manage multiple social networks
- Schedule messages and tweets
- Track brand mentions
- Analyze social media traffic
- 8 million+ satisfied users

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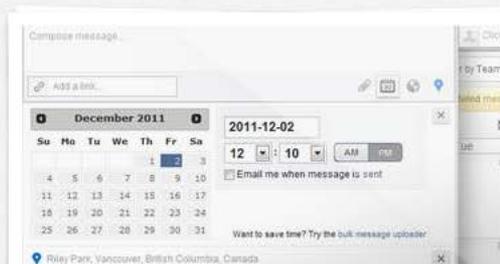
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### Hoo's Using HootSuite



*"HootSuite is an essential tool for managing social networks by allowing teams to efficiently track conversations and measure campaign results."*

- Pete Cashmore, CEO, Mashable





# HootSuite Interface

RIW Facebook & Twitter x Weather / WX x Severe Convection x Winter x Wind x Flood x Fire x Active Wildfires x I-80 / I-90 / I-25 x Yellowstone x Grand Teton x More... +

+ Add Stream + Add Social Network

### Wall Posts

(US National Weather Service Riverton)

**US National Weather Service Riverton Wyoming**  
5:12am

Remaining cool, with isolated rain showers & thunderstorms possible.



9 people like this

View all 1 comments

---

**US National Weather Service Riverton Wyoming SYNOPSIS:**  
Clouds will increase over the Cowboy State, as the next storm system dives southward toward the Desert Southwest today. Moisture from this system will make its way over the area, ... [show more](#)

5:13am

Add a comment...

**US National Weather Service Riverton Wyoming**  
Oct 08, 5:14am

Cooler, with increasing clouds.



11 people like this

View all 2 comments

---

**Allyson K-b** Please tell everyone involved with this service we appreciate all you are doing to keep us informed and safe! Thank you thank you thank you!!!  
Oct 08, 6:06am

---

**US National Weather Service Riverton Wyoming SYNOPSIS:**  
Cooler, but dry conditions today across the Cowboy State, as a cold

### Sent Tweets

(NWSRiverton)

**NWSRiverton**  
5:14am via HootSuite

Cool, with isolated showers and thunderstorms possible for Wednesday's weather story for W & central #Wyoming [#wywx ow.ly/i/3ne7R](#) +

2 retweets

**NWSRiverton**  
Oct 08, 5:15am via HootSuite

Cooler with increasing clouds for Tuesday's weather story for western & central #Wyoming [#wywx ow.ly/i/3mzWf](#) +

3 retweets

**NWSRiverton**  
Oct 07, 7:33am via HootSuite

Patchy dense fog in low lying areas near #Riverton till 9:00 AM MDT [#wywx bit.ly/1afBIFA?RIW](#)

2 retweets

**NWSRiverton**  
Oct 07, 5:16am via HootSuite

Sunny and warmer with breezy conditions across the Wind Corridor for Monday's wx story for w & central #Wyoming [#wywx ow.ly/i/3IS72](#) +

2 retweets

**NWSRiverton**  
Oct 07, 3:22am via HootSuite

Wto SW winds of 25-35 mph with gusts up to 45 mph expected over #Natrona co. and SE #Fremont co. [#wywx bit.ly/16NFEKe?RIW](#)

2 retweets

**NWSRiverton**  
Oct 06, 5:07am via HootSuite

Patchy fog possible again this am, then warming temps/clear skies for Sunday's weather story [#wywx ow.ly/i/3lqnH](#) +

2 retweets

**NWSRiverton**  
Oct 06, 2:12am via HootSuite

After Thu/Fri's snow storm, a new record low was set Saturday morning in #Worland

### Home Feed

(NWSRiverton)

**car2goSeattle**  
Oct 08, 3:07pm via Web

1 Community – 10 Real Stories. Write yours today! Act Now: \$10 Exclusive Membership + 30 Min @ [seattle.car2go.com](#) [pic.twitter.com/Qml1FkKcWQ](#)

Promoted by car2go Seattle

**David\_Mayberry**  
9:04am via TweetDeck

Good new photo gallery via @CSTribune: Transformation in the Bakken [bit.ly/GLp20G](#)

**bguen**  
4:55am via Tweet Button

St. Vincent Healthcare creates pharmacy residency program [#education #innovation: bit.ly/1ffcSc via @billingsgazette](#)

Retweeted by [billingsgazette](#) and 3 others

**TheDailyRanger**  
9:01am via HootSuite

Sports: Rustlers take a game from No. 6 WWCC but fall in four [ow.ly/pCUhy](#)

**EGBBC**  
8:59am via Web

Winter WX advisory in effect for UT Southern and Central Mnts above 7500 feet for 5-10 inches of snow from 8PM tonight thru 10/10.

**billingsgazette**  
8:58am via TweetDeck

Veterans Upward Bound running again after summer shutdown [http://ft.co/tsNANKGZyF](#)

1 retweets

**FlareAware**  
8:55am via FlareAware

The hourly sun (at 02:29 pm UTC). Visit [FlareAware.com/weather](#) for more info. [pic.twitter.com/G3WgO5hXT8](#)

1 retweets

**JacksonHoleBuzz**  
8:53am via dvr.it

Barrasso Blasts Interior Department Closures: Wyoming's US Senator John Barrasso blasted the Department of...

### Mentions

(NWSRiverton)

**izzaboo**  
Oct 06, 11:13am via Twitter for Windows Phone

Many record lows being announced by @NWSRiverton . Seems like just a few weeks (1? 2? 3?) ago I was hearing about record highs. [#wywx @350](#)

**AINashPAO**  
Oct 06, 7:49am via HootSuite

RT @NWSRiverton: Patchy fog possible again this am, then warming temps/clear skies for Sunday's weather story [ow.ly/i/3lqnH](#) +

**thestormreport**  
Oct 06, 7:30am via Buffer

This week's snowstorm was the biggest so early in the season for Casper, WY. This & other records fr @NWSRiverton - [buff.ly/15PFB6K](#)

**wxjerdman**  
Oct 06, 6:40am via HootSuite

#Atlas was the heaviest #snow event so early in the season for Casper, WY. Recap from @NWSRiverton: [1.usa.gov/1aYyX1d](#)

1 retweets

**David\_Mayberry**  
Oct 05, 10:54pm via Twitter for iPhone

Natrona County, Casper big "winners" [#wywx #atlas RT @NWSRiverton: Here are the latest snow storm totals \[ow.ly/pgx6x\]\(#\)](#)

Show Conversation

**clbernal**  
Oct 05, 12:54pm via Twitter for iPhone

@bstorrow @TracyRingolsby @NWSRiverton Whoa... starting early down there. A balmy 88° in Austin today.

Show Conversation

**bstorrow**  
Oct 05, 12:26pm via HootSuite

Atlas facts: 16.2 inches of snow, 10 biggest snowstorm in Casper history, 3rd biggest Oct. storm of all time per @NWSRiverton [#wywx](#)

4 retweets



# HootSuite Interface - Searches

RIW Facebook & Twitter x Weather / WX x Severe Convection x Winter x Wind x Flood x Fire x Active Wildfires x I-80 / I-90 / I-25 x Yellowstone x Grand Teton x More... +

+ Add Stream + Add Social Network

**WY snow**  
Search

**Duracell**  
Sep 25, 3:37pm via TweetDeck  
NEW Duracell Quantum – the world's most advanced alkaline battery with unbeatable long lasting power. #QuantumHeroes pic.twitter.com/SUBDzrKdE7  
Promoted by Duracell

**JacksnHole\_Buzz**  
Oct 08, 9:16pm via twitterfeed  
Find this #Job & More Reservations Supervisor - Snow King Hotel - Jackson Hole, WY: This is an exciting opport... goo.gl/J9Pc7  
Retweeted by myJOBis4u

**JacksnHole\_Buzz**  
Oct 08, 9:16pm via twitterfeed  
Find this #Job & More Reservations Supervisor - Snow King Hotel - Jackson Hole, WY: This is an exciting opport... goo.gl/J9Pc7  
1 retweets

**MesocyclonicWX**  
Oct 08, 7:48pm via Twitter for iPhone  
#OnThisDay in 1990 , 7.9in of snow fell at #Cheyenne, WY set an all-time record for snowfall for any 24 hours in October. #wywx

**MikeSils**  
Oct 08, 5:35pm via Facebook  
Could Sunday be our Next "SNOW" Potential for Central WY? The EURO & Canadian models show it. Blog Post later. #wywx fb.me/1R08JW00b

**MikeSils**  
Oct 08, 5:35pm via HootSuite  
Could Sunday be our Next "SNOW" Potential for Central WY? The EURO & Canadian models show it. Blog Post later. #wywx ow.ly/i/3n0j0

**troyjowers**  
Oct 08, 10:50am via Twitter for Android  
God smiles on New Orleans in Oct! #beautifulDay. Sympathy for my snow covered family in WY / UT!

**Wyoming snow**  
Search

**Duracell**  
Sep 25, 3:37pm via TweetDeck  
NEW Duracell Quantum – the world's most advanced alkaline battery with unbeatable long lasting power. #QuantumHeroes pic.twitter.com/SUBDzrKdE7  
Promoted by Duracell

**DMND\_23**  
8:52am via Twitter for iPhone  
! There was a snow storm in Wyoming..Already???

**Josweat**  
8:23am via Tweetlogix  
Token Rican .. Truuuu RT @stephHEARTx: I lived in Wyoming for a few years .. ain't there but deer & white folks ... & snow  
Retweeted by stephHEARTx

**warnradio**  
8:25am via HootSuite  
Snow Storm The Day After 2013 wp.me/p2OWqf-zb The Snow Storm hit like a hammer throughout central Wyoming

**Josweat**  
8:23am via Tweetlogix  
Token Rican .. Truuuu RT @stephHEARTx: I lived in Wyoming for a few years .. ain't there but deer & white folks ... & snow  
1 retweets

**stephHEARTx**  
8:21am via Twitter for iPhone  
I lived in Wyoming for a few years .. ain't there but deer & white folks ... & snow

**warnradio**  
7:40am via Facebook  
Snow Storm The Day After 2013 wp.me/p2OWqf-zb The Snow Storm hit like a hammer throughout central Wyoming fb.me/33aguQ0S1

**BrianBrownNet**  
7:36am via Tweet Old Post  
Fall snow storm, tornadoes wallop Plains - A deadly storm rolled through parts of South Dakota. Wvoming. and... brbr.co/15SgGu3

**WY fog**  
Search

**CooperQuinn\_WY**  
Oct 08, 10:22am via HootSuite  
Big thanks to Nate @ECSTuning for helping out with my fog lights. Awesome customer service.

**MikeSils**  
Oct 07, 6:40pm via Facebook  
Morning fog to start the day in Riverton, but Temperatures did warmup in the 60's for much of WY and a few 70's E... fb.me/RRcn4Q1A

**JacksnHole\_Buzz**  
Oct 03, 7:31pm via divr.it  
#Weather Jackson, Wyoming Weather :: 30F LIGHT SNOW FOG/MIST /5 Day Forecast goo.gl/Kac07

**Rock\_Springs\_WX**  
Oct 03, 8:12am via Rock\_Springs\_WX 2  
Thunderstorm in Vicinity Rain Fog/Mist and 40 F at Rock Springs, WY s2z.us/li.htm

**Riverton\_WX**  
Oct 02, 11:06pm via Riverton\_WX 2  
Rain Fog/Mist and 42 F at Riverton Regional Airport, WY s2z.us/ko.htm

**#Casper**  
Keyword (NWSRiverton)

**JametheJTRAIN**  
9:09am via Web  
last night i turned my air conditioner on so that i would not be in the complete silence of my room because my room is 1000% haunted #Casper

**jorgeparedes96**  
9:07am via Instagram  
Con el perrito de mi gorda #casper #jorge #dog #love instagram.com/p/#QEW09RWHA/

**janettee91**  
9:03am via Twitter for iPhone  
I will be severely abusing the sun beds to be brown again #casper

**hashtag\_Thomson**  
9:01am via Web  
boom! letztes #Casper ticket für's #so36 abgegriffen! In die Presse!

**VValeed\_Amin**  
8:59am via Instagram  
#Casper #blanca #my #dogs #love #them #4f #i4l instagram.com/p/fQDKUNsMCV/

**ride\_to\_freed0m**  
8:57am via Web  
"I got a Furby but couldn't use it cuz it didn't come with batteries so I went out of my way to buy some" @samguest3 reminds me of u #casper

**TexOorTexcel**  
8:43am via Twitter for Android  
La rap est mort ok je suis casper #casper

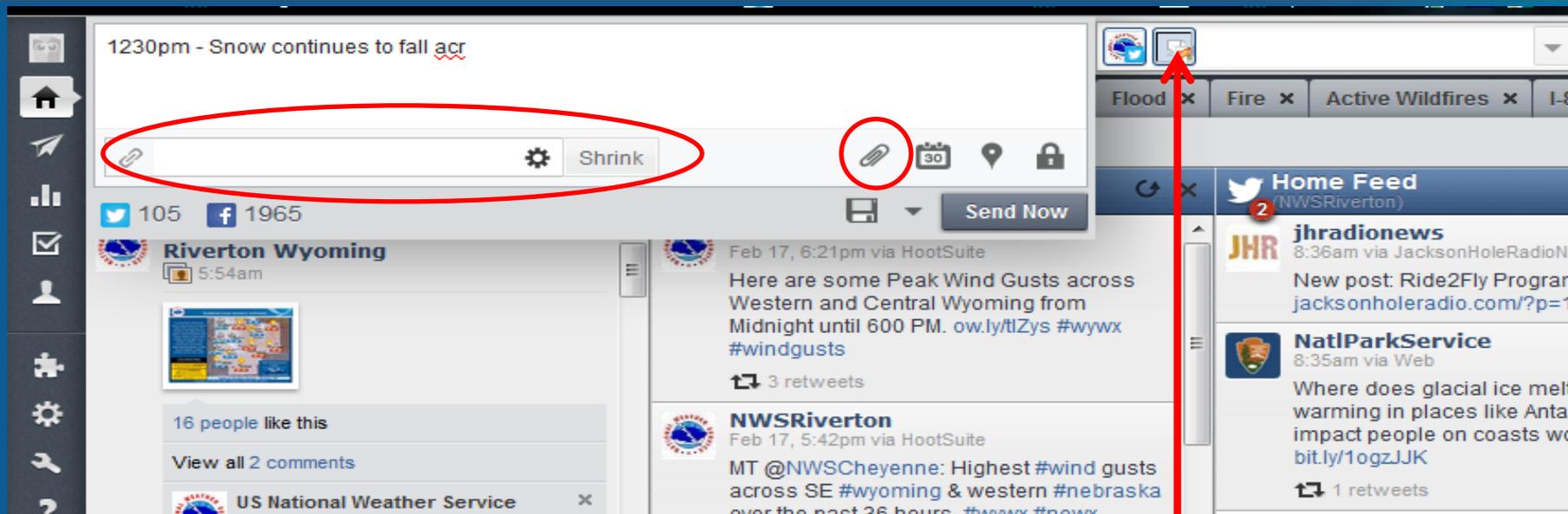
**Jonasboy6**  
8:34am via Web  
#Casper #Hinterland #Wunderschön

**Yerpes1997**  
8:17am via Twitter for BlackBerry®  
@Putabipolaridad Ups...es verdad...jajaja #CASPER.  
Show Conversation

**JuliaThielke**  
8:11am via Twitter for iPhone  
Dies ist kein Abschied, denn ich war nie



# HootSuite Interface – Posts



- Can include or exclude any accounts
- Can attach images, links (shortened or normal), location, etc.
- Can set-up so the shortened links to images for Twitter do not display on Facebook





# HootSuite Interface – Posts

A screenshot of the HootSuite interface. The top part shows a post composition window for a tweet. The text "1230pm - Snow continues to fall acf" is visible. Below the text, there are icons for attaching files, settings, and a "Shrink" button. A red circle highlights the character count "105" next to the Twitter icon. Another red circle highlights a calendar icon with "30" on it, indicating a scheduling option. To the right, there is a "Send Now" button. Below the composition window, a social media feed is visible, showing posts from "Riverton Wyoming" and "NWSRiverton". The "Riverton Wyoming" post includes a map and mentions "16 people like this". The "NWSRiverton" post is a retweet of a tweet from "@NWSChyenne" about wind gusts. On the far right, there is a "Home Feed" section with posts from "jhradionews" and "NatlParkService".

- Will track how many characters you have left for a Tweet (Shoot for 40 remaining characters)
- Can schedule a post for later





# What We Have Learned

- Most importantly:
  - NWS Riverton Post Hierarchy: Photo, Link, Status
  - Photos tend to the type to go “viral”
    - Pre- and During-Storm Infographics are very well received
  - Well received content has been on a trial and error basis
  - Ask yourself “What’s important today?”
- Aside from Insight Data, we’ve learned
  - Media enjoys seeing stories early
  - Users of Facebook do not like too many posts in a day
  - Twitter users appreciate a consistent feed of information throughout the day (not 12 posts at once and staying silent for the rest of the day)





# What We Have Learned

- So what do people want during a crisis?
  - Your area of expertise!
  - Information from sources they may not have thought of otherwise
    - We have posted WyDoT stories, limited Search & Rescue stories, Aurora updates, and concise information from other entities during an event (warming shelters, etc.)
  - Basically, as much as you can give them without cluttering their feed
  - Ability to post more frequently to provide important updates (especially on Facebook)





# What We Have Learned

- Remember:
  - Make sure you actively monitor the page during a crisis
  - May need extra staffing
  - Quick responses (even referring them to another link) improves relationships
  - Build your relationship with your fans *before* an event so that you are the first one they come to *during* an event



Fluffy says:

Do you need additional staffing to cover the crisis on social media?





# Summary of Social Media



## facebook

- More engaging content
- Photos seem to be best post type
- Unlimited character space for posts
- Not tolerant of frequent postings

## twitter

- Less detail in posts
- Use of hashtags to specify content
- 140 character limit in posts
- Users expect frequent updates

**If it interests you as the poster, it will likely interest your fans and/or followers!**





# Summary of Social Media

A lesson from the Joplin tornado post-assessment:

## Remember:

**Most people require multiple sources of information throughout their decision-making process to assess their personal risk, and a single source of information will not necessarily spur protective action!**

*Your Facebook Page and your Twitter message or Code Red or Nixle message may help people personalize the warning and therefore take protective action.*



+



+



 **NWS Norman** @NWSNorman 31 May  
730pm - VERY DANGEROUS SITUATION CONTINUES!! Will maintain two **tornado** warnings! Huge storm complex! Mustang, N Moore take cover!! #okwx





# Why Social Media?

**“If you are responding to a disaster you are irresponsible if you are not using social media.”**

- Chief Charles Werner (Charlottesville VA)





**QUESTIONS?**

