



Twitter and Weather Services.

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During these last years the availability of mobile phones connected to the network is a global reality. Likewise, the use of different social networks (Facebook, Twitter, YouTube, Instagram, etc.) has been popularized and extended with different intentions including those of social communication. In this context most of the meteorological centres have been using some of these social tools in order to improve their services to different users.

This work focuses on the analysis of the use of Twitter by the different meteorological services. Twitter is a social tool that enables users to post messages (“tweets”) of up to 140 characters supporting a wide variety of communicative practices. Twitter is an opportunity not only to spread messages without intermediaries, but also to real time interaction with users.

We present a study of different aspects related to the use of Twitter in diverse Weather Services worldwide and its evolution during those last years. We explore the common practices, with particular focus on Basque Meteorology Agency (Euskalmet) case, presenting some conclusions. Twitter is one of the most useful tools for real time information considering their immediacy and its extended use in many parts of the world. For the effective use of this tool it is necessary to establish ad hoc communication strategies with users considering the transmission of useful, concrete and concise messages expressed in a direct and summarized way in an uninterrupted manner with high local character.