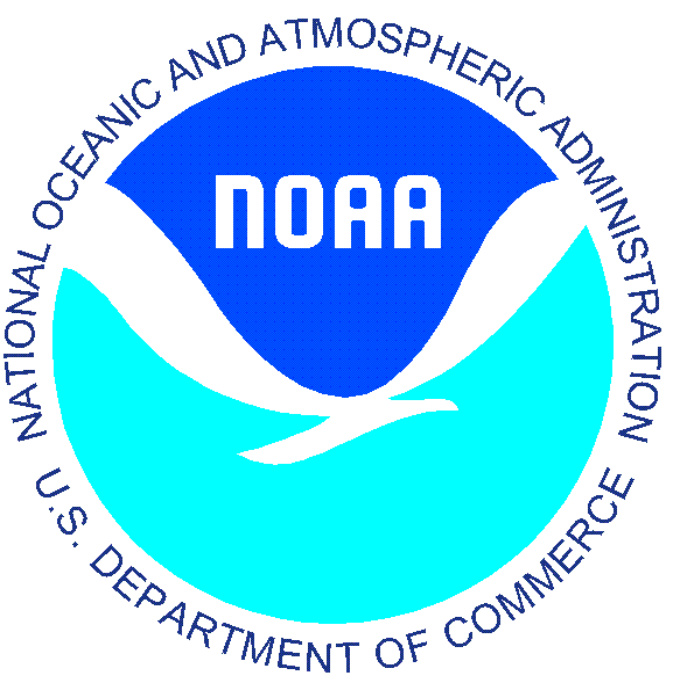# Social Media Dashboard -- A Locally Developed Application

Neil Dixon, NOAA/National Weather Service, Greer, SC, Neil.Dixon@noaa.gov

1.) What is the Social Media Dashboard (SMD)?

Purpose I. A tool that allows an unlimited number of users to manage Twitter and Facebook accounts.

Purpose II. A Situational Awareness Display / Verification Resource

➢ Typically, a NWS office can localize the SMD to serve their County Warning Area in just a few hours.

➢ A tool utilized by nearly 60 NWS offices across five NWS regions.

2.) For Twitter: The SMD will emulate many of the features of Hootsuite & TweetDeck.
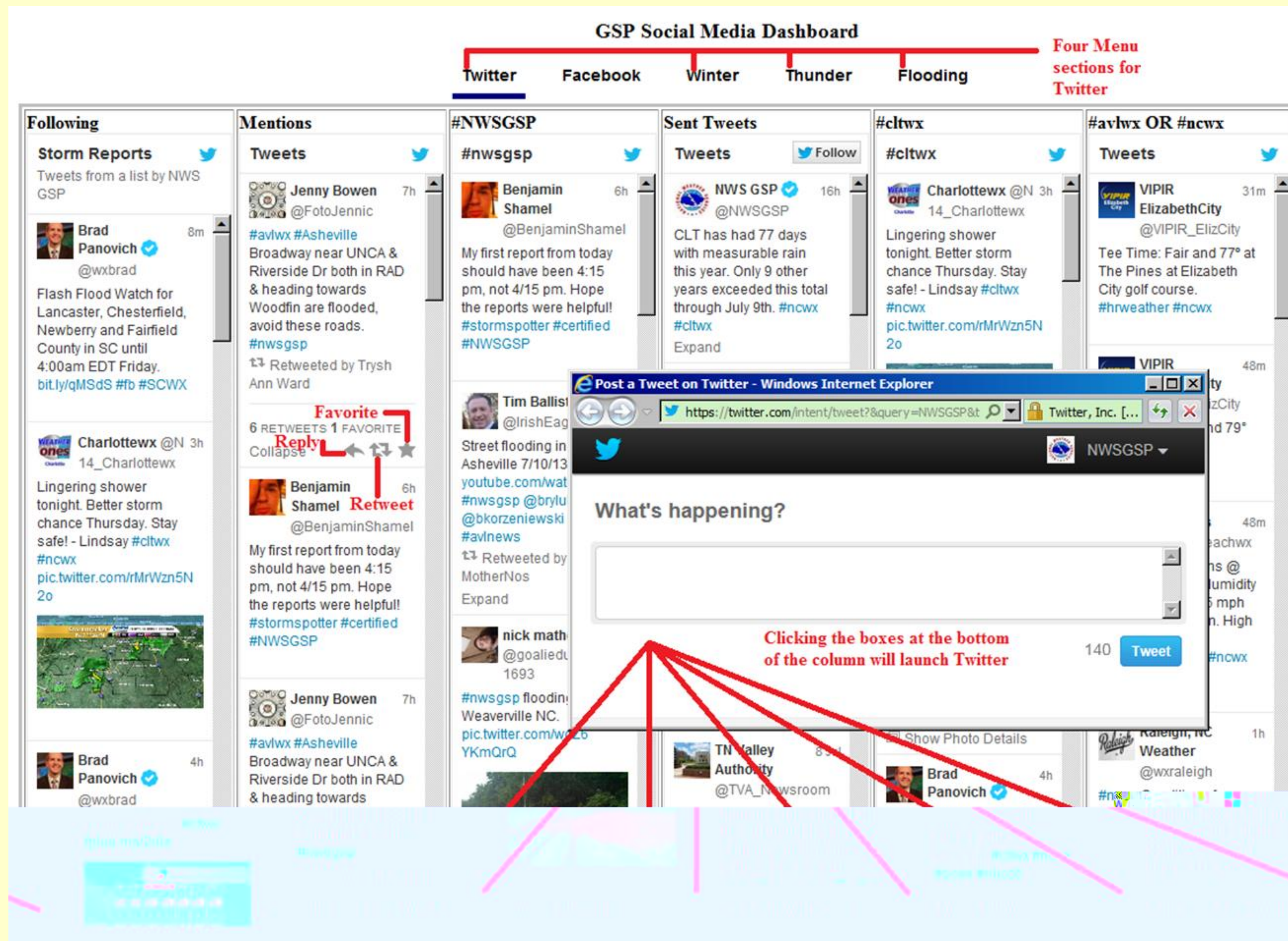

Figure 1. Screen capture of the Twitter display of the Social Media Dashboard

The SMD for WFO GSP is composed of a general purpose twitter tab (Fig. 1), with additional tabs for winter, thunder, and flooding. These tabs display twitter streams that search for keywords, hashtags, and sources that are related to these weather tabs.

The dashboard streams will allow you to reply, retweet, or assign favorites by simply clicking the icons that appear when the cursor touches a tweet.

To post a tweet, the user clicks on the window on the bottom of the stream, then types the tweet in the Twitter dialogue box and clicks the "Tweet" button.

3.) For Facebook: The SMD will present all key Facebook pages on one display.
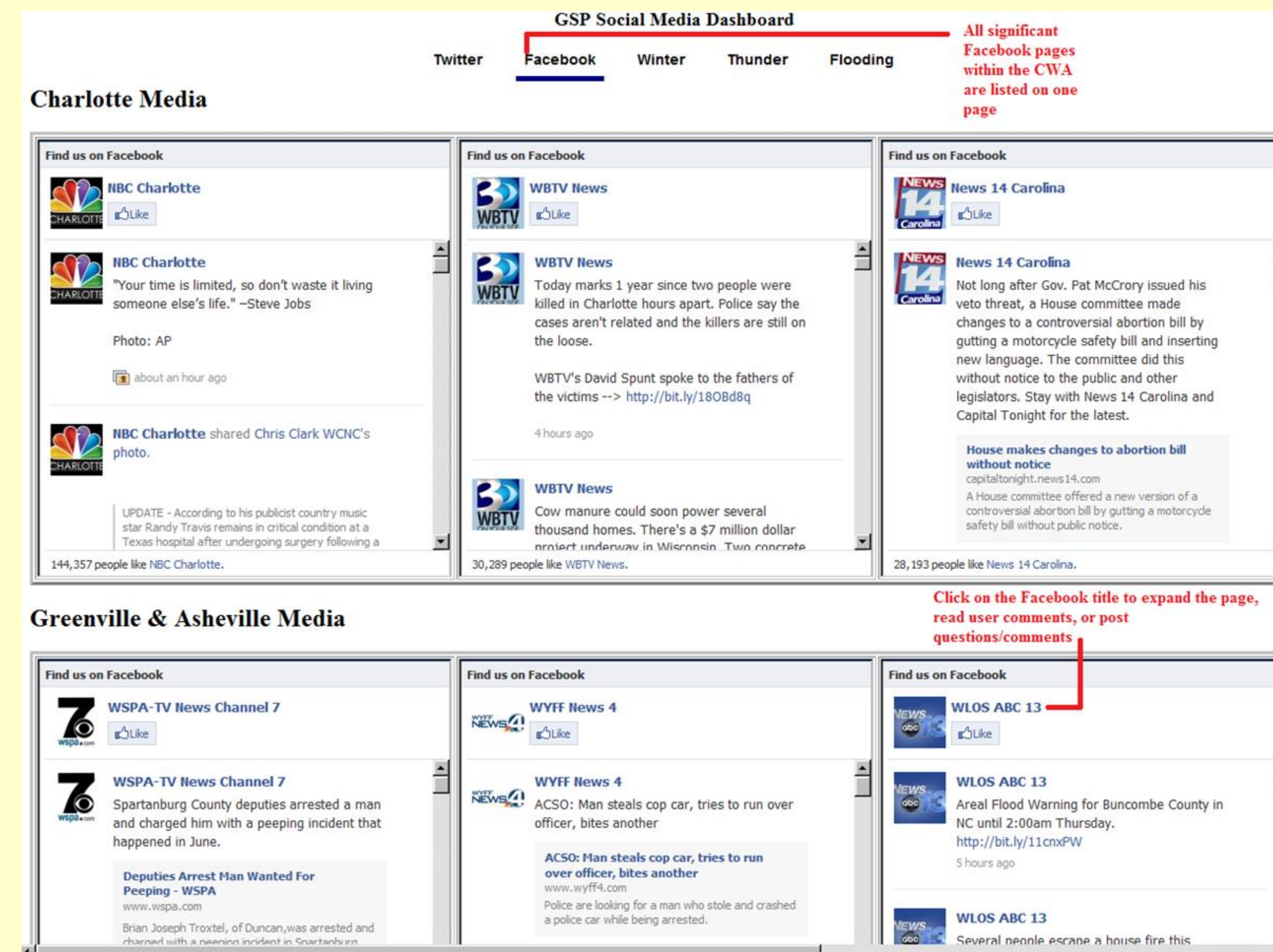

Figure 2. Screen capture of the Facebook display of the Social Media Dashboard

Facebook section of the SMD will display all key Facebook pages on one display (Fig. 2). The user can easily take a quick look at each page, seeing who is talking about weather or which page has posted NWS statements.

If a post looks interesting, the user can click on the title and the page will open in its full domain. The user can quickly access post text, pictures, videos, or ask questions.

Table 1. Comparison of the Social Media Dashboard with third-party applications.

Features	SMD	TweetDeck	Hootsuite
Unlimited # of Users	✓	✓	2 Users (Free & Pro) >10 Users (Enterprise = $18K)
Real-time Twitter Streams	✓	✓	Delayed by Minutes
Display Pictures & Videos	✓	✓	Web Link
Precise Retweeting	✓	✓	No
No Advertising	✓	✓	Tweet & Web Ads
Tabbed Twitter Display	✓	No	✓
Multi-Social Media Accounts	✓	Only Twitter	✓
Auto Profanity Filter	✓	Manual	Manual

4.) A Situational Awareness Display / Verification Resource

Social Media

• Twitter
• Facebook
• YouTube

Online Resources

• CoCoRaHS
• Police and Fire Scanners
• Highway Patrol Reports
• Power Outage Maps
• Web cams

To aid in situational awareness and warning verification, all social media and online resources can be organized into county-specific lists. These lists will narrow potential sources to the social media pages, online scanners, utility companies, and other online resources that apply to a particular county (Fig. 3).
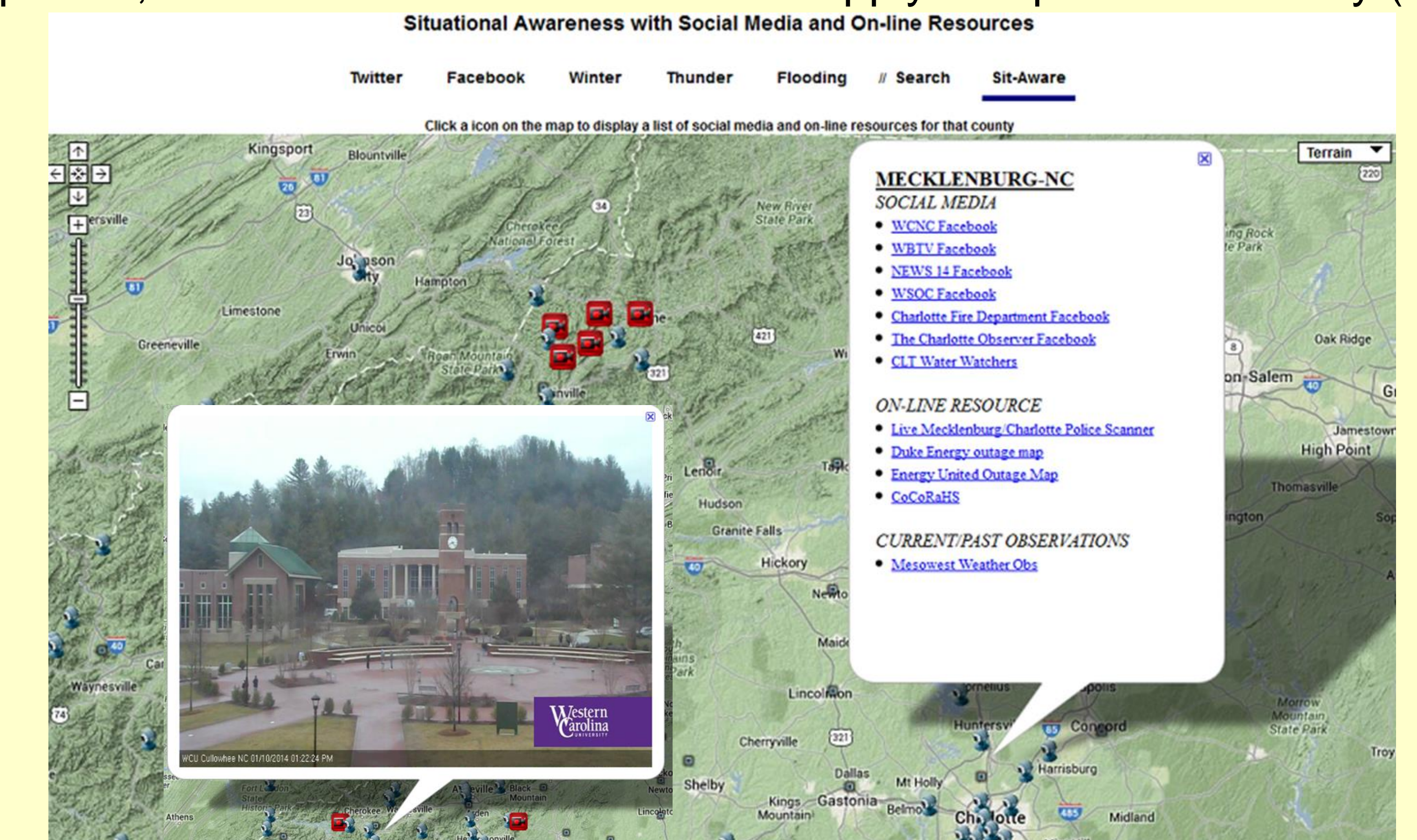

Figure 3. Display of Web cams and lists of county specific social media and online resources.

5.) Application Examples of Social Media and Online Resources

Late evening flash flood event (Fig. 4), the listed reports were collected by listening to online fire and police scanners and monitoring local media Facebook pages.
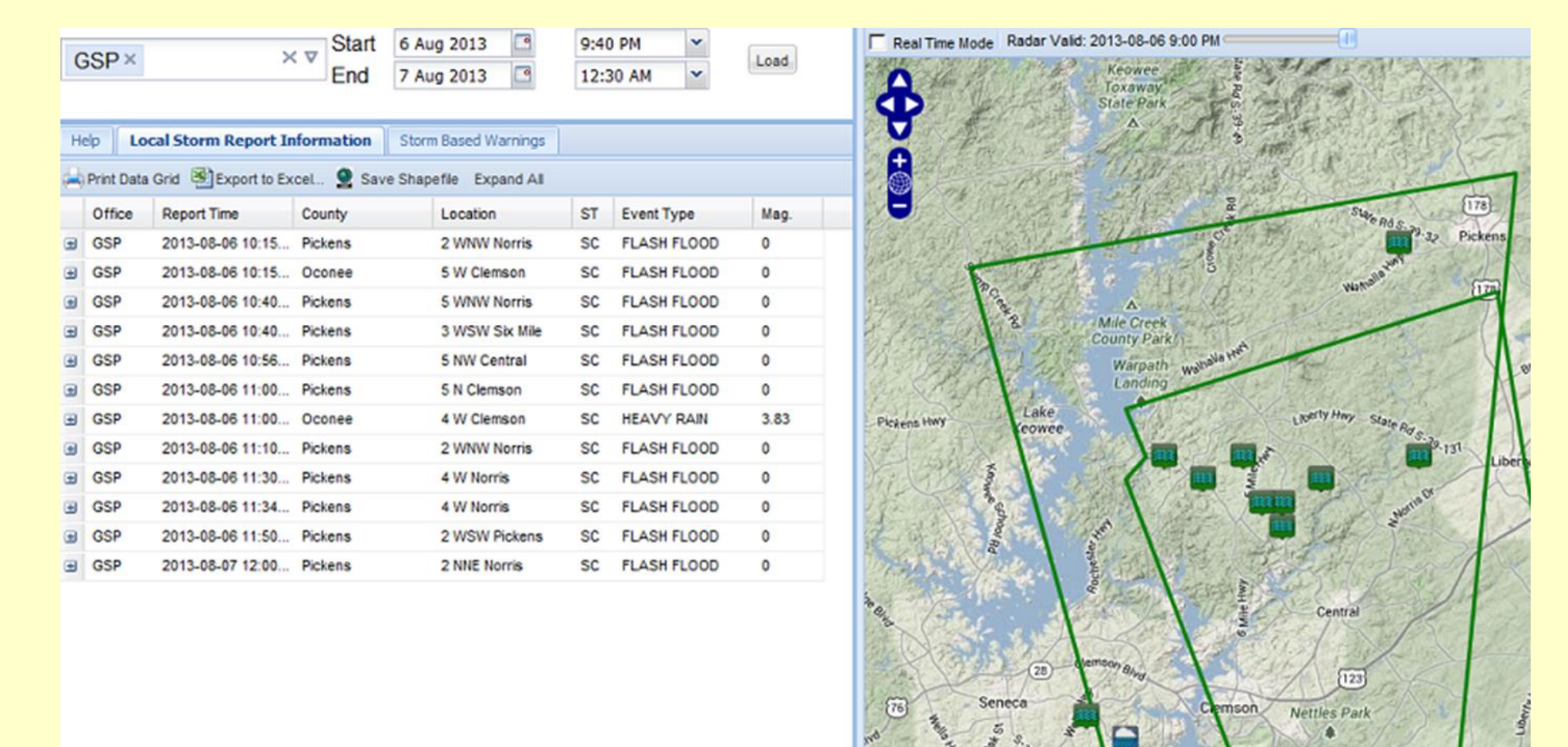
Figure 4. Two Flash Flood Warnings with Reports
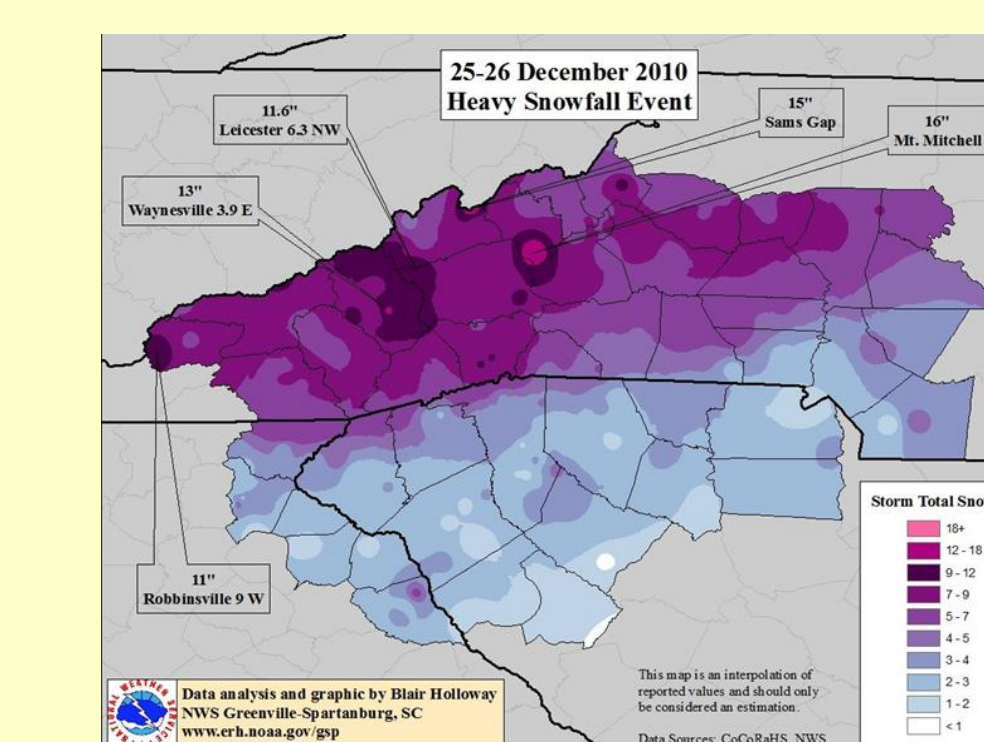
Comparison of Two Widespread Snow Events:

During the Christmas 2010 event (Fig. 5) WFO GSP collected 200 snowfall reports (limited social media usage). During the pre-Valentines Day 2014 storm (Fig. 6) WFO GSP collected 435 reports with social media.
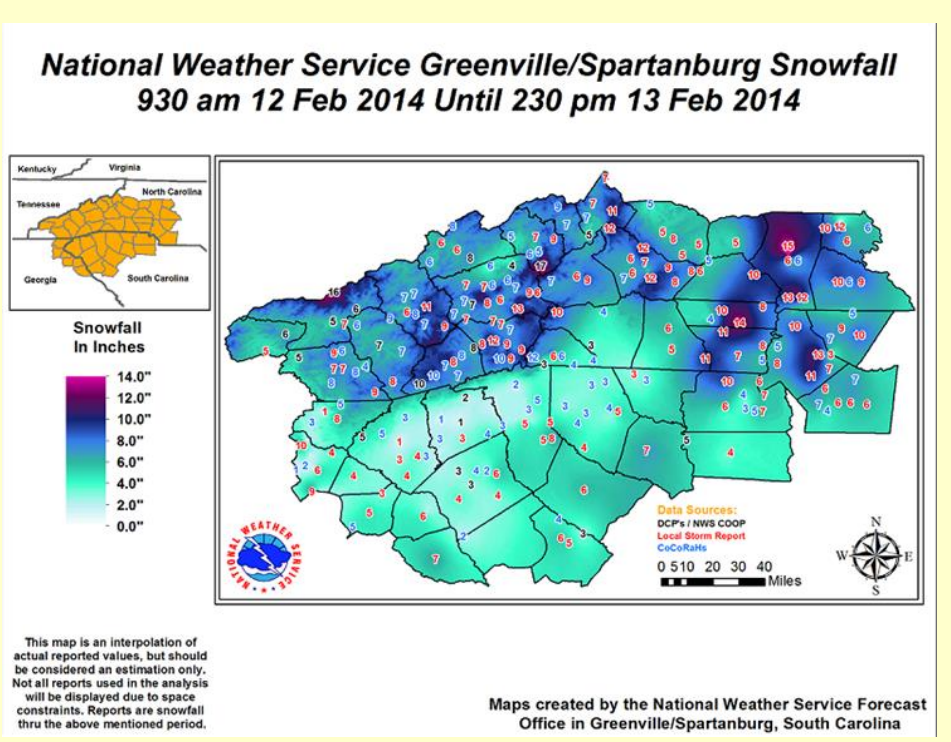

Figure 5.
Christmas 25-26, 2010:
200 Snowfall Reports

Figure 6.
February 12-13, 2014:
435 Snowfall Reports