

Social Media Analysis of the October 2015 South Carolina Floods

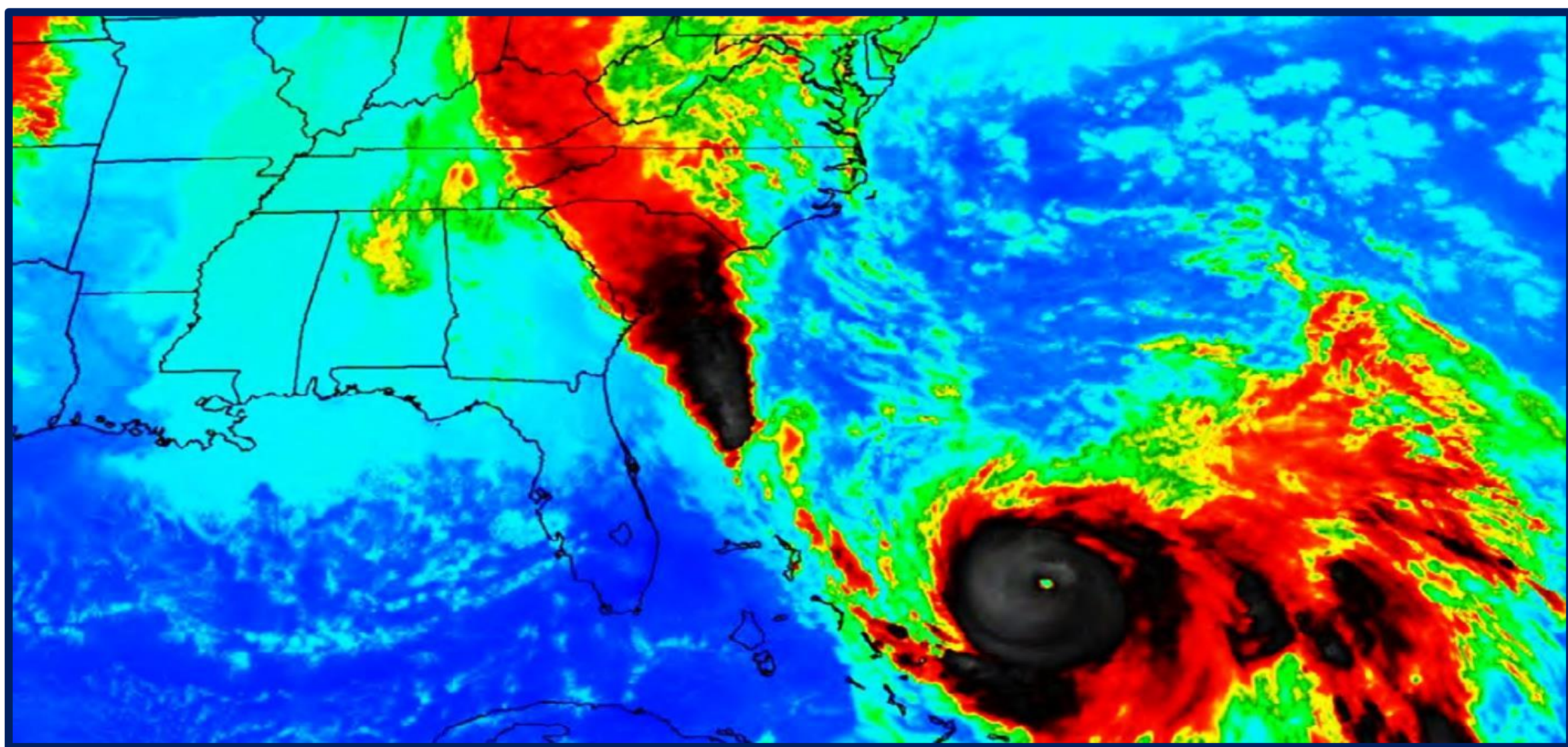
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Background

- Slow moving upper low west of the Carolinas combined with persistent onshore flow off the Atlantic and a plume of tropical moisture associated with Hurricane Joaquin
- Deep, moist warm layer provided efficient warm rain processes resulting in widespread heavy rainfall across much of South Carolina and parts of North Carolina
- Record rainfall with many locations measuring over 20 inches of rain in less than 24 hours resulting in historic flooding across central and coastal South Carolina
- Major River flooding with new established record crests at 17 river gauges with 15 others recording crests in the top 5 for the period of record
- 1500 water rescues and 19 fatalities (9 within Columbia Metro area), many of which were individuals trapped in vehicles swept into high water
- Estimated \$1.492 Billion in damages in South Carolina including closure of 410 roads and bridges (74 mile stretch of I-95 in SC) and failure of 36 regulated dams
- Numerous 1, 2, 3 and 4 day rainfall records broken
- Social Media is a rapidly growing communication medium and an additional way for the NWS to convey information to our partners and general public
- This poster will provide an analysis of social media usage by the four South Carolina NWS offices, as well as provide an estimate of the reach of this medium



Infrared satellite image of the intense rainfall impacting South Carolina during the morning of October 3rd, 2015. Source: NASA



Conway, SC (ILM WFO)



Columbia, SC (CAE WFO)

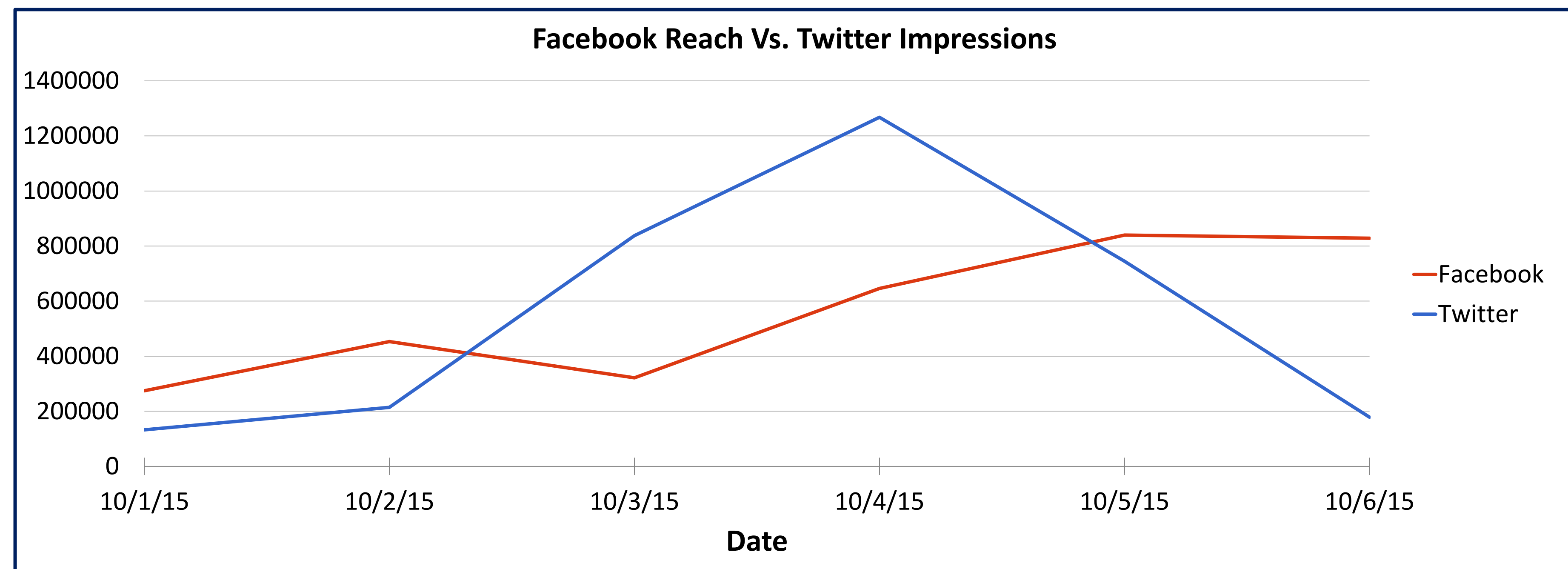
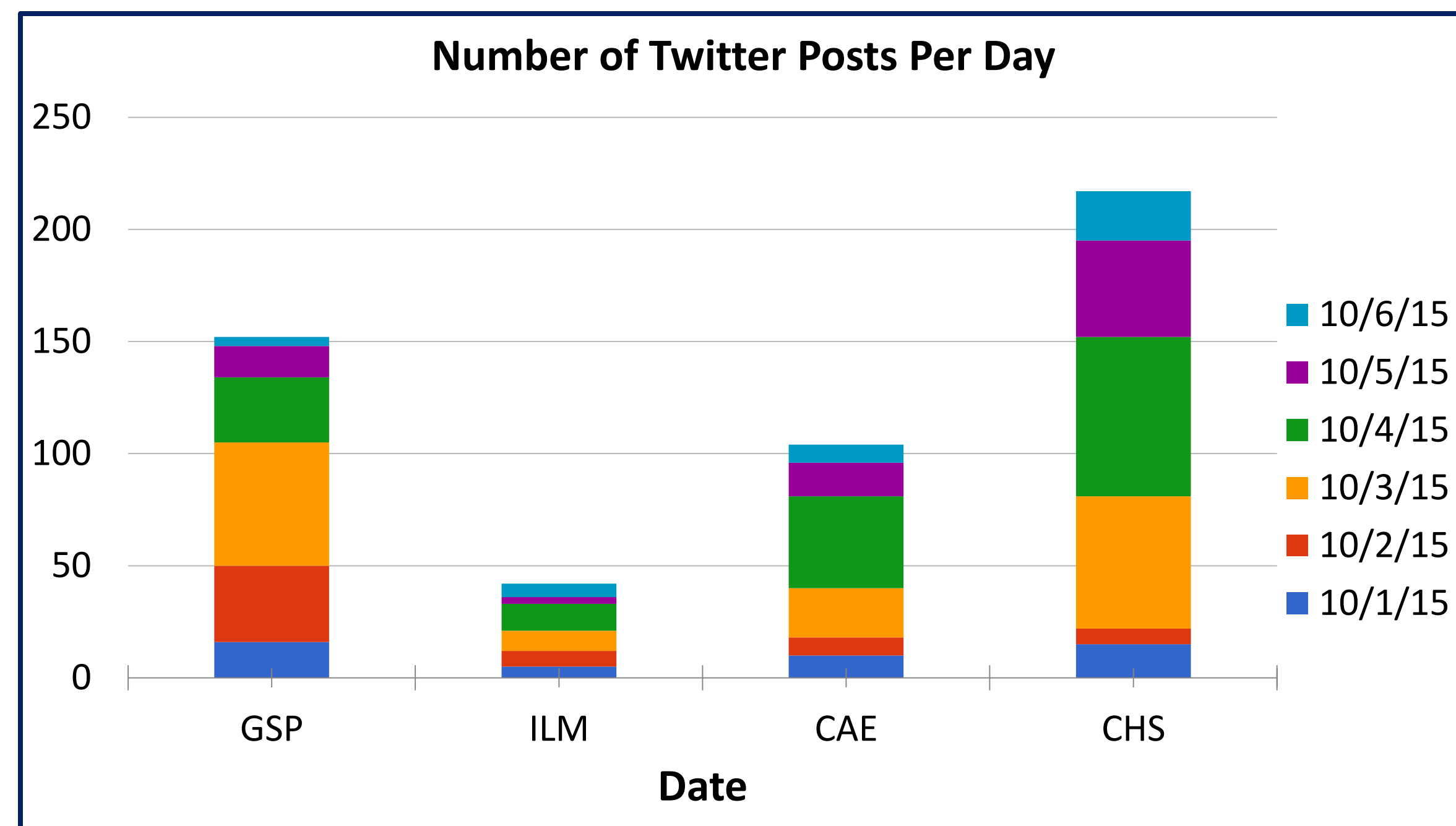
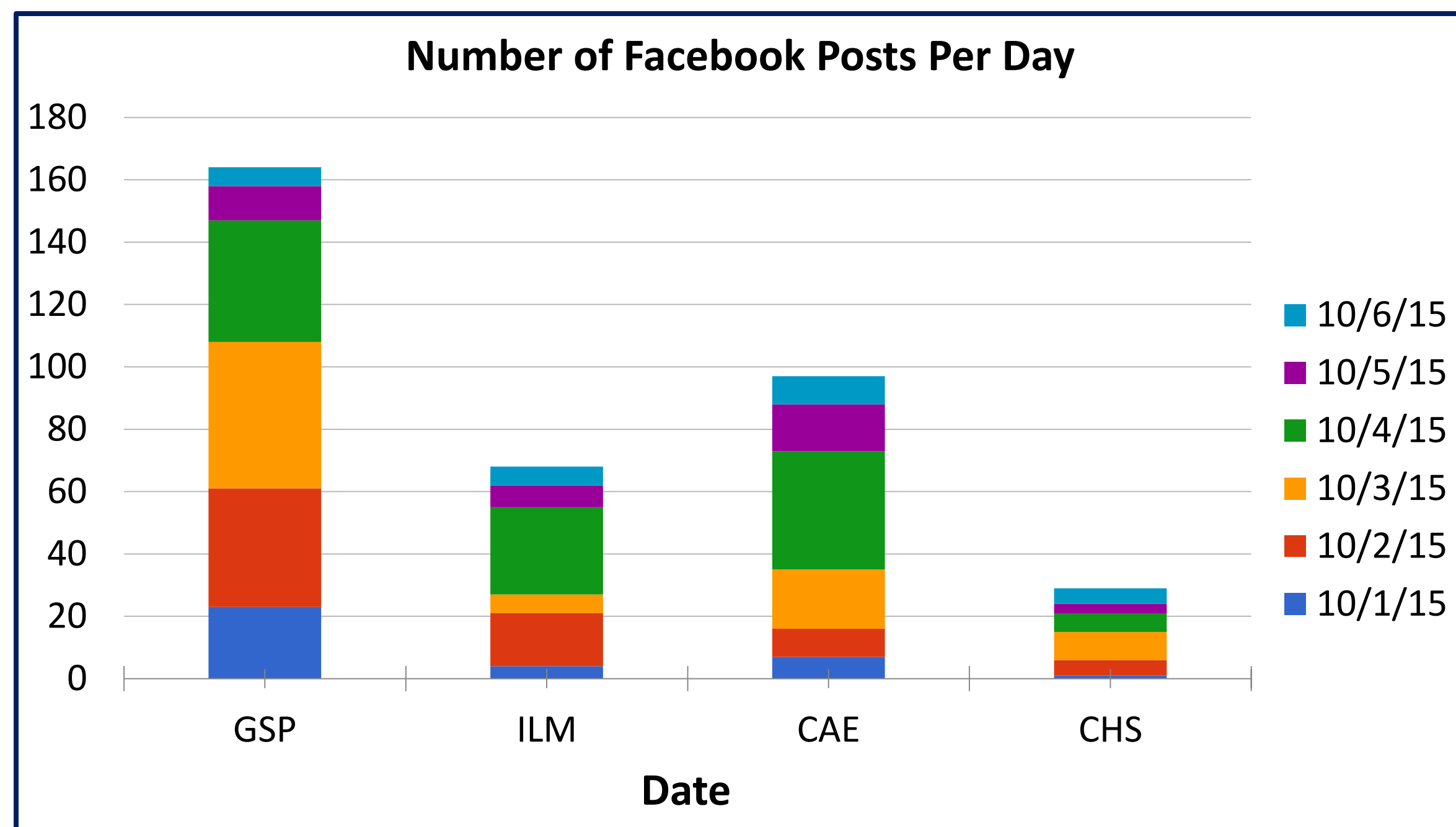
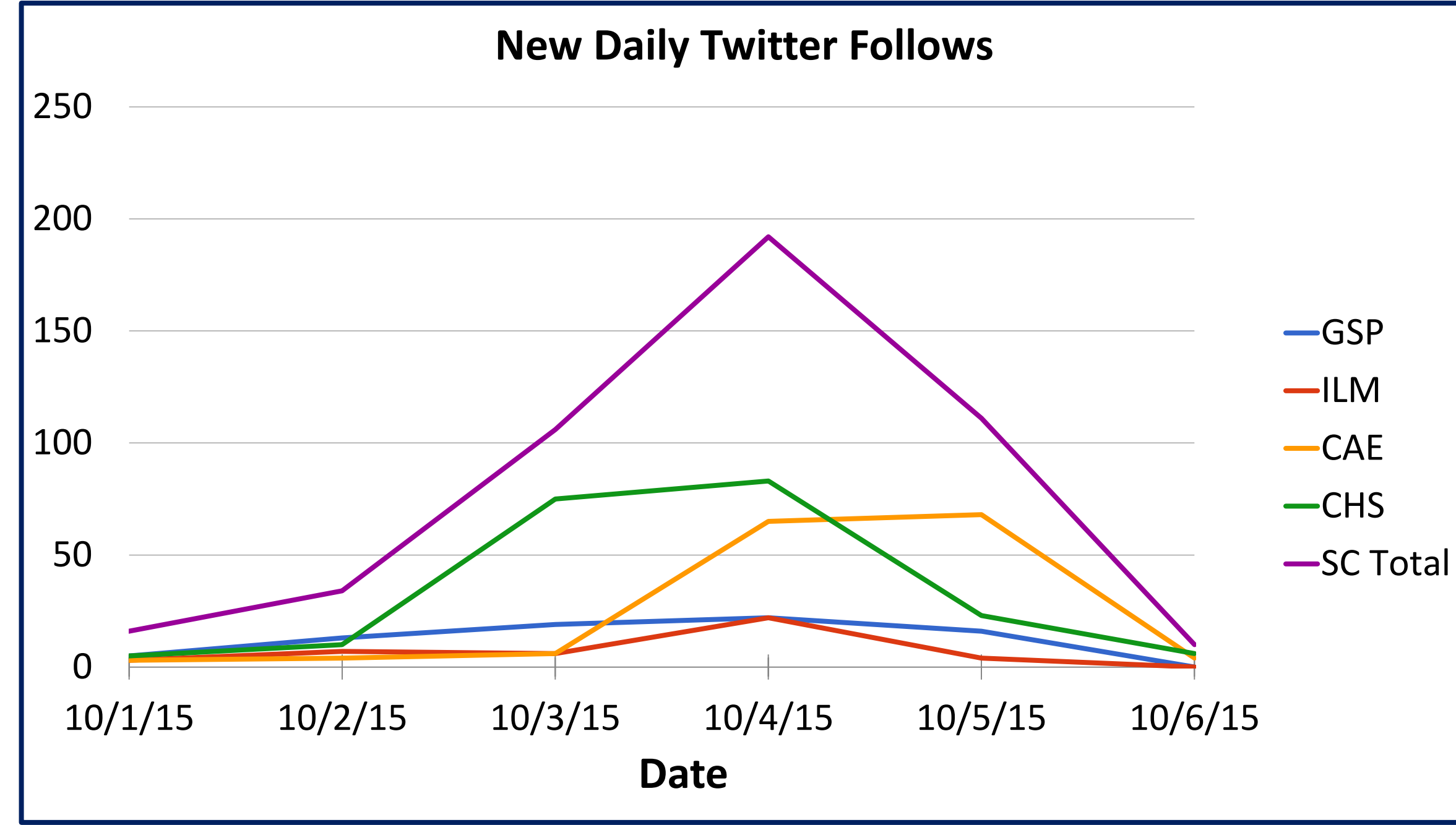
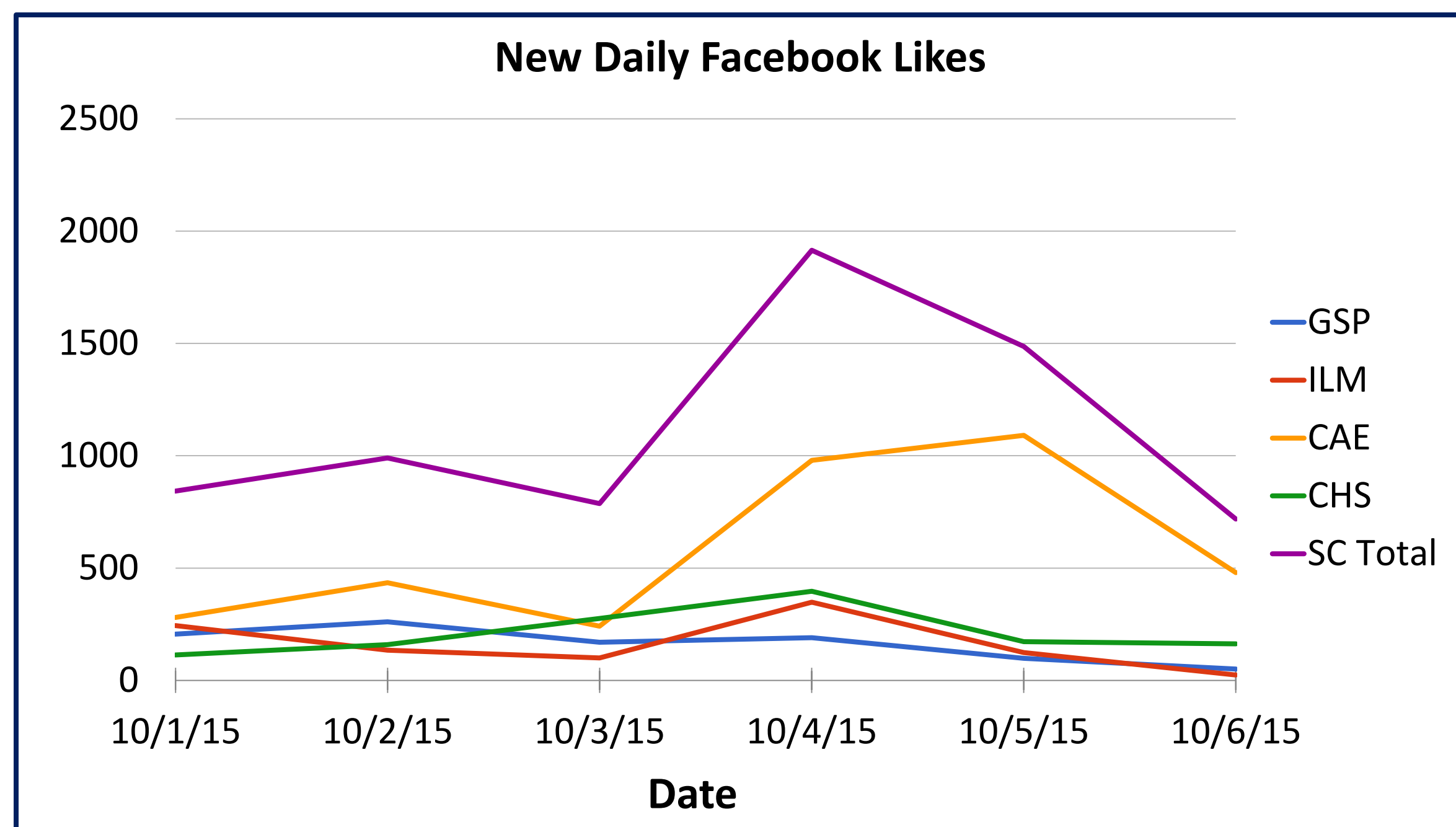
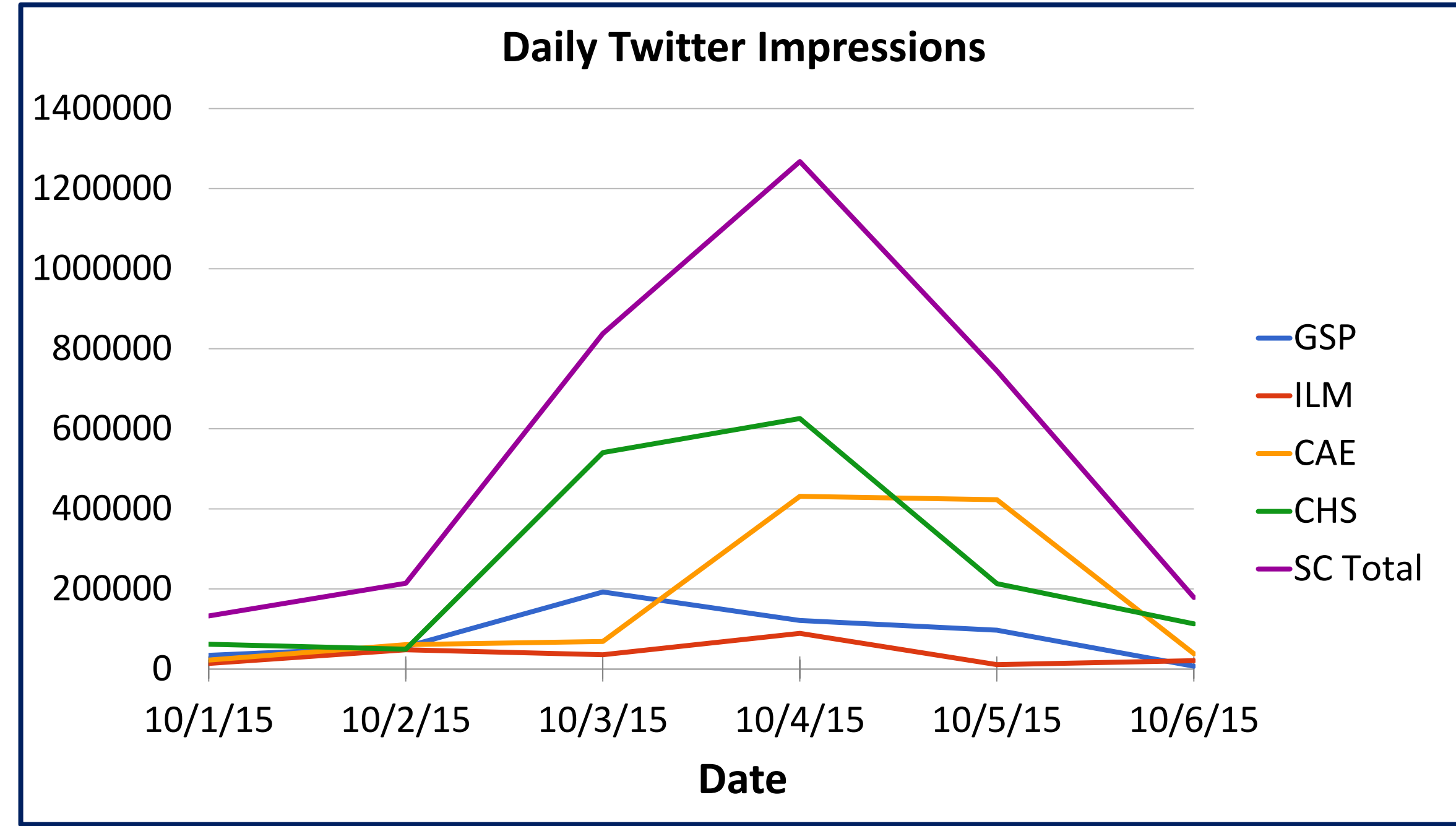
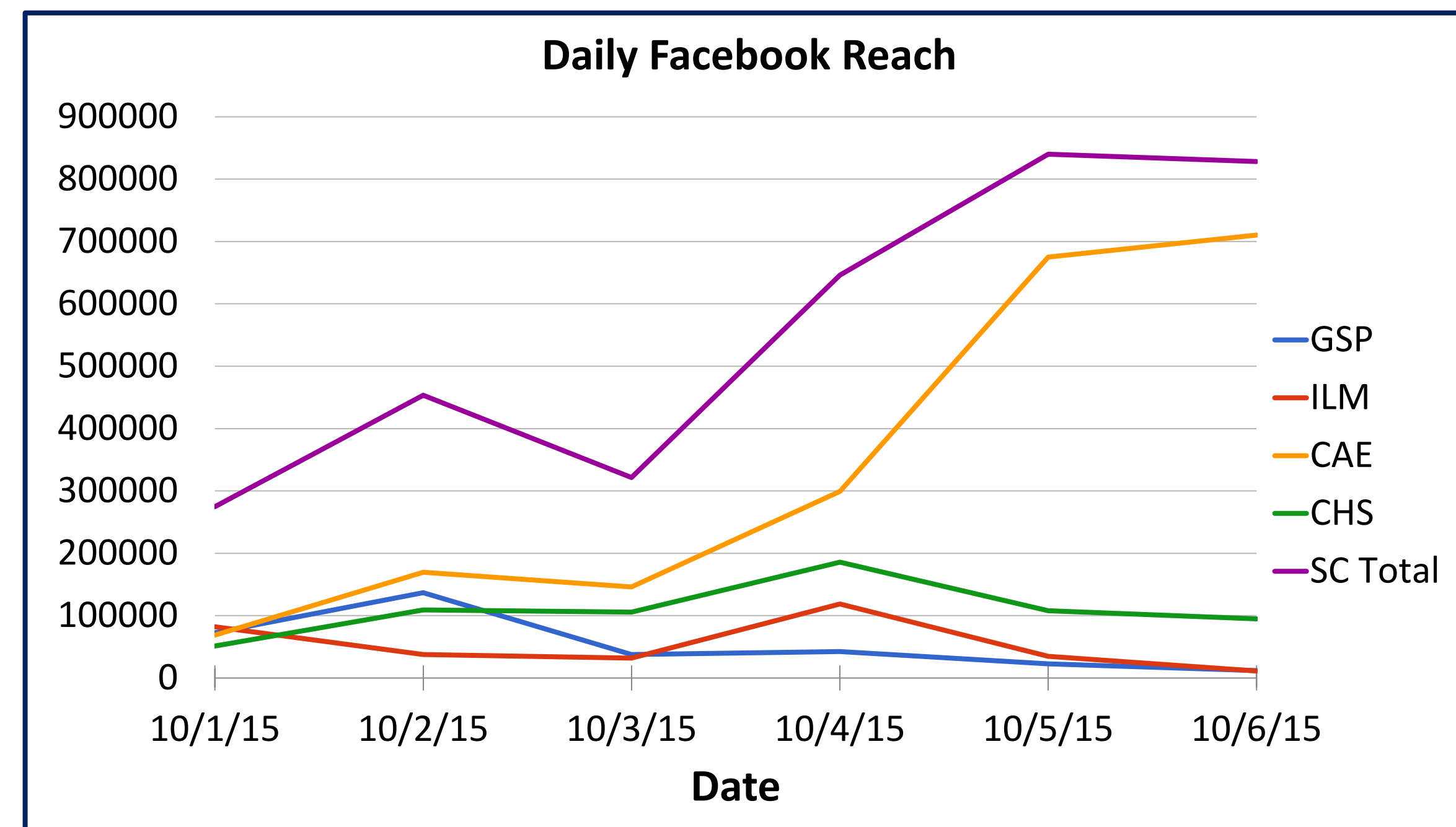


Greenwood, SC (GSP WFO)



Charleston, SC (CHS WFO)

Social Media Analysis



Prior to the event, GSP, CAE, CHS and ILM collaborated on a hashtag to be used during the event for social media posts:

#SEFlood

Social Media Post Examples

