



New Mission Need or Requirement Request

National Weather Service (NWS) on Instagram

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CONTACT INFORMATION

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LOCAL OFFICE / MANAGEMENT CONCURRENCE (CARDS TIER 1 CLEARANCE)		
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1 Statement of Mission Need or Requirement

1.1 Mission Need or Requirement

Instagram is a popular photo sharing app for iOS and Android. The National Weather Service (NWS) already has a presence on Instagram at the national level. The Office of Communications (COMMs) initiated NWS presence on the national level as a media/communications tool. This request is to extend the NWS presence on Instagram to field offices. Instagram at the field office level can be a useful tool for NWS to further interact with customers and the general public in areas such as outreach, safety, and preparedness education. It can also be used to help brand the agency, showcasing “the best of” who we are and what we do. For a limited time, NWS will participate on the Instagram service at select offices from each region and the National Centers for Environmental Prediction (NCEP)/National Water Center (NWC). NWS will evaluate the usefulness of the service (at the field office level) to the NWS mission and determine if the local use of Instagram should become a NWS requirement.

1.2 Time Sensitivity

Instagram is currently one of the most-used social media platforms and therefore this is considered time sensitive so its use can be tested at 2 offices from each Region and NCEP/NWC.

1.3 Existing Operational Gaps

The NWS Emerging Tech Team is leading the Instagram effort and will choose 2 offices from each Region and NCEP/NWC for limited testing. Through this test process, the participating offices will be able to identify benefits, shortcomings or challenges, as well as guidance/policy for operational use. Otherwise, none noted at this time.

2 Justification and Benefits to the NWS

2.1 Strategic Drivers and Mandates

Does the requirement address a mandate by NOAA, DOC, OMB, Executive Order, or Law?	N
Is the requirement needed to satisfy a specific external organization’s needs?	Y
Does the requirement address a specific DOC, NOAA, or NWS strategic initiative?	N

2.2 Benefits

Describe how the request will benefit NWS' mission to protect life and property.

Describe how the request will help the NWS better serve our partners and the public.

Describe how the request will improve how NWS operates.

Describe how the request will help NWS be a better steward of government resources (e.g., time or money).

Explanation of benefits to NWS:

Instagram is another tool that the NWS can leverage to improve our ability to get the word out (better serve the public) using Social Media (<http://www.weather.gov/socialmedia>).

Instagram is a way for the NWS to share pictures with the public The ability for NWS offices to instantly share photos will open up a number of opportunities to explore, including:

- *Enhanced Outreach and Education*
- *Behind-the-scenes shots*
- *Use for Spotter training*
- *Day in the life of a meteorologist*
- *Clouds and other weather phenomena*
- *Pics during storm surveys*
- *Photo contests*
- *Sharing public photos of weather phenomena*
- *Short videos not exceeding 15 seconds in length*

Instagram is also a mobile-only platform, which means that posts can only be done using a government-furnished smartphone or iPad. Although the Instagram app is required to share photos, it is platform-independent. This means that once a link to a photo is shared via social media, anyone can view the photos on any device whether or not they have the app or an Instagram account.

3 National Service Program

Identify the most appropriate Analyze, Forecast and Support National Service Program to vet and address this request.

Program Name	X	Program Name	X	Program Name	X
Aviation		Tropical		Public	X
Fire Weather		Winter Weather		Space Weather	
Marine		Climate		Tsunami	
Severe Weather		Water Resources		Overarching (broad cross-cutting)	X

4 Estimated Resource Needs

No development is required, as NWS will use an existing social media app - Instagram. NWS will need to evaluate staff resource needs, policy and account use. Policy analysis will be carried out based on results of the test.