Social Media Tips from NASA
November 15, 2017

Chat Box Icebreaker:

How has your library successfully used social media in the past? Give examples!

Audio problems? Click and highlight the button at the top of your screen. You can also click “Meeting” > “Audio Setup Wizard”. You will not need microphone capabilities.
Today’s Agenda

- Professional Development Resources
- Poll Questions
- Jason Townsend Presentation
- Q&A with Jason
Join STAR Net!

Professional development resources, including webinars, newsletters, blogs, forums, videos, and much more!
Resources

Upcoming Webinars

STEM Events for Your Library’s 2018 Programming
• December 13th at 1:00 pm MT
• Register here

Engineers Week Webinar
• Mid January
• Registration Coming Soon

Archived Webinars
Busy? See what you missed!

Discover Exoplanets Exhibit

Information can be found here

Pre-Application Webinar
• December 6th at 1:00 pm MT
• Register here

New Content on STEM Activity Clearinghouse
Span-tastic Bridges Designed to Survive Clean Up Our World
Like an activity and think other library staff should know how great it is? Didn’t like an activity or have modifications to make it better? Make sure to leave a review!
Poll Questions:

What social media platforms does your library currently use (posting at least 1-2 times per month)?

On a 1-10 scale, how effective do you feel that your library is in using social media?
Jason Townsend  
NASA’s Deputy Social Media Manager

- Has helped grow NASA’s community of social media followers from 12 million in 2012 to 64 million in 2017
- Directs some of the largest Twitter (27 million followers), Facebook (20 million), Instagram (28.5 million) and Snapchat accounts across the platforms
- 14 years of experience in strategic and innovative use of social media messaging and website content
- Worked on projects that have earned two Shorty Awards for best use of social media, two Webby Awards for best corporate use of social media and two Webby Awards for best websites.
Social Media Foundation at NASA


• Sec. 20112 (a) The Administration, in order to carry out the purpose of this Act, shall—
  — (3) provide for the widest practicable and appropriate dissemination of information concerning its activities and the results thereof

http://www.nasa.gov/socialmedia
Simply put...

WE WANT TO SHARE AS MUCH ABOUT NASA AS POSSIBLE WITH AS MANY PEOPLE AS POSSIBLE

http://www.nasa.gov/socialmedia
But, Why Wouldn’t We Want To Share?

http://www.nasa.gov/socialmedia
NASA Social Media Universe

527+
accounts & counting...

National Aeronautics and Space Administration
# Types of Accounts

## Professional
- **Tim Kopra** @astro_tim
  - Living and working on board the Space Station for the next 6 Expeditions 46 and 47.
  - Houston, TX
  - 105 FOLLOWING
  - 103.9K FAVORITES

## Mission
- **Curiosity Rover** @MarsCuriosity
  - NASA's latest mission to explore Mars. Roving the Red Planet since (Aug 6 UTC).
  - Gale Crater, Mars
  - 164 FOLLOWING
  - 2.3K FAVORITES

## Organization
- **ISS Research** @ISS_Research
  - NASA's official social media account for the International Space Station lab.
  - ISS Program Science Office
  - 452 FOLLOWING
  - 360.3K FAVORITES

## Topical
- **NASAsunEarth** @NASaSunEarth
  - NASA's official social media account for the Sun and Earth.
  - NASA Goddard, Greenbelt, MD
  - 1,618 FOLLOWING
  - 43.3K FAVORITES

## Center
- **Johnson Space Center** @NASA_Johnson
  - NASA's JSC is the lead center for the Space Station and the Orion spacecraft.
  - Houston, TX
  - 152 FOLLOWING
  - 504.8K FAVORITES

## Agency
- **NASA** @NASA
  - Explore the universe and discover our home planet with @NASA. We usually post in EDT (UTC-4).
  - nasa.gov
  - 258 FOLLOWING
  - 16M FOLLOWERS
WHO ARE WE TRYING TO REACH?

http://www.nasa.gov/socialmedia
NASA’s social footprint continues to grow over **130+ million total followers** across all accounts and platforms.

NASA has the **most followers** of any agency/department in the **federal government** on:

[Social media icons for Snapchat, Instagram, Twitter, Facebook, and Google+]

http://www.nasa.gov/socialmedia
Our Social Media Universe Today...

Facebook
- 7.6 M likes (End of FY 14)
- 12.8 M likes (End of FY 15)
- 15.7 M likes (End of FY 16)
- 20.6 M likes (End of FY 17)

Twitter
- 7.5 M followers (End of FY 14)
- 12.8 M followers (End of FY 15)
- 16.1 M followers (End of FY 16)
- 26.4 M followers (End of FY 17)

Instagram
- 1.7 M followers (End of FY 14)
- 5.3 M followers (End of FY 15)
- 11.9 M followers (End of FY 16)
- 27.6 M followers (End of FY 17)

@NASA is the 54th most followed Twitter account (as of 09/25/2017)
@NASA is the 48th most followed Instagram account (as of 09/25/2017)
Think Mobile

- 61% of NASA’s social media posts are viewed on a mobile device
- 56% of NASA’s social media posts are viewed on a computer
- Overlap means people are viewing it on both
- Meaning, 44% of people NEVER see it on a big screen!
- Think: How will this look on a 3 inch screen?

http://www.nasa.gov/socialmedia
Think Global

• 41% of our audience is in the US
• Nearly 52% of our U.S. audience is in the Pacific Time zone
• 26% of our audience aren’t using the social tools in English

http://www.nasa.gov/socialmedia
We’re Looking to Move From...

Fans, Followers, Consumers → AMBASSADORS, CREATORS, COLLABORATORS

http://www.nasa.gov/socialmedia
SO I’VE GOT SOMETHING TO POST...

http://www.nasa.gov/socialmedia
Now What?

• Before you hit the publish/post button or send an update, we would like you to think about what you want to post.

• To do right by your audience, to deliver the utmost value and receive the maximum engagement, there are a handful of qualifications that every social media post should meet.
In a nutshell...

• Don’t write for scientists and PhDs
• Would a 6th grader understand your post? Would a 70-year-old?
• Don’t use acronyms unless they are defined. Never.
• Avoid NASA speak, all institutional-eze and jargon
• Hashtags – Limit to one-two per piece of content & be very selective. Would anyone outside NASA naturally use that?
• Social will change to We, Our, The over NASA, NASA’s, the agency, the center, XX Center, etc.

http://www.nasa.gov/socialmedia
Make the Most of Your Post Text

We’ve found that the most valuable content on social media—the content that gets the most interactions, engagement, and virality—is either educational or entertaining. Consider these questions to figure out if it is either:

• Is your content interesting enough that users want to share it and post about it?
• Will anyone really care about this content besides you or an internal stakeholder?
• If you were to see this post in your social media timeline, would you pause to read or reshare?
• Does your post add value for the reader?

http://www.nasa.gov/socialmedia
Connect with Your Audience

In many ways, you need to speak the language of your followers, and not your internal stakeholders. Consider your audience when drafting posts by asking yourself:

• Will you be okay with absolutely anyone seeing this? Does it need to even be a social media post? Is this the best way to get this message in front of the audience it is intended for?
• Is this post too vague? Will everyone understand what I’m saying?
• Is this post too technical? Will the only people who understand it have a Ph.D. in the field?
• Am I using acronyms, abbreviations or insider jargon in this post?

http://www.nasa.gov/socialmedia
Just What Does That Mean?!?

Always assume readers don't know anything about NASA, as even if someone is following your account, it could be shared with someone who doesn't. So, for example: don't just assume that ‘SLS’ is known. Write it such that it’s “SLS, our new and powerful rocket”.

http://www.nasa.gov/socialmedia
Does it Stand Alone?

Consider how your social media post will look in someone’s feed independent of it appearing on our account.

• Does the post stand-alone? Is it self-explanatory?
• Are followers able to walk away having learned enough to understand the topic?
• Is it actionable for those wanting to dive deeper into a topic? Does it have a link for more information?

http://www.nasa.gov/socialmedia
Avoid Common Mistakes

Avoid making common mistakes in your social media posts.

- Is everything spelled correctly? Does the post have proper grammar?
- Is the link *accurate*? Does it click through to where you intended?
- Is the link *appropriate* for the message of your social media post? Is it to a too-generic page, rather than the specific subject matter of your post?
- Is your hashtag usage appropriate? Will your use of a hashtag make your post part of a bigger conversation? Is your hashtag only used by you as a branding element?

http://www.nasa.gov/socialmedia
Another way to look at this:

Can anything be added or removed to make the message stronger to your audience?
HOW HAVE WE MADE THIS WORK?

http://www.nasa.gov/socialmedia
We Make Conversations Happen

• For the rollout of the President’s FY2016 budget, instead of a typical news conference, the NASA administrator gave a “State of the Agency” address at NASA’s Kennedy Space Center.

• Remarks served as internal and external reminders of the progress made and the exciting work ahead on an integrated agency-led exploration initiative that secures America’s leadership in space.
We Work With Influencers

Aboard the International Space Station, NASA astronaut Scott Kelly fielded questions from YouTube creators who sent in video questions asking about aspects of his Year In Space.

- Hank Green from Vlogbrothers
- Louis from FunForLouis
- Emily Graslie at the Brain Scoop
- Kyle Hill from the Nerdist
- Henry Reich from MinutePhysics
- Destin from Smarter Every Day
- Michael from VSauce

http://www.nasa.gov/socialmedia
We’re Structuring Content Around Themes

- By creating story arcs around content and having all of our social media accounts join the same conversation, we can harness the power of the community to connect the dots on the work we are doing daily.
We’re Leveraging Pop Culture: 2nd Screen

As seen on #Cosmos: The Crab Nebula -- seen by @NASA_Hubble & Herschel Space Observatory nasa.gov/jpl/herschel/c…

Tonight, #Gravity is up for awards at the #Oscars2014 & we're sharing #RealGravity images from real life in space.

5:30 PM - 2 Mar 2014

http://www.nasa.gov/socialmedia
We’re Exploring New Platforms

http://www.nasa.gov/socialmedia
We’re Exploring New Storytelling

Average People Reached: 1.8-2.2 million

http://www.nasa.gov/socialmedia
We Make Smart Partnerships

Soon, you can help @KerbalSpaceP redirect an asteroid with some #NASA influence bit.ly/1nhcgqH

Play #AngryBirdsSpace? See @AngryBirds' new countdown to @NASANewHorizons historic #PlutoFlyby in the latest update.

Space Hunt: Find the @Space_Station with the @GooglePlay @Interstellar experience: interstellar.withgoogle.com

Ready to take a #MarsFieldTrip? Join @NASA, @StateDept & @GoogleStudents on Friday: plus.google.com/events/clh5chh...
We Seek to be in the Moment

In 'The Martian,' humans go to Mars. We're making that a reality: nasa.gov/content/nasas-... #JourneyToMars #theMartian

Watch the EXCLUSIVE new trailer for #TheMartian, starring Matt Damon. In theaters this November: amp.twimg.com/v/317ceda8-18a...
We Play In Pop Culture

http://www.nasa.gov/socialmedia
We Want to be Relevant

Happy Mother’s Day! Send your mom this interstellar rose, courtesy @NASASpitzer.

gou.nasa.gov/1RrUHnC

Happy 99th birthday, @NatlParkService! You look better than ever, especially from space!

gou.nasa.gov/1V7h6HZ

In honor of Nelson Mandela, who died today, here is an image of South Africa from #ISS: twitter.com/Cmdr_Hadfield/

Terry W. Virts (@AstroTerry)

Today we honor the brave men and women who made the ultimate sacrifice in service to our country. #MemorialDay

http://www.nasa.gov/socialmedia
We Share Our Bad Days

http://www.nasa.gov/socialmedia
We Share Our Bad Days

@OrbitalSciences is currently evaluating the status of its mission. Visit 1.usa.gov/1r42Ssu for the latest information.

Before launch @OrbitalSciences team wasn't tracking any issues. No injuries have been reported & all personnel around launch site accounted.

@OrbitalSciences declares contingency. @NASA and Orbital determining when press conference will be held.

Something went wrong with the launch. @SpaceX is evaluating the status of the mission. Live updates on NASA TV: nasa.gov/nasatv

The range confirmed that the vehicle has broken up. @SpaceX is putting together their anomaly team. Live updates: nasa.gov/nasatv

It is not clear what happened or at what point the vehicle failed. @SpaceX is continuing to evaluate. Live coverage: nasa.gov/nasatv

We are planning a @SpaceX launch contingency news conference no earlier than 12:30pm ET. Watch at: nasa.gov/nasatv

Not every day is easy. Yesterday was a tough one. #sunrise
We Share Our Good Days

http://www.nasa.gov/socialmedia
We Trend

Topics about the mission trended on both July 14 and 15 on Twitter and Facebook.
We Answer When You #askNASA

REDDIT AMA
• Over 2,800 questions in 90 minutes
• #14 top Reddit AMA’s of all time on the site; Most popular NASA Reddit AMA ever
• Was the #1 item on all of reddit.com on July 14
• Team of 5 experts gave 107 answers
• 8,705,379 subscribers to the AMA subreddit

FACEBOOK Q&A
• Had 6 experts provide 138 answers in 60 minutes
• Received 3,609 questions
• Total Facebook Q&A reach: 1,395,200

TWEETCHAT
• 2 experts provided 63 answers in 45 minutes
• 1,200 #askNASA questions asked by Twitter users
We Also Answer From Space

Astronaut Scott Kelly on the International Space Station took questions from his social media followers during his Year in Space

http://www.nasa.gov/socialmedia
We Invite Our Followers In

http://www.nasa.gov/socialmedia
We Build Compelling In-Person Events

*Provide memorable & dynamic experiences with:*

- ✓ Information and Content
- ✓ Speakers
  (More Mid-level & Junior)

- ✓ Access & settings with unique national facilities
- ✓ Connections Between Virtual & IRL

[http://www.nasa.gov/socialmedia](http://www.nasa.gov/socialmedia)
We Create Brand Ambassadors

✓ Event participants come from local communities and go home sharing NASA content within their circles of influence

✓ Converts casual space enthusiasts into collaborators who want to share what NASA is doing

http://www.nasa.gov/socialmedia
Things to Think About

• It’s easy to be a trending topic – how do you ensure conversation is not a flash in the pan?
  – Topical accounts help continue relevant conversation

• Images & Video last longer than text
  – Updates are often fleeting, but visuals often sustain themselves in peoples news feeds

• Be strategic
  – How does this social media post help further NASA’s messages/story? What does it contribute?

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Geographic Events

• Remember, most of your social media audience isn’t local and can’t get to things
• Is there a virtual component that is streamed or is the same info available at an informational site we can direct audience to?
• Think: How do I portray this same exhibit/presentation content online? Don’t cause a FOMO moment

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Think Visual

• Ensure it’s posted in high resolution on a NASA website
• Post using a link back to that website so everyone can download the large copy
• Ensure the first 30 words of a caption are clever and make people want to know more & keep reading the caption
• If extreme vertical, be aware that many social sites will chop the top and bottom off upon upload

http://www.nasa.gov/socialmedia
Video Is Now King on Social Media

All these social media platforms now support uploading/on-demand video directly and amplify native video over embedded links.

http://www.nasa.gov/socialmedia
Video Thinkers

• **Think Mobile:** These days, more social media posts are viewed on the three-inch screen than on a computer. How will this look on a 3 inch screen?

• **Think Short and Tight:** Videos with higher numbers of views are rather short. Attention Spans are short. Will people start watching and tune out before I tell them what I want them to know?

• **Think Muted:** More than two-thirds of video watched on social media never has the sound turned on. Is the video at least closed captioned to be 508 compliant? Is all the information being talked about on audio also available visually?

• **Think About the Start:** Video starts automatically playing in peoples timelines on Facebook & Twitter. The first 10 seconds are the most critical of a video and should be extremely visually compelling – not bumpers, logos, talking heads. If scrolling through a feed with material from lots of accounts, what would make you stop & watch?

• **Think Inside the Box:** Are all of your titles and captions going to be readable on a small screen? On Instagram, will it all fit inside of a square?

http://www.nasa.gov/socialmedia
NASA Examples

See the biggest supermoon in a generation on Nov. 14, 2016.

http://www.nasa.gov/socialmedia
NASA Examples

THE STATE COMMISSION DECLARES
THE CREW READY FOR LAUNCH

http://www.nasa.gov/socialmedia
NASA Examples

How do supercomputers help scientists visualize extremely complex problems?

http://www.nasa.gov/socialmedia
NASA Examples

EVERYTHING ABOUT LIVING IN SPACE

How do you pee in space?

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NASA Examples

CASSINI WILL FLY CLOSER TO THE RINGS THAN IT HAS SINCE ITS 2004 ARRIVAL

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Where we are going with social...

• Adding more opportunities for online engagement activities
• Evaluating new platforms and tools to engage new audiences on
• Creating more of internal social media trainings & skill-building opportunities for our practitioners
• More integration of social media with traditional media activities
• Measuring our effectiveness through analytics of events and campaigns
• Continuing to improve the quality of social media messaging from all levels of NASA
• Engaging new audiences in new ways

http://www.nasa.gov/socialmedia
Q&A

Post Questions for Jason in the Chat Box
Thank You!

STAR Net
www.starnetlibraries.org
www.facebook.com/STARLibraries
twitter.com/STARNet_Project