



**World Meteorological Organization
Organisation météorologique mondiale**

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Our ref.: WDS/PWS/WMO-No.1086/PWS-24

GENEVA, 2 July 2012

Subject: "Guidelines on Strategies for use of Social Media by National Meteorological and Hydrological Services" (WMO-No. 1086, PWS-24)

Action required: To circulate this information to relevant staff members and inform them of the Website where the publication is located

Dear Sir/Madam,

I am very pleased to inform you that the latest Public Weather Services (PWS) Programme publication entitled, "Guidelines on Strategies for use of Social Media by National Meteorological and Hydrological Services" (WMO-No. 1086, PWS 24), is now available in English. Preparations to have this publication translated into French, Russian and Spanish are currently underway, and these language versions will be available in due course. In the interim, the English version of this publication can be accessed electronically at the WMO PWS Website at the following web link:

http://www.wmo.int/pages/prog/amp/pwsp/publicationsguidelines_en.htm

This publication was produced by the Commission for Basic Systems Open Programme Area Group on Public Weather Services Expert Team on Communication, Outreach and Public Education Aspects of PWS (CBS/OPAG-PWS ET/COPE), following the endorsement by CBS of the importance of 'social media', communication methods in communicating with users, and the need to assist National Meteorological and Hydrological Services (NMHSs) with what they should consider when implementing the related technologies. The Guidelines contain examples for NMHSs in different regions, using different types of social media.

The task of preparing these Guidelines was carried out by Mr Jon Gill from the Australian Bureau of Meteorology and Mr Peter Kreft of the Meteorological Service of New Zealand, to whom we express our appreciation.

It is hoped that you will find this publication useful and informative in implementing the use of social media in your Service. Should your Service require paper copies of this publication, you are kindly requested to contact Ms Haleh Kootval, Chief of the Public Weather Services Programme, via e-mail at: HKootval@wmo.int.

Yours faithfully,

A handwritten signature in black ink, appearing to be 'J. Lengoasa', written over a horizontal line.

(J. Lengoasa)
for the Secretary-General

To: Permanent Representatives (or Directors of Meteorological or Hydrometeorological Services) of Members of WMO (PR-6649)

cc: Hydrological Advisers to Permanent Representatives