

**CONTROLLING OFFICER'S REPLY**

**CEDB(CIT)278**

**(Question Serial No. 0768)**

Head: (168) Hong Kong Observatory

Subhead (No. & title): (-) -

Programme: (1) Weather Services

Controlling Officer: Director of the Hong Kong Observatory ( SHUN Chi-ming )

Director of Bureau: Secretary for Commerce and Economic Development

Question:

Regarding weather services and conveying meteorological knowledge to the public, please inform the Committee:

(1) the quantity of educational video clips produced in relation to the Super Typhoon Mangkhut, the number of views, the manpower and expenses concerned;

(2) the manpower, expenses and advertisement expenses on the social media platforms, i.e. Facebook and Instagram, by the Hong Kong Observatory since March 2018. Please publish the i) highest, ii) lowest and iii) average rates of interaction of Facebook posts. Is there any assessment on which types of topics are more popular with the public?

(3) any initiatives in the year of 2019 to continuously promote to the public on matters related to weather and meteorology.

Asked by: Hon LAU Kenneth Ip-keung (LegCo internal reference no.: 8)

Reply:

After Super Typhoon Mangkhut battered Hong Kong in September 2018, the Hong Kong Observatory (HKO) produced a 6-episode special series of educational videos on Mangkhut in order to raise public awareness of typhoon-related hazards. The videos have been broadcast on various local TV stations and HKO's social media platforms, and have received coverage from other mass media. As of early March 2019, the videos have accumulated over 330 000 views on various official social media platforms of HKO (including Facebook, YouTube and Instagram, etc.).

HKO launched its official Facebook page and Instagram platform on 23 March 2018 to enhance the provision of weather services and public communication via social media. HKO has since made reference to multiple indicators (such as page likes, number of people

reached, media and public opinions on the relevant content) to assess the efficacy of the use of social media, and ensure effective communication of messages to the public. In terms of page reach, the top Facebook post reached about 800 000 people, while the lowest reached about 6 000 people, with an average reach of about 40 000 people. Posts related to inclement weather and special weather phenomena generally receive more viewings.

In 2019-20, HKO will continue to communicate with the public on topics such as weather and climate change through various channels. These include enhancing collaborations with other government departments and relevant organisations to organise outreaching activities, producing public educational video clips “Cool Met Stuff”, as well as organising open day, public seminars and training courses, etc.

The provision of weather services (including the related public education) through the various channels as mentioned above is part of HKO’s day-to-day work. As the expenditure required has been subsumed under the regular provision for HKO, it is difficult to quantify the amounts separately.

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