

Communicating Weather Hazards in the Digital Era

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HKO's mission

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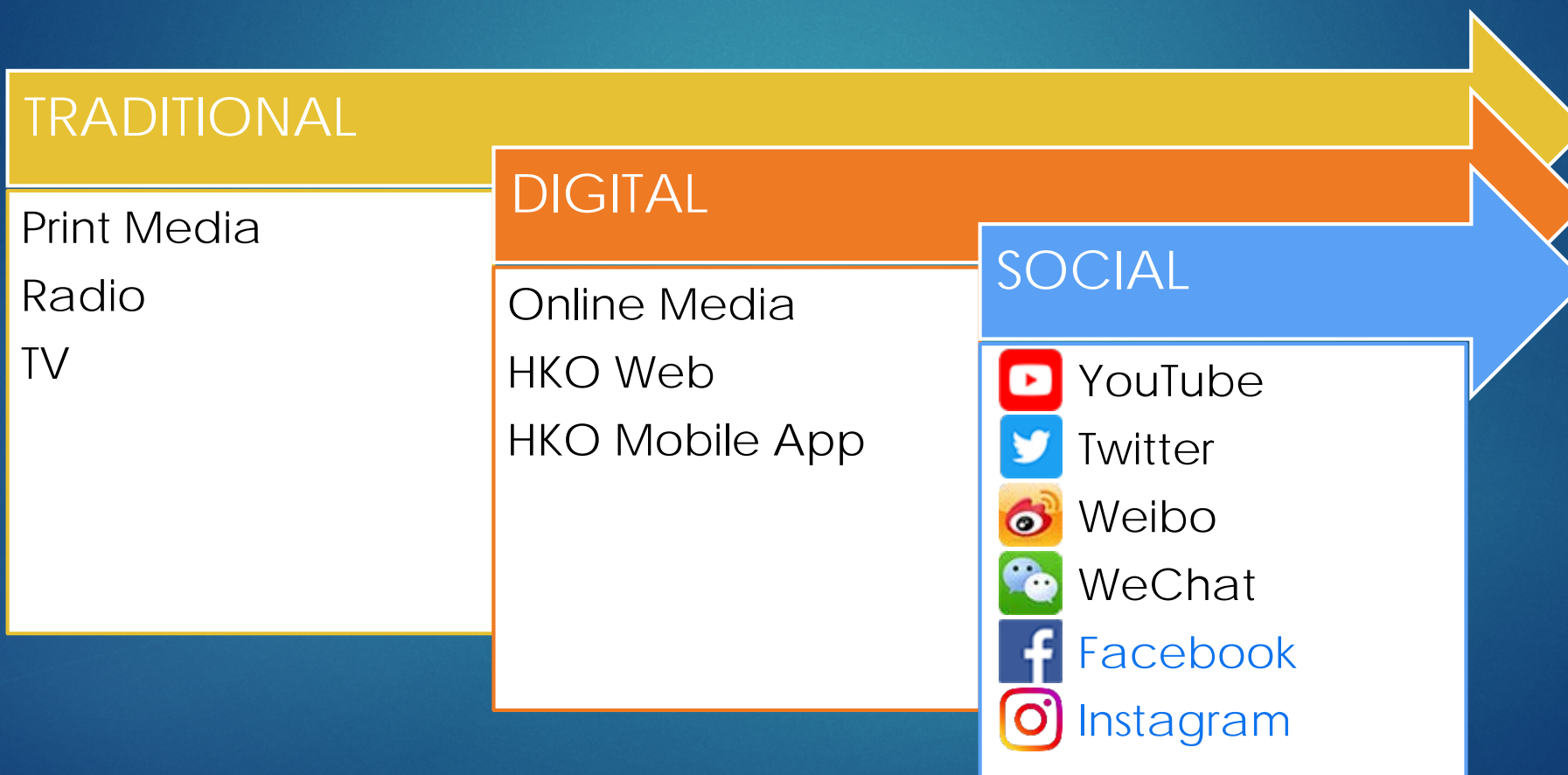
- ▶ To provide **people-oriented** quality service in meteorology and related fields, and to enhance the society's capability in natural disaster prevention and response, through **science, innovation and partnership**

What do the public need to know about hot weather?

- ▶ Weather forecast?
- ▶ Precautions?
- ▶ WBGT? HKHI (Hong Kong Heat Index)?
 - ▶ Do the public understand?
 - ▶ What should we do?

Trend in communication

4



HKO's Facebook

5

- ▶ Launched on 23.3.2018
- ▶ Facebook
 - ▶ 118,000+ page likes
 - ▶ 128,000+ followers



Education Video: HKHI and others

6

Reach: 113,000+

Views: 34,000+

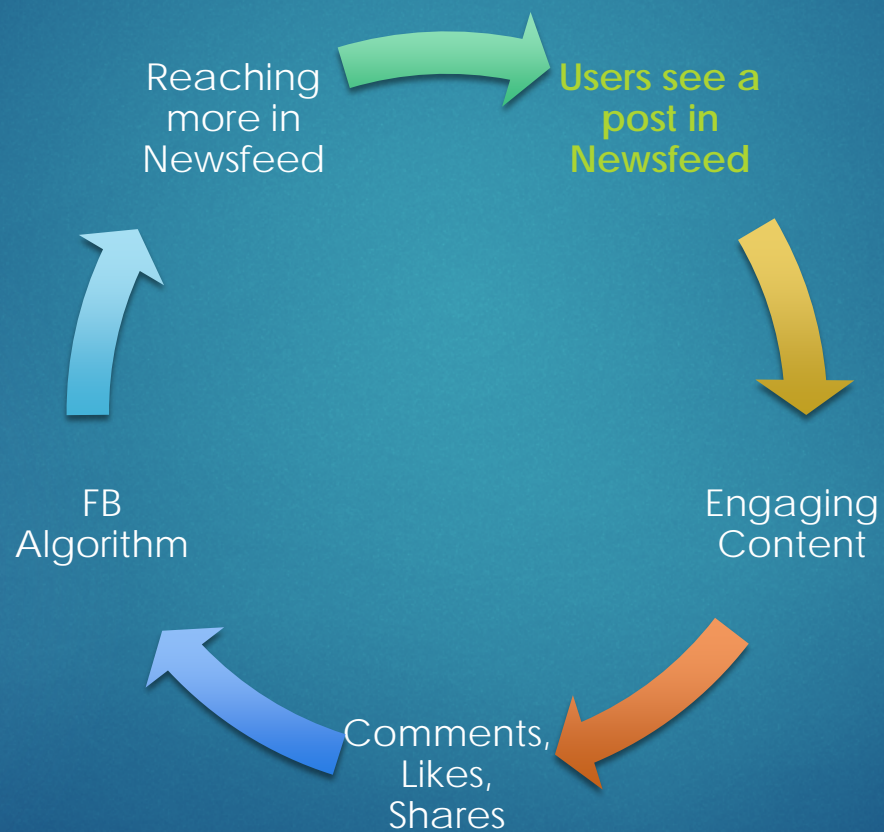
Full Video: <https://www.facebook.com/hk.observatory/videos/1739837049440260/>

How to get your message across effectively?

- ▶ As always,
 - ▶ Content
 - ▶ Packaging
- ▶ What's more on Social Media?
 - ▶ "Shareable"

How to reach more people on FB?

8



During “good” days
Making use of infotainment

Why is it faster to fly from HK to Tokyo than the other way around?

10

Reach: 398,000+

Views: 185,000+

Partner with celebrity

Other infotainment posts

– social media references



Other infotainment posts

– social media references



Other infotainment posts – social media references

14



During “bad” days

High impact weather

Waterspout spotted by public

16

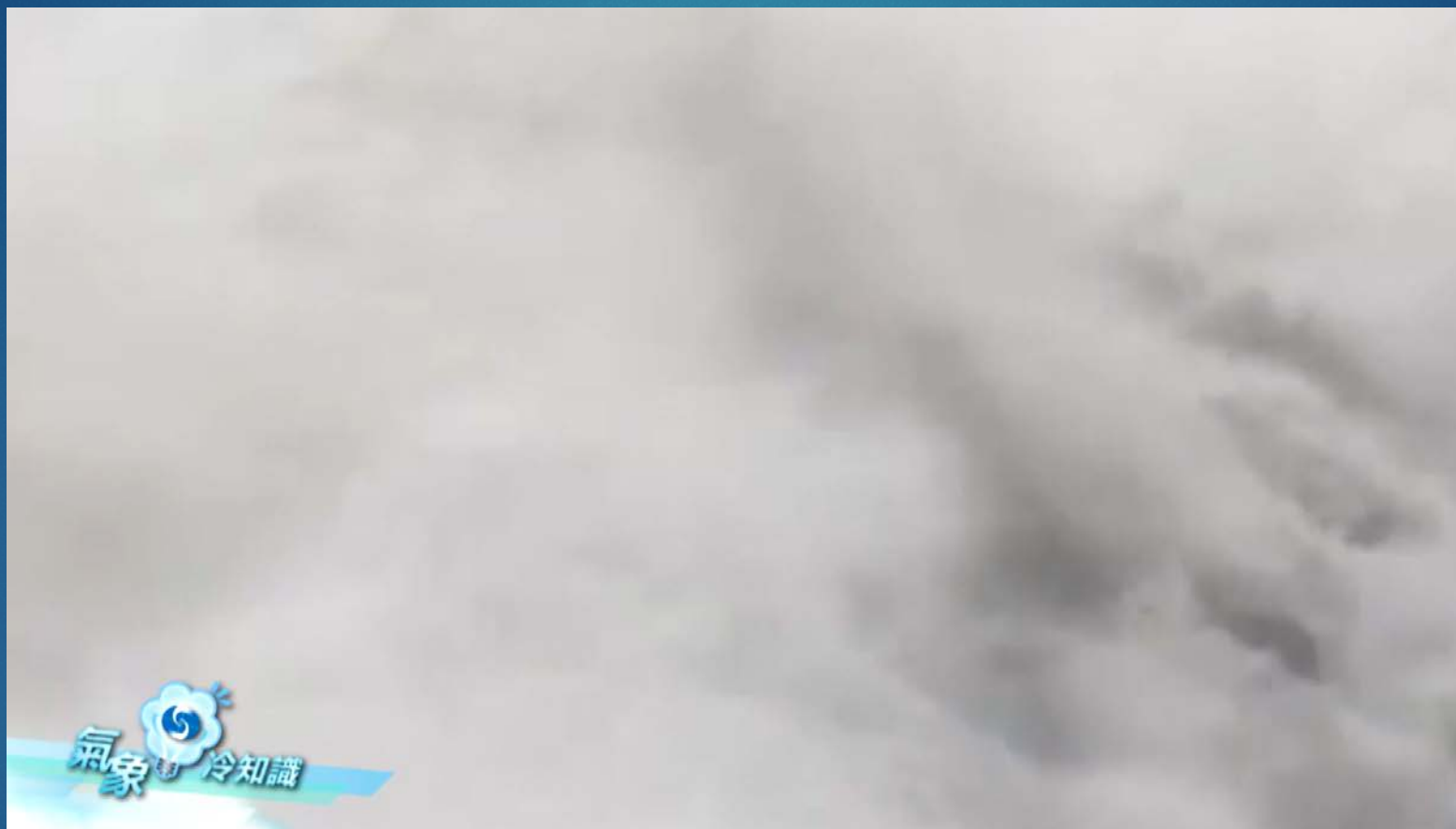


Reach: 526,000+

Views: 266,000+

Weather Hazards - Typhoon

17



Reach: 685,000+
Views: 362,000+

Full video:
<https://www.facebook.com/hk.observatory/videos/1140368599455825/>

“*Nothing in science has
any value to society if it is
not communicated*”

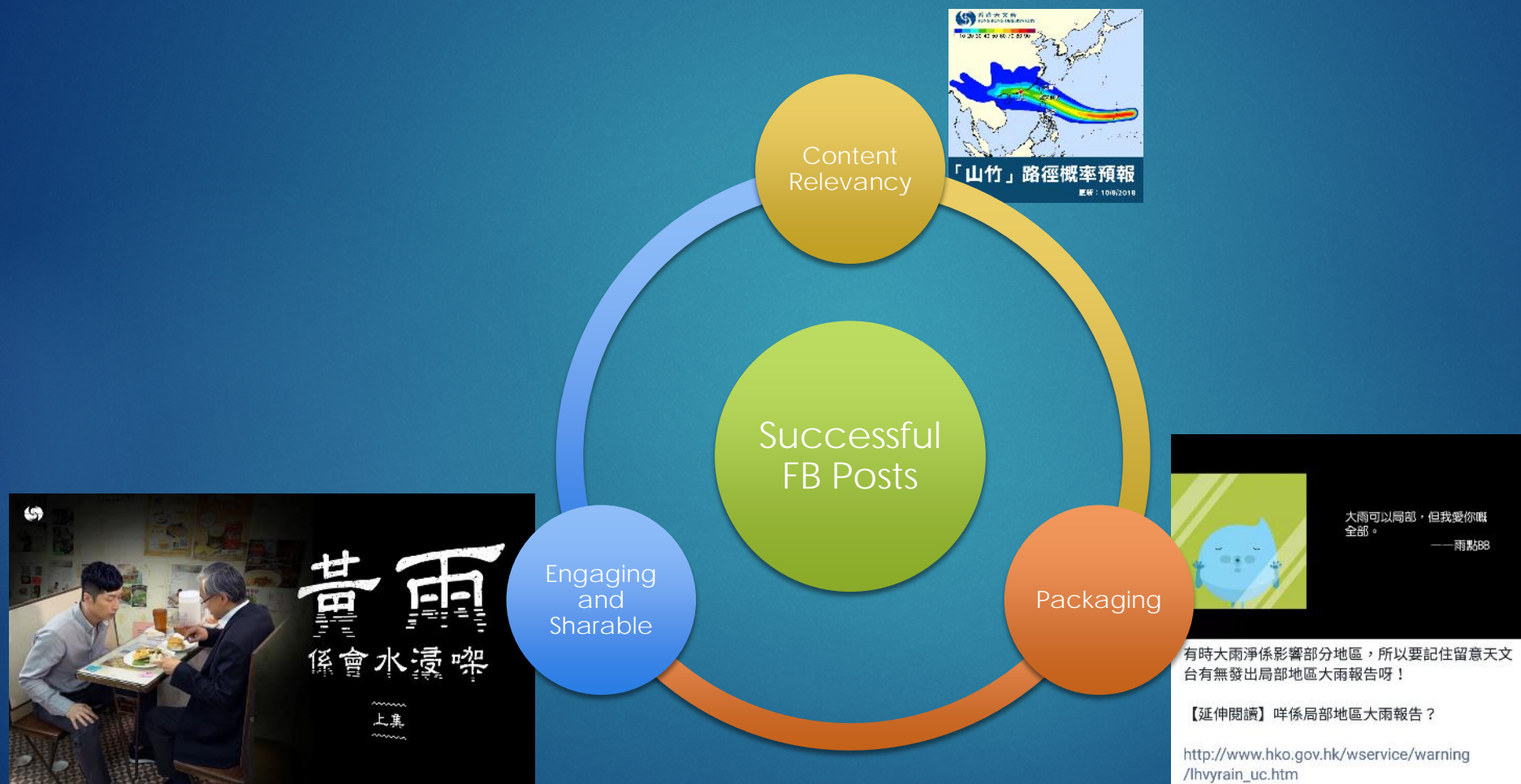
ANNE ROE (1952)

Thank you

Backup slides

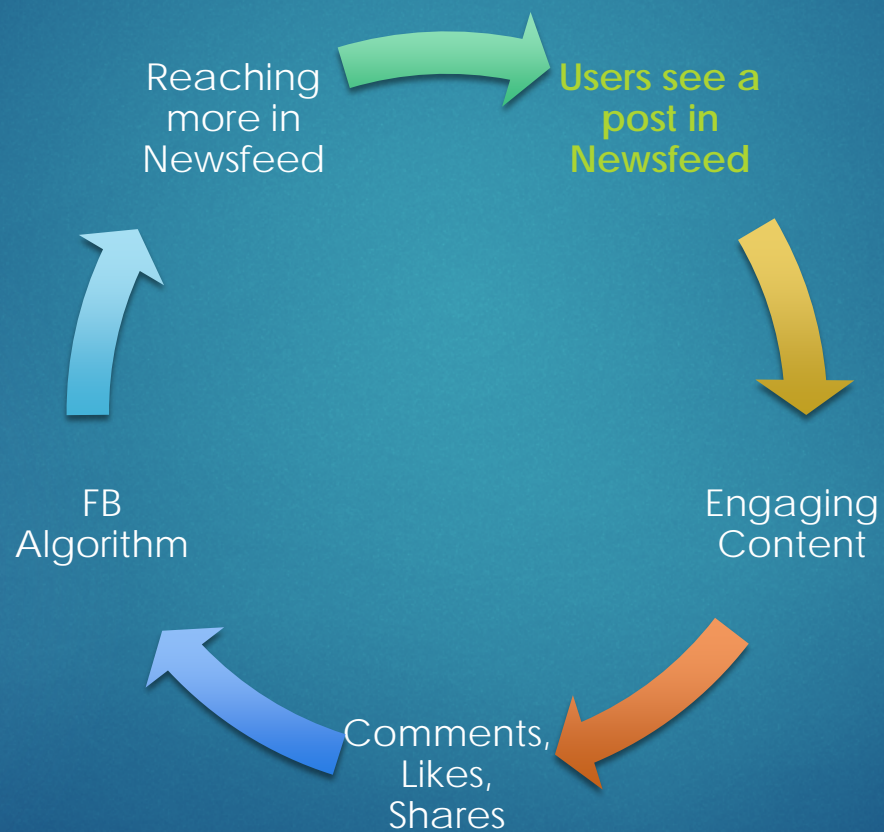
How to reach more people?

21



How *likes/comments/shares* help?

22



HKO Milestones in Communication



Day -6

10 Sept 2018 (Mon)

24



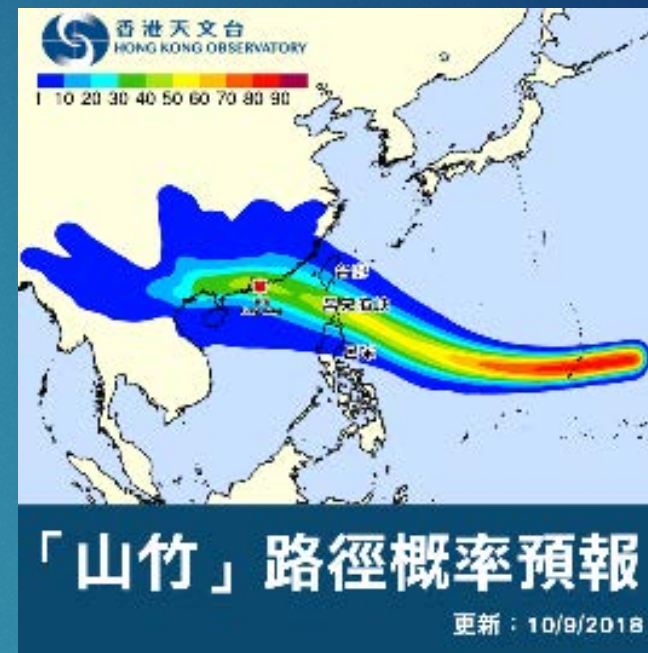
Alert DSD,
GEO/CEDD



Website / App
9-day forecast

weather threat
over weekend

early forecast track



Facebook

probabilistic forecast track

potential impact

Day -5

11 Sept 2018 (Tue)

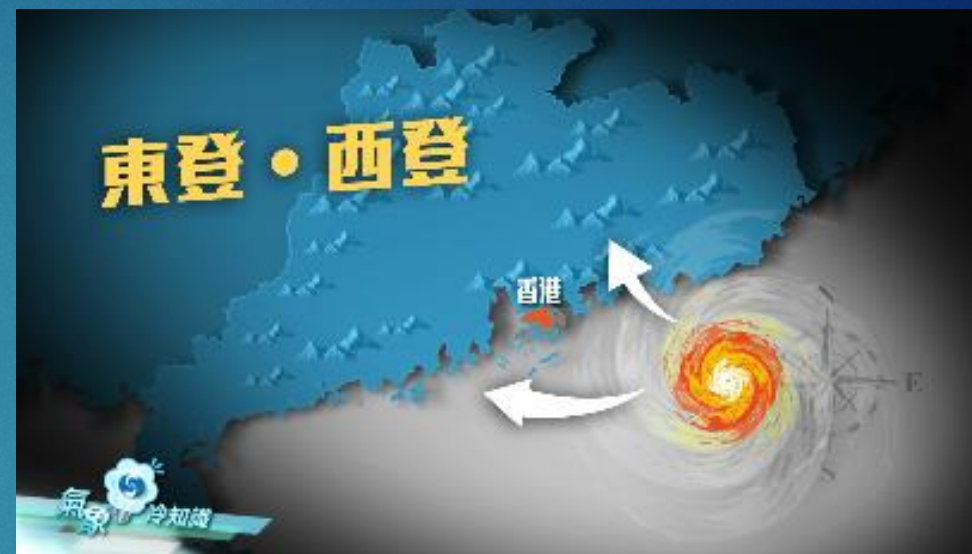


Alert SB



Website / App
9-day forecast
HKO press briefing

super typhoon → gale winds,
heavy rain, squalls, storm surge
on Sunday



Reach: 732,000+



Views: 390,000+

Facebook

impact
vs
landfall position

Day -4

12 Sept 2018 (Wed)

26



Inter-departmental
meeting
Alert FSD

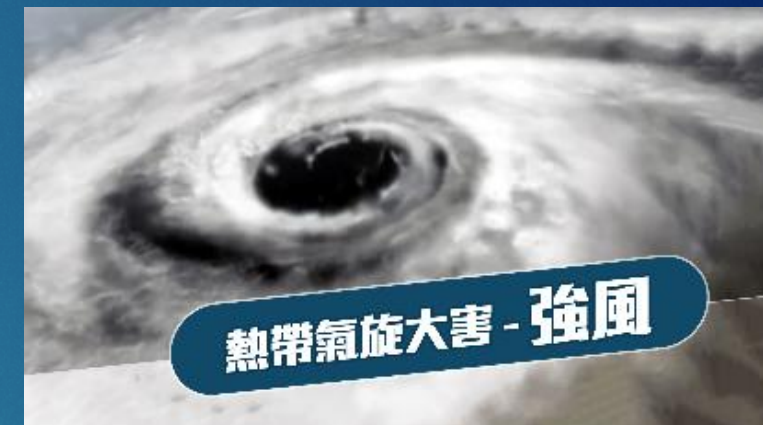


Website / App
special weather tips
HKO press briefing

weather impact,
storm surge and flood risk
on Sunday



Facebook
special weather tips
on impact



Reach: 153,000+

Views: 80,000+

Facebook

typhoon hazards

Day -3

13 Sept 2018 (Thur)

27



Alert HAD
on storm surge
assessment



Website / App
9-day weather forecast
forecast Track

special weather tips
HKO press briefing



Facebook

severity of
super typhoon



Facebook

potential impact of
hitting Luzon

Day -2

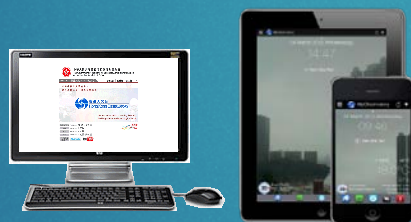
14 Sept 2018 (Fri)

28



Inter-departmental
meeting & press
conference

Update HAD
on storm surge
assessment



Website / App
HKO press briefing



Reach: 685,000+
Views: 362,000+



Facebook
regular updates of
signal status

multiple hazards
strong winds,
torrential rain,
high seas



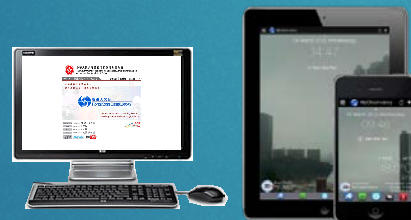
Early No.1 signal

Day -1

15 Sept 2018 (Sat)



Close communication
with EMSC/SB and other
B/Ds



Website / App

multi-departmental
radio programmes
tropical cyclone
warning bulletins
forecast track
HKO press briefings



Reach: 490,000+
Views: 292,000+

4

Facebook
regular updates of
signal status

hazards of storm surge



Early No.3 signal

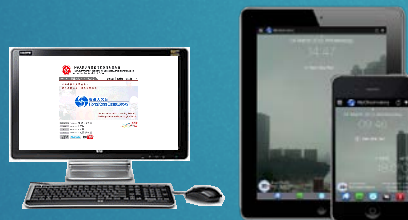
Day 0

16 Sept 2018 (Sun)

30



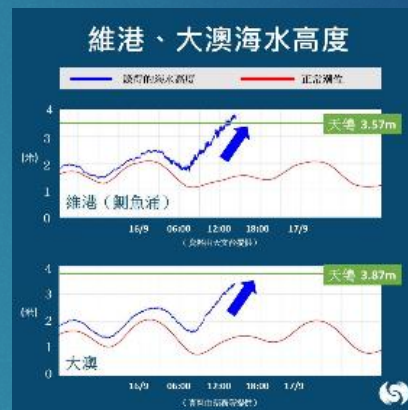
Close communication
with EMSC/SB and other
B/Ds



Website / App

tropical cyclone
warning bulletins
forecast track

hourly press briefings



Facebook

regular updates of signal status

alert public of multiple threats posed by
Mangkhut; real-time storm surge info

sharing RTHK's FB footages
of hazardous condition outside

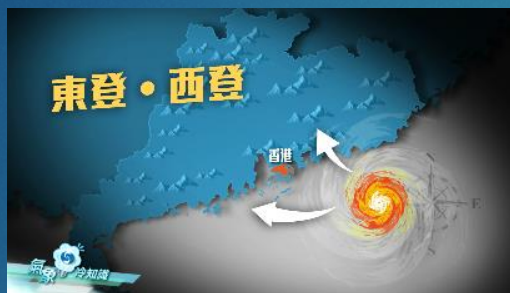


Top 5 posts after Mangkhut

31

1

Impact vs
landfall location
11.9.2018
Reach: 732,000+



2

Multiple hazards
14.9.2018
Reach: 685,000+



3

Waterspout
7.6.2018
Reach: 527,000+



4

Storm surge
15.9.2018
Reach: 490,000+



5

No.10 signal
16.9.2018
Reach: 423,000+

