

Social media guidelines

FOR BUREAU STAFF

Most Bureau staff use social media and, like other members of the community, we have the right to express ourselves online. As APS and Bureau employees, we need to know some specific requirements that apply to us, even in our personal use of social media.

To help you use social media safely, here are some simple dos and don'ts for all Bureau staff (including contractors) who participate in social media including **Facebook, Twitter, LinkedIn, Pinterest, blogs and news sites.**

Do



Read these guidelines and the **APS guidance on participating online.**



Follow the rules of any social media site/network that you use.



Be helpful—add value when you post, share or comment.



Be honest. Say who you are and that you work for the Bureau, when relevant.



If discussing things relevant to the Bureau from your personal account, be clear that your views are your own.



Encourage anyone who wants to hear about the Bureau to follow our social media accounts or go to **www.bom.gov.au**.



Share Bureau posts in preference to creating your own versions about the same topic.



If you think the Bureau should post/share/answer something, tell the **Communication Section.**



Remember your posts are public (or could easily become public).



Respect other people's privacy—including Bureau staff and stakeholders.



Respect other people, their cultures, beliefs and values.



Check where information comes from, and cite your sources.

Don't



Don't let anyone think you're posting on behalf of the Bureau or APS if you're not.



Don't discuss confidential material—such as Bureau news before it's announced or any information not in the public domain.



Don't make excessive personal use of social media at work, or in a way that interferes with your work.



Don't post anything that could call into question your (or the Bureau's) ability to be apolitical, impartial and professional at work.



Don't post anything that could damage the reputation of the Bureau or the APS.



Don't post anything defamatory, vulgar, obscene or threatening.



Don't post anything that's false or misleading.



Don't infringe copyright, or use other people's material without their permission.

Remember...

- * Anything you post online can be found easily and quickly by search engines, and may be taken out of context.
- * You must still uphold the **APS Values and Code of Conduct**, even when posting anonymously. Always assume your identity and/or connection to the Bureau could be uncovered.
- * Security settings may not always keep your posts private—posts and comments can be copied and reproduced elsewhere.

You can only post or engage on behalf of the Bureau if you are authorised to do so and you must follow the **Publishing Policy** and other relevant policies and procedures.



Australian Government
Bureau of Meteorology

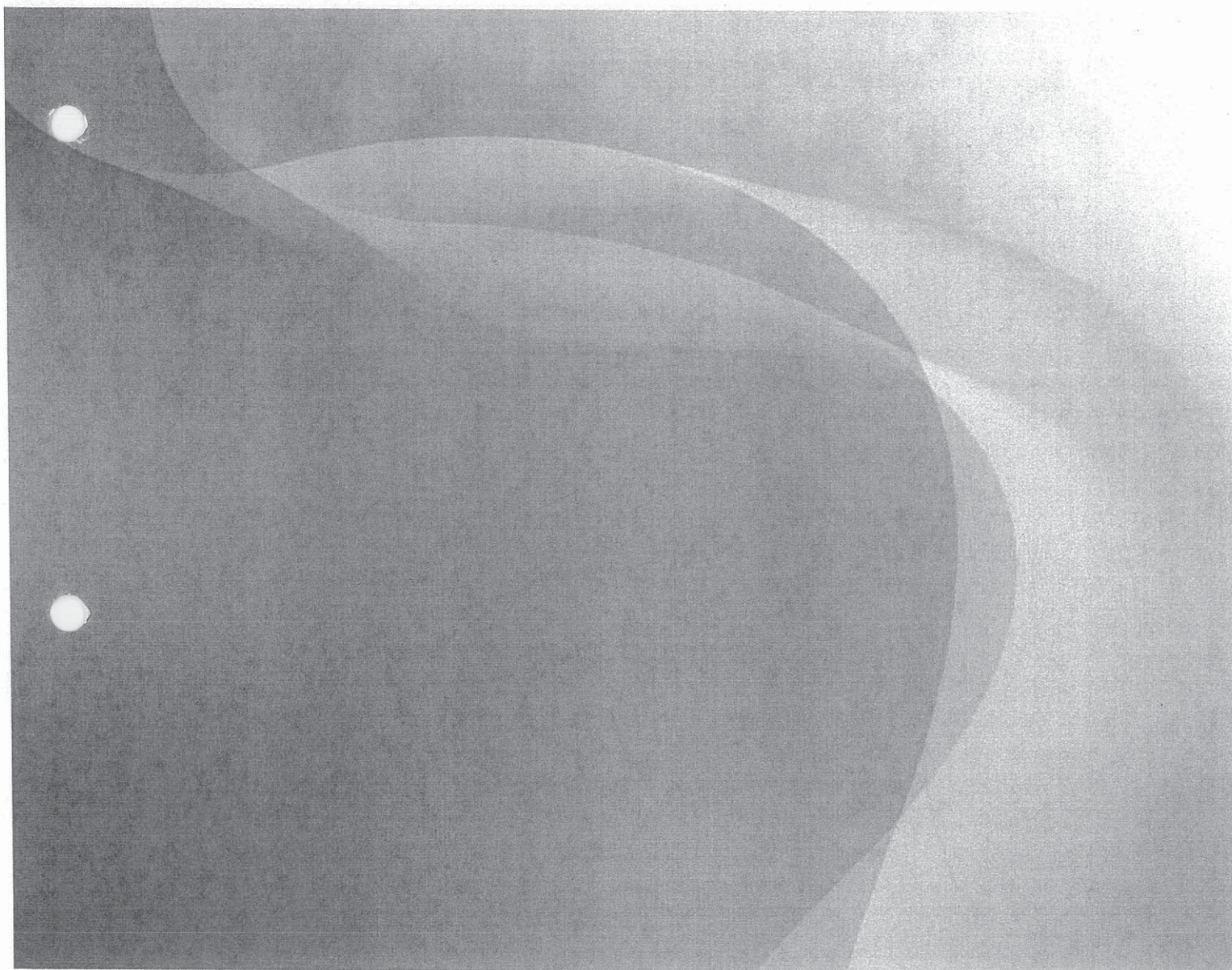
Enquiries: communicate@bom.gov.au
More information: [Intranet homepage](#) > [Communication and Publishing](#) > [Social Media](#)



Australian Government
Bureau of Meteorology

Bureau use of Twitter

Policy and standard operating procedures
2014–15



Revision history

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1 Introduction

1.1 Introduction

Social media has become one of the most widely used sources of information for Australians, who are increasingly using smart devices such as phones or tablets to access the information they need wherever they are.

This form of communication is already widely used by emergency and weather services around the world, enabling information to be provided directly to the public quickly and cheaply.

There is a great deal of interest and demand for the information the Bureau holds, which touches the lives of every Australian, and enables emergency services and individuals to make critical decisions during severe weather events.

Building our social media presence through Twitter will enable us to better connect with our communities in a way that is relevant to them.

Any social media communication should always refer people back to the Bureau's website as the most up-to-date and authoritative source of Bureau information.

We will include account handles and other details on our website to explain what people can expect.

1.2 Objectives

By introducing Twitter as an additional communication channel, the Bureau's overall aims are to:

- have a quick and effective way to share important situational intelligence with the community;
- better meet the needs of the community who increasingly use smart devices to access news and information;
- better meet the needs of the media, who increasingly use Twitter as their main source of breaking news;
- provide another communication channel to reinforce messages being disseminated through existing communication;
- expand the Bureau's overall audience, particularly people who use Twitter as their main (or sole) source of news and information;
- provide an additional feed into the Bureau's website as the single authoritative point of information; and
- expand the Bureau's communication of relevant information as it unfolds.

This will help us contribute to meeting the Bureau's national goals, particularly *safety of life and property* and *reduction of the social and economic impact of natural disasters*. A further benefit will be an expansion of the Bureau's supporter base.

For the initial 2014–15 phase, specific aims are to:

- issue tweets from each state accounts and the national account;

- understand the community and media appetite for the Bureau's use of Twitter;
- quickly get messages out to the community, particularly during severe weather;
- meet internal and external objectives to provide information via Twitter (for example, as noted in the Tropical Cyclone Review, and as requested by media outlets, such as the ABC, and emergency management agencies);
- understand the resource impact and benefits of preparing and issuing manual tweets;
- assess the resource impact and benefits from monitoring Twitter;
- review the use and outcomes of Twitter across different regions;
- understand the impact of issuing automated tropical cyclone situation information; and
- use the learnings to guide the future use of Twitter.

1.3 Purpose

This document provides nationally-consistent protocols, messaging and templates to support staff who use Twitter on behalf of the Bureau.

It will enable authorised staff to provide accurate and up-to-date information quickly through Twitter in a way that ensures consistency and minimises risks.

1.4 Scope

This document applies to all Bureau staff, particularly authorised Twitter users. It covers the use of Twitter only, and no other social media channels.

For this initial phase (2014–15), it is based on the premise that most tweets will be done manually. For the 2014–15 severe weather season, automated situation tweets will only be introduced for tropical cyclones. Automated tweets of warnings will be considered in future.

This document does not cover the broad social media channel, audience and message strategy.

This document should be read in conjunction with other relevant directives and standard operating procedures. The relevant aspects of this document will be built into the standard operating procedures for weather forecasting and management.

1.5 Reviews

Social media is a fast-paced communication channel, which is constantly evolving. That's why this document needs to be dynamic, and regularly updated. At a minimum it will be reviewed every six months, and amended to ensure the most relevant, effective and efficient process remains in place.

While the use of Twitter will need to be adaptable at all times as we learn from experience, the first formal review will take place in March to May 2015, to look at what worked, what didn't and how we can improve and grow our use of Twitter. It will then be reviewed again in August 2015 before the start of the following northern severe weather season.

2 Key principles and approach

2.1 About the Bureau's use of Twitter

The following principles apply for 2014–15:

- The Bureau will adopt a 'start low' approach. Before deciding whether or not to expand our use of Twitter, this approach will enable us to:
 - build capability across the regions;
 - understand the resource time commitment of using and monitoring Twitter; and
 - understand the uptake and engagement requirements.
- Publishing and monitoring tweets should be built into existing operating procedures, just as publishing to the website and conducting media interviews are currently performed, and therefore should not detract from staff fulfilling their existing duties.
- Bureau staff will continue to issue forecasts and warnings using existing operating procedures that are based on established scientific methods, models and validated information sources. Twitter is another of the Bureau's communication channels and is not a step in the forecast and warning process—it is a supplementary method of communicating.
- Issuing and monitoring tweets is a supplementary communication channel—it might not be possible to tweet in every situation or to monitor incoming information via Twitter. Maintaining forecasts and warning operations will always be the highest priority.
- To minimise additional resource requirements, we will use existing knowledge and approved content to develop tweets.
- The Bureau's Twitter accounts will be used mostly one way, and responses will only be provided in limited cases.
- Tweets will refer followers to the website as the most up-to-date and authoritative source of Bureau information.
- Before being authorised as Twitter users, staff will be required to meet a set of requirements, including completing a training module.
- In general, tweeting duties will align with media duties to maintain an efficient and streamlined process.
- The number of authorised handle users will be carefully managed as described in this policy to avoid confusion about responsibilities and potential for doubling of tweets.
- While each handle will have a clear manager and limited users, assistance may be provided by others during busy times. For example, while the Bureau National Operations Centre will generally tweet using the national handle, it may be called on to assist tweeting from the regional handle when regions affected by severe weather are under increased workload pressure. Similarly, it will be the decision of the responsible person for Twitter in the Regional Forecasting Centres to delegate to authorised staff who **have** completed training.

2.2 Principles for using Twitter

What is published through Twitter will be in the public domain forever, and can be shared beyond the original intended audiences. The same high standards of conduct and behaviour expected of public servants apply when using Twitter. Online participation should reflect and uphold the values, integrity and reputation of the Bureau and Australian Public Service. When using Twitter, always follow the following principles:

- Only use the Bureau's Twitter handles if you are an authorised user.
- Only tweet official Bureau business from the Bureau's handles.
- Only tweet information from approved categories, and only for the topics you are cleared to tweet on, with appropriate clearance.
- If you are an authorised user, only tweet when you are on shift.
- Make sure the information you post is accurate. If you make a mistake, admit it and correct it in a follow-up tweet as soon as possible.
- Maintain confidentiality—do not disclose official or classified information.
- Be factual and impartial—do not advocate or criticise policies, political parties, third parties, products or services.
- Protect privacy—do not disclose your or others' personal information, or personal conversations.
- Be respectful, courteous, and polite, and do not engage in arguments or personal attacks.
- Do not post offensive, defamatory, threatening, harassing, discriminatory or hateful content.
- Check facts before retweeting any third party's tweet—pay particular attention to images, making sure they have been tweeted by the copyright owner, have not been edited, and are what they pertain to be. If you can't be sure, don't retweet.
- Respect copyright—only use information for which the Bureau holds copyright, or, if using information from another source, that it is correctly referenced.
- Follow the APS Code of Conduct. Failure to comply with the above principles, the Australian Public Service Values or the Australian Public Service Code of Conduct could result in a sanction, including termination of employment.

2.3 Approach for 2014–15

The initial Twitter communication will focus on:

- automated tropical cyclone situation tweets using headlines prepared by forecasters;
- manual tweets on an 'as needed' basis for severe and significant weather situations;
- manual tsunami warnings and situational awareness;
- daily tweet providing the synoptic situation and outlook for the day, from national and regional accounts;
- interesting or notable weather information—limited initially, but might expand once the resource impact is clearer and processes are working; and
- product and service tweets about relevant information that has been published on the Bureau's website

2.4 Twitter user names and handles

The Bureau will initially have one national handle and eight regional accounts (known as 'handles'). This means most people will choose to follow two accounts—the national and their state's—while enabling us to keep our tweets relevant.

User name	Handle
BOM Australia	@BOM_au
BOM ACT	@BOM_ACT
BOM New South Wales	@BOM_NSW
BOM NT	@BOM_NT
BOM Queensland	@BOM_Qld
BOM South Australia	@BOM_SA
BOM Tasmania	@BOM_Tas
BOM Victoria	@BOM_Vic
BOM WA	@BOM_WA

Twitter will verify our accounts, so that the blue tick appears next to our name, ensuring people know they are dealing with official Bureau accounts.

Regional accounts will tweet information that is relevant to their states/territories, while the national account will tweet nationally relevant information and corporate information.

The handle set up will be reviewed in 2015.

3 Roles and responsibilities

3.1 Handle owners and managers

The table below outlines the positions that will own and coordinate each handle, not the list of who will be authorised to issue and monitor tweets.

Handle	Account owner	Coordinators
National handle	National Communication Manager	For Tsunami or national situational awareness: Bureau National Operations Centre For all other activity: nominated Communication Section role or other designated role
Regional handles	Regional Directors	Media and Communication Managers
ACT regional handle	NSW Regional Director	NSW Media and Communication Manager

While the New South Wales office will have primary responsibility for the ACT handle, the ACT Senior Meteorologist will tweet the Friday tweet and notable weather information. If this person is not available, he or she will make arrangements for an authorised colleague to do the tweet.

3.2 Authorised users

Before being authorised to use the Bureau's Twitter handles, staff must:

- read this document;
- successfully complete a training module; and
- be authorised by either their Regional Director, the National Communication Manager, or the Bureau National Operations Centre Manager.

Once **all** the above steps are completed, authorised users will be provided with logon details to start tweeting.

Provided they have completed the above steps, the following roles will be authorised to tweet while they are on shift.

National handle

- Bureau National Operations Centre staff; and
- Communication Section staff.

Regional handle

- Regional Directors;
- Supervising Meteorologist or delegate;
- Senior Meteorologist;
- Senior Forecaster;

- Duty forecaster;
- Lead Flood Warning Duty Officer;
- Media and Communication Manager;
- Senior Hydrologist;
- Assistant Director Services;
- Assistant Director Water Forecasting Services;
- Assistant Director Hazards Predictions;
- Manager Weather Services; and
- Program manager.

Authorised users will tweet about specific topics, and will be backed up by colleagues, as detailed in Appendix B.

Handover

When first starting on shift, and before they start tweeting, authorised users must check the Bureau's recent posts to help ensure consistent messaging, hashtags and links, and avoid potential confusion and double-ups.

Only those who are on shift may tweet.

3.3 Cross-border events

Consistency in timing and content of tweets for cross border events is essential.

For weather affecting more than one state/territory, the relevant authorised Twitter users from each state/territory will work together and with the Bureau National Operations Centre to prepare the tweets and seek relevant clearances in each affected state/territory (using the platform Radian6 to save drafts that can then be reviewed by other relevant regions).

In some cases it may be appropriate for a single tweet to be prepared and tweeted under the national and regional handles of each affected state/territory.

But in general, the Bureau National Operations Centre, using the national handle, will take the lead for tweets that focus on all affected states/territories. The regions will then re-tweet those national tweets from the regional handle.

The regions, using the regional handles, will tweet region-specific information.

For example, during a severe heatwave affecting South Australia, Victoria and New South Wales:

- the Bureau National Operations Centre, using the national handle, could tweet:
 - Extreme heat across SA, Vic, NSW to continue until the end of the week. Be safe, check your local weather at m.bom.gov.au.
- the regions, using the regional handle, could tweet:
 - Extreme heat in SA to continue all week. Tomorrow, hottest in Coober Pedy at 41 degrees; 39 degrees for Adelaide. m.bom.gov.au

4 When and what to publish

A summary table outlining each step, timing and responsibilities is provided at Appendix B.

4.1 Triggers / categories / timing

The decision to tweet, and its frequency, will be subjective to some degree, depending on the event and the context. However, it is important that there is as much consistency as possible across regions in terms of the type and frequency of tweets issued.

Considerations include the number of people affected, whether the event will affect a holiday period or a major sporting or community event, and staffing and workloads.

Initial topics

To begin with, the Bureau will tweet on the following topics:

- severe weather;
- significant weather;
- cyclones (automated and situation tweets);
- tsunamis;
- flooding;
- weekend outlook—linking to major community events or holidays, and pointing to website;
- daily national outlook—focusing on where interesting weather is happening in Australia;
- daily regional outlook—focusing on where interesting weather is happening in state/territory (can be more than one tweet if needed to cover different regions);
- notable weather information— particularly hot/cold/windy/wet, records, unseasonable, start of cyclone/fire season, firsts, wave and ocean information;
- corporate messages, such as product or service announcements;
- public interest information (where the need becomes apparent, such as a pertinent question being asked that others might want to know about);
- product and service announcements about relevant information that has been published on the Bureau's website;
- new media release being issued;
- issues management; and
- in cases where other communication avenues are compromised (such as the website crashing).

Future topics

The following tweets may be considered for the future, after the review, or for this season depending on capacity and agreement from regions:

- relevant milestones, such as the first day of a season, solstice, World Met Day, World Space Week, etc;
- images—satellite images of Australia under particular weather events;
- time-lapse images of weather or waterways through time;
- photos or time-lapses of local/regional weather events;

- corporate release of new videos;
- new blog being published;
- awards or international recognition of Bureau's work;
- milestones—tech upgrade means more accuracy, new super computer on its way, etc;
- corporate endeavours—graduate program, reconciliation strategy, major staffing changes;
- notable changes to website;
- upgrades to local radar, planned and unplanned outages and back online;
- attendance at shows, fairs, etc;
- office moves; and
- space weather and interesting space weather facts.

Automated tropical cyclone tweets (national handle)

An automated tweet will be issued about tropical cyclone situations, using the headline and linking back to the Bureau's cyclone page.

This will be reviewed after the 2014–15 severe weather season to potentially automate more tweets, including warnings.

Responses

The Bureau's use of Twitter will be mainly one-way communication, particularly in the initial phase. However, it may be necessary to respond in some instances such as incorrect information or sustained criticism. See section 4.6

4.2 Preparing tweets

Standard and example tweets are provided at Appendix A. These can be used as drafted or adapted to suit individual events. Clearance will be required as outlined in section 4.3.

Writing a good tweet

While remaining factual and professional, it's important that our tweets come across as human.

As long as our facts are accurate, being friendly and informal will not threaten our professionalism—it will make us more engaging to our audience. This will translate into more followers, and will make people more likely to pay attention when we have really important information to share.

So keep your tweet conversational and informal. Avoid jargon or acronyms.

Use simple, clear and specific language, so people can quickly grasp your meaning as they scroll through thousands of tweets on their feed. Otherwise, they will scroll straight past it without reading it.

Write your tweet as though you're chatting to a friend, and don't be afraid to show some personality. Be careful not to use judgemental language or tell people what to do—what might be good for one person could be a negative for someone else. For example, a farmer might want rain, but a beachgoer doesn't, so we shouldn't say whether rain is a good or bad thing.

A scorcher this weekend for STATE. Stay cool. Pack your hat and sunscreen.
Weather within 6kms of your location m.bom.gov.au

Think twice about planting tomatoes, more frosts expected this weekend across STATE. Weekend weather at m.bom.gov.au

But remember that your post is there for all to see, including journalists, so treat every post as if talking to a journalist.

Length

While a tweet can be a maximum of 140 characters long, try to keep your tweets to about 100 characters if possible, as shorter tweets are more likely to be read and retweeted, and enable others to add a comment when retweeting, if they want.

Too much information for one tweet

If several aspects of a situation need to be communicated and it is not possible to fit it in a single tweet, having more than one tweet in quick succession about a single event is an option. This should only be used sparingly.

Spelling

Correct spelling is important to ensure we remain professional and maintain the Bureau's credibility.

As much as possible, spell out words in full, and avoid abbreviations and acronyms, unless they are very common (am, pm, NSW, Vic, etc are ok, but use *Cyclone*, not *TC*). If your tweet is too long, try rewording it instead, or choose shorter words (for example, use *about* instead of *approximately*). If an abbreviation is unavoidable, only use easily recognisable ones (for example, *sth*, *nth*, *cat 5*, etc).

Never use text spelling, such as *u* for *you*, *r* for *are*, *gr8* for *great*, *tomoz* for *tomorrow*, *hi* for *high*, *Oz* for *Australia* etc.

Content

As much as possible, tweets should contain:

- the most important information you want people to know (what, when, where, how bad);
- a link to our website (for forecasts, use the mobile website, for all others, use the relevant page on the Bureau's main site);
- a hashtag, if appropriate.

Where talking points or media alerts for an event have been prepared, these can be used as the basis for the tweets.

Never start a tweet with a handle, as that will be deemed a response message, and will only be sent to your followers who also follow the twitter account you reference in your tweet.

Multiple locations

When a tweet applies to multiple locations, use a region that people will understand rather than list every individual location—for example, south east Queensland, mid-north coast, Alpine region, Kimberley region, etc.

Website link

As much as possible, every tweet should direct traffic back to the relevant Bureau web page as the single point of truth, to ensure that people have access to the most up-to-date information, and that we continue to educate the community about our full range of services and information.

Tweets about forecasts and general weather can link to the mobile website, as this will provide people with their local weather within six kilometres of their location. All other tweets, such as warnings, severe weather and corporate messages, should direct traffic to the relevant page on the Bureau's main website.

Always include the full link to the relevant page of the Bureau's website. Twitter will automatically reduce web links to 22-characters, no matter the length of a link (even if shorter). This is done in the background—the actual link is still displayed on the tweet.

Hashtags

The use of hashtags is not compulsory. But, as well as helping to keep the number of characters down, hashtags help to categorise tweets, and make searching easier. People can click on a hashtag word and see all posts related to that topic. As such, they can be particularly useful in emergency situations.

The best hashtag is short and specific, so that people who search for it don't have to read through too many irrelevant tweets.

To make tweets easier to read, no more than one hashtag per tweet is recommended, with an absolute maximum of two.

There are two ways to use hashtags—using an existing hashtag if there is one or creating a new one if there isn't.

Using an existing hashtag

Search Twitter to check whether a relevant hashtag is already established for a particular event.

Anyone can create a hashtag, so it's likely there will be more than one option available to you (for example, #Heidi, #Cyclone, #TCH Heidi and #CycloneHeidi). If one of the hashtags is clearly trending, then use it (as long as it is appropriate). If they are all (or none) trending, then choose the most specific one (in this case, #CycloneHeidi).

Creating a hashtag

This is ideal if we are the first to identify an event, such as when naming a new cyclone.

If you can, check with emergency management authorities to see whether they have a particular hashtag planned.

When making up a hashtag, avoid being too generic (#thunderstorm, #heat). Our aim is not trending, but informing, so it is best to keep it specific, preferably naming the area and event (capitalise the first letter of each word unless it follows a capital letter, to make it easier to read). For example:

#SydneyHail	#SAheatwave	#AlbanyFires
#CycloneIeta	#QldFloods	#CairnsWettestDay
#VicThunderstorms	#WAFires	#PerthBoatShow
#AusFromSpace	#BrisbaneRadar	

Images

Please read the supplementary guidance on use of images issued on 12 February 2015, which override the below.

Images—such as satellite, maps, radar, graphs or time lapse—are very popular on Twitter, and increase the likelihood of people reading and re-tweeting our tweets. So images are encouraged when possible.

Do not post a screenshot of forecast or warnings from our website. By the time a follower sees them, they may be out of date. It's best to provide a web link to these on our website, which is the 'single point of truth'.

It is fine to add an image that is not already on the website, as long as the Bureau holds copyright and there are no licensing issues associated with the image.

When selecting an image, make sure it:

- is relevant to the content of your tweet;
- adds value to your tweet;
- is clear (not grainy or blurred);
- is not too complex or technical, and understandable by the general public; and
- is readable on smaller devices such as phones or tablets.

Adding an image to your tweet will use 23 characters.

4.3 Clearing tweets

Social media is a fast-paced world, and speed is critical (though not all categories have the same level of urgency, depending on risk and level of sensitivity). As such, clearance processes must be clear and manageable, without compromising accuracy.

The Senior Forecaster, or a delegate, in each regional forecasting centre and in the Bureau National Operations Centre will clear weather information tweets, following a colleague's peer review of the tweet. The regions are responsible for establishing appropriate delegations for weather information tweets. The same information cleared for media crosses can be used for tweets under this delegation. When preparing tweets about climate records or related information, relevant climate staff should be consulted.

All other tweets, not related to the above weather categories, must follow delegations under the Bureau's Publishing Policy.

4.4 Publishing tweets

Tweets should always be issued through the publishing platform, Radian6, rather than directly from Twitter. The platform enables keeping a record of activity (who posted what tweet) and scheduling out-of-hours tweeting. It also enables monitoring on a single dashboard, and makes reporting easier.

4.5 Deleting tweets

If an incorrect tweet is accidentally posted, and you notice the error immediately, it should be deleted. If the error is not noticed immediately, the tweet should be deleted and a correction should then be published, acknowledging the error, in case the incorrect tweet has been retweeted.

Tweets should otherwise not be deleted. If there is a change in the weather situation, such as a warning being cancelled, then a new tweet should be issued.

4.6 Responding to tweets

The Bureau's Twitter accounts are mostly to be used one way—with the simple aim of getting information out, rather than seeking the views of our extensive audience. This is quite common for other users whose main role is to provide information, such as emergency services, news outlets, etc.

However, there will be times when a response might be warranted or necessary. In such cases, users should never engage in ongoing negative or emotional discussions, and any response should always remain factual.

Type of engagement	Description	Action
Questions	About local weather	Ignore
	About whether warnings are going to be updated soon	Ignore
	About climate change	Ignore
	About finding information on website	Ignore
	Individual questions about policy/Bureau business	Ignore
	Sustained questions about policy/Bureau business	Escalate to national media team
Criticism	Random criticism about getting a forecast wrong	Ignore
	Sustained criticism about the Bureau or its policies	Escalate to national media team
	Trolling (purposeful disruption)	Ignore. If sustained and not self-moderating, escalate to national media team
Misinformation or inaccuracies (depends on gravity and potential consequences)	Could lead people to make important decisions (such as whether or not to evacuate) based on the wrong information, or could damage the Bureau's reputation	Escalate to media team
Emergency situations	Request for help in emergency situation	Respond if possible but do not offer help as this responsibility does not lie with the Bureau. Suggested words 'For help, please call 000 or your local emergency service'

4.7 Retweeting

Bureau handles may only be used to retweet information about its business or weather situations, such as an SES tweet about what to do in a cyclone, or a police tweet about road closures due to severe weather. They should not be used to retweet information about any other topics regardless of the source.

Never start a tweet with a handle, as that will be deemed a response message, and will only be sent to your followers who also follow the twitter account you reference in your tweet.

When retweeting, the text of the original tweet should be copied with the following added:

- RT @HANDLE (before the text of the tweet); and
- hashtag, if relevant and not in the original tweet.

For example: RT @SESTasmania #TasStorm: A timely reminder for people with boats to ensure that their boats are moored safely and securely <http://fb.me/2TiqTboSO>

Bureau handles

If relevant, tweets posted under Bureau handles should be retweeted by other handles. For example, if the national handle posts about a tsunami warning for Queensland, the Queensland handle should retweet it. Or if a regional handle posts a notable record/first, the national handle could retweet it.

Retweets are optional, unless the content has a direct impact on the community, such as the Queensland example above.

External tweets

Twitter provides a great opportunity for cross promotion between weather and emergency services—when jointly tweeted by two credible organisations, a warning message carries far more weight. Emergency services tweets relevant to weather events the Bureau is tweeting about may be retweeted, to add weight to their messages.

This is optional, depending on staffing availability.

Facts and copyright should be checked before any tweet is retweeted.

4.8 Following

The Bureau will initially follow other relevant organisations and professionals, including media, emergency management authorities, utilities, and weather services/enthusiasts. This will help alert interested parties that the Bureau has begun tweeting, to grow our profile and number of followers.

We can build on this, as other relevant accounts are discovered, as long as they are relevant to Bureau business. Handle owners are responsible for approving which accounts to follow from their handle.

The Bureau may then follow relevant organisations or professionals who follow us, though we will not automatically follow everyone who follows us. The Bureau's public policy will clearly state that following someone does not imply any kind of endorsement or recommendation.

5 Monitoring

Screens and monitoring software (Radian6) will be installed in all regional offices and at the national media desk.

Monitoring will enable us to improve our understanding on what's happening 'on the ground', and to become more familiar with the engagement requirements of the Twitter audience.

Automatic email alerts, based on specific criteria and directed to relevant staff, will be set up to support the monitoring. More specific examples are provided in Appendix B.

Relevant program areas may also be provided with access to the monitoring platform.

	Account	Role	Action	Time
Regional forecasting centre	Regional	Informal—monitor as time permits	Respond or escalate if required (see section 4.6)	As time permits
Regional Director	Regional	Formal—receive regular email		Business hours
MaCM	Regional	Formal—use to develop intelligence on impacts of service and requirements of audience, feed back to forecasters		Business hours
IT Operations	National Regional	Formal		Outside business hours
National media team	National	Formal—review regular email and advise Regional Director and forecasting centre or other relevant Bureau area if required		Business and roster hours in peak times (6am–10pm)

6 Evaluation

6.1 Internal reporting / record keeping

At the end of each month, the Communication Section will produce and circulate a report of tweeting activity from all Bureau handles. This will include details of tweets posted and analytics, such as the number of retweets and followers, as well as any informal feedback received.

The monthly report must be filed according to the Bureau's record-keeping policy.

6.2 Evaluation

While the use of Twitter will need to be adaptable at all times as we learn from experience, a formal review will take place about every six months, starting in March 2015, then in August 2015 before the start of the following season.

Evaluation measures will include:

- resource impact in terms of time required to publish, monitor, respond and manage flow on effects (for example, issues management, media enquiries);
- change in community engagement and audience;
- contribution to Bureau staff understanding situations 'on the ground' through monitoring; and
- relevance and use of reporting metrics.

6.3 Key performance indicators

We will use our experience and analytics from the first phase of our use of Twitter to define key performance indicators for the next phase. They will be based around:

- traffic to Bureau website;
- number and types of tweets posted;
- accuracy of tweets;
- reach to identified influencers;
- retweets by identified influencers;
- number and growth of followers; and
- user engagement.

Appendix A: Example tweets

The following tweets are examples only. They will not match every situation, but can be used as a guide and adapted to suit an event in your region.

Severe and significant weather

Cyclones

Tropical cyclone developing off the coast of LOCATION. Keep an eye out at www.bom.gov.au/cyclone

#CycloneNAME expected to cross the coast near LOCATION around TIME. Keep watch at www.bom.gov.au/cyclone

#CycloneNAME just crossed the coast at LOCATION. Strong winds and heavy rain across STATE. www.bom.gov.au/cyclone

#CycloneNAME expected to hit LOCATION by TIME. Dangerous conditions. Keep safe. Track it at www.bom.gov.au/cyclone

#CycloneNAME bringing destructive winds and very heavy rain to LOCATION. Track it at www.bom.gov.au/cyclone

#CycloneNAME upgraded to Category XX. Wind gusts near centre close to XXkm/h. www.bom.gov.au/cyclone

XXmm of rain and wind gusts of XXkm/h expected in LOCATION. #CycloneNAME. Check www.bom.gov.au/cyclone

#CycloneNAME likely to cause flooding around LOCATION. Check warnings at www.bom.gov.au/warnings

#CycloneNAME is no longer a threat for LOCATION. Watch out for damage, flooded rivers and blocked roads. Keep safe. www.bom.gov.au/warnings

Flooding/heavy rain

XXmm of rain around LOCATION since yesterday. XXmm expected today. Flooding and strong currents likely. Check warnings at www.bom.gov.au/warnings

NAME River expected to flood, after XXmm of rain fell in past XX hours. Strong currents likely. Check warnings at www.bom.gov.au/warnings

Minor/Moderate/Major flood expected for NAME River, after XXmm of rain. Stay safe, check warnings at www.bom.gov.au/warnings

More rain has fallen today around LOCATION than in the previous PERIOD. Flooding likely. Check warnings at www.bom.gov.au/warnings

Today's rain likely to be a record since DATE. Stay safe, check warnings at www.bom.gov.au/warnings

What a downpour! XXmm of rain in XX hours/days, [LOCATION] hasn't seen this much rain since [MONTH/YEAR]. Check your area at www.bom.gov.au/australia/meteye

Destructive winds

Destructive winds XXkm/h expected around LOCATION today. Stay safe, check warnings at www.bom.gov.au/warnings

Destructive #LOCATIONWinds up to XXkm/h expected all across STATE, worst hit areas: LOCATIONS. www.bom.gov.au/warnings

Today's destructive #LOCATIONWinds, up to XXkm/h, will continue until TIMEFRAME—could cause damage and uprooted tree. Check warnings at www.bom.gov.au/warnings

Today's destructive #LOCATIONWinds will cause dangerous surf. Stay out of the water and away from the beach. www.bom.gov.au/warnings

#LOCATIONWinds will ease from TIME. Check m.bom.gov.au for conditions within 6km of your location.

#LOCATIONWinds moving away from LOCATION. Check m.bom.gov.au for conditions within 6km of your location.

#LOCATIONWinds no longer a threat for LOCATION. Watch out for damage, flooded rivers and blocked roads. Keep safe. www.bom.gov.au/warnings

Thunderstorms

Severe #LOCATIONStorms will cause large hail stones around [TIMEFRAME] in LOCATION. Check warnings www.bom.gov.au/warnings

Severe #LOCATIONStorms will cause damaging winds up to XXkm/h around [TIMEFRAME] in LOCATION. Check warnings www.bom.gov.au/warnings

Severe #LOCATIONStorms will cause very heavy rainfall up to XXmm around [TIMEFRAME] in LOCATION. Possible flooding. Check warnings www.bom.gov.au/warnings

Worst conditions for severe #LOCATIONStorms will occur [TIMEFRAME] in LOCATIONS. Check warnings www.bom.gov.au/warnings

LOCATION likely to be worst hit by severe #LOCATIONStorms. Check warnings www.bom.gov.au/warnings

Today's severe #LOCATIONStorms will cause dangerous surf. Stay out of the water and away from the beach. www.bom.gov.au/warnings

#LOCATIONStorms will ease from TIME. Check m.bom.gov.au for conditions within 6km of your location.

#LOCATIONStorms moving away from LOCATION. Check m.bom.gov.au for conditions within 6km of your location.

#LOCATIONStorms is no longer a threat for LOCATION. Watch out for damage, flooded rivers and blocked roads. Keep safe. www.bom.gov.au/warnings

Heatwave

Hot one today. [LOCATION] to reach XX degrees at [TIME] today. Keep cool. m.bom.gov.au for temperatures within 6km of your location.

#LOCATIONHeatwave continues today, max. of XX degrees in LOCATION today. Stay out of the sun. m.bom.gov.au.

At least another XX days of #LOCATIONHeatwave. Max. of XX degrees today. Keep cool. m.bom.gov.au.

Little reprieve from #LOCATIONHeatwave tonight, min. of DEGREES degrees. .bom.gov.au.

Max. of more than XX degrees for XX days in a row #LOCATIONHeatwave. m.bom.gov.au.

Yesterday's max. of XX degrees was hottest day since MONTH/YEAR
#LOCATIONHeatwave. m.bom.gov.au.

Relief from #LOCATIONHeatwave coming on DAY. Meanwhile, keep cool and check on friends. m.bom.gov.au.

Increased fire risk from #LOCATIONHeatwave. Respect fire bans. m.bom.gov.au for temperatures within 6km of your location.

XX days in a row over XX degrees #LOCATIONHeatwave, a record since MONTH/YEAR. m.bom.gov.au for temperatures within 6km of your location.

Fire weather

Heat and strong winds in LOCATION today. Extreme fire danger. Respect fire bans. m.bom.gov.

Friday tweets

A good weekend to watch movies for most of STATE. Lots of rain on the way. Weather within 6kms of your location m.bom.gov.au

Beautiful spring weekend for STATE/LOCATION. Great gardening weather. Weekend weather within 6kms of your location m.bom.gov.au

A scorcher this weekend for STATE. Stay cool. Pack your hat and sunscreen. Weather within 6kms of your location m.bom.gov.au

Think twice about planting tomatoes, more frosts expected this weekend across STATE. m.bom.gov.au

Not the best fishing weekend. Strong winds and waves expected for STATE. Weekend weather at m.bom.gov.au

REGION to shiver through frosty mornings this weekend. Weather within 6kms of your location m.bom.gov.au.

Strong winds all weekend. Respect fire ban in place across STATE. Your weekend weather at m.bom.gov.au

Tomorrow will be day XX of #heatwave for STATE. Keep cool, check on vulnerable friends. Weekend weather at m.bom.gov.au

Steady rain this weekend to give the crops a much-needed soak. Weather within 6kms of your location m.bom.gov.au

Day to day weather

Regional handles

Take your brolly to work today. Rain in LOCATION from TIMEFRAME. Weather within 6kms of your location m.bom.gov.au

Sunny today once the fog lifts for LOCATION. Weather within 6kms of your location m.bom.gov.au

Unseasonably warm week. Back to more seasonable conditions next week. Weather within 6kms of your location m.bom.gov.au

MONTH was the wettest/hottest/coldest since MONTH YEAR in LOCATION. Weather within 6kms of your location m.bom.gov.au

Cyclone season starts in LOCATION this month. Be prepared and keep an eye on warnings. www.bom.gov.au/warnings

Chances are for a dry spring for LOCATION. New climate and water outlook video released today at: www....

#AliceSprings first Australian town to reach 40 degrees this year. Stay cool Centralians. Weather within 6kms of your location m.bom.gov.au

National handles

A big front coming across Qld and NSW will bring cold temperatures tonight. Rug up! Weather within 6kms of your location at m.bom.gov.au

It's all happening Australia. A chilly TEMPERATURE in Hobart, while the NT will feel the heat, with max XX degrees in LOCATION. m.bom.gov.au

#WorldSpaceWeek. Australia looks beautiful from space. PIC.

2014 was the hottest year on record for Australia. REPORT at URL.

Time-lapse image of #CycloneNAME's path through LOCATION. PIC URL

Corporate

Regional handles

Maintenance for LOCATION radar over TIMEFRAME. Your weather from LOCATION radar still available at www.bom.gov.au

LOCATION getting a new radar for better reliability. Back in business by DAY. Your weather from LOCATION radar still available at www.bom.gov.au

We'll be at #LOCATIONBoatShow this weekend. Come say hello and find out about our marine weather services. www.bom.gov.au/marine

National handle

Budding meteorologists: apply today for our graduate programs. Applications close DATE www.bom.gov.au

Our website is the only site in Australia to provide your weather within 6km of your location. m.bom.gov.au

Climate outlook for Oct–Dec just released. Check out what's ahead at www.bom.gov.au/climate/ahead

There's nothing boring about bores. New groundwater tool by Bureau provides info on 800,000 bores in Australia. URL

Appendix B: Summary of categories and responsibilities

Type of tweet	Account	Triggers	Frequency	Time	Resp.	Tweeter	Back up / support	Clearance	Retweet	Response if required	Monitoring b/h	Monitoring a/h
Severe weather (likely to have a very significant impact on community)	Regional	First forecast Approaching inhabited areas Likely risk to lives or property Worsening or changing Hit inhabited areas Has passed No longer a threat Warning cancelled	Issue or update of talking points or significant change in situations	Any time	RFC— SupMet or delegate	Senior Forecaster	SupMet RD MaCMs BNOC National media team (if media involved)	Senior Forecaster or delegate with peer review	National if warranted	Senior Forecaster	National: National media team Regional: MaCM RD Event media officer Senior/Duty Forecasters as time permits	IT Operations Senior/Duty Forecasters as time permits National media team in roster time
Significant weather (likely to have an impact on community)	Regional	A warning is not necessary for tweets to be generated. First forecast Approaching inhabited areas May put lives or property at risk Worsening or changing Hit inhabited areas Has passed No longer a threat Warning cancelled	As needed	Business hours unless community interest and impact requires after hours tweeting	RFC— SupMet or delegate	Senior Forecaster	SupMet BNOC AD Services AD Water Forecasting Services AD Hazards Predictions	Senior Forecaster or delegate with peer review	National if warranted	Senior Forecaster	National: National media team Regional: MaCM, Regional Director Event media officer Senior/Duty Forecasters as time permits	IT Operations Senior/Duty Forecasters as time permits

Type of tweet	Account	Triggers	Frequency	Time	Resp.	Tweeter	Back up / support	Clearance	Retweet	Response if required	Monitoring b/h	Monitoring a/h
Flooding 1. Flood watch / warning 2. Flood Intelligence 3. Media / other	Regional	1. When first flood watch / warning issued 2. When significant change in flood situation 3. As required during flood event to provide important flood intelligence (See flood warning tweeting policy and SOP)	As needed	Business hours unless community interest and impact requires after hours tweeting	RFC—Senior Hydrologist or Hydrologist	During Operations (Flood Warning Centre Active): Lead Flood Warning Duty Officer Outside of operations: Regional Hydrology Manager	BNOC – National Operations Unit RD MaCMs	Lead Flood Warning Duty Officer	National if warranted	Lead Flood Warning Duty Officer or Regional Hydrology Manager	National: National media team Regional: MaCM, Regional Director Regional Hydrology Manager Event media officer Senior/Duty Forecasters (incl. Lead Flood Warning Duty Officer) as time permits	IT Operations Senior/Duty Forecasters (incl. Lead Flood Warning Duty Officer) as time permits
Tsunami warning / situation information	National	First forecast Approaching coast Worsening or changing Hit coast No longer a threat Warning cancelled Has passed	When warnings issued	Any time	BNOC	Authorised BNOC staff	National media team AD Hazards Prediction Head of Tsunami Warning and Ocean Forecast Services	BNOC Senior Forecaster or delegate with peer review	Relevant regional	BNOC	National: National media team Regional: MaCM Senior/Duty Forecasters as time permits	National: BNOC Duty/Senior Forecaster Regional: Senior/Duty Forecasters
Cyclone automated	Regional	Automated, when warning issued	When warning issued or cancelled	Any time	RFC—SupMet or delegate	Automated	n/a	When headline developed in separate process	National if warranted Other relevant regional	Senior Forecaster	National: National media team Regional: MaCM RD	IT Operations National media team in roster time Senior/Duty

Type of tweet	Account	Triggers	Frequency	Time	Resp.	Tweeter	Back up / support	Clearance	Retweet	Response if required	Monitoring b/h	Monitoring a/h
											Event media officer Senior/Duty Forecasters as time permits	Forecasters as time permits
Cyclone situation information	Regional	Developing Approaching coast Crossing coast Worsening or changing Upgraded or downgraded Hit inhabited areas No longer a threat Warning cancelled Has passed	As needed	As relevant	RFC— SupMet or delegate	Senior Forecaster	SupMet RD MaCMs BNOC National media team (if media involved)	Senior Forecaster or delegate with peer review	National if warranted Other relevant regional	Senior Forecaster	National: National media team Regional: MaCM RD Event media officer Senior/Duty Forecasters as time permits	IT Operations National media team in roster time Senior/Duty Forecasters as time permits
Cross-border events	National or Regional	First forecast Approaching inhabited areas May put lives or property at risk Worsening or changing Hit inhabited areas Has passed No longer a threat Warning cancelled	As needed	Business hours unless community interest and impact requires after hours tweeting	BNOC	Senior Forecaster, coordinated with BNOC	RFC SupMet	BNOC / regional Senior Forecaster or delegate with peer review	National / Regional	BNOC / Regional Senior Forecaster	National: National media team BNOC Regional: MaCM RD Event media officer Senior/Duty Forecasters as time permits	IT Operations Senior/Duty Forecasters as time permits National media team in roster time
Wind and weather outlook (link to major event in region,	Regional	Every Friday afternoon	Weekly	2–5pm local time	RFC— SupMet or delegate	Senior Forecaster / ACT Senior Met	MaCM BNOC	Senior Forecaster/ ACT Senior Met or delegate	National if warranted	MaCM	MaCM RD Senior/Duty Forecasters	Senior/Duty Forecaster as time permits

Type of tweet	Account	Triggers	Frequency	Time	Resp.	Tweeter	Back up / support	Clearance	Retweet	Response if required	Monitoring b/h	Monitoring a/h
direct to website)								with peer review			as time permits	
National er (interesting weather happening across the country)	National	Every morning	Daily	Before 8am AEST	BNOC	Authorised BNOC staff	Designated RFC	BNOC Senior Forecaster, with peer review	Relevant regional	n/a	National: BNOC Regional: MaCM RD Senior/Duty Forecasters as time permits	n/a
Daily state weather (outlook for the day across state, focus on interesting weather. Can be more than one tweet if needed for different regions)	Regional	Every morning	Daily	Before 8am local time	RFC— SupMet or delegate	Senior Forecaster / ACT Senior Met	SupMet BNOC	Senior Forecaster/ ACT Senior Met or delegate with peer review	National if warranted	n/a	MaCM RD Senior/Duty Forecasters as time permits	n/a
Notable weather information	Regional	Interesting weather: hot, cold, windy, wet Records: hottest, coldest, wettest, most consecutive days etc Start of cyclone season, fire season etc Unseasonable weather First: first town to	As relevant	Any time during business hours	Regional Director	MaCMs / ACT Senior Met	RD	Senior Forecaster / ACT Senior Met or delegate with peer review	National if warranted Relevant regionals	n/a	MaCM Relevant program area	n/a

Type of tweet	Account	Triggers	Frequency	Time	Resp.	Tweeter	Back up / support	Clearance	Retweet	Response if required	Monitoring b/h	Monitoring a/h
		reach xx degrees etc Dry spring, warm winter, etc Local wave and ocean information										
Major corporate announcement	National	Media release	As required	Coordinate with other planned comms	Comms section	Communication Section designated role	Comms section	As delegated under Publishing Policy	All regionals	National media team	National media team	n/a
Service announcement	National	Service announcement	As required	Coordinate with other planned comms	Comms section	Communication Section designated role	Comms section AD Services AD Hazards Predictions AD Water Forecasting Services	As delegated under Publishing Policy	All regionals	National media team	National media team	n/a
Issues management	National	Sustained criticism of Bureau Sustained questions Misinformation or inaccuracies lead people to make important decisions based on wrong information	As required	Any time, during business hours	National media team, with RD if relevant	National media team	RD Relevant program managers	As delegated under Publishing Policy Public Affairs Manager	Regional if relevant	National media team	National media team	n/a
Public interest information	National / Regional	Identified need to inform the community, such as when someone asks a pertinent question that others might want to know	As required	Any time, during business hours	National media team with RD or branch if relevant	As relevant	RD MaCM Comms section	As delegated under Publishing Policy	National / regionals, if relevant	As relevant	National: National media team Regional: MaCM RD	n/a

Type of tweet	Account	Triggers	Frequency	Time	Resp.	Tweeter	Back up / support	Clearance	Retweet	Response if required	Monitoring b/h	Monitoring a/h
		about									Senior/Duty Forecasters as time permits	
When regular Bureau comms tools are compromised	National	In cases where other communication avenues crash, such as the website	As required	Any time during emergency situations, business hours when not urgent	National media team	National media team	Comms section	As delegated under Publishing Policy	All regionals	National media team	National: National media team Regional: MaCM RD Senior/Duty Forecasters as time permits	IT Operations Senior/Duty Forecasters as time permits National media team in roster time

AD Assistant Director
 BNOC Bureau National Operations Centre
 MaCMs Media and Communication Manager
 RD Regional Director
 RFC Regional Forecasting Centre
 SupMet Supervising Meteorologist

Appendix C: Template

Element	Guidance	Examples	Your tweet
Content (required)	<p>Most important information:</p> <ul style="list-style-type: none"> • what • when • where • how significant <p>Simple language—no jargon, no acronyms, no text spelling, never start with a handle</p>	<p>Three more days of #SAheatwave. Max 41 degrees today. Keep cool. m.bom.gov.au for temperatures within 6km of your location.</p> <p>Severe #SydneyStorms will cause large hail stones later this afternoon. Check warnings www.bom.gov.au/warnings</p>	<i>Write your key message here</i>
Hashtag (optional)	<p>Search Twitter for existing relevant hashtag and check whether relevant emergency service is using one. If no existing hashtag, make one up, including area and event.</p> <p>Capitalise first letter of each word, unless it follows a capital letter. No more than one or two hashtags per tweet</p>	<p>#SydneyHail #MelbourneWeather #CycloneIeta #SAheatwave #QldFloods #CairnsWettestDay #PerthBoatShow</p>	<i>Write your hashtag here</i>
URL (required in most cases)	<p>Always link back to the website (mobile site for forecasts and notable weather, relevant Bureau web page for warnings, corporate announcements, etc). Paste the Bureau link into the tweet.</p> <p>URLs will always use 22 characters—don't worry if it is longer, it will be automatically shortened, but will still work.</p>		<i>Paste your URL here</i>
Image (optional) See new guidance issued on 12/2/15	<p>Only use if Bureau holds copyright.</p> <p>An image will use 23 characters.</p> <p>Save it to the Twitter image in your region's shared drive.</p>		<i>Choose your image, screenshot it and save it</i>
Put all the elements of your tweet together			

Supplementary guidance for Bureau use of Twitter

Purpose

To clarify and expand the guidance provided to Bureau staff about what images can be used in tweets and how they should be used.

Relevant policy section

This guidance updates the section 4.2 Preparing tweets – images on page 11 of the *Bureau use of Twitter – Policy and standard operating procedures 2014-15* (version 1.5). If there is conflicting instruction, this supplementary guidance must be followed. This guidance will be reviewed alongside the overall policy in March-April 2015.

Actions

- Advise all staff who are authorised to tweet
- Upload this guidance on Twitter intranet page
- Review training module content and assessment and amend if required
- Annotate relevant section in existing policy to advise readers that they need to read the supplementary guidance

Images

1. General principles

- Images should be used where possible as they create visual interest for the reader. They are powerful storytellers
- The image must relate directly to the content of the tweet. If there is no suitable image, it is better not to use one
- Images of official Bureau products or services that are publicly available on our website should be used. Screenshots taken from these products can also be used
- Ensure the image will be understood by the general public – maps and graphs should not be too technical or busy. Think about what a 12 year-old would understand
- Images must be sharp, providing good visual clarity for online viewing
- Legends and locations must be included. If the location can't be included, ensure it is in the tweet text
- Date stamps should be included if possible

2. Internal images

Images that are available on our internal systems not our public website are **not** permitted to be used in tweets (and related media such as Facebook). These images are based on services that do not form part of our public weather, climate, water or space weather services. They may also be work in progress or pilots or are not nationally consistent and can lead to confused public messaging.

3. Using images of forecast maps or warnings

Images of forecast maps and warnings that are publicly available on the Bureau website can be used in tweets. The images must be used in conjunction with a web link that points to the warnings or forecast page. The words 'check latest at [www...](http://www.bom.gov.au)' (or very similar) should always be used.

In many cases, you may need to use screen shots. When you do this, ensure you capture all the critical information but avoid including extra lines or too much white space. Make sure you don't inadvertently cut off important parts of the image (don't lose Tasmania!).

Example of image that **can** be used:



4. Use of third party and external images

Third party

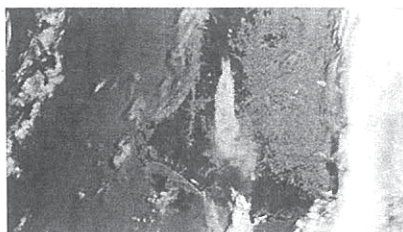
Official third party images can be used as long as they are not subject to copyright or licensing requirements. Provide attribution in the tweet content if required. For example, NASA images require at minimum, the word 'NASA' to be used.

If you are using a third party image, you should still provide a link to the Bureau's website as in the following example.



BOM WA

Amazing image from NASA_EO of the fires in the SW. Check MetEye for forecasts
bom.gov.au/australia/mete
pic.twitter.com/8TSkPqK92n



Photos taken by staff

Staff can take a photo and use it if it adds to the relevance of the tweet. See example below. Always check the image carefully to ensure there is no inadvertent background 'noise' (eg an inappropriate poster or sign or facial expression).



✓ BOM Queensland

@BOM_Qld

With showers interchanging with sunny breaks watch out for #Rainbows in #Brisbane this morning



Feb 10, 2015, 7:13am

Photos submitted by the public

Use only in exceptional circumstances such as if there is a current significant weather situation and community safety could be enhanced. Twitter is not the forum for general engagement on photos – Facebook is currently being used for this.

You need to treat photos submitted by the public with caution and be confident that the image is legitimate (they could be doctored, or not from the actual area or time).

5. Annotated images

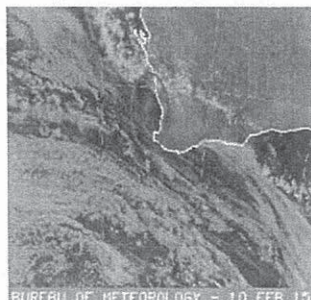
It is generally not recommended. However you can annotate an image if it will enhance the reader's understanding of the image and make the story clearer. Ensure a colleague reviews the image and annotation.



✓ BOM WA

@BOM_WA

Smoke off the west coast from #WAFires expected to increase this afternoon on the sea breeze www.bom.gov.au/australia/mete/ye/?loc=WA_FA001



BUREAU OF METEOROLOGY - 10 FEB 15

Bureau's use of Twitter

Frequently asked questions

Why is the Bureau starting to use Twitter?

The Bureau has a responsibility to let people know about weather that affects them, and a huge number of people rely heavily on Twitter for information.

Twitter is a really easy way to get messages out to the community quickly, particularly during severe weather—both to people who use it as their only source of news, and through the media who monitor Twitter for breaking news.

It will enable us to better connect with our communities in a way that is relevant to them, and complement other communication activities, including warnings.

Any social media communication will always refer people back to the Bureau's website as the most up-to-date and authoritative source of Bureau information.

What are our accounts?

The Bureau has one national account and one account for each state/territory.

- | | | |
|---------------------------------|----------|----------|
| • @BOM_au (our national handle) | @BOM_ACT | @BOM_NSW |
| • @BOM_NT | @BOM_Qld | @BOM_SA |
| • @BOM_Tas | @BOM_Vic | @BOM_WA |

What are we tweeting?

The regional accounts are tweeting:

- daily outlook and weekend weather for each state/territory
- severe or significant weather such as storms, destructive winds, floods, and heatwaves
- cyclones affecting their region
- notable/interesting weather information.

The national handle will tweet about:

- product or service announcements, including regular updates such as the latest climate outlook and reports
- national daily outlook with a focus on where 'weather' is happening
- tsunami warnings and situation awareness.

This will be reviewed after the 2014–15 severe weather season to look at what worked, what didn't and how we can improve or grow our use of Twitter.

Potential future topics include:

- additional climate information
- volcanic ash
- space weather
- upgrades to local radar, radar outages
- significant changes to website

- corporate endeavours, such as graduate program, reconciliation strategy
- and more.

Will we tweet every warning and severe weather update?

No, our Twitter accounts do not post about every warning. We'll of course do our very best to tweet critical information, but forecasts and warnings must always be our highest priority, and it might not be possible to tweet every update in every situation.

Our website remains the best source of the latest information.

Who will tweet?

In the regions, tweets will be issued from the regional forecasting centres. Media and Communication Managers and Regional Directors may also tweet when required. The Bureau of Meteorology National Operations Centre (BNOC) and staff in Communication Section and media team will issue tweets from the national handle.

All staff who are authorised under the policy and have successfully completed training are permitted to tweet, subject to the operating procedures and clearances. If you are unsure, check the Twitter procedures on the [social media intranet](#). Also refer to the Bureau's [Publishing Policy](#), [social media guidelines for staff](#) and [short explanatory video](#).

Will it be a two-way conversation?

The Bureau's Twitter accounts will mostly be used one way—to share information rather than seeking the views of our extensive audience.

This is common for other users whose main role is to provide information, such as emergency management agencies and news outlets.

We will only respond to tweets in very limited circumstances.

What will be the impact on staff?

We will monitor and review this. Because staff are busy, workloads have been a consideration throughout the development of our approach to Twitter.

We're starting slow, to minimise impacts on staff and build staff capacity, and to help us understand what resources are needed.

Twitter is an important form of communication, but forecasts and warnings will always be the highest priority, and these will come first.

After this severe weather season, and regularly after that, the policy will be reviewed to look at what worked, what didn't, the impact on staff, and how we can improve our use of Twitter.

Should I retweet Bureau tweets from my personal handle?

Staff are welcome to retweet Bureau tweets. See the [social media guidelines for staff](#).