



Modernizing NHC's Social Media Presence

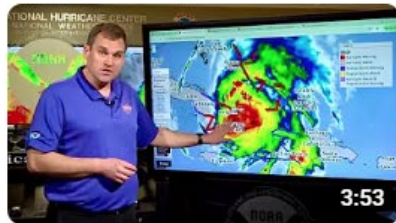
Maria Torres, Lisa Bucci, John Cangialosi, Cassie Mora, Robbie Berg, Wallace Hogsett, NHC staff

NOAA National Hurricane Center
National Oceanic and Atmospheric Administration
U.S. Department of Commerce

NHC's Past Social Media Activity

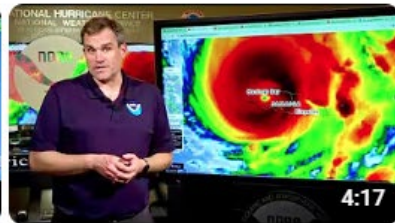
- Accounts on X, Facebook, Instagram, YouTube.
- Livestream videos during select storm events.
- Occasional short videos on specific topics.

Past live streams



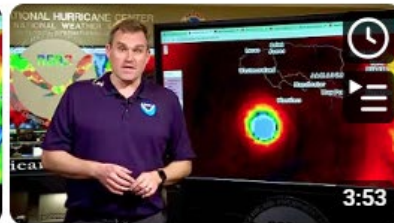
Morning Update on Hurricane Melissa from the NHC in...

3.1K views
• Streamed 3 hours ago



Afternoon Update on Major Hurricane Melissa from the...

15K views
• Streamed 21 hours ago



Morning Update on Major Hurricane Melissa from the...

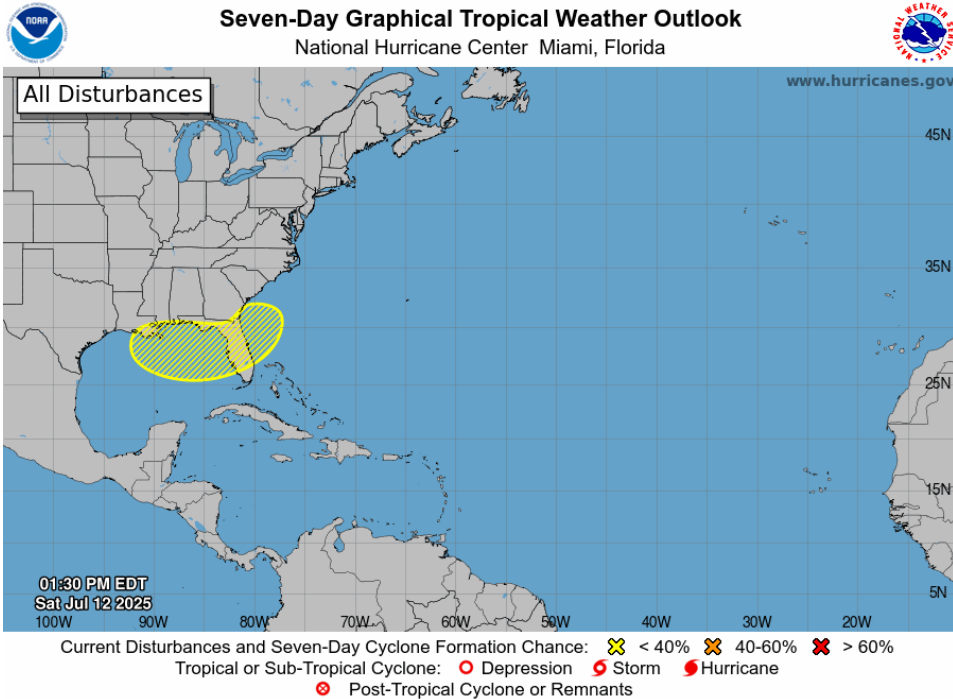
31K views • Streamed 1 day ago



Afternoon Update on Major Hurricane Melissa from the...

37K views • Streamed 1 day ago

Social Media Dilemma



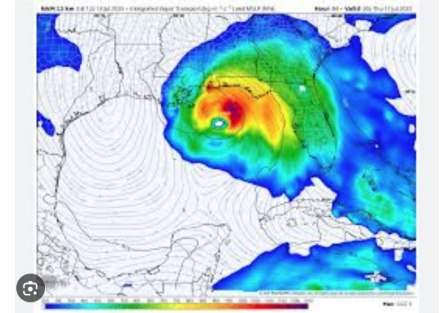
- NHC/NWS focused on the **rainfall threat**
- Low to medium chance of a tropical depression forming
- Some social media sources **messaging something different...**

The Internet

WEATHER

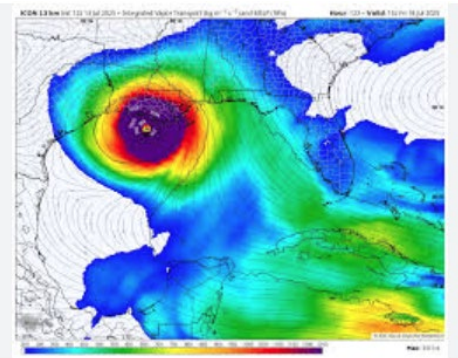
Houston TikTok sparks panic over a storm that doesn't exist

"I sometimes predict the storms better than the weathermen do."



TROPICS: Dexter could be a thing this week. Sneaky system I think may need to be watched a lot closer....

Visit >



Operational and Outreach 2025



- **Pre-genesis:** Highlight the Tropical Weather Outlook
- **Specific topics:** Interests trending on news/social media
- **Outreach:** NHC products and preparedness.
- **Storm:** Complement livestreams during impactful storm events

Operational Video Strategy

Tropical Weather Outlook

Video can be created if a system is expected to be near land or generating interest.

Video length: ~ 30 seconds

Livestream/ Shorts

For active TCs (or PTCs) that are expected to produce hazards on land

Video length: Livestreams- several minutes Shorts - ~ 1 min

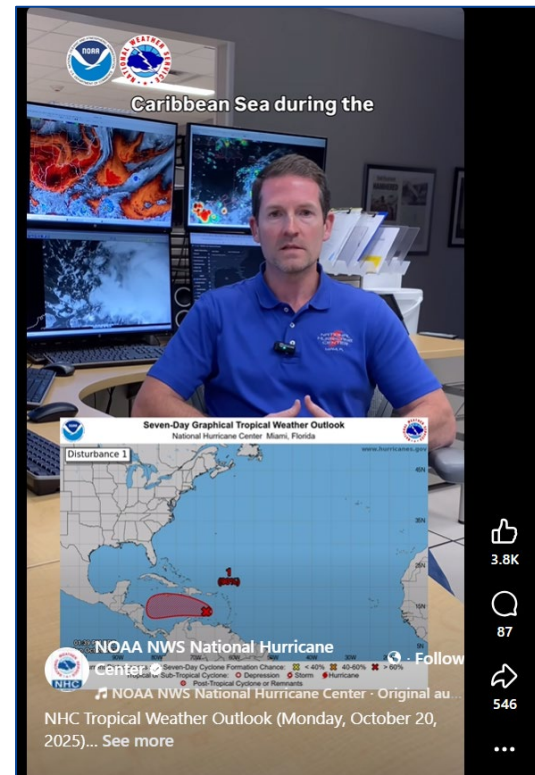
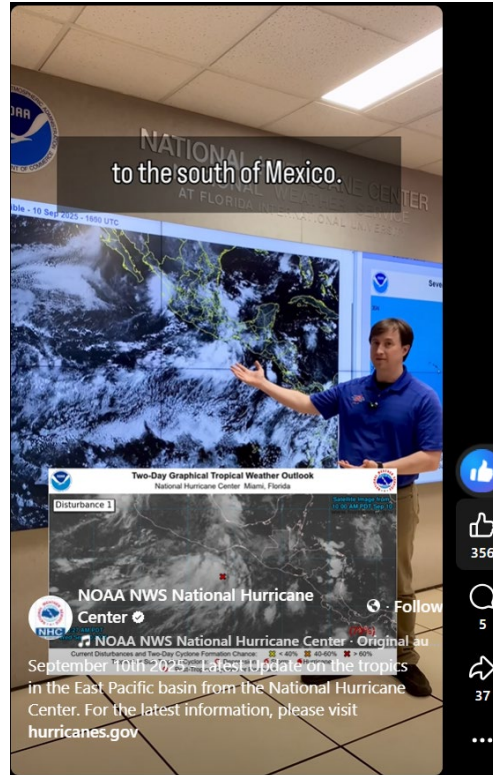
Operational Topics

To discuss specific topics (ex. rip currents, preparing for the event...)

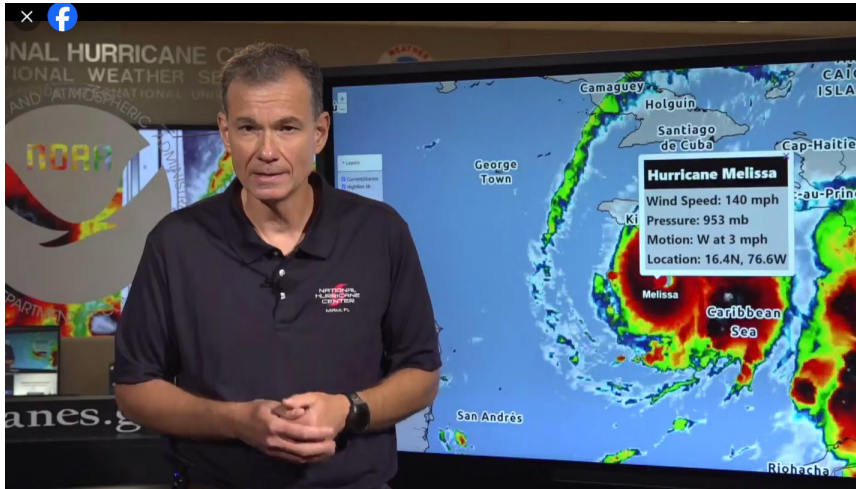
Video length: ~ 1 minute

Tropical Weather Outlook (Pre-Genesis) Videos

- **12** videos posted in 2025 with **11** different speakers highlighted
- Each video was around 30 seconds (or less)
- Total views among all platforms over **2.7 million views**



Livestreams/Short Videos on Impactful Events

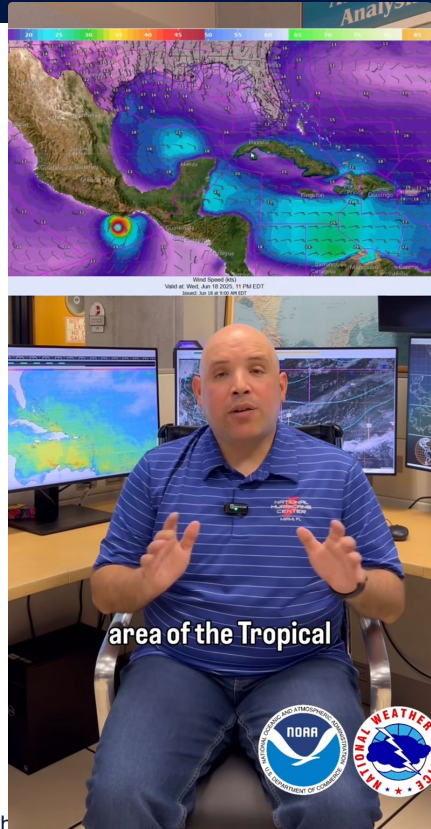


23 Livestreams
5.3 million views

10 short videos
6 million views



Operational Topics



Non-Operational (Outreach) Video Strategy

Shorts

- Products, General Preparedness
- Topics of interest (~1 minute)

Long-form

- More detailed topics, “video blog” (3-5 minutes)

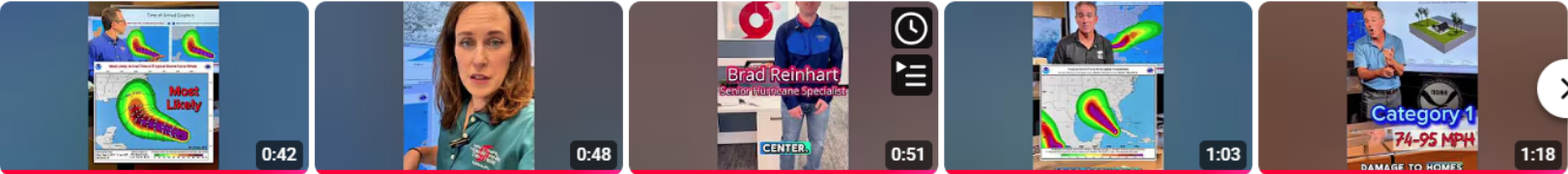
Series

- Related short videos that are posted individually (one per day).
- Katrina 20th anniversary, Hurricane Preparedness Week

NHC Products and Preparedness

12 short videos (~ 1 min) posted/created discussing various NHC products and specific topics to help provide education on hurricanes.

Hurricane Preparedness PSAs ▶ Play all



Building Your Hurricane "Knowledge" Kit: Time of... 0:42
NOAA/NWS National Hurricane C...
2.6K views • 5 months ago

Building Your Hurricane "Knowledge" Kit: Tropical... 0:48
NOAA/NWS National Hurricane C...
2.5K views • 5 months ago

Building Your Hurricane "Knowledge" Kit: Potential... 0:51
NOAA/NWS National Hurricane C...
1.3K views • 5 months ago

Building Your Hurricane "Knowledge" Kit: Wind Spee... 1:03
NOAA/NWS National Hurricane C...
3.5K views • 5 months ago

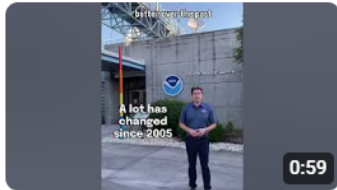
Building Your Hurricane "Knowledge" Kit: Saffir-... 1:18
NOAA/NWS National Hurricane C...
1.5K views • 5 months ago

Hurricane Katrina - 20th Anniversary Series

5 short videos (~ 1 min) posted/created discussing various aspects of what has changed since Hurricane Katrina 20 years ago.

Hurricane Katrina 20th Anniversary ▶ Play all

Friday, August 29, 2025 is the 20th anniversary of Hurricane Katrina making landfall along the U.S. Gulf coast and devastating the coasts of Mississippi and southeastern Louisiana. A lot has...



Hurricane Katrina 20th Anniversary (Part 1 of 5)

NOAA/NWS National Hurricane C...
7.5K views • 2 months ago



Hurricane Katrina 20th Anniversary: Advancements...

NOAA/NWS National Hurricane C...
3K views • 2 months ago



Hurricane Katrina 20th Anniversary: Advancements...

NOAA/NWS National Hurricane C...
1.9K views • 2 months ago



Hurricane Katrina 20th Anniversary: Advancements...

NOAA/NWS National Hurricane C...
2.4K views • 2 months ago

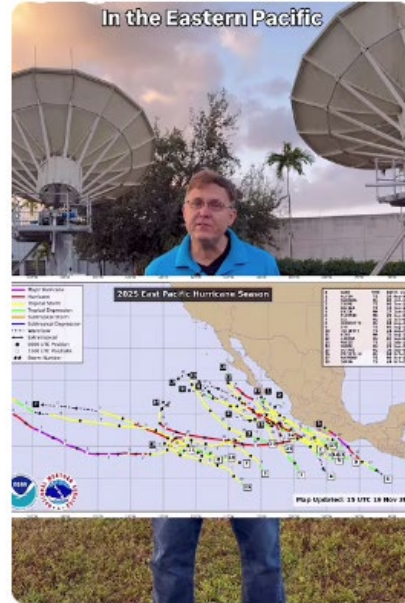


Hurricane Katrina 20th Anniversary: Advancements...

NOAA/NWS National Hurricane C...
2.1K views • 2 months ago

End of Hurricane Summary

Two short videos (~ 1 min) showcasing the season highlights and verification statistics



2025 Hurricane Season Seasonal Summary ...



NHC Preliminary Verification Report ...

“Evergreen” Webpage

NATIONAL HURRICANE CENTER and CENTRAL PACIFIC HURRICANE CENTER
NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION

ANALYSIS & FORECASTS ▾ DATA & TOOLS ▾ **EDUCATIONAL RESOURCES** ▾ ARCHIVES ▾ ABOUT ▾ SEARCH ▾

Top News of the Day... [view past news](#)

- National Hurricane Center Products and Services

Central Pacific Atlantic

Seven-Day Outlook National Hurricane Center
No Disturbances

Atlantic Outlook Florida
www.hurricanes.gov

Activity is not expected next 7 days.

Be Prepared!
NWS Hurricane Prep Week

Outreach Documents

TC Videos

Rip Currents

Storm Surge

Watch/Warning Breakpoints

Climatology

Tropical Cyclone Names

Wind Scale

Records and Facts

Historical Hurricane Summaries

Forecast Models

NHC Publications

NHC Glossary

Acronyms

Frequent Questions

NATIONAL HURRICANE CENTER and CENTRAL PACIFIC HURRICANE CENTER
NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION

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Tropical Cyclone Video Series

Welcome to the National Hurricane Centers Tropical Cyclone Video Series Page

The National Hurricane Center conducts a practical program of education and outreach on hazardous tropical weather for the public, educators, students, scientists, businesses, and government agencies. To ensure awareness of hazardous tropical weather and its potential impacts are vital to the public, and those emergency managers charged with safeguarding lives and property. The videos below are intended to improve understanding of various hurricane topics.

Deep Dive into Hurricane Topics

Track Forecast Cone

Rip Currents: The Hidden Hurricane Hazard

Storm Surge Fast Draw

Why is storm size important?

What are Potential Tropical Cyclones?

Tropical Cyclone Track

Hurricane Preparedness

National Hurricane Preparedness Week Preview: Assembling Your Hurricane Knowledge Kit

Building Your Hurricane Knowledge Kit: Storm Surge

Building Your Hurricane Knowledge Kit: Storm Surge

DOES IT NOT MEAN?

STORM SURGE

Created by Cassie Mora

Experimenting with tone

Testing use of humor and tone to keep an audience engaged and expand to different demographics.



Growth Statistics



@Facebook

Early 2025

2,200,000



End of 2025

2,358,200



@Instagram

61,900



84,200



@YouTube

94,800



104,000



@X/Twitter

365,995



369,200

Summary

- **Operational:** Highlight the Outlook or livestream
 - Transitioned to higher profile cases behind media desk
 - Reduced internet “hype”
- **Non-operational:**
 - Released during relevant situations
 - NHC products and preparedness.
- **Growth:** Meta and YouTube grew
 - Exploring ways to extend viewership of videos

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[hurricanes.gov](https://www.hurricanes.gov)