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Public Information Statement 20-79
National Weather Service Headquarters Silver Spring MD
1135 AM EST Mon Nov 2 2020

TO: Subscribers:
 -NOAA Weather Wire Service
 -Emergency Managers Weather Information Network
 -NOAAPort
 Other NWS Partners, Users, and Employees

FROM: Jeremy Andrucyk
 Director, Communications Division

SUBJECT: Seeking Public Comment on the Prototype Instagram
 Social Media Service through June 8, 2021

Beginning November 2, 2020, NWS is seeking public comments on the potential use of Instagram in the NWS mission at field NWS offices. Instagram is an online mobile photo-sharing, video-sharing, and social networking service that enables its users to take pictures and videos and share them through Instagram 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 this social media tool to support operations.

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

Western Region Weather Forecast Offices (WFOs):

- WFO Eureka, CA
- WFO Phoenix, AZ
- WFO Billings, MT
- WFO Las Vegas, NV
- WFO Los Angeles/Oxnard, CA

National Centers for Environmental Prediction (NCEP):

- Space Weather Prediction Center
- National Hurricane Center
- Storm Prediction Center

Southern Region WFOs:

- WFO El Paso, TX
- WFO Austin/San Antonio, TX
- WFO Lake Charles, LA
- WFO Atlanta/Peachtree City, GA
- WFO Melbourne, FL

Eastern Region WFOs:

- WFO Cleveland, OH
- WFO Wilmington, NC
- WFO Morehead City, NC
- WFO Binghamton, NY
- WFO State College, PA

Central Region WFOs:

- WFO Riverton, WY
- WFO Pueblo, CO
- WFO North Platte, NE
- WFO La Crosse, WI
- WFO St Louis, MO

Alaska Region WFOs:

- WFO Fairbanks
- WFO Anchorage
- WFO Juneau

Pacific Region:

- Weather Service Office (WSO) Pago Pago
- WFO Honolulu/Central Pacific Hurricane Center

Additional information on the prototype use of Instagram at local offices is available at:

<https://nws.weather.gov/products/PDD/SDD Prototype Instagram 2020.pdf>

The prototype period will last approximately through June 8, 2021. Based on the findings, NWS will determine whether to continue 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 announcing an experimental implementation date.

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:

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

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

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

Please provide feedback via the NWS survey at:

https://www.surveymonkey.com/r/NWS_Prototype_Instagram

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

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National Public Information Statements are online at:

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

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