



The Editorial Team: improving communication between meteorologists and the public

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MET Norway has an ongoing project, which started the autumn of 2016, to improve the communication between meteorologists and the public. Two areas are focused in the project; one, to improve the communication and engagement of weather information in social media, and two, to improve accessibility to meteorologists and weather information for journalists. By doing this, it is assumed that the public will be better served with weather information.

To avoid journalists being thrown back and forth between several persons to get their full answers when they made a phone call, the Editorial Team was established. The Editorial Team consist of operational meteorologists, climate researchers and communication experts. Each day four persons work together, brief each other and suggest interesting topics to communicate. One meteorologist from the Editorial Team is responsible for the contact with journalists and media.

The Editorial Team is also responsible to communicate with the public on social media. This is accomplished by posting weather information at Twitter, Facebook, and Instagram, as well as answering questions in these media. Typically, Twitter is used to provide supplementary information to other weather forecasts (for example explaining the big picture, uncertainty or nowcasting) or weather forecasts in other formats (such as "weather poems" or short videos or animations). Journalists seem to respond immediately on tweets, so the Editorial Team tries to be user-centered and focus on what should be on the journalist's agenda by tweeting the most newsworthy weather. This mean the focus will alternate between severe weather, fun-facts, observations and weather forecasts for specific events, among other things. Some figures and maps are also shared with the journalists in an open-access google folder. Facebook is for example used to provide interviews with meteorologists or in-depth articles of relevant topics, and to share pictures of weather phenomenons and videos. Instagram is typically used to share nice weather photos from our users, and often of weather phenomena, explaining the type of the clouds, optical phenomena like rainbows or halos, etc.

An early evaluation of the Editorial Team indicate that MET Norway's communication and engagement with journalists, the media and the public is better served than before. Additionally, the Editorial Team has increased internal collaboration between persons and departments at MET Norway.