



Innovations in communicating high impact weather events

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The world of weather information consumption is changing. Increasingly people are accessing weather content and forecasts across multiple channels making it hard to say which source will become the most trusted or the one that drives action. This shift provides an opportunity for more engagement through innovative content and formats as well as increasing the ways to interact directly with users.

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. A key service is our National Severe Weather Warning Service, issued to the public and emergency responders via various channels to warn them of impending severe weather, which has the potential to cause danger to life or widespread disruption.

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) The channels people currently use
- 3) The growth of emerging channels including Facebook Live
- 4) The importance of an authoritative voice the public can trust during times of severe weather