



Analysis of hashtags in Twitter accounts of National Weather Services

Maialen Martija (1,2), Olatz Principe (1,2), Virginia Palacio (1,2), Santiago Gaztelumendi (1,2)

(1) TECNALIA R&I, Energy and Environment Division, Meteorology Area, Basque Country, Spain, (2) Basque Meteorology Agency (EUSKALMET), Basque Country, Spain

National Weather Services in recent years have adapted to the new ways of communication that social media offer. Most of them have and use Twitter accounts to disseminate weather and climate information or warnings to users directly and quickly. This platform uses its own language to communicate through messages with limited number of characters and to the aim of sharing important information in few words. For that purpose Twitter uses hashtags to identify fast a particular topic or to create a conversation about a matter.

The present study focuses on an analysis of the use of hashtags of Twitter official accounts of National Weather Services worldwide. Amongst them, accounts using Spanish as a main language were selected. This work is performed extracting the most relevant hashtags from each account in order to analyse how each Weather Service use them and which kind of key words they choose. The number of hashtags used by different accounts is compared, but also the semantic in order to analyse if they are tied to meteorological severe situations, ephemeris or geographic locations amongst others.

The results of this work showed that most of the Weather Services use hashtags in their Twitter accounts. Some of them are representative of the normal meteorological conditions of the region, or are related to meteorological warnings. Others, designate areas or cities of the countries. The evolution of the use of hashtags along 2016 and 2017 were observed as well, finding out ascendant, descendant, quite regular or seasonally behaviour in the different Twitter accounts.