



An overview of the use of Twitter in National Weather Services

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National Meteorological Services (NMS), use different “classical” tools for meteorological information dissemination, including television, radio, newspaper, phone, mail and public/private web. In recent years, new technologies, and in particular the rapid expansion of twitter, have caused that the transmission of information can be virtually instantaneous and accessible to large segments of population.

We can consider twitter as a micro blogging platform, a perfect place for quick and efficient communication with audience. As a consequence many NMS have developed new communication strategies and incorporated this tool for different purposes. Some NMS, as in the Basque Meteorology Service (Euskalmet) case, not only provides forecast and other remarkable information routinely but gives real-time observed data, forecast and relevant information continuously before and during severe-weather episodes.

In this paper we analyze different aspects related to the use of twitter in different MMS worldwide. First we will review the general position of NMS worldwide regarding the use twitter technology. Secondly we will focus on different practices of some selected meteorological services. Thirdly we will deal specifically with Euskalmet case. Finally some conclusions are presented.