



[Presenter: use this chart to introduce yourself and tell what you do at Marshall.]

Why social media?

- Why not!? Sharing the mission to widest audience fundamental
- Traditional media changing: social media a natural enhancement in media relations function
- Authentic, engagement, immediacy
- Fosters conversation, not just one-way communication
- Extremely valuable for employees too, esp. in crisis
 - April 27, 2011 tornadoes/MSFC closure

@NASA_Marshall

- Twitter – 28,000 followers
- Facebook – 21,000 fans
- Flickr photostream – 8.9 million views
- YouTube - 283,889 video views
- Ustream – 4 million views



Managing Social Media @ MSFC

- Flagship MSFC accounts “owned and operated” by Public & Employee Communications
- Each MSFC PAO and a few contract specialists drive accounts; answer questions & comments
- Content rich, redundancy, bench strength across team with multiple users
- Primary lead for each channel to develop personality, consistency
- Consultants to other account leads (@Mighty Eagle; @ISSResearch; @MeteorScientist; @NanoSail-D)

Coordination with HQ

- Participate in HQ-led social media calls; working group
- Leverage content and opportunities with HQ for greater impact (@NASA_MSFC 21,000 followers > @NASA 3 million!)
- Amplify MSFC topics in best NASA.gov “real estate”
- Gives NASA.gov a comprehensive view of the Agency
- Learn from NASA community

Other MSFC-led accounts on NASA Connect

- @NASA_SLS
- @NASAPrize (Centennial Challenges)
- @J2XEngine
- @moonbuggyrace
- @SLI_1MILEHIGH (Student Launch Projects)

Blogs

- Watch the Skies
- J-2X Engine
- Moonbuggy Race



Blue sky, green grass, and the roar of a rocket. A good summer day at the NASA Stennis Space Center.



Active Blogs

“Ferry Flight” “Day in the Life”

J-2X Engine blog – outreach. Audience is rocket science-types. Technical. Community following, great feedback.

Collaboration and integration with Stennis; PWR somewhat

Web chats

- Began chats in 2009; since then ~40 chats across science & technology topics
- Collaboration with our webmaster, science PAO, MSFC scientists, MSFC TV, HQ
- “Watch the skies” topics the shining stars
- Six 2012 chats: March, April, June, August, October, November
- Best individual events: Venus Transit (2012), Perseid meteor shower (2010), Lunar eclipse (2010) with 21,000 Facebook “likes”

March 25– Tour of the Planets – Jupiter and Venus conjunction. Melissa McGrath

April 21: 2012 Lyrid meteor shower, a new moon set darker skies that were ideal for meteor watching from the ground. As an exciting twist, NASA hopes to add two new viewing dimensions to this year's Lyrids watching, producing a "3-D" experience both from the ground and above Earth. On Saturday, April 21, meteor experts Dr. Bill Cooke, Danielle Moser and Rhiannon Blaauw from NASA's Marshall Space Flight Center answered your questions about the Lyrids via a live Web chat.

June 5 – Multi-Center Venus Transit. One of the rarest astronomical phenomena similar to a solar eclipse, six and a half hour travel time across the face of the sun.

August 11: The 2012 Perseid meteor shower peaked on the night of Aug. 11-12. Astronomer Bill Cooke and his team answered your questions via live Web chat.

October 20: The 2012 Orionid meteor shower Flickr group established for sharing great Orionids images t

Nov 8: Why Meteorites matter: Meteorites are pieces of asteroids and other bodies like the moon and Mars that travel through space and fall to the earth. They are rocks that are

similar in many ways to Earth rocks, but it is exciting to find a piece of another planet here on Earth. Meteorites fall to Earth all the time and are distributed over the entire planet, so you could even find one in your own backyard!

Ustream

- Live Ustream events draw dividends – both public and traditional media
- Quadrantids/Leonid shower
- Shell-buckling test coverage picked up by CNN (March 2011)
- Live events are newsworthy, draw big numbers and new audiences

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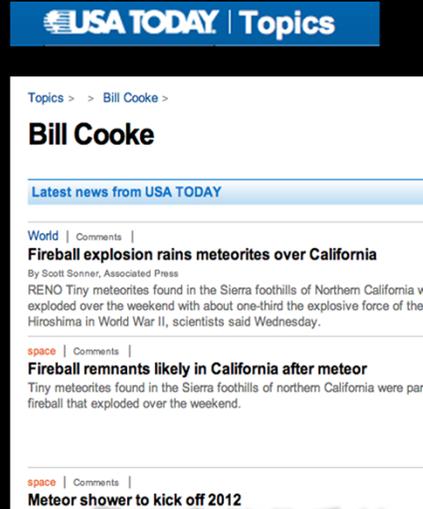
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Media impacts

- Web chats yield national/int'l media coverage – USATODAY, MSNBC, NPR, Huffington Post, CBS, Washington Post
- PAOs “cover” media events on MSFC social media too



Making it Personal

- Partner with USSRC to: SpaceCamp TweetUps, Venus Transit and Curiosity landing night events
- SLS at Atlantis Social at KSC



What's next

- Enhance Google+ presence; Hangouts; Ustream chats – engage public AND media directly
- Reach beyond web chats in 2013 to multi-platform engagements
- Stay informed and hungry for new opportunities

On the calendar

- February: Agency-wide asteroid event
- April: Great Moonbuggy Race 20th anniversary year, Student Launch Projects
- May: QM-1 social

What's next: SLS

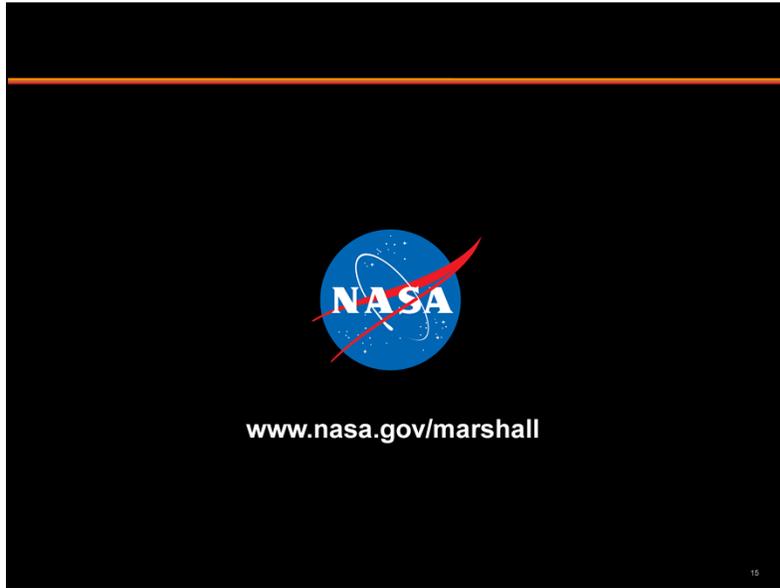
- NASA Social for SLS QM-1 booster hot-fire test
- J-2X liquid engine test event, tweet chat
- Harnessing social media to tell the next-generation NASA rocket and spacecraft story a top 2013 priority



Sounds of the future

Outreach engagements with media and some components

Questions?



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