



Adapting to Change: Social Media Dynamics and Meteorological Communication Practices

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In the dynamic field of meteorological communication, the use of social media platforms has become an integral part. This work examines the Croatian Meteorological and Hydrological Service's five-year journey with Twitter/X, YouTube, and Flickr, elucidating the rationale behind our platform selection and exploring the efficacy of our communication strategies. Our journey commenced with the utilization of Twitter as a real-time dissemination tool. The decision to embrace YouTube and Flickr raised from our commitment to diversifying content delivery and enhancing user engagement. Each platform offers unique advantages, from Twitter's/X's immediacy to YouTube's visual storytelling capabilities, shaping our multifaceted approach to meteorological communication. Our methodology encompasses a range of tools tailored to the unique characteristics of each medium. From the integration of visuals to crafting concise messages, we leverage a diverse array of resources to effectively engage our audience.

Furthermore, our research extends to understanding the evolving dynamics of social media, particularly in the wake of Twitter's transformation into X. This shift prompted us to reassess our strategies and adapt to the changing ecosystem. We are actively considering the possibility of expanding our presence to other social networks, mindful of the need for platform suitability, resource availability, and alignment with our communication objectives. Additionally, we recognize the evolving preferences of younger audiences, who seek information in different ways, and are exploring tailored approaches to engage them effectively. We remain proactive in our approach, driven by a commitment to innovation and responsiveness to the evolving field of meteorological communication.

This work not only summarizes our successes but also the invaluable lessons learned from our experiences. By reflecting on our journey, we interpret the important role of social media in modern meteorological communication and offer insights into our best practices for engaging with media and other audiences.