

Use of Social Networks for Dissemination of Weather Forecasts

Weather forecasts are of value only insofar as they are available to users and are used to make decisions. Rapid dissemination of forecasts is vital: their “half-life” is very short. Modern social networks, such as Facebook and Twitter, have potential for aiding in the rapid communication of weather information.

Tasks to be undertaken:

- Examine the manner in which web tools are used for forecast information
- Consider the ways in which available tools can be used more efficiently
- **Compare the use of Twitter by Met Eireann and IWO.**
- Analyze a one-month series of forecasts from each of these sources, and draw conclusions about their relative merits and accuracy.
- Investigate validation methods and verification methods used in each case.
- Differentiate use of different networks for different forecast types: General, Aviation, Marine, etc. How can the target audience be reached in each case.
- Consider use of other channels: Google Buzz, MySpace, Blogger, Digg, AIM Share, Messenger. How might they be employed with most effect?
- Summarize findings in a report.

