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Public Information Statement 16-28
National Weather Service Headquarters Washington DC
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TO: Subscribers:
 -NOAA Weather Wire Service
 -Emergency Managers Weather Information Network
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FROM: Mark Tew
 Chief, Analysis and Mission Support Division

SUBJECT: Exploring use of Instagram Social Media Service from
 August 1, 2016 through approximately November 2, 2016

Beginning approximately August 1, 2016, NWS will be exploring the potential use of Instagram to carry out the NWS mission at local NWS offices. Instagram is an online mobile photo-sharing, video-sharing, and social networking service that enables its users to share pictures and videos on its site as well as through a variety of other social networking platforms. For a limited time, NWS will be engaging in a prototype activity to examine the potential use of this social media tool to support operations.

Because exploring the use of Instagram cannot be done outside of the public Instagram environment, prototyping efforts will be publicly visible. Over the next several weeks, prototype use of Instagram will be established for the following sites:

Western Region:

- WFO Sacramento
- WFO Missoula
- WFO Seattle
- WFO Monterey

NCEP:

- Ocean Prediction Center

Southern Region:

- WFO El Paso
- WFO Austin/San Antonio

Eastern Region:

- WFO Wakefield
- WFO Columbia

Central Region:

- WFO Hastings
- WFO Sioux Falls

Alaska Region:
- WFO Juneau
- WFO Fairbanks

The prototyping period is expected to last approximately through November 2, 2016. Based on the prototype findings, NWS will determine whether to pursue use of Instagram at field offices. If NWS decides to pursue use of Instagram and offer this service on a more consistent basis, we will send another Public Information Notice initiating an experimental public comment and review period.

Please note that as a prototype service, the use of Instagram may be discontinued at any time, the amount and content of information provided may change, and the frequency of content may vary and is not guaranteed.

Instagram content and response to real-time comments will be provided on a time-available basis. Users should not rely on this service as the primary means of receiving NWS information about hazardous weather conditions. Users should tune to NOAA Weather Radio All Hazards (NWR) or local/national media sources for the latest critical information. NWS alerts and warnings are also available on our official website:

<http://www.weather.gov/>

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

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

If you have comments or questions regarding this public information statement, please contact:

Melinda Bailey
National Weather Service
819 Taylor Street
Fort Worth, TX 76102
melinda.bailey@noaa.gov

National public information statements are online:

<http://www.weather.gov/os/notif.htm>

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