



Innovations in communicating high impact weather events

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The world of weather information consumption is changing. Increasingly people are accessing weather information and forecasts across multiple channels making it hard to say which source will become the most 'trusted' or the one that drives action. Increasingly smart phone and digital channels play a part in the mix of weather information sources and accessing weather "on the go" may well come to dominate however currently TV and radio still remain important.

The Met Office provides a range of weather information and services that allow the UK public to "optimise or mitigate against the impact of weather" in their daily activities.

This presentation will look at how we communicate with the public before, during and after severe weather, bringing together research, data and case studies to examine:

- 1) Attitudes and behaviours towards severe weather
- 2) Channels – existing and emerging
- 3) The importance of an authoritative voice the public can trust during times of severe weather

Using case studies, this presentation will provide an overview of the plethora of ways we ensure our warnings reach the UK public and media in a consistent and the content we produce to increase engagement with them. .

This includes:

- Our National Severe Weather Warning Service, warning emergency responders and the public of impending severe weather which may be a danger to life or cause disruption
- Social media including how the Met Office has built a working relationship with Twitter
- Working with broadcast partners
- Public engagement and trust, and how we use our quarterly Trust Tracker
- Apps and mobile web
- Video and, particularly, our use of Vine
- Blogs – getting our messages directly to the public and media
- Syndication via our own online daily weather forecast
- Our Weather Observation Website (WOW) which enables the public to report severe weather