



## An overview of the use of Facebook 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 www. In recent years, new technologies, and in particular the rapid expansion of Facebook, have allowed users to exchange information efficiently and to share it with large segments of population.

We can consider Facebook a social networking website, a perfect place to share information and interact with users. As a consequence many NMS have developed new communication strategies and incorporated this tool for different purposes. Some NMS does not only provide forecast, real-time observed data and other routine information, but uploads videos (for example, with the weatherman explaining the forecast or short reports), amazing pictures taken by followers and gives educational and didactic information (above all climatic issues) and organizes photographic competitions.

In this paper we analyse different aspects related to the use of Facebook in different national meteorological services worldwide. First we will review the general position of national meteorological services worldwide regarding the use of Facebook technology. Secondly we will focus on different practices of some selected meteorological services. Finally some conclusions are presented.