



Tweeting During Disaster: NOAA Social Media for #Sandy

NOAA Corporate Communications

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Main NOAA accounts on duty during Sandy

**Twitter: @NOAA, @NHC_Atlantic, @usNWSgov,
@NOAAOcean, @NOAAComms**

**Facebook: @usNOAAgov,
@US.NOAA.NationalHurricaneCenter.gov,
@US.National.Weather.Service.gov, @usoceangov**

**For a list of NOAA's main social media channels, visit:
www.noaa.gov/socialmedia**



Lessons Learned, Lessons Worth Learning

- **Stick to the messages** and only vetted information/products from your subject matter experts
- **Use a universal hashtag and one that is short:** #Sandy. (NOAA NWS only names hurricanes and major tropical cyclones.)
- Provide followers with the **lead social media accounts** they need the most
- Promote your event-critical **mobile/smartphone friendly websites**
- **Don't assume your intra-agency social media colleagues are on the same page** – communicate early and often about your strategy and expectations
- **Expand your communications to support official public safety and emergency response content** (e.g., FEMA, Red Cross)
- **No gratuitous Tweets or posts:** Don't clog up feeds with frivolous, self-serving content



Lessons Learned, Lessons Worth Learning

- **As they say in advertising: “Repetition is key.”** Don’t assume everyone saw that Tweet you sent 2 hour ago. If it’s super-critical, resend it.
- **Be as plain as day in your Tweets:** Use dates, time zones, and only universal abbreviations
- **Speak with one voice** when at all possible. NWS, NHC, HPC, SPC are all NOAA. Make it easy for people and the media.
- **Patrol your Facebook page** for comments that spread rumors or add false or misleading information. Try to answer the big questions as quickly as possible.
- **Show compassion:** Those followers who are seeing disaster photos on your Facebook page might be victims themselves. Acknowledge the suffering.
- **Finally: Don’t take a victory lap too soon.** Wait at least a week or two — or more! — before thanking your employees and tooting your agency’s job well-done.



Thanks for your interest today!
You can find us ...

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**on Twitter: @NOAA and @NOAAComms
on Facebook: @usNOAAgov**

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