Case 1: Social Media Repairs for the Green Bay National Weather Service

Travis Krueger, Kaylie Noll, Caroline Rowe, and Danielle Shea

University of Wisconsin - Green Bay

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Executive Summary

Our group analyzed our client, the Green Bay National Weather Service, as well as their social media platforms in order to evaluate the effectiveness of their public relations efforts. Our team first compiled data on the organization and its publics through the use of our 100 Facts, interview, and audience analysis. We also took into account their use of social media graphics on their primary channels, Facebook and Twitter. Our original research consisted of a survey, which collected, among other things, demographics of our respondents, their channel preferences, and their opinions of our client and in particular their images used on social media.

We then created an evaluation tool to help us judge each aspect of their social media. The information we gathered from all of our background and original research helped our team create a seven-step rollout plan to boost the overall presence of the Green Bay National Weather Service on social media. Our plan includes improving their social media graphics first and foremost, differentiating each of the platforms that they use, create simple connections or links between each platform, create viewer interactions with the organization on social media, add an additional social media platform, utilize a budget, and evaluate in order to continuously improve through the use of our evaluation tool. We also noted our limitations as well as our rejected solutions, or paths that we chose not to or could not follow.

To finish, we summed up our proposal with a Dr. Clampitt-inspired ‘So What?,’ which outlined our thought process and what we discovered, as well as our overarching learning points that the Green Bay National Weather Service can take away from our public relations plan.

Case Overview

Our team was tasked with the following given problem: "The National Weather Service in Green Bay is piloting a program to improve PR with the general public. The organization believes that their social media efforts are not reaching target audiences. The executive director is also concerned about the communication effectiveness of the agency's 'weather stories.' The director, Gene Brusky, has asked for your help. Your budget is $10,000."

Stated and Unstated Problems

Immediately upon receiving our case we contacted the office to set up an interview to further discuss the needs of the Green Bay National Weather Service (Green Bay NWS). We first went over the difference of their graphics from the past and current postings. We recognized those differences and identified what was important to continue to include and what things needed to be improved upon. We asked what their main goals were and determined it was important that the public understands the concepts of certainty of their forecasts and impact of the weather. The National Weather Service's mission statement is to "protect life and property," and we identified there was a need to utilize this theme in many aspects of their social media postings, including the graphics we viewed. Nearing the end of the interview, while realizing that we were going to have to compile an in-depth plan to improve their social media, we asked if $10,000 was a reasonable budget for clarification purposes. However, it was not. Their actual budget is $0. From all this information, we solidified the stated and unstated problems. For more details about what we learned from our interview, please refer to Appendix B to see all questions we asked and the insights from the answers we received.

The stated problems, which were clearly given to us and are known by the Green Bay NWS, are as follows:

- The public does not understand the certainty and actions to take based off the weather graphics
- Graphics need to be improved, made clear and simple for viewers
- Time to create the graphics is limited
- Different people in the office post at different times
- They can not conduct their own research
- They need approval to move to other social media platforms
- There is no budget in reality

The unstated problems were issues that we identified through an examination of their stated problems and our own research into their platforms and organization. We believe that their graphics, or weather stories, can be cluttered and wordy in an effort to get their whole message across. Secondly, we know that narrowing down on their target audiences on platforms is difficult, and the organization may not have a steady handle on this. Third, we found they do not have distinguished posts for different social media platforms. Rather, they try put the same information and pictures on each platform. This reveals our next conclusion, in which we decided that their knowledge of social media may be limited, as they are trying to navigate social media world but seem stuck. Adding onto that, we found that there seems to be a disconnect with channels. In our public relations plan, we will seek to resolve these unstated problems despite the limitations given.

SWOT Analysis

To analyze the Green Bay office of the National Weather Service social media, we conducted a SWOT analysis, which breaks down strengths, weaknesses, opportunities, and threats. To see our chart, please refer to Appendix C.

The strengths we determined were that they had lots of ideas and are present on Facebook, Twitter, and YouTube. Their willingness to try new things and the fact that they knew they had to utilize social media in the first place was a great place to start.

For weaknesses, we noticed were there were no set templates for postings on each of these platforms, confusing strategies, and lack of time to dedicate towards these postings. We also recognized the lack of a set template as a potential threat due to the inconsistent nature of each of their postings. It may making it more difficult for their viewers to understand all of their posts quickly. Examples of these graphics can be seen later on in the survey section of our paper.

However, the Green Bay NWS has several opportunities. For one, they are only active on Facebook and Twitter, and could benefit from the use of other platforms. Additionally, there is so much potential to interact with audiences and help community members become more informed about daily weather as well as weather terminology.

However, there are also threats that the organization faces, including other weather apps or websites as well as the lack of funds. There are many apps and websites, including phone assistant (such as Apple's Siri, Amazon's Alexa, etc.) to help people get their weather, and these searches often bring up different weather services rather than the Green Bay NWS. Another threat facing the Green Bay NWS is the lack of funds. We were given a $10,000 budget, yet

realistically, they do not have a budget. Both the hypothetical budget and the issue of no true funds will be further discussed and analyzed in the budget section of our paper.

Audience Analysis

We took a look at all of our possible audiences that are affected by the Green Bay NWS. The list we came up with to focus on included parents, college students, people who rely on public transportation, and adults that drive to work or school within the ages of 16-65. Additional audiences for the Green Bay NWS include high end users, and transportation workers. While these audiences are not included in this section of the paper because we deemed that they are not our primary targets with a social media strategy, the analysis of these audiences are included within our full charts in Appendix D. These audiences are listed in no particular order of importance. For this section we will focus on the lions (or head opinion leaders) of each audience, the effect on the group, their channel preferences, their beliefs and concerns, as well as the goal for the Green Bay NWS in reaching this audience.

Parents

This audience are parents that have children in school or take them to daycare before they go to work for the day. The lions for the parent audience are moms and parent board members. They watch out for themselves as well as their children. Their channel preferences include Facebook, Twitter, radio and television. They believe that it is better to be over prepared and to always protect their family. Some concerns they may have are timeliness and certainty. The overall goal for the Green Bay NWS is to inform this audience as soon as possible to make sure that they and their children are prepared for the day.

College Students

This audience includes college students that may be living away from home in a somewhat different climate than they are used to. The lions for the college student audience are involved students and students studying environmental topics. They typically walk outside to class and/or drive to class. They will perhaps be parents one day and therefore is an important audience to consider targeting them early to strengthen loyalty before they become parents. Their channel preferences are social media, apps, and text updates directly to their phones. They believe that the weather does not always matter and that they will be fine whatever the weather may be. Some concerns they may have are accuracy, and information availability. The overall goal for the Green Bay NWS is to educate this audience and help them see the importance of watching the weather and being aware.

People Who Rely on Public Transportation

This audience are people who rely on public transportation to get them to work or help them run daily errands throughout their day but do not have their own car. The lions for the people who rely on public transportation audience are people who live in cities. They use weather information to know how to dress and how early to find public transportation routes for their trip. Their channel preferences are television and social media. The weather information helps them plan their day and be safe doing so. Some concerns they may have are accuracy and timeliness. The overall goal for the Green Bay NWS is to grab their attention and quickly, due to weather being an important factor in public transportation.

Adults that Drive to Work or School within the Ages of 16-65

This audience are adults that drive to work or school within the ages of 16-65. This is inclusive of anybody driving their own cars on the roads between these ages. The lions for adults that drive are commuters and parents or those in charge of the household. Their channel preferences are social media, apps, television, and radio. They believe the information will help them understand the poor weather conditions and potential accidents on the roads. Some concerns they may have are road conditions, timeliness, cancellations, speed on the roads, and accidents. The overall goal for the Green Bay NWS is to inform this audience if the roads are safe to drive on and give warnings when road conditions cause slower travel time.

KISS

Another portion of our audience analysis contains a KISS chart. KISS stands for Know, Infer, So what to do, and So what not to do, and helps us distinguish our missions for each audience.. Below are the KISS analyses for each audience. To see our full charts, please view the latter half of our audience analysis section in Appendix D.

Parents

We know that parents are very protective of their family and want to be as prepared as possible. We can infer that they check the weather everyday, sometimes more than once a day. They do not have a ton of time to worry about the weather. They are busy people and need a quick way to access weather updates and forecasts. Targeting them means to keep posts short and sweet, be direct, and do not overwhelm them. There is a need for timely updates so staying

up to date and updating constantly is a must. We should not post too much information, use technical jargon, or even worse, not post anything at all.

College Students

We know that college students are very busy and often forget about the weather. They only have themselves to take care of since they have moved away from home or are over 18 years of age. We can infer they will check the weather but may not need instant updates. Weather often falls on the back burner at times. However, it is important to target them due to their age range and the potential of being parents in a few years. We should keep them updated but not count on them checking updates everyday. We should not disregard this audience or use technical jargon, as they may not understand it.

People Who Rely on Public Transportation

We know that people who rely on public transportation are exposed to the elements of the weather. We can infer that they live in a city near their workplace, or may have a lower income. Weather is an important factor for them to travel safely. We should catch their attention on channels that are easily accessible, such as social media and TV. We should not leave out information, be delayed with updates, and of course, not post anything at all for them.

Adults that Drive to Work or School within the Ages of 16-65

We know that adults that drive to work or school within the ages of 16-65 are driving to work or school is a must so updates are important to know the weather conditions. We can infer that schools and businesses do not start at the same time. This means what might be a driving concern for one group may not affect another. We should update them frequently and be sure to

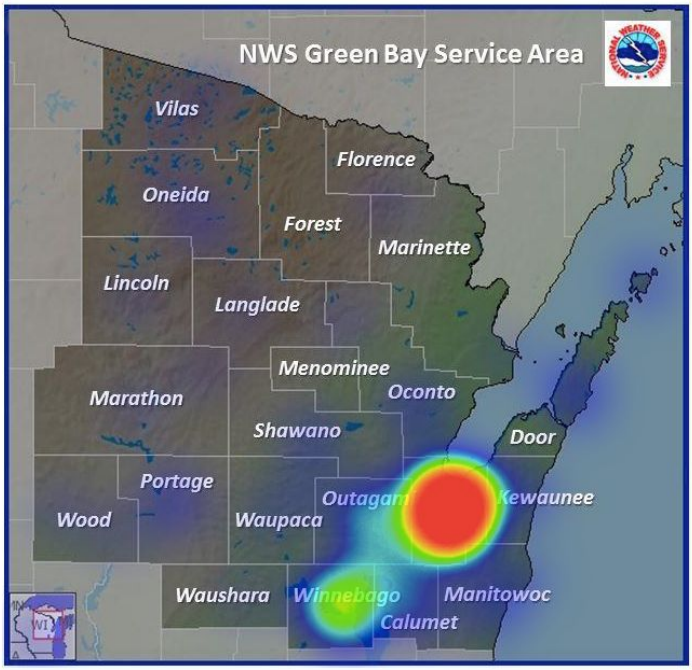
emphasize on driving conditions. We should not leave these road conditions out of the updates and should not send texts that may distract them from driving.

Survey Results

A large part of our team's original research was conducted through use of a survey. This was created through the Qualtrics website that the university allows us to access. Our survey was distributed primarily through email and social media, but in particular, we would like to thank Professor Clampitt and the Green Bay National Weather Service, who helped us with the distribution and allowed us to obtain a wider range of respondents. We obtained nearly 300 responses, but our group had to filter the data that we used down to 195 respondents. This is because some people that took the survey did not answer all of the questions because some questions were added subsequent to distribution, and some data was inaccurate because we modified some questions after distribution as well. We had to weed out the inaccurate or incomplete full responses.

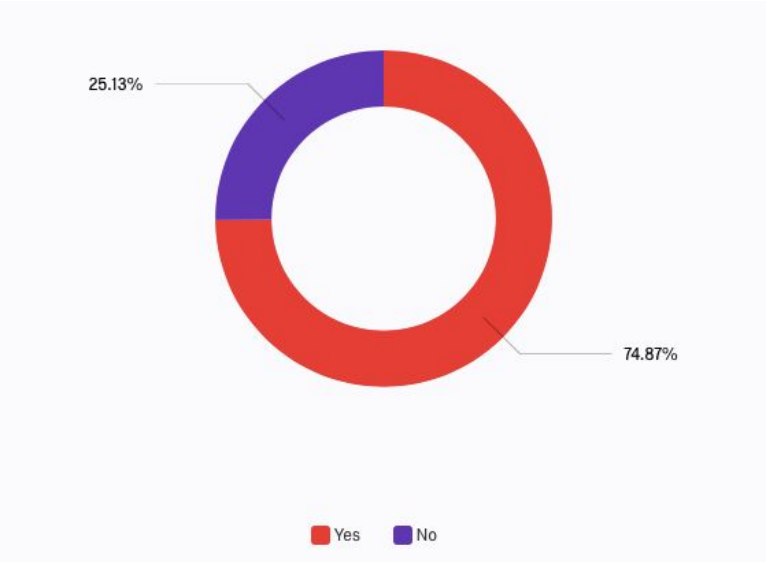
Our team received survey results from a variety of different people from different walks of life. You can see from the word cloud below that there are several different kinds of occupations listed. We would like to point out that 'student' was the most commonly received response simply due to the fact that many of the people we know and distributed the survey to are other college students.

We also utilized a heat map to collect data on where respondents are from within the Green Bay service area. As you can from the image below, the dark circle of red indicates that the majority of the people that took our survey reside within Brown county. However, the patches of blue throughout this picture show that we did collect information from respondents all over the area. Either way, there was a multitude of data within the service area as a whole.

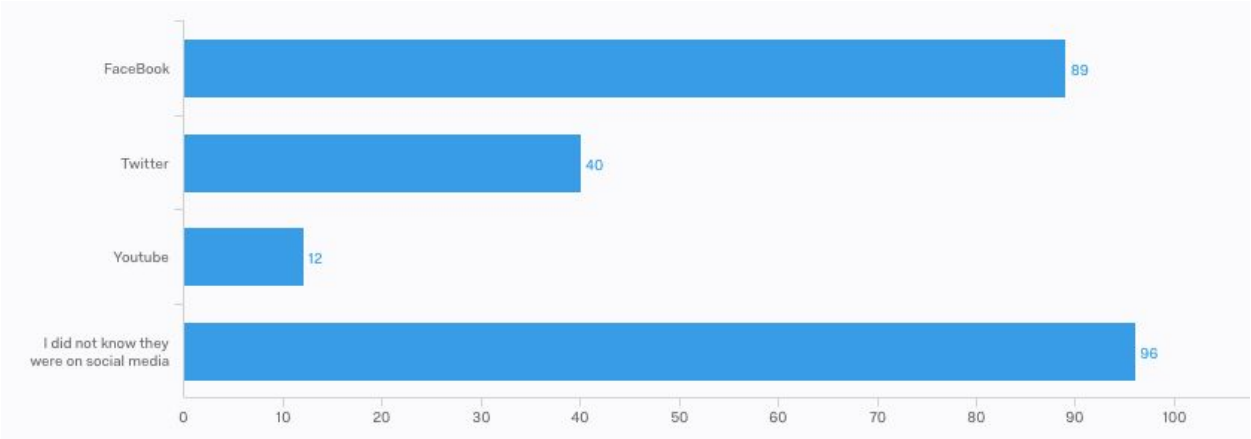


We also created a word cloud, pictured below, to show the results of the question *"What words come to mind when respondents see the words 'Green Bay National Weather Service?'"* We asked this question in order to gauge if there were any additional unstated problems. However, our team found that the organization does not seem to have an image problem, and are actually well-thought of. Our surveyees reported that the quality of information that the Green Bay NWS puts out is typically received well by those who do interact with them, no matter the channel.

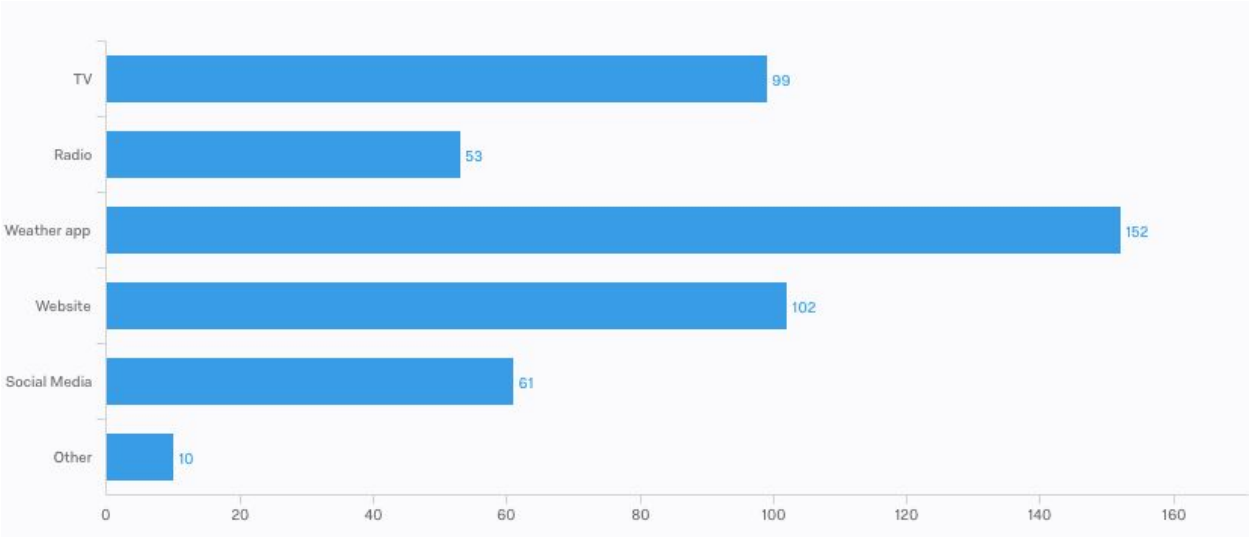
The Green Bay NWS is well respected, it seems, but we wanted to back these findings up and test if our respondents knew their high level of credibility by asking if the surveyees knew who issues severe weather watches, warnings, and advisories. We found that approximately 25% of those that took our survey had no idea who issued them, shown in the pie chart below. Out of the 75% that said they did know, only about 7% got the answer wrong. This means that there may be a need to emphasis the credibility level of the organization, but visibility may be the bigger issue rather than credibility.



Moving forward, we further tested visibility through a question that asked if surveyees knew which social media platforms they knew that the Green Bay NWS was present on. This proved that the largest portion of our respondents did not know that the organization was on social media at all. However, there was also a good number that knew the organization is on Facebook. This information, shown in the bar graph, shows us that we must take this into consideration when choosing how to reach our target audiences.



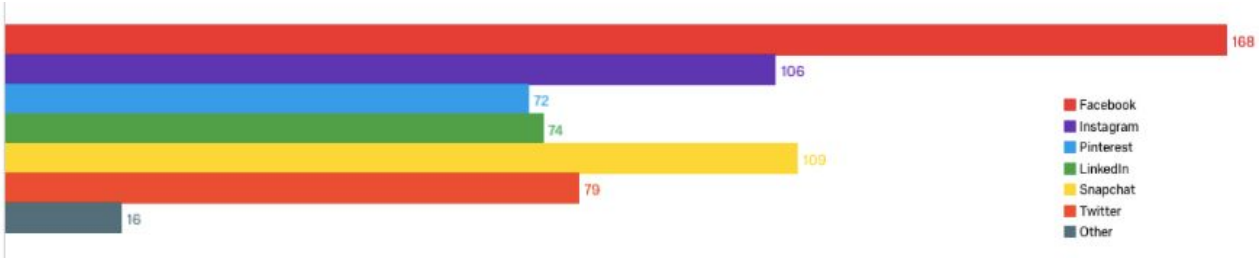
Zooming out in perspective, we wanted to find out the most opportunistic way for audiences to be reached overall. Interestingly enough, a weather app had the highest utilization, followed by use of a website, television, then social media. The data is shown in the graph right below.



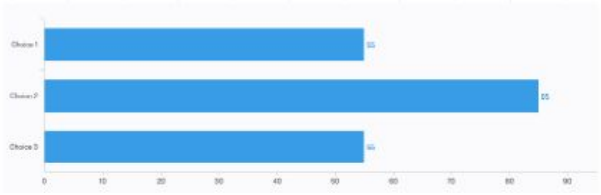
However, despite the weather app being the most used channel, we cannot recommend that the Green Bay NWS creates a mobile app because we learned through our interview that as a federal agency, they are not allowed to do so. This information is not useless, though. This means that their website has the potential to reach and effect of people. More importantly, while not used as much as the others, we know that social media is still a potential market.

Our team then wanted to zoom in and go more in-depth to narrow down which platforms respondents utilize. Out of the people that took this survey that are on some type of social media, this shows how many people out of 195 are on each platform. The results, shown in the graph below, tell that most respondents use Facebook, followed by Snapchat, Instagram, then Twitter. We allowed for several types of social media options, rather than just the platforms that the Green Bay NWS is on, to potentially gauge for possible opportunities. We also found that

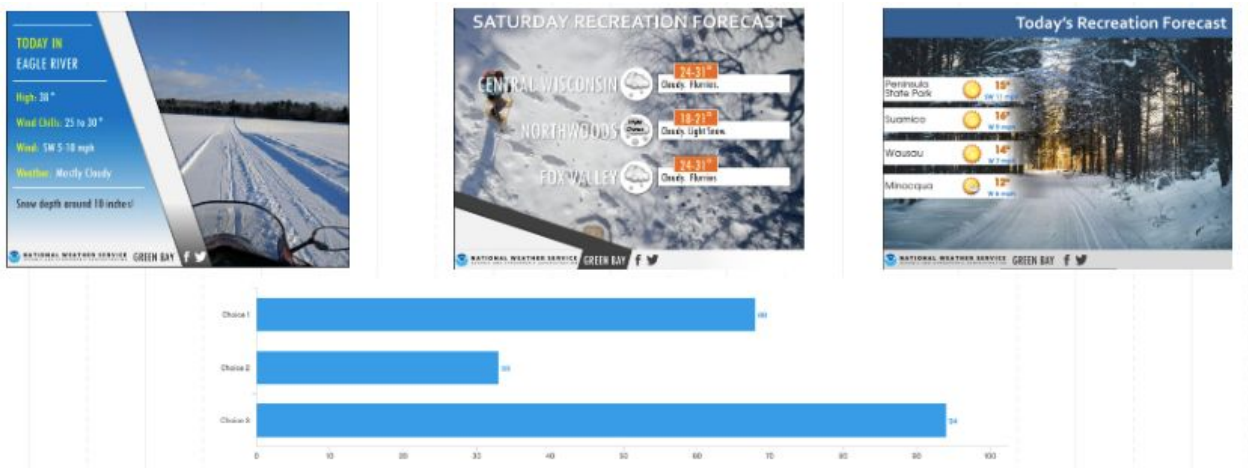
Facebook is used for the longest period of time, with a similar amount of respondents using the platform for under an hour per day and between one hour and three hours per day. This means that to create visibility on social media, Facebook may be the best place to start.



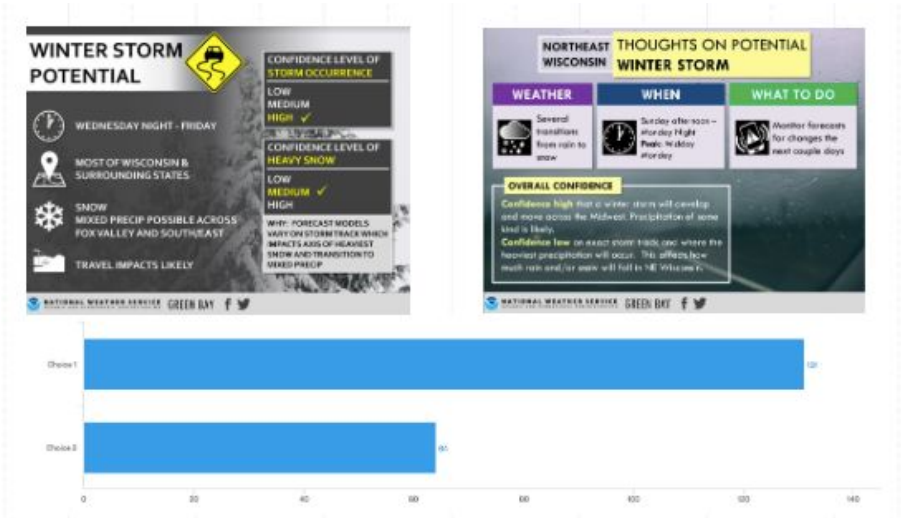
One of the more in-depth portions of our survey compared previously used social media graphics to find what respondents did and did not like. Out of these three below, surveyees favored the middle choice. Reasons why included the clean, simple layout, the background photo, and the easy-to-read information.



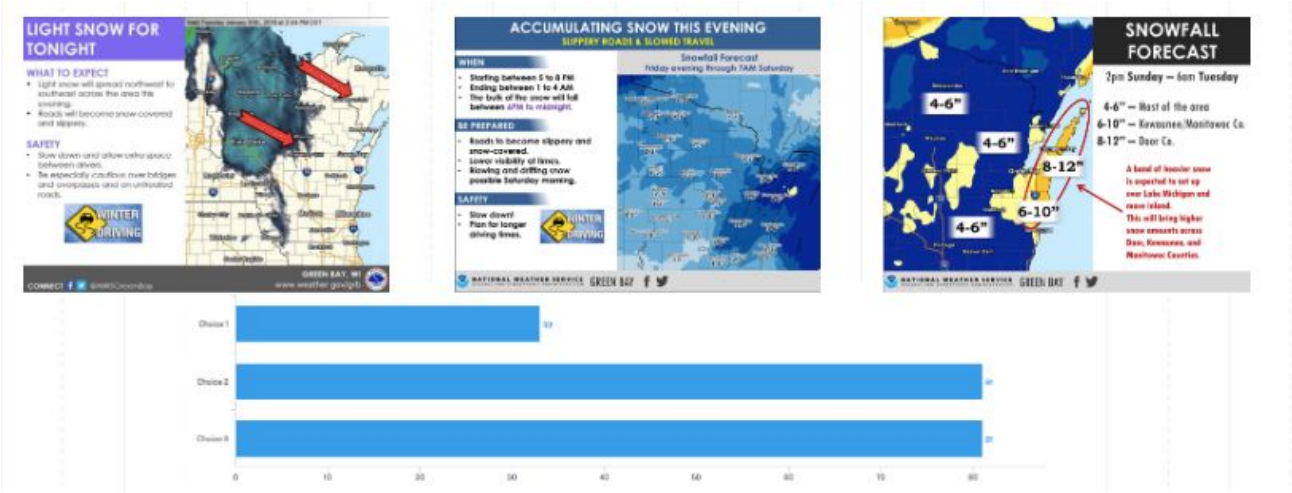
Out of these next three, respondents were more varied, but favored the final picture. Again, the background picture made a good impression, and surveyees said that the graphic was the easiest to read and gave very to-the-point information.



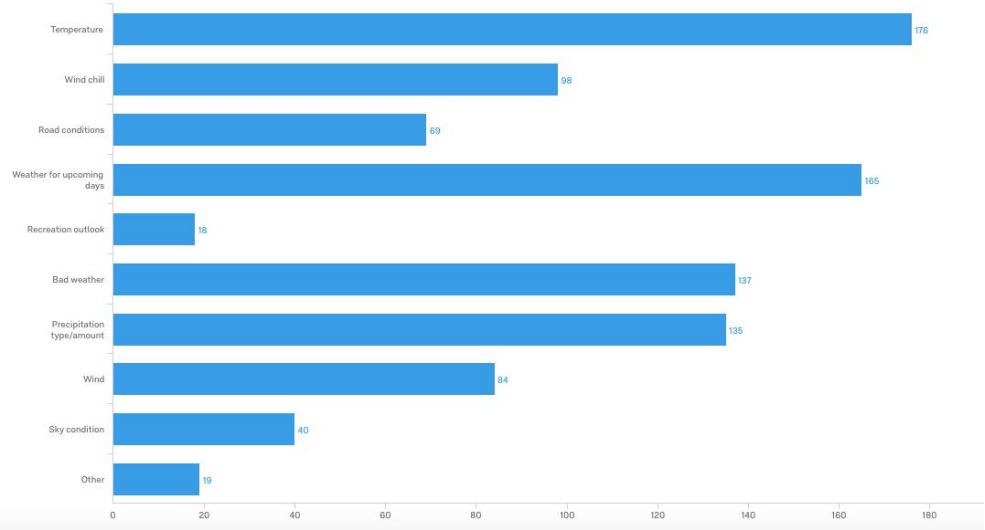
For the two choices shown below, the first option received the most votes. The reviews stated that the layout was more useful and concise, it grabbed your attention, and that the graphic had information that was more pertinent to the situation.



For our last graphics comparison question, surveyees were split between the last two options. For both options, respondents liked the color schemes. For choice number two, they liked the information broken into highlighted sections on the side and the amount of accumulation shown under each city on the map. For option three, respondents liked how obvious the information was about each section of the map being hit as well as how quick and specific it was. The pictures and results are shown below.



To help our client decide further what to put on their weather graphics, we asked our survey respondents what they check the weather for in order narrow down on what kind of information people will want to see. The graph below shows that people mainly search for the temperature, the upcoming forecast, and of course, the potential for severe weather. Those options with lower numbers of respondents, like the recreation outlook, may mean that this is something the Green Bay NWS may want to forgo showing on social media graphics.



Overall, the information collected from our survey served as a backbone for our rollout plan, which we will discuss in detail within the next section. For further information, all of our survey questions, full results, and other data can be found in the forwarded PDF, or the link shown in Appendix E.

Rollout Plan

Next, we will be going over the entirety of our rollout plan for the Green Bay National Weather Service. The plan that we have come up with consists of seven steps including:

1) Improving graphics
2) Differentiating platforms
3) Forming connections between platforms
4) Creating viewer interactions
5) Adding another platform
6) Creating and utilizing a budget
7) Evaluating and continuously improving

These steps are laid out in a particular order in which we feel that they will build off of one another, therefore, we highly suggest implementing them in this order. Before coming up with this rollout plan, our group did an in-depth analysis of the Green Bay National Weather Service's current presence on social media using Dr. Clampitt's Five C's of Social Media: Coordinates, Content, Channels, Connections, and Corrections. We will go through and explain what we evaluated in each of these sections as well as what score they received. After going through the evaluation, we will walk through our public relation plan, which we believe will greatly enhance the scores in each of the Five C's.

The first of the Five C's that we assessed was Coordinates. This is addressing the goals of the organization and whether they are aligned with that they are doing on social media, therefore, reinforcing one another. The Green Bay NWS scored a 13/15 in this category. Their goals are aligned, however, we felt that they could do better at having a strategic plan to use on social media that will reinforce these goals even more.

When assessing the content, we looked at a number of things. We wanted to know if they are posing enough, if they are promoting their business and communication goals, if they gearing their content toward a targeted audience, if they are posting a variety of things, and if their content is engaging their audience. The Green Bay NWS received a 19/25 in the content category. Although the organization does a nice job of posting consistently and promoting their business and communication goals, we thought they could do a better job of targeting the proper audiences with their content, having more variety of what is posted, and engaging with the audience.

Next, we assessed the channels they are using. For this we looked at whether they are making effective choices as far as where to be active versus passive, choosing platforms that align with their audiences, and if they are utilizing the platforms that best suit their needs.With a 9/15 we thought the Green Bay NWS could improve in this category by adding a new platform, which we will address later, and with this new addition it would greatly enhance this score.

The fourth C stands for Connections. When assessing connections, our group was looking at whether the platforms are connected and mutually reinforcing one another, if the connections were simple and easily used, and if the connections worked properly. For instance, we wanted to know if the hyperlinks lead to dead pages, or if there were any links at all. The Green Bay NWS scored an 8/20 in the connections part of the evaluation. We felt as a group that the connections between platforms were extremely lacking and we believe this is negatively impacting their social media presence.

The last of the Five C's is Corrections. For this part of our evaluation, we specifically looked at whether the Green Bay NWS avoided mistakes on social media, capitalizes on new opportunities, and if they effectively reply to negative comments. With an 8/15 we feel they could capitalize on more opportunities, reply quicker to negative feedback, and try to avoid some of the common social media mistakes.

Overall, the Green Bay NWS scored a 57/90, or 63% on the in-depth evaluation by our group. To see full evaluation, please view Appendix F. Though this number is lower than preferred, we have created a PR plan that we believe will truly help boost their overall performance on social media, on each specific platform, and in each of the Five C categories.

Step 1: Improving Graphics

The first step in our full-out plan is to improve the graphics. The Green Bay National Weather Service uses a lot of images on social media, and the content that they want to relay to their audience is extremely visual. With that being said, it is important that the graphics used are effective and geared toward a specific audience. In our research we noticed that the Green Bay NWS has a wide variety of graphics that they use, and that there is not one particular way that they consistently use to showcase their information. This can be problematic because viewers are continuously having to adjust and practically re-learn what each graphic is telling them. By keeping the formatting generally the same throughout all of the graphics (or graphics that are relaying the same message IE: all temperature graphics have the same format, all road condition graphics have the same format), the audience will learn how to effectively read the graphics and in turn make them more effective.

So we now know that graphics are important and keeping the layout the same is going to be important. What are some other guidelines that are important to keep in mind? Things you should do include keeping the graphics clear and concise, having the important information such as what, where, and when stand out and be easily recognized, making the graphics visually appealing, and being sure to always include a certainty rating. Things to steer away from would include making the graphics too cluttered and complicated, having a busy background picture, and using small fonts and colors that blend or are too similar. These do not make up a comprehensive list; however, by viewing Appendix G, a more lengthy list of tips can be found.

Step 2: Differentiating Platforms

Currently, the Green Bay NWS uses a spray and pray strategy across their platforms. This means that they are putting the same information on all of their platforms, including their website. It is called the spray and pray strategy because the content is not directed at a particular audience but rather just put out there with hope that it will reach the people who want to know that information. This is an ineffective strategy because as previously stated, it is not targeted toward a particular audience and there is not a good way to measure the effectiveness, even if the people who want the information are receiving it. Instead of the spray and pray approach, we recommend a more targeted approach to social media. Each platform has different characteristics and attracts a different audience. Due to each platform having a different set of characteristics it is important to use them in different ways. We will now break this down a little further. When breaking down these platforms we will include some things to do and things not to do, these are also not a comprehensive list, however, we do have a more extensive list in Appendix H.

From our survey, we know that 86% of people who took our survey are active on Facebook. This shows that Facebook is a platform that will provide a lot of each and one that many people are actively using. On this platform, users like to interact with one another, and it is acceptable to be more detailed and lengthy when posting. Therefore, on Facebook we recommend having more details in your posts, including pictures on important posts, and having posts that allow for more interaction and well as including some facts and other educational content. What not to do on Facebook would include just throwing out short updates, posting memes, and using inappropriate language or technical jargon.

On Twitter, 47% of people who took our survey responded that they are active on Twitter. With a number close to 50%, this is another great platform to be active on. Some key characteristics about this platform to note is that users look for short, brief, key updates. Additionally, the lifespan of a tweet is … minutes. With that being said, if the tweet is not seen within that time then there is a likely chance that it will not be seen at all, so, it is important to be strategic with when you post. When posting on Twitter, keep your posts short and sweet, frequently update, and link the account and tweets to other social media accounts for more information. What not to do includes using updates from other platforms, having random pictures used in posts, and always including a graphic with posts.

YouTube is a fun platform that can be utilized as well, but due to less than 8% of people using this platform, we believe it can be managed passively. This means posting content is not constant. However, you must be keeping tabs on it to make sure that if someone comments, they receive a response, and you must also be aware of positive and negative statements being posted about your organization on this platform. When using this platform, it is good to have short video updates, find interactive ways to use the platform, and link it to other platforms such as Facebook and Twitter. You will not want to post personal videos, videos unrelated to weather, and you certainly do not want to forget to link these videos to other social media accounts.

Step 3: Forming Connections Between Platforms

In addition to improving the graphics used and differentiating the platforms, the Green Bay NWS should next make connections, or form links, between platforms. In Appendix I, Figure 1.1 shows the current connections that exist. It is important to note that the website is

connected to all the the platforms, however, the platforms are not connected back to the website. The website is the "bullseye node," which means that this is ultimately where you want people to view because it has the most information. With that being said, it is important to drive the audience there through different posts so they know that more information is available somewhere. There are also not any connections between any of the platforms currently. Once the platforms are differentiated, it will be important to play off one another and use the strengths of one platform that may be weaknesses for another.

So what should this connections metrics look like? In Appendix I, Figure 1.2 shows the connections metrics that the Green Bay NWS should be aiming for. This figure shows two-way connections from the website to each platform, as well as two-way communication between all of the platforms. Again, it is important to use the strengths of each platform and play off those strengths on other platforms. For instance, on Twitter you may have a short post stating "There will be a severe weather warning in effect until 8:00 p.m. tonight. Be careful. For more details head to our Facebook page (link)." This gives people the message that they need but provides them with a way to get more information if they would like it. Instagram is off to the side because we will talk about adding that platform later in our plan, but it will be important that if this platform is added it is also added to the connections metrics and fully connected. Again, by connecting these platforms, audiences will be more engaged on multiple platforms, you can better cater to the needs of each platform, and you will allow your viewers and followers easy access to more information.

Step 4: Create Audience Engagement

Now that you have captured an audience, at this point in the public relations plan, it is important to utilize them and engage them. People love feeling important, putting their input in on something and overall being engaged. In our survey ,we asked *"Would you potentially participate in fun, interactive post with the Green Bay National Weather Service on Social Media?"* 26% of respondents said yes, which is good, but the more crucial one is that 46% of people said maybe. At first glance this may not look like much. However, this actually means that you have the opportunity to persuade that 46% to become engaged and change their minds to yes. This 46% of people may just not understand what participating in such posts mean but if they see more opportunities to become engaged they will likely start taking those opportunities.

Now that we know there are people who want to be engaged, how can we engage them? As a group, we came up with a good list of things that would engage the audience or even be just something different to post other than a weather story. This list included:

- *Contests* - general contests with regard to their weather predictions or something along those lines
- *Polls* - ask polling questions such as "Do you like summer or winter better?" "Are instate or out of state vacations better?" these are simple yet just engage the audience and also help you get to know the audience better.
- *Personal encounters* - have people share a personal encounter of the weather or how they used your information to prepare for the day or a storm that was coming.
- *Picture contests* - host a picture contest and ask if you can use these for backgrounds in future weather stories.
- *Kid of the day* - have parents tape their kids acting as the weather boy/girl and post those on the page
- *Work with schools during weather units* - Utilize schools weather units to connect with the community
- *Day in the history* - was there a big storm or record high for the day in the past? Showcase and remind people of this.

- *Term of the day* - There are many terms that go with weather and many people do not understand them all. Use the term of the day to educate people and you could even post a term and see what people think it means and then post the answer later in the day or week.

All of these things will help create more interactions and bring the audience back more consistently. It will also build relationships with the audience and create trust.

Step 5: Add a New Platform

The fifth step in our public relations rollout plan is to add Instagram as an additional platform that the Green Bay NWS is active on. Out of the 195 people who took our survey, 54% of respondents said that they are active on Instagram. In addition this audience for the most part is going to be different than those on the other two platforms. Instagram is known for being a highly visual platform, which would work well with the Green Bay NWS considering the amount of graphics and visuals they use when posting. This platform is used mainly by a younger demographic, which include those in college and younger, and these people are ones who will becoming more and more concerned with the weather. With this being said, being active on this platform will help the younger audience become aware of the Green Bay NWS and follow the weather more closely.

When using Instagram, just like other platforms, there are the basic things you should do and what you should not do. It will help to include posting a variety of pictures and graphics as well as posting frequently. You want to be careful not to post the same graphics (or graphics that are too similar to one another) over and over. Creating variety will help keep the audience interested and coming back as well as keeping them informed. Another tip you should follow

when using this platform is to use the story feature. This is a great, new feature added by this platform that allows for more instant updates. If there is a storm or other bad weather the Green Bay NWS could use this feature for more rapid updates and helping their audience track the storm. What not to do on Instagram includes having unattractive pictures as well as rarely posting because this will be a turnoff to an audience that values visuals and will steer people away from utilizing this partform. Lastly, it is important to not disregard that this is a younger audience. Keeping posts fun while informative will be important.

Step 6: Adding and Utilizing a Budget

In discussing the budget of the Green Bay National Weather Service, we first must point out that despite the given case, in reality, they have no budget. Therefore, difficulties are apparent when trying to bring in interns and those that work directly with the social media side of the Green Bay NWS. However, in our case in class, we were given a hypothetical budget of $10,000 and tried to best utilize that money accordingly. When discussing the budget, our thoughts and ideas always came back to the main two goals: how can we improve the Green Bay NWS social media and how can we increase the effectiveness of their “weather stories”? With that in mind, we started by brainstorming possible ideas that we could again accommodate to those ideas. Ultimately, we agreed upon an explicit list with the projected cost of each item within our budget totaling the $10,000 (see Appendix J).

Within this budget, we wanted to provide a large majority of the money toward internships. These internships could be ongoing during the Summer, Fall, or Spring semesters of the school year. Our team projected that the interns could be paid $10 an hour for the 15 weeks

(12 in the summer), equaling a total of $1,500 for both the Fall or Spring semesters or $1,200 during the Summer. With these internships, students looking to go into either social media or graphic design could get a firsthand approach within either field while helping out the Green Bay NWS. For those looking at the social media side of the internship, students could learn and work with the Green Bay NWS social media pages. This opportunity allows students to add material to said pages, divide the appropriate material among different social media platforms and connect each platform to one another and the website to bring in the most engagement. On the other hand, for those looking to go into graphic design internships these would also be available. With these internships students would be creating weather graphics for those to be used both on their social media pages as well as their website.

Not only could interns be simply creating graphics and handling the social media accounts, but they could also be assigned to go out and gather photos that the Green Bay NWS could again use for both their social media pages and website. Other things discussed with our budget again go back to tools or features that could be used by the interns to improve the social media engagement with the general public. These features would include the amount of social media posts posted to bring more traffic to their pages as well as boosting the awareness of the Green Bay NWS. Other improvements would include cameras and accessories to go out and get their own photos, Photoshop to improve the photos and graphics, and lastly, updating the website to make it more appealing both visually as well as educationally.

Step 7: Evaluating and Continuously Improving

Last but certainly not least, the last step in our public relations plan is to evaluate and continuously improve. Our group suggests that the Green Bay NWS evaluates their social media every week, and we highly recommend an in-depth analysis at least once every six months. By evaluating on a weekly basis it provides an opportunity to pinpoint areas that can be continuously improved and time to implement those changes before doing an in-depth analysis. The six-month evaluations will take more time, however, they are important because in the rush of every day like when evaluating on a weekly basis there are going to be some missed opportunities. The in-depth analysis will allow the Green Bay NWS time to look at their social media on a micro level (each platform individually), as well as on a macro level (their social media presence as a whole and how each platform interacts with one another). From the six-month evaluations they will walk away with more insight as to how each platform is performing, changes that can be made both at a macro and micro level. For this in-depth assessment we have created an evaluation tool for them to use, which can be seen in Appendix F.

Key Messages

Overall, there are three key messages that we believe that the Green Bay NWS should employ within their public relations strategy. Implementing a multi-step public relations plan is crucial, but without the persuasion and focus on these messages, the Green Bay NWS may not be able to grasp and maintain hold on their audiences.

- The Green Bay National Weather Service is the most credible source of weather information and the only ones who can issue severe weather watches and warnings.
- The Green Bay National Weather Service truly cares about the public and wants to help

protect life and property by providing timely and accurate information.

- The Green Bay National Weather Service does not just provide weather information, but they are also proud to be integrated and interactive with the community they serve.

These three messages can be used through interactions with the press, as well as hidden in messages directed to the public through social media platforms.

Limitations

In most projects there are boundaries or limitations, and this public relations plan is no different. When looking at our limitations, our first was the fact that the Green Bay National Weather Service had no actual budget for us to work with. Knowing this fact, we needed to be able to adjust our way of organizing our use of tools to accommodate for the lack of money. As mentioned previously, in reality the Green Bay NWS has no budget. This would still allow for internships, but organizations must keep in mind that an unpaid internship may not be as appealing than that of a paid internship. Not only could the lack of a budget affect the ability to bring on an intern, but it could also affect the tools in which an intern may need to improve the Green Bay National Weather Services' social media pages or website. For example, which was also previously mentioned in our public relations plan, money could be spent on a camera to go out and get their own photos, or Photoshop can be used to create better graphics. We also believe that money invested in the website could boost audience engagement, but without a real budget, this cannot be done.

The other limitations had to do directly with our survey. These limitations included confusing questions on the part of us making the survey, lack of quality responses on the

open-ended questions and adjustments that needed to be made before and after we had sent out the survey. When looking at confusing questions, although not attended to be confusing a few questions may have caused survey participants to misunderstand. Some questions in particular that may have skewed data would be the question in which we asked, *"What social media platforms are you active on?"* and *"How many hours do you spend on these platforms per day?"* With this data although a good question could be flawed as the number of hours spent on social media could depend on the specific day. For example, those with busy schedules may spend more time on social media during the weekends as compared to weekdays. Lack of clarity on our part is one thing, however we also needed to consider those who did not necessarily care when taking the survey. Although we cannot assume non-truthful answers with closed ended questions, we can for open ended questions. Therefore, at times we had to adjust our data and make sure to not include answers that were not appropriate for our survey results.

One last limitation was the overall adjustments that needed to be made throughout the survey-making process. Of course, the changing of word choices and graphical changes occurred quite often during the creation of the survey. However, we also ended up needing to make changes after we sent out the survey, corrupting the data. Because this occurred, we ended up losing roughly 150 survey participants as a result of adding or changing a few questions while other participants had already taken the survey. With all this said, limitations are a part of all projects, and even with some of the flaws that we had to overcome, we still received a fair amount of useful results.

Rejected Solutions

Throughout a project, there are many ideas that are tossed around. Ultimately, some of these thoughts are ultimately rejected for other ideas that have a greater impact on the organization. When looking directly at our rejected solutions for our public relations plan, these ideas include having an app for the Green Bay National Weather Service, forming a focus group to conduct research, focusing on additional audiences in addition to our current audiences, and adding Snapchat as a social media platform for the Green Bay NWS. Adding an app sounds like a great idea when you are looking at the organization from the exterior. As we found in through our survey, a weather app is the most-used way that respondents checked the weather, and we thought that the Green Bay NWS could use an app to help with visibility. However, the Green Bay branch of the National Weather Service is part of a federal agency, and they cannot have an app according to government regulations.

Another idea that was brought up, but not only because an app is not allowed, was that we as a group felt that the Green Bay NWS should take the time and effort to build up their views and engagement with their website. When searching for weather on the internet, the top views are always Accuweather or Weather.com. With that said, we believe that the organization needs to try to bring more attention to their website by bringing their "searchability" higher on the list. However, we realize that this may cost money, and our clients do not have the funds.

An additional rejected solution of ours was doing a focus group. We decided against a focus group because we wanted a large amount of data to consume since the Green Bay NWS could not conduct their own surveys for research. A focus group would bring in qualitative data, but we believed that a survey could bring in that as well as quantitative data. We felt that even if

individuals did not know about the Green Bay NWS specifically, we could increase visibility for them through distribution of the survey as well as gain valuable insights on what all kinds of respondents currently like that the organization is doing, or what they can improve on.

Another rejected solution was the addition of other audiences. Those that we rejected were children ages 0-15, teenagers ages 16-18, and the elderly, which are ages 65 and older. When looking at our final audiences, as seen in the audience analysis section of our paper and further discussed in Appendix D, you will find that we as a group tried to only focus our attention towards the audiences that would have a direct effect on those that control their transportation. For example, our biggest audience grouping is adults, ages 16 to 65 who drive to work or school, as they need up to the minute updates. These individuals are dependent on accurate weather to advise them whether they need to leave for their destination early or need to adjust their overall daily plans. Children ages 0-15 were rejected because they have a more limited range of transportation due to the fact that they cannot have a driver's license. In addition, people over 65 are much less likely to use social media to check the weather. Finally, we decided to combine all those with the ability to drive into one audience rather than separate by more specific age groups.

Our last rejected solution was for the Green Bay NWS to add Snapchat into their social media arsenal. As we saw in our survey results, Snapchat is a social media that is used by many of our survey participants. However, when analyzing our clients and the content that they are using, we felt that there was no need for this said platform. The pictures and graphics used by the organization worked best on platforms that did not have a time component, and therefore we deemed that the Green Bay NWS and Snapchat were not compatible.

So What?

So, what is the main point behind this entire public relations plan? Our group created three comprehensive themes for the Green Bay National Weather Service to use for their social media platforms and their weather stories. These three key ideas are to plan, divide and connect, and finally, engage.

When looking at the first step of planning, the Green Bay NWS again needs to look at their stated and unstated problems. This is to not only understand what is clear and obvious to them (stated problems), but also understand the unstated problems that relate directly to the stated problems. Then they need to identify their true target audience and focus on therm when posting. By starting with a broader research base, the organization can then begin forming a game plan to resolve these issues and properly connect with their audience.

The next step in our process would be to divide and connect. In this, we believe that the Green Bay NWS needs to first differentiate the content on each social media platform rather than posting the same things on each one, and designate the appropriate content for each platform, as further discussed in our rule sheets earlier in the rollout plan. However, when dividing content, they still need to consider connecting particular information that deals with severe weather. Social media platforms like Facebook or Twitter can support each other to make sure that if a major storm is on its way, people can find information quickly or be able to get directed to more details if necessary.

The last key idea is to engage, which means that the Green Bay NWS has to take their improved strategy and implement it with their target audiences on social media. By this, we mean that our client needs to create more interactions with their followers by having more

two-way communication. As explained earlier in our rollout plan, between having more two-way communication and the creation of an Instagram account, a highly utilized platform that would work well with the pictures and graphics used by the organization, the Green Bay NWS can reach their audience on a deeper level and leave a more lasting impact. All of this will then help the National Weather Service live out their mission by informing the community on how to protect themselves and their property.

Conclusion

Overall, throughout our background research, audience analysis, and surveys, we were able to determine where the Green Bay National Weather Service had room to improve on their public relations and especially within their social media platforms. We believe that the Green Bay NWS is a reputable source of information, but they need to employ key messages and make a few changes within their social media strategy to be more effective with their audiences. Furthermore, from this case study, we gathered important insights on the relationships between an organization newly utilizing social media and public relations in general. Just because an organization is creative, respected, and credible does not mean that they are effectively reaching their audience, or have pinpointed their audiences. Social media is a valuable tool for any organization, and can be useful if implemented correctly and strategically. While content generation is useful, there are other elements, such as connections, that factor into how well an organization reach their goals on social media. By considering all aspects, an organization is able to follow and even create their own thorough and effective strategic plan.

Appendix A: 100 Facts

1. The National Weather Service was founded on February 9, 1870
2. Its mission is stated as follows: "The National Weather Service (NWS) provides weather, hydrologic, and climate forecasts and warnings for the United States, its territories, adjacent waters and ocean areas, for the protection of life and property and the enhancement of the national economy. NWS data and products form a national information database and infrastructure which can be used by other governmental agencies, the private sector, the public, and the global community."
3. The Green Bay National Weather Service is located at 2485 S. Point Road, Green Bay, Wisconsin 54313
4. The website has a very simple layout, but the main National Weather Service's tabs (at the top of the page) includes several sections including "home, forecast, past weather, safety, information, education, news, search, and about"
    a. http://www.weather.gov/grb/
5. There are more tabs above a map that are more Green Bay-specific, which include "current hazards, current conditions, radar, forecasts, rivers and lakes, climate and past weather, and local programs"
6. There are also two news headline under the first row of tabs that are relevant to the Green Bay area
7. For instance, one headline seen on January 24, 2018 reads "Heavy Snow Hits Northern and Central Wisconsin on January 22"
8. The website also gives the forecast for the current time, later in the day, and the next day (i.e., partly sunny, high 35 degrees)
9. The main highlight of the website is a map of northeastern Wisconsin. Users can click on a location on the map to see a more detailed forecast for that area
10. Above the map
11. There is a Facebook page: US National Weather Service Green Bay Wisconsin, which has 4.7 stars derived from 78 reviews, 21,337 likes (as of January 24, 2018), and "typically replies with a few hours" to Facebook messages
    a. https://www.facebook.com/NWSGreenBay/
12. Over the past week (Jan. 17-24, 2018) there are approximately 33 posts, with 2-5 posts per day
13. Most posts use a similar format/layout: Text, followed by a graphic that includes a picture and a forecast that goes along with what they are explaining in their post
14. Some weather advisory posts include advice to stay safe in certain conditions, and some include radar screenshots
15. Each graphic seems to include the Facebook and Twitter logo at the bottom to indicate that they are on both platforms, and sometimes includes the website address or their Twitter username
16. Each post has an approximated average of 10-20 likes or reactions and 2-8 shares
17. Some more important posts, such as large winter storm warnings, have up to 100 likes/reactions and close to or surpassing 100 shares as well

18. The Facebook page warns that those that follow the Facebook page "should not rely on this service as the primary means of receiving alerts/warnings of hazardous weather" but should rather be found on NOAA Weather Radio and their website
19. They also have a lengthy posting policy, which can be found in the "about" section of the Facebook page
20. They state on Facebook that they emphasize self-moderation, but will remove comments if they fit a list of guidelines
21. There is a National Weather Service Twitter account with 2.66 million followers, and there is a Green Bay National Weather Twitter account with 8,142 followers (as of January 24, 2018) and nearly 6,000 Tweets total
    a. https://twitter.com/NWS
    b. https://twitter.com/NWSGreenBay
22. They follow 54 other accounts, which are mainly other NWS accounts, reporters and news stations, and other weather-related services
23. They have liked 312 other Tweets, which are mostly "regular" Twitter users that have tagged them in posts or replied to their Tweets
24. Over the past week (Jan. 17-24, 2018) there are approximately 38 posts, with 2-5 posts per day, and most of these being the same exact posts as seen on Facebook
25. There is much less interaction on Twitter than there is on Facebook - sometimes only one interaction (whether that be a retweet or a favorite) - with the most retweets being 6 and the most favorites being 11
26. The hashtag that is included with each Tweet from @NWSGreenBay is #wiwx, but that does not seem to be brand-specific: after clicking on it, this is used by several other Twitter users
27. We believe the WI stands for Wisconsin, but not sure as to the other letters "wx"? An abbreviation for weather?
    a. Confirmed: an abbreviation for "weather"
28. There is a YouTube account, NWSGreenBay, but there are only 50 subscribers, and seems to be a passively managed account
    a. https://www.youtube.com/user/NWSGreenBay
29. They utilize playlists on their channel, which include videos from other users, but they themselves have only uploaded six videos (of which four are labeled as being uploaded approximately four years ago)
    a. The most notable playlist is the outreach playlist
30. Have an education tab on their website which helps people know what to do in different circumstances
31. NWS is a sub sect of the NOAA (National Oceanic and Atmospheric Association)
32. Their motto is to "Be the force"
33. Their motto challenges people to take ownership and prepare themselves for different types of whether
34. There is a just for kids tab under the education tab, which allows parents to teach their kids about weather.
35. Their vision states: "A Weather-Ready Nation: Society is Prepared for and Responds to Weather-Dependent Events."

36. Over 4,000 people work for the National Weather Service
37. Departments include: Meteorology, hydrology, physical science, information technology and electronics maintenance, and operational support
38. Link to organizations structure: http://www.weather.gov/organization/
39. List of people who hold positions: http://www.weather.gov/biographies
40. National Weather Service Strategic plan: http://www.weather.gov/media/wrn/strategic_plan.pdf
41. They provide a glossary for those who want to look up a word http://w1.weather.gov/glossary/
42. The national weather service is on FaceBook, Twitter, Instagram, Reddit, Tumbler, Flickr, Youtube (some of these have multiple accounts)
43. Staff of the Green Bay office: https://www.weather.gov/grb/ouroffice#staff
44. "Gene's primary responsibility is to bridge the gap between research and operations by initiating and coordinating the transfer of new and emerging weather forecast techniques and technologies from the research community, to the NWS operational forecast environment."
45. Forecasters are being counted on to produce weather reports further ahead of time meaning that there are more uncertanties https://www.forbes.com/sites/marshallshepherd/2017/03/21/why-people-think-weather-forecasts-are-bad-when-they-are-actually-pretty-good/#57fd09075e74
46. According to the Forbes article above people remember their negative experiences more meaning that every time the forecast is wrong they remember that more than the number of times it is right
47. There are a lot of miscommunications such as what a watch vs. warning is; therefore they need to clarify and try to overcome these miscommunications.
48. 41.66 million people watch the weather compared to that in 2008 where in the spring of 2008 60.9 million watched the weather. https://www.statista.com/statistics/228998/cable-tv-networks-the-weather-channel-watched-within-the-last-7-days-usa/
49. About 4 in 5 respondents check the weather report daily
50. 68% of 18 to 29 year old check the weather daily
51. 87% of people 60 or older checked it daily
52. The older respondents were more likely to get their information from local TV, Newspaper or Radio
53. 94% of New England respondents said they checked the weather daily with only 70% in the pacific region checking daily https://fivethirtyeight.com/features/weather-forecast-news-app-habits/
54. Around ⅓ of seniors use social media http://www.pewinternet.org/2017/05/17/technology-use-among-seniors/
55. That number has tripled since 2010 where the number was 11%
56. In 2005 only 2% of adults 65 or older used social media
57. 48% of 65 or older are using Facebook as their social media connection
58. Adults 50 or older use pinterest 22% of the time
59. A small % of 65 or older use Instagram (4%), Linkedin (12%), and Twitter (6%)
60. Ages 30 to 49 use social media at a 80% rate in November of 2016
    a. http://www.pewinternet.org/fact-sheet/social-media/
61. The headquarter for the National Weather Service is in Silver Spring MD

62. Their founder is Cleveland Abbe
63. Doppler weather radar was developed in the mid 1980's
64. The agency was known as the United States weather Bureau from 1890 until 1970 when it changed its name
65. In 2016 NWS spent 44 Million by significantly increasing the computational power of its supercomputers from Cray and IBM
66. 30 to 49 years old use Facebook 23%
67. 50 to 64 years old use Facebook 21%
68. 30 to 49 years old use Instagram 33%
69. 50 to 64 years old use instagram 18%
70. 30 to 49 years old use Twitter 23%
71. 50 to 64 years old use Twitter 21%
    https://sproutsocial.com/insights/new-social-media-demographics/
72. Americans get 57% of their news from television, 38% from online, 25% from radio, 20% from print newspaper
    a. http://www.journalism.org/2016/07/07/pathways-to-news/
73. Stop thinking about your social media strategy as separate from your PR strategy
74. 5 must-have social media tools to enhance your PR social networks (see 3-7 for prices)
    a. SproutSocial
    b. Canva
    c. Wyng
    d. IFTTT ("if this then that")
    e. Socedo
75. SproutSocial: Premium plan starts at $99 per user per month. The corporate plan goes for $149 per user month. And the Enterprise plan is set at $249 per user per month.
76. Canva: Free for the basic plan, and $12.95 per month for the premium plan.
77. Wyng: Pricing available upon request
78. IFTTT: Free
79. Socedo: Pricing available upon request
80. 8 ways to use social media within your PR strategy
    a. Make announcements
    b. Find influencers
    c. Address complaints
    d. React quickly to negative press
    e. Precision target your audience
    f. Identify threats to your brand
    g. Interact with journalists
    h. Find and interact with bloggers
81. 9 ways to use social media to reach your goals
    a. Choose the right topics
    b. Craft and attention-grabbing headline
    c. Create eye-catching images
    d. Add social sharing buttons

    e. Study your audience
    f. Choose the right social network for your needs
    g. Beef up your social media profiles
    h. Engage influencers
    i. Get involved with groups
82. Dr. Clampitt's 5 C's of Social Media may be useful
83. Particularly the connections strategy (links) and content strategy
84. The number of smartphone users is forecast to grow from 2.32 billion in 2017 to around 2.53 billion in 2018
85. National Weather Service Mobile - Delivers app functionality and nationwide NWS forecasts and weather information to your smartphone or web-enabled device (mobile.weather.gov)
86. Social media accounts on Facebook, Twitter and YouTube
87. Facebook
    a. U.S. National Weather Service (NWS)
    b. 737K Total Likes
    c. 723 Total Follows
88. Twitter
    a. @NWS
    b. Following 281
    c. 2.66 Followers
    d. 17.5K Tweets
89. YouTube
    a. @uwweathergov
    b. 14,165 Subscribers
    c. 4,163,567 Views
    d. Joined Jan 6, 2009
    e. 130 Videos
90. NWS is using social media tools to educate the public and share critical information related to our mission
91. "The National Weather Service (NWS) provides weather, water, and climate data, forecasts and warnings for the protection of life and property and enhancement of the national economy."
92. Engaging the public and our partners in effective conversation around important weather, water, and climate issues is part of our effort to build a Weather-Ready Nation
93. Gene Brusky is the Science and Operations Officer (SOO) at NWSO Green Bay
94. Brusky is a graduate of the University of Wisconsin - Milwaukee, earning both his B.S. and M.S. in Atmosphere Sciences.
95. Brusky's graduate research dealt with heavy rainfall-producing MCSs.
96. Brusky joined the NWS in 1987 at the Green Bay office.
97. He then went to NWS Training Center as a Senior Meteorologist Instructor, where he helped develop and teach satellite interpretation, mesoanalysis, WST-88D product interpretation, gridded data analysis and flash flood forecasting.
98. Brusky also traveled to nearly a dozen NWS Offices, where he gave seminars on gridded data applications to operational forecasters.

99. Brusky came back to Green Bay, his hometown, in 1994 as the Science and Operations Officer
100. Gene Brusky's contact information:
    a. National Weather Service
        i. 2485 South Point Rd.
        ii. Green Bay, WI 54313-5522
        iii. gene.brusky@noaa.gov

Appendix B: Interview Questions and Insights

Notes from interview
Case 1 - National Weather Service PR Campaign
Interview: 1/31/18 at 11am with Gene Brusky

1. **What makes the NWS different than The Weather Channel or other competitors?**

The NWS is the federal agency and The Weather Channel (and other weather companies) are part of the private sector The NWS is the only one who can issue advisories, warnings, watches and other things like that.

2. **Explanation of "communication effectiveness of weather stories" in prompt**

Refer back to their mission: to protect life and property. If someone can take action based on their report that protects themselves and their property they have done their job.

3. **How do you define this?What are the major things that you would like us to tackle?**
    a. **What are the goals? (Business and communication goals)**

They want people to take appropriate actions and be able to ***communicate uncertainty and impact.***

    b. **Who is the exactly is the target audience? (Do they know this?)**

There are 2 identified audiences: 1) the general public (novice) - those who do not know a lot about weather and does not want every detail but instead the information that is most relevant to them. 2) the high end users (DOT, County Emergency personnel, Aviation, School Districts) there is more information sent out to these users

4. **Which platforms do you currently use**

Facebook and twitter - the content posted to both is the same (twitter might get a smaller word post with it)

    a. **In your opinion, which are working? Not working?**

They don't really know - NOT ALLOWED TO DO SURVEYS

    b. **Any platforms you have been interested in looking to activate?**

Instagram - not able to do so right now

c. **Are you looking for a completely new opportunity?**

They are looking to figure out what is and is not effective and how they can improve.

5. **Is the App only available on some platforms**? - THE APP IS NOT THEIRS
   a. **What is the official NWS app called?**

THEY DO NOT HAVE AN APP AND CAN NOT HAVE ONE

   b. **What is the relationship with NOAA? (There is a NOAA Weather Radar app)**

That is their parent organization

6. **What have you already tried?**

See powerpoint with pictures

   a. **What strategies have failed?**

   b. **Could you provide us with some examples of what different kinds of graphics have been used in the past?**

See powerpoint in G-drive

7. **What system do you use to create these graphics?**

They use powerpoint to create all graphics

8. **What parts of the graphics can be changed and what cannot be changed?**

The icons can not be changed but everything else can be changed

9. **Have you done any audience analysis or research to see what people are looking for?**

They can not do any research of their own including surveys so they only have their assumptions.

10. **What things seem to be more popular on your SM page?**

Fun posts, and natural disaster posts/severe weather posts

11. **Are there regulations put out by the NWS that you must follow or do?**

Only allowed to be on some SM sites, they cant survey the community, and they can not have an App

12. **What variables are you using to measure the success of your posts?**

The non-paid information provided by the platform.

13. **What does #wiwx stand for?**

Wisconsin weather (this is nationwide and storm enthusiasts use this as well.)

Side note: Is $10,000 enough? NO BUDGET

Their goal:

- Set a precedent for other offices
- Do something innovative and interesting
- Be able to take what we do and help change happen from their location

Other Notes:

- Their office is open 24 hours a day and someone is always present and working. The number of people present depends on the weather.
- They are trying to address the uncertainty piece in a technical way of what the low end could be, the high end, and what is most likely (should they highlight the areas of most impact?)
- They do not have distinguished posts for their different platforms
    - Time to create the graphics/posts is limited
- The old way of graphics were super cluttered and wordy the new way is to have it more simple and showcase the weather in different ways
- The graphics are posed on the website and can have a short explanation- that is usually carried over to the FB page.
- Background pictures come from the office people, community, pixabay (free online source)
- Maps are generated in many different ways, colors and legends are standard
- 3 service areas in WI
    - Green Bay, Milwaukee, La Crosse (some areas overlap - but they try to blend the overlap
- They want more interaction on SM
- Up to 4 tabs are available on their website (for graphics)
    - Don’t use all four every day
- Weather stories/ graphics are one in the same
- Competition occur between weather channel and accuweather and National weather service
- Pictures often come from Pixabay
- Target Audience: Ideally everyone
    - General Public
    - High end user's- County emergencies management, Schools
- Goal: Recreation/ connect to local community/ local forecasts
- 36 hour range- good at measuring the area
- Comm goals- communicate/ Uncertainty and impact/ know what to do/ How will it affect me
    - Effective Comm- Mission statement: protect life and property

Appendix C: SWOT Analysis

Appendix D: Audience Analysis

Audience	Lions (?)	Effect on group	Channel preferences	Audience beliefs	Audience concerns	Goal for audience
High-end users (DOT, County Emergency personnel, Aviation, School Districts)	Executives	- Use the weather information to make educated decisions about actions needed	- Email, newsletter	- They need more information than the general public - Protect the community by being prepared for weather that could come	- Timeliness - Accuracy - Uncertainty (present vs. future weather)	- Keep high end users up to date, therefore keeping the community safe - Make decisions based on the weather to update the community members or provide services for the community - Preparedness
Parents	Moms, PTO members	- Watch out for themselves as well as their children	- Facebook, radio, TV, Twitter?	- Protect their family - Better to be over prepared	- Timeliness - Certainty -	- Be informed as soon as possible so they can make sure that themselves and their children are prepared for the day
College students	Involved students Sciencey students	- They walk outside to class and drive - They will most	- Text, Social media, Apps	- The weather doesn't always matter - They will be	- Accuracy - Information availability	- Help them see the importance of watching the weather and being aware this.

		likely be parents one day and need to worry about this.		fine		- Educating them on the best places to get information.
Transportation workers (truck drivers, bus drivers etc.)	Independent contractors, Department of Transportation	- Use information about weather and are prepared for bad weather long before the bad weather comes	- radio, phone (called by bosses), TV	- They need to know before the general public	- Knowing whether or not they need to work (ex: snow plow drivers) - Driving at a safe speed - Being able to interpret safety concerns to customers (people that take the bus, for example)	- Let this group know in the quickest, simplest way possible ahead of time
People that don't drive, but rely on public transportation	People in cities	- Use weather info to know how to dress and how early to find public transportation	- TV, social media	- This information helps them plan their day	- Accuracy and timeliness	- May not be as urgent as other groups - Still need to get their attention because weather can be important for them
Adults that drive to high school or work (16-65)	-Weather people or Weather updates -Parents/ those in charge of the household	- Use information to know if one must leave early for work or school - Know the speed one should be driving in poor conditions	-TV, Social Media/apps, Radio	- Information that will help them understand of the poor weather conditions and potential accidents on the roads	- Road conditions -Timeliness -Cancellations -speed on the roads -Accidents	-Know that the roads are safe to drive on - give fair warnings when road conditions are not up to satisfactory levels - Have enough time to get to work or to school

Green Bay NWS	Gene and Kira, National office?	Need to know what the public wants	Email, social media	They are the place that people should be turning to because they are the most reliable source (ex. Who issues the warnings and watches)	That they are not reaching their audience effectively	Find a PR plan that works for them!!!

Considered but not included (rejected solutions): Kids 0-16, elderly people (65+), teens 16-18, Dividing all drivers into separate sections (16-18 year olds, transportation workers, and people with jobs outside the house

KISS Chart:

Audience	Know	Infer	So What to Do	So What Not to Do
High End Users	Rely on detailed weather updates and forecasts Use the information to correctly assess the level of their work for the day	Check the weather everyday before they go to work and start their duties for the day	Keep them updated in a timely manner and express concerns about forecasts, count on them coming or requesting weather information everyday! Detailed weather updates Stay on top of the updates	Leave out details Keep it short and simple Out of date information Busy graphics
Parents	Are very	They check the	Keep it short and	Not post anything

	protective of family They want to be as prepared as possible They are very busy people	weather everyday (sometimes more than once) They do not have a ton of time to worry about this	sweet Be direct Don't overwhelm them Keep up to date	Post too much information Use Jargon
College Students	They are very busy They sometimes forget about the weather Only have themselves to take care of	They will check the weather but may not need instant updates Weather falls on the back burner at times They will be parents one day (most of the time)	Keep them updated Don't count on them checking every day Target them for the future	Disregard this audience Use technical jargon
Transportation Workers	Have to be out in bad conditions before the general public	May work long hours at odd hours (earlier than usual jobs)	Be quick, accurate, and direct	Spend a lot of time making visual effects for this group (just give them the information)
People that don't drive; rely on public transportation	Are exposed to the elements	May live in a city, near their workplace, or may have a lower income Weather is pretty important for them	Catch their attention on channels that are easily accessed (social media, TV?)	Not post anything or leave out information Be delayed
Adults that drive to work or high school (16-65)	Driving to work or school is a must so updates are important to know the weather conditions	Schools and businesses don't start at the same time so what might be a driving issue for one may not affect another	Update them frequently Be sure to let them know about driving conditions	Send texts that may distract from driving Leave out road conditions
Green Bay NWS	-NWS changes their graphics depending on the weather condition	-NWS is not the go to weather update for individuals	-Have the social media updated -Update poor weather	-Have out of date information that doesn't coincide with the major

	and seriousness of it -Need to communicate to multiple audiences -Can't survey people to find out results	- Individuals using information from the NWS want accurate, easy to follow, and timely weather updates	conditions on website and every minute during a major storm -Make graphics easy to read and understandable for all	storm -Have inaccurate graphics on the website

Appendix E: Survey Results

To view results, copy and paste this link into a internet browser:
file:///C:/Users/Owner/Downloads/Filtered.pdf

Appendix F: Social Media Evaluation

Evaluation Criteria:

Coordinates:

- Are their goals aligned? 5/5
- Are the goals connected? 5/5
- Is there strategic reinforcement for their goals? 3/5

13/15

Content:

- Are they posting an appropriate amount of content? 5/5
- Does the content they are posting promote their business and communication goals? 5/5
- Are they generating content suited to their target audience? 3/5
- Is there a good variety of categories in regards to content? 3/5
- Is the content presented engaging the target audience? 3/5

19/25

Channels:

- Are they making effective passive and active choices? 4/5
- Do their platforms align with their target audiences? 3/5
- Are they utilizing the platforms that best serve their needs? 2/5

9/15

Connections:

- Do their connection network choices align with their goals? 3/5
- Are their connections simple and easy to follow? 2/5
- Does their connection network function properly? 2/5
- Are the platforms linked to one another? 1/5

8/20

Corrections:

- Do they avoid repeating social media mistakes? 3/5
- Are they capitalizing on opportunities? 2/5
- Do they effectively reply to negative comments? 3/5

8/15

Total: 57/90

Appendix G: Graphics Rule Sheet

What to do:

- Make visually appealing
- Color-coordinate
- Keep it clear, concise, and easy to read
- Make simple but informative: What, Where, When
- Make sure that the important information stands out first and foremost
- Include simple forecast information rather than lots of details (see survey question about what respondents are looking for on social media)
- With less information, use a “pretty” background: survey respondents loved the background images for the winning choices on question 1 and 2
- Keep logos for Facebook, Twitter on the graphics (connections strategy)
- Include a confidence level
- Only include safety information if necessary/expected to be severe
- When using a map, make sure the data per location is large enough to read, keep locations wide
- Include certainty rating

What not to do:

- Make too cluttered or too complicated
- Have busy pictures as the background

- Have small fonts or font colors that blend in/are hard to see/read visually
- Focus on one specific county within the region only if their weather is not similar to other places (i.e. if in Brown county it's storming, but everywhere else it isn't → put up a graphic specific to Brown county….. If it's sunny and 70 everywhere, no need to have differing locations)
- Have pictures and information that do not match up (i.e. a photo of a sun in the background with a rainy forecast) (didn't actually happen, just an example)

Appendix H: Posting Rule Sheet

Facebook

What to post	What NOT to post
- Include more details - Include pictures on important posts[1] - More frequent posts throughout the day - Interesting facts and educational content[2] - Extended forecasts (next day or beyond 3 days) - Good weather updates - Radar views[3] - Live streams or short video updates - Event summaries[4] - Contact information for emergencies - Road conditions - Respond quickly to direct messages - Links to other platforms	- Short updates - Memes - Inappropriate language - Personal information and beliefs - Updates from other platforms - Random pictures of staff and building - Unrelated content (not weather related)

[1]Important posts =

- Severe weather updates
- Safety concerns for community

[2]Educational content =

- Weather facts
    - Why things are happening
    - What the current weather means for future weather
        - Winter → Summer
- Weather explanations → Many enjoy weather updates but are not familiar with most of the terms used
        - Term of the day…
        - Why things are happening
- Historical data

    - On this day…

[3]Radar views

- Live radar
- Radar videos for certain time frames throughout the day

[4]Event Summaries

- Timeline for storms
- Breakdown of severe weather situations
- Snow depth reports
- Precipitation amounts

Twitter

What to post	What NOT to post
- Short and to the point updates[1] - Pictures on important posts[2] - Frequent updates - Interesting facts and educational content[3] - Good weather updates - Radar views[4] - Contact information for emergencies - Respond quickly to direct messages - Links to other platforms for more in depth information	- Memes - Inappropriate language - Personal information and beliefs - Updates from other platforms - Random pictures of staff and building - Unrelated content (not weather related)

Short and to the point updates

- Temperature
- Sky condition
- Snow depth or precipitation amount

[2]Important posts =

- Severe weather updates
- Safety concerns for community

[3]Educational content =

- Weather facts
    - Why things are happening
    - What the current weather means for future weather
        - Winter → Summer
- Weather explanations → Many enjoy weather updates but are not familiar with most of the terms used
        - Term of the day…
        - Why things are happening

- Historical data
    - On this day…

[4]Radar views

- Live radar
- Radar videos for certain time frames throughout the day

YouTube

What to post	What NOT to post
- Fun content - Live stream updates - Short video updates - Kid meteorologist - Video contests - Day in the life videos - Links to other platforms	- Nothing at all - Unrelated videos (not weather related) - Personal videos

Instagram

What to Do	What NOT to Do
- Post a variety of pictures and graphics	- Unattractive photos with no clear purpose
- Stay active, but do not post multiple times per day	- Use as a passive account
- Utilize the “story” feature on Instagram	- Disregard a younger audience demographic
- Reply to comments or direct messages	- Use irrelevant hashtags that are not directly associated with the organization
- Look for opportunities to interact, like photo contests, directing to connections links in your bio, etc.	- Put hyperlinks into a photo caption (this makes the link unable to work)

Appendix I: Connections Metrics

Figure 1.1

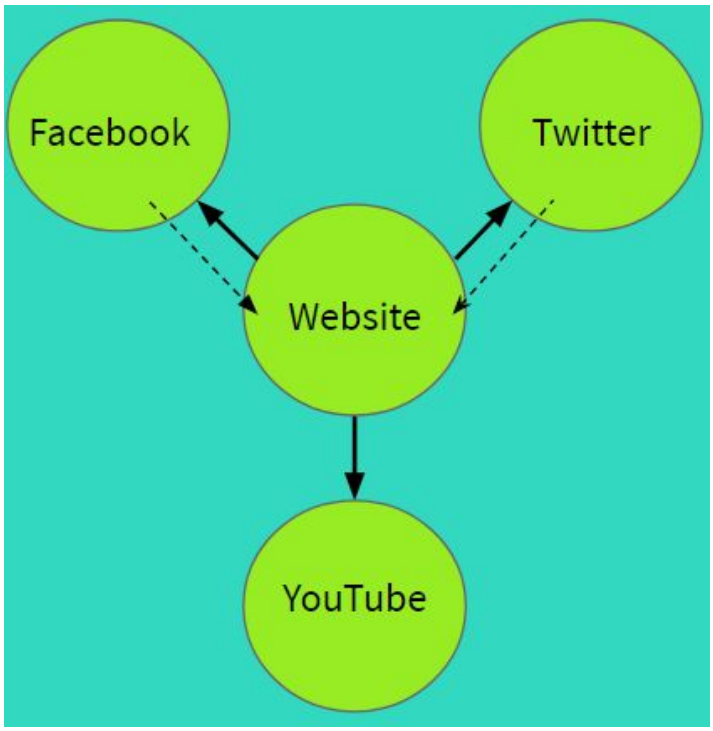
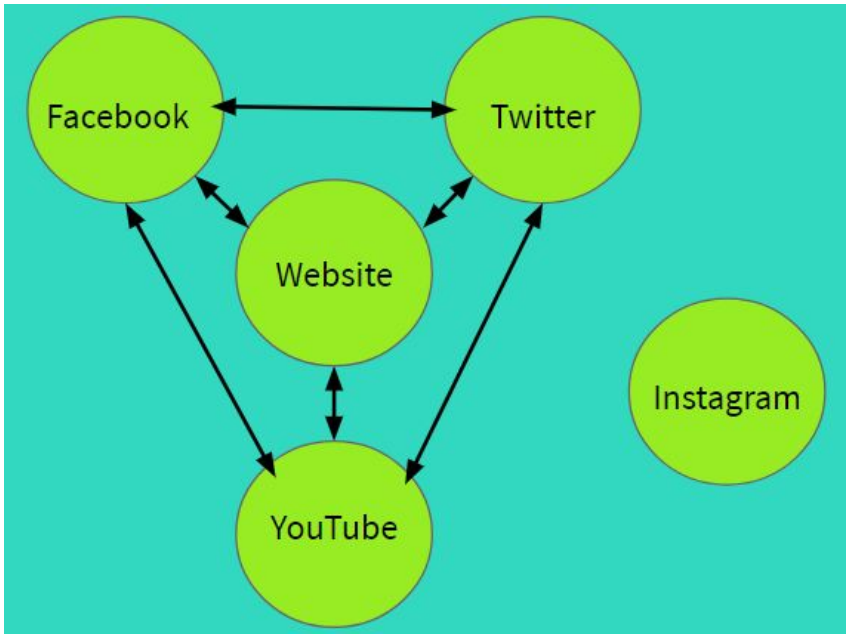


Figure 1.2



Appendix J: Budget

Item	Cost	Grand Total
Post boosts	$300	**$300**
Fall Semester Intern (15 weeks)	$1,500	**$1,800**
Spring Semester Intern (15 weeks)	$1,500	**$3,300**
Summer Intern (12 weeks)	$1,200	**$4,500**
Camera and accessories	$800	**$5,300**
Photoshop	$20.00/month ($240/yr)	**$5,540**
Update Website	$4,460	**$10,000**

Appendix K: Continuous Improvement

Professor Clampitt and our peers contributed to several continuous improvement ideas that we have incorporated into our paper. The concepts are listed below.

- Distribution of respondents
    - Percentages of people within each county
- Survey questions
    - “What is the forecast?” vs. “Which graphic do you like/don’t like?”
- Competitive advantage
- How to create distinction and prove credibility
- Prioritize audiences
- Information priority of target audiences
    - “What’s the weather?”
    - What to do is secondary