


Social Media Tips from NASA

November 15, 2017

Chat Box Icebreaker:

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

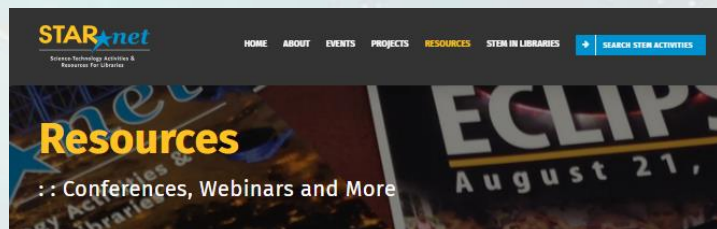


Audio problems? Click and highlight the  button at the top of your screen. You can also click “Meeting” > “Audio Setup Wizard”. You will not need microphone capabilities.

Today's Agenda

- Professional Development Resources
- Poll Questions
- Jason Townsend Presentation
- Q&A with Jason

Join STAR Net!



Curated Resources For Professional Development

Building the capacity of public libraries and library staff to deliver engaging, inspirational, and educational STEM programs has the potential to transform the STEM education landscape across the country. What started in libraries some years ago as independent experiments in STEM programming has become a national STEM movement.

Across the country, libraries are redefining their roles. They're becoming primary centers of informal learning, especially STEM learning. And this critical transition is being carried out by many dedicated librarians. To help them, the STAR Library Education Network (STAR_Net) is providing resources to support their efforts to develop new skills and provide quality STEM programming.

Collaboration is the key to transforming libraries into STEM learning centers



Conferences



Webinars



Newsletters



Online Forums



STAR_Net Blog



2017 Solar Eclipse



Exhibition Posters



Books, Videos &
More!



Guides, Facts &
Tips

Recent Blogs

> Watercraft Design

> The Dirt on Soil

> Do You Have Your Solar Eclipse
Glasses? Great - Now Try Them Out!

Upcoming Events

 **Discover NASA Exhibition
(AZ)**
May 3 - July 28

 **Summer Learning - Build a
Better World**
May 15 - August 31

 **Discover Tech Exhibition
(CO)**
May 31 - August 25

[View All Events](#)

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](#)

STEM ACTIVITY Clearinghouse

For example:
[DIY Sun Cookies](#)

STEM Activity Clearinghouse

STARnet Science Technology Activities & Resources For Libraries

Cornerstones of Science awakening curiosity, enriching lives

Search

Collections > 2017 Total Solar Eclipse

ATTRIBUTES

2017 TOTAL SOLAR ECLIPSE

There are 7 items.

Showing 1 - 7 of 7 items

Content Area

- ☐ Earth Science (0)
- ☐ Astronomy and Space (0)
- ☐ Chemistry (0)
- ☐ Physics (0)
- ☐ Engineering (0)
- ☐ Mathematics (0)
- ☐ Technology and Computing (0)
- ☐ Health Science (0)

Age Group

- ☐ Family (0)
- ☐ Infant (0-2) (0)
- ☐ Pre-K (0)
- ☐ Early Elementary (0)
- ☐ Upper Elementary (0)
- ☐ Tweens (9-12) (0)
- ☐ Teens (0)
- ☐ Adults (0)

Time to Complete Activity

- ☐ Under 10 minutes (0)
- ☐ 10-20 minutes (0)
- ☐ 20-40 minutes (0)
- ☐ 40 minutes to 1 hour (0)
- ☐ 1-2 hours (0)
- ☐ 2-4 hours (0)
- ☐ Long Duration (days to months) (0)

How Big, How Far, How Hot, How Old?

This is an activity about scale. Participants will arrange imagery of Earth and many other space objects in order of their size from smallest to largest, their distance from Earth's surface, their temperature from coolest to hottest, and/or their age from youngest to oldest.

[Open Activity](#) Report broken link

Content Area

- Earth Science
- Astronomy and Space

Age Group

- Family
- Upper Elementary
- Tweens (9-12)

Time to Complete Activity

10-20 minutes

Difficulty Level (by content)

Medium

[View Details](#)

How Can the Little Moon Hide the Giant Sun?

This is an activity exploring the concept that distance affects how we perceive an object's size, specifically pertaining to the size of the Sun and the Moon as seen from Earth.

[Open Activity](#) Report broken link

Content Area

- Earth Science
- Astronomy and Space

Age Group

- Early Elementary
- Upper Elementary

Time to Complete Activity

40 minutes to 1 hour

Difficulty Level (by content)

Easy



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.



Jason Townsend, NASA Digital Team
jason.c.townsend@nasa.gov @NASASocial



Social Media Foundation at NASA

According to the National Aeronautics and Space Act (Pub. L. No. 111-314, 124 Stat. 3328 [Dec. 18, 2010]):

- 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



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?



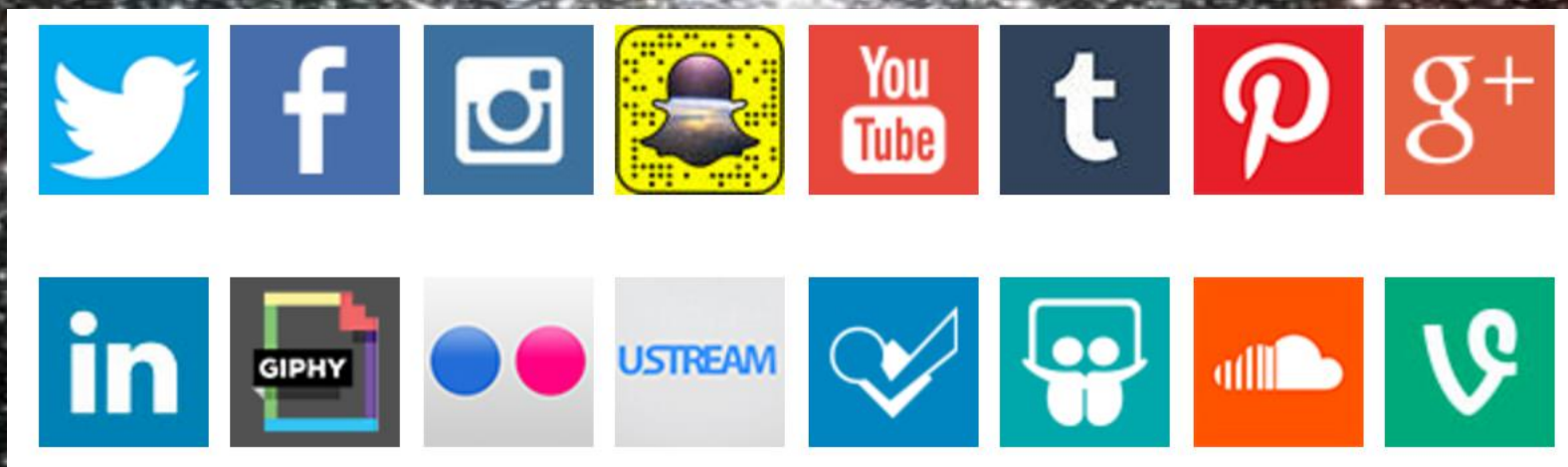
<http://www.nasa.gov/socialmedia>



NASA Social Media Universe

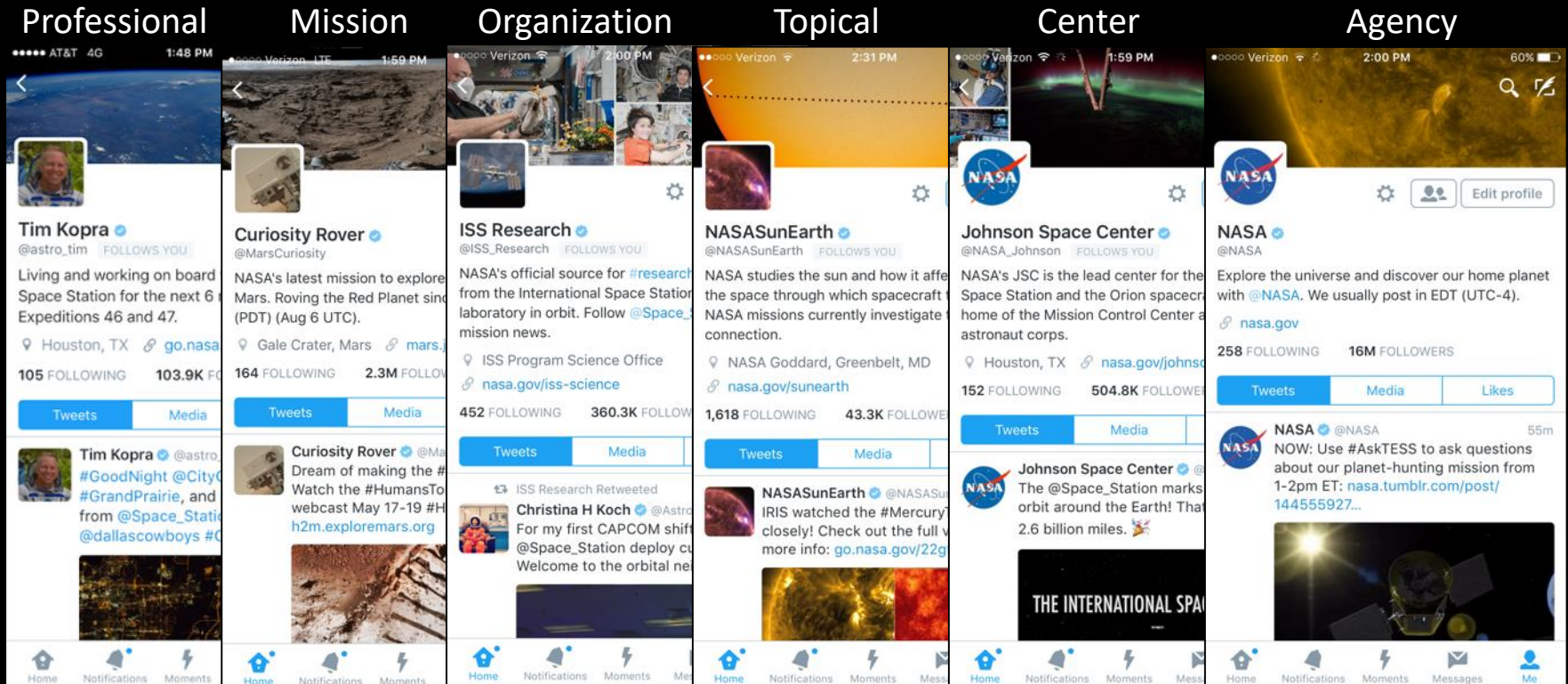
527+

accounts & counting...





Types of Accounts



<http://www.nasa.gov/socialmedia>



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:



<http://www.nasa.gov/socialmedia>



Our Social Media Universe Today...



Facebook

- 7.6 M likes (End of FY14)
- 12.8 M likes (End of FY15)
- 15.7 M likes (End of FY16)
- 20.6 M likes (End of FY17)



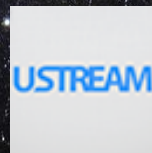
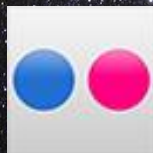
Twitter

- 7.5 M followers (End of FY14)
- 12.8 M followers (End of FY15)
- 16.1 M followers (End of FY16)
- 26.4 M followers (End of FY17)



Instagram

- 1.7 M followers (End of FY14)
- 5.3 M followers (End of FY15)
- 11.9 M followers (End of FY16)
- 27.6 M followers (End of FY 17)

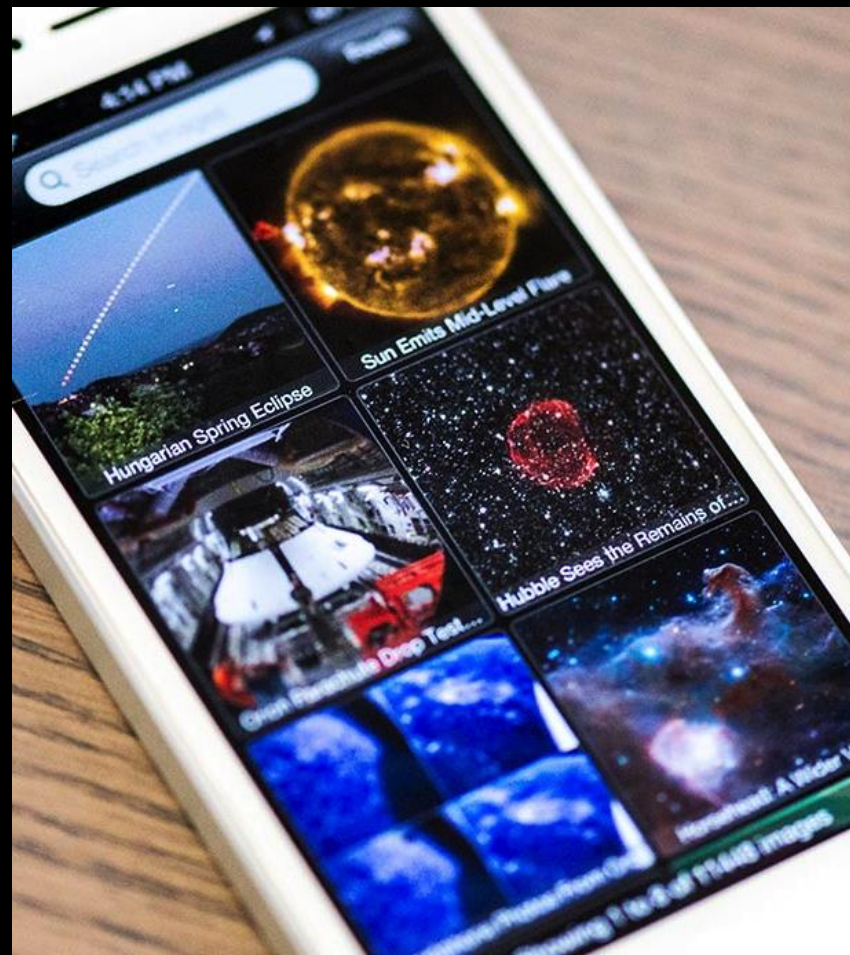


@NASA is the 54th most followed Twitter account (as of 09/25/2017)
@NASA is the 48th most followed Instagram account (as of 09/25/2017)



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?

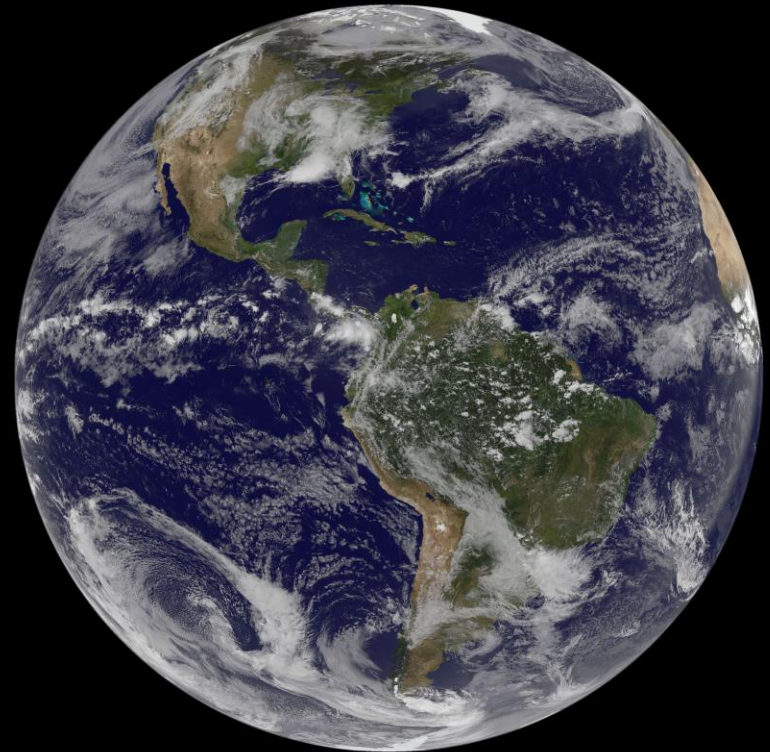




Think Global

- 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

NOAA GOES 13 165320 17:45 UTC NASA GOES GOES Project

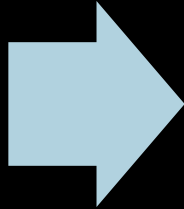


<http://www.nasa.gov/socialmedia>



We're Looking to Move From...

Fans,
Followers,
Consumers



AMBASSADORS,
CREATORS,
COLLABORATORS

<http://www.nasa.gov/socialmedia>



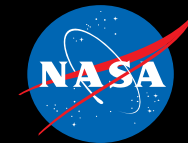
SO I'VE GOT SOMETHING TO POST...

<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.



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?





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?





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".





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?





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?





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.



United States Trends · ch

#KimsDataStash

 Promoted by T-Mobile

Happy Groundhog Day

RIP Monty Oum

#FireflyInFiveWords

#sixmoreweeksofwinter

#StateOfNASA

#leftshark

#DeadlineDay

RWBY

<http://www.nasa.gov/socialmedia>



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



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

2,061 RETWEETS 1,578 FAVORITES



NASA @NASA · Mar 30

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



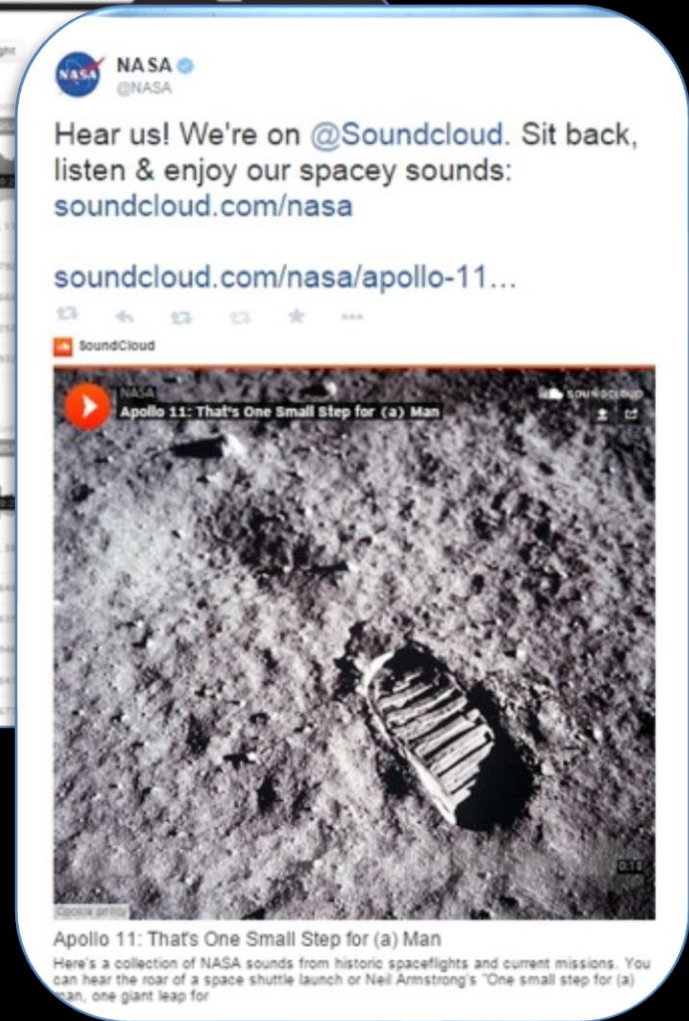
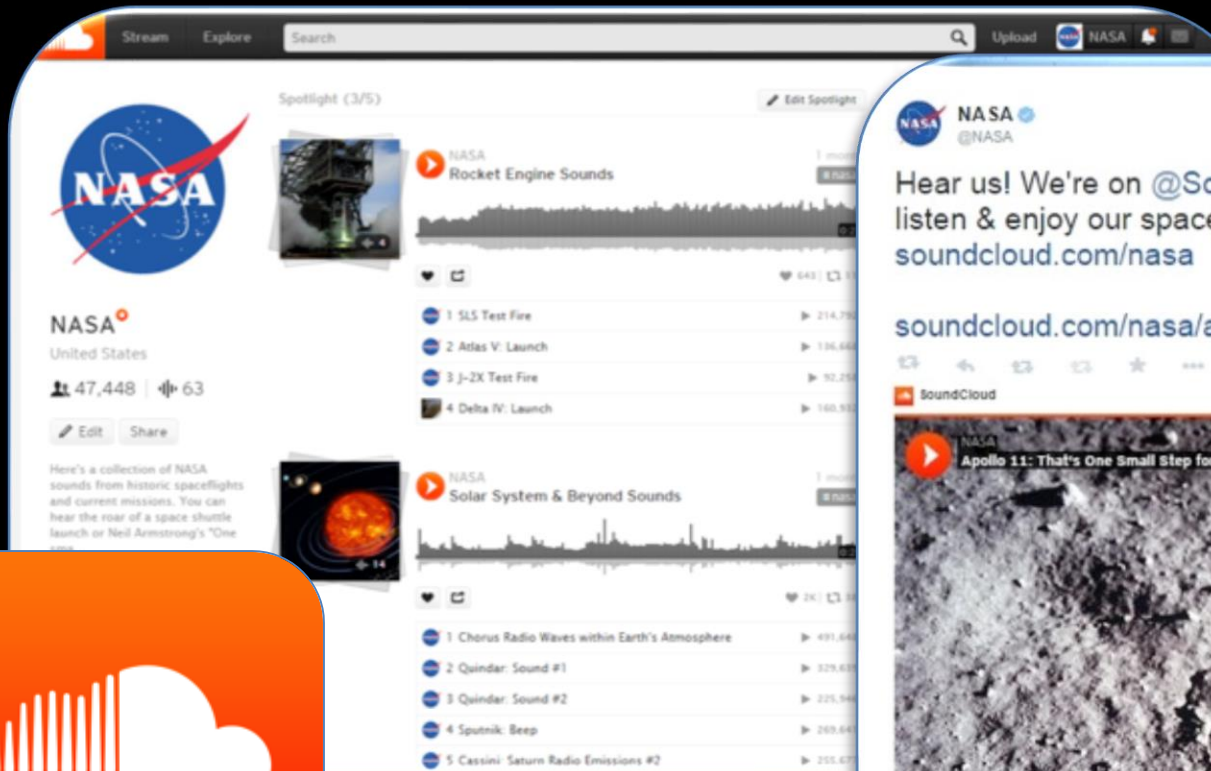
1.4K 1.4K

View more photos

<http://www.nasa.gov/socialmedia>



We're Exploring New Platforms

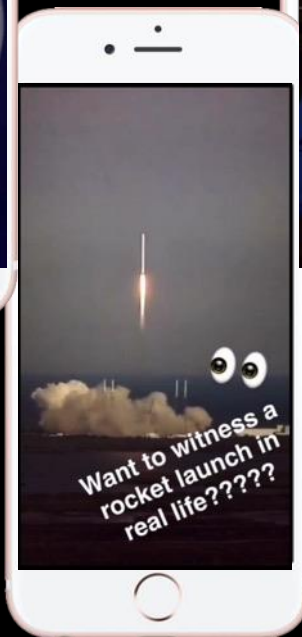


<http://www.nasa.gov/socialmedia>

We're Exploring New Storytelling



Average
People
Reached:
1.8-2.2
million



<http://www.nasa.gov/socialmedia>



We Make Smart Partnerships



NASA @NASA

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



NASA @NASA

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

420 RETWEETS 459 FAVORITES



NASA @NASA

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





We Seek to be in the Moment





We Play In Pop Culture



Watching #Sharknado3 on @SyfyTV? Well, we're watching storms across the globe: nasa.gov/hurricane @NASAHurricane



RETWEETS 221 FAVORITES 1,968



ChristineK/ChrissieK
@grilledcheez

I just followed @NASA on Twitter because of #Sharknado3

RETWEET 1 FAVORITES 5



11:42 PM - 22 Jul 2015



What did @OneDirection see in their new video? Take a Tumblr tour: go.nasa.gov/1fwya9X #DragMeDownMusicVideolsOut



GIF

RETWEETS 5,039 FAVORITES 4,283

PM - 21 Aug 2015



Nikita Marwaha
@Nikita_

Follow

If it's any consolation, #OneDirection being @NASA is inspiring MILLIONS of girls about #space. 🚀👧👧 #DragMeDown

Johnson Space Center @NASA_Johnson

Thanks for the visit!
@onedirection
@Real_Liam_Payne
@Harry_Styles

RETWEETS 13 FAVORITES 31



4:01 AM - 21 Aug 2015

<http://www.nasa.gov/socialmedia>

We Want to be Relevant



<http://www.nasa.gov/socialmedia>

We Share Our Bad Days



<http://www.nasa.gov/socialmedia>



We Share Our Bad Days

NASA @NASA · Oct 28

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

987 417 View details

NASA @NASA · Oct 28

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

NASA @NASA · Oct 28

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

Updates

Reid Wiseman @astro_reid · Oct 29

Not every day is easy. Yesterday was a tough one. #sunrise



3K 4.4K View more photos and videos

NASA @NASA

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

NASA

NASA @NASA

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

NASA

NASA @NASA

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

NASA

NASA @NASA


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

NASA



We Share Our Good Days


NASA @NASA · Jul 14
Pluto sent a love note back to Earth via @NASANewHorizons. This is the last image taken before today's #PlutoFlyby.



36K 29K

NASA @NASA · Jul 14
LIVE NOW: Our @NASANewHorizons n briefing! Learn about today's #PlutoFlyb and #askNASA: nasa.gov/nasatv


Today is the day we reach Plu



4.3K 4.2K

NASA
Shared publicly · Jul 14, 2015

Pluto sent a love note back to Earth via our New Horizons spacecraft, which traveled more than 9 years and 3+ billion miles. This is the last and most detailed image of Pluto sent to Earth before the moment of closest approach, which was at 7:49 a.m. EDT today. Images from the #PlutoFlyby will be processed and released on Wednesday, July 15. More to come!



Like Comment Tag Photo

NASA - National Aeronautics and Space Administration
Pluto has sent a love note back to Earth via our New Horizons spacecraft, which has traveled more than 9 years and 3+ billion miles. This is the last and most detailed image of Pluto sent to Earth before the moment of closest approach, which was at 7:49 a.m. EDT today. Images from the #PlutoFlyby will be processed and released on Wednesday, July 15. More to come!

Like Comment Share Edit · July 14

Talor Abrams, Maria Per Sempres, Richard Cooper and 215,217 others like this.

100,493 shares

Album: Timeline Photos
Published by Sprinkle 1m
Shared with: Public
Boost Post

Tag This Photo
Add Location
Change Date

60 944

Open Photo Viewer

212 comments

We Trend

Topics about the mission trended on both July 14 and 15 on Twitter and Facebook

Trends · Change

#PlutoFlyby

The Pioneering Women of the Pluto Mission
512K Tweets about this trend

#ukspace2015

1,949 Tweets about this trend

#PlannedParenthood

Undercover video shows Planned Parenthood exec discussing organ...
52.1K Tweets about this trend

#GrowingUpBlack

468K Tweets about this trend

Clyde Tombaugh

Clyde Tombaugh ashes will be first to leave solar system
9,512 Tweets about this trend

#aacc15

107 Tweets about this trend

Briana

Louis Tomlinson Is Going to Be a Dad! One Direction Star Expecting...
64.1K Tweets about this trend

Apple Pay

Apple Pay Has Officially Launched In The U.K. | TechCrunch
48.7K Tweets about this trend

Jesse Eisenberg

Jesse Eisenberg Thinks Comic Con Is Equal

United States Trends · Change

#IranDeal

#PlutoFlyby

#HarryBeCareful

Tom Cotton

#rickychat

Central West End

#ThingsEveryGirlWantsToHear

Morristown

Good Tuesday

Bartholomew County

Trends · Change

#3For1HomeRun

T-Mobile's epic Mexico & Canada giveaway if there's a 3-run HR in #ASG
Promoted by T-Mobile

Alice Bowman

Alice Bowman is the 'MOM' of the MOC
Just started trending

#AllStarGame

All Star Game Marks Astros Return to Relevance on National Stage
51.7K Tweets about this trend

#ukspace2015

1,963 Tweets about this trend

#GrowingUpBlack

#GrowingUpBlack Sparks Black Twitter Nostalgia
955K Tweets about this trend

Alan Stern

Feature: How Alan Stern's tenacity, drive, and command got a NASA...
2,685 Tweets about this trend

Charlie Bolden

1,046 Tweets about this trend

#NASA

New Horizons Image Gallery
31.1K Tweets about this trend

Sandy Koufax

Hank Aaron, Willie Mays, Sandy Koufax and Johnny Bench named the...
Just started trending

#DSpitchfest

52 Tweets about this trend

Kershaw

Clayton Kershaw defends uncle who discovered Pluto on 'Jimmy Kimmel'
16.5K Tweets about this trend



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



<http://www.r>



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>

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?



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



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



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?



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

A photograph of a supercomputer server room. The image shows several tall, grey server racks with blue and yellow components. The racks are filled with circuitry and cooling fans. The text "HOW DO SUPERCOMPUTERS HELP SCIENTISTS VISUALIZE EXTREMELY COMPLEX PROBLEMS?" is overlaid in white and blue capital letters on a black background.

**HOW DO SUPERCOMPUTERS HELP
SCIENTISTS VISUALIZE EXTREMELY
COMPLEX PROBLEMS?**

<http://www.nasa.gov/socialmedia>



NASA Examples



<http://www.nasa.gov/socialmedia>



NASA Examples



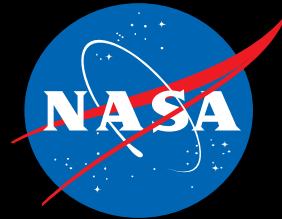
**CASSINI WILL FLY CLOSER TO THE RINGS
THAN IT HAS SINCE ITS 2004 ARRIVAL**

<http://www.nasa.gov/socialmedia>



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



Jason Townsend
NASA Digital Team
jason.c.townsend@nasa.gov

Q&A

Post Questions for Jason in the Chat Box

Thank You!

STAR Net

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