Dr. Alotta Taylor
Director, Strategic Integration and Management Division, Human Exploration and Operations Mission Directorate (HEOMD)
A Mandate to Communicate


• 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
NASA Communications

Big Picture – Shifting our stakeholders’ images of NASA from …
NASA Communications

To . . .
NASA Communications

Changing Our Operational Model and Fostering Integration

Strategic Approach
- Corporate
- Aligned
- Integrated
- Outcome Driven
NASA Communications Priorities

Earth Right Now.
Your planet is changing.
We're on it.
#EarthRightNow

Technology.
Technology drives exploration.
#321TechOff

ISS.
Off the Earth, for the Earth.
#ISS

Aeronautics.
NASA is with you when you fly.
#FlyNASA

Mars.
Join us on the journey.
#JourneytoMars

Solar System and Beyond.
NASA: We’re Out There.
#NASABeyond
NASA Communications

Changing Our Operational Model and Fostering Integration

Strategic – Integrated – Aligned – Outcome Driven

Communications Priority Teams (Campaign Teams)

Mission Directorates/HQ Offices

Programs, Projects

CCC and Working Groups

Communications Channels

• Traditional Media
• Social Media
• Web and Multimedia
• NASA TV
• Public Outreach
• Conferences & Events
• Speakers Bureau
• Exhibits/Artifacts
• Guest Operations

HQ and Center Communications Organizations
HEOMD Communications Goals

HEOMD Communications Goal 1:
Enhance public and Congressional recognition of the value of human space exploration and understanding of the capabilities-driven approach in our pursuit of sending humans to Mars.

**Strategies**

1. Mobilize the NASA workforce to serve as knowledgeable and excited ambassadors.
2. Articulate the challenges, risks, and benefits of human space exploration; communicating in terms meaningful to our stakeholders and always delivering a call to action.
3. Leverage milestones and activities as proof points, citing the capabilities-driven approach, in our advancement towards reaching Mars with humans.
4. Cultivate and maintain relationships with opinion leaders and influencers.
5. Partner with industry and academia to expand capabilities and broaden message dissemination.
6. Proactively collaborate with Public Affairs and the Office of Legislative and Intergovernmental Affairs to ensure they are fully equipped to achieve HEOMD communications goals.

HEOMD Communications Goal 2:
Enhance public awareness of the marvels associated with the International Space Station and its role in advancing human space exploration.

**Strategies**

1. Incorporate the International Space Station (ISS) into the public’s everyday consciousness.
2. Articulate the benefits to humanity, world-class research opportunities, and the role the ISS plays as a proving ground in sending humans to Mars; communicate in terms meaningful to our stakeholders and always delivering a call to action.
3. Leverage milestones and activities as proof points, citing ISS as a proving ground, in our advancement towards sending humans to Mars.
4. Cultivate and maintain relationships with opinion leaders and influencers.
5. Partner with industry and academia to expand capabilities and broaden message dissemination.

ISS Benefits for Humanity Videos:
In Their Own Words
- Changing Lives
- Eyes on the Tide
- Farming from Space
- Found At Sea
- In Plain Sight
- Station Inspiration
- The Sound of Life
- Water For the World
**HEOMD Communications Goal 3:**
Enhance public involvement and excitement about human space exploration missions through authentic experiences and opportunities to participate.

**Strategies**

1. Identify and plan experiences and opportunities as early as possible in program and project planning.
2. Maximize use of existing NASA partnerships and agreements for collaboration, competitions, and challenges.
3. Partner, both internally and externally, to find innovative and cutting-edge solutions to providing experiences and participation opportunities.
HEOMD Communication Strategy Aligns with the NASA Communications Ecosystem

Conferences
Speaking events
Astronaut visits
Live downlinks from space

Earned Media
Resulting from news releases, news conferences, interviews, etc.

Owned Media
www.nasa.gov NASA TV

Social Media
NASA on your mobile device and in your newsfeeds

Partnerships
Leveraging others’ ecosystems such as Sesame Street

Experiences

Appearances

NASA Socials
Guest Operations

Sharing the amazing work we do as widely as possible!
Social Media/Media

“Inspiring Current and Future Generations”

As of September 2014:
71% of online adults use Facebook
23% of online adults use Twitter
26% use Instagram
28% use Pinterest
28% use LinkedIn
Social Media and Space Exploration
Harness the power of the flagship agency accounts
• Carefully curate this and reach the largest number of social media followers
• Provide a well-rounded view of everything NASA has going on
• Shine light onto things that are unlikely to make news otherwise

Create a ecosystem of niche, single-purpose accounts
• Curated by embedded account managers specializing on a particular mission, topic, or program
• Develop followings of users interested in a particular slice of the NASA pie
• Allow for experimentation and trying out new ideas
NASA Social Media Accounts

490+

Accounts & Counting...
<table>
<thead>
<tr>
<th>Facebook Account</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>NASA</td>
<td>11M</td>
</tr>
<tr>
<td>The White House</td>
<td>4M</td>
</tr>
<tr>
<td>U.S. Navy</td>
<td>2.1M</td>
</tr>
<tr>
<td>Air Force</td>
<td>2M</td>
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<tr>
<td>Curiosity</td>
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<td>Goddard</td>
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<tr>
<td>JSC</td>
<td>601K</td>
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<tr>
<td>Orion</td>
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<tr>
<td>Marshall</td>
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<table>
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<th>Twitter Account</th>
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<td>@TheWhiteHouse</td>
<td>6.47M</td>
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<tr>
<td>@MarsCuriosity</td>
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<td>@SpaceX</td>
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<tr>
<td>@NASAKennedy</td>
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<td>@USNavy</td>
<td>491K</td>
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<td>@NASA_Astronauts</td>
<td>393K</td>
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<tr>
<td>@NASA_Johnson</td>
<td>343K</td>
</tr>
<tr>
<td>@NASAGoddard</td>
<td>250K</td>
</tr>
<tr>
<td>@ISS_Research</td>
<td>238K</td>
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<tr>
<td>@NASA_Orion</td>
<td>202K</td>
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<tr>
<td>@Space_Station</td>
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<tr>
<td>@NASA_Marshall</td>
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<table>
<thead>
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<th>Instagram Account</th>
<th>Followers</th>
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</thead>
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<tr>
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<td>3.4M</td>
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<td>Nasakennedy</td>
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<tr>
<td>Nasa_marshall</td>
<td>17.9K</td>
</tr>
</tbody>
</table>
This chart shows the total number of mentions over time, broken down by media. Twitter consistently makes up the vast majority of NASA’s traffic.
This chart shows the total number of mentions with Twitter data removed.

On the week of Mar. 22, there were more mentions on forums than on blogs. This week’s activity was mostly driven by a popular Reddit AMA (Ask Me Anything) post with NASA and university scientists discussing climate change and megadroughts.
Time released the first two episodes in its series about Scott Kelly.
Commercial Crew Astronaut Selection (over 300 articles)

Meet the first American astronauts headed to space from U.S. soil in years

By Christian Davenport  July 9  Follow @chrisdavenport

Meet the first astronauts for NASA’s commercial space flight program

By Loren Grush on July 9, 2015 12:07 am  @lorengrush

Sunita Williams is one of four astronauts who will fly on a commercially owned and operated spacecraft, built by contractors, not NASA. They will launch to space from U.S. soil for the first time since the space shuttle was retired in 2011. (ReelNASA/YouTube)

Combined, they have spent more than a year in space, orbited the Earth hundreds of times and traveled tens of millions of miles. They are decorated military veterans, fighter jet and helicopter pilots turned NASA astronauts, who have all flown to the International Space Station.
NASA COMMUNICATIONS
Integration and Best Practices – Launch America

“One giant leap for NASA – and U.S.”
- Washington Post

- Story carried on every major broadcast network and publication framed with NASA messaging of returning flight of American astronauts to U.S. soil
- Biggest event of the year until Orion’s test flight
- Nearly 4 million Twitter impressions
- Announcement 40% of NASA.gov web traffic for the week
- 40,000 concurrent NASA Television streams of the news conference
- Media Advisory had 300,000 page views, 2X any other announcement
“Orion: NASA’s next giant leap.”
- NBC News

- Succeeded in framing the flight and other Agency missions and projects in the broader “Journey to Mars” context
- 27,000 VIP guests
- 2,900+ media reports
- 157 newspaper front pages worldwide
- @NASA Twitter account reached 47 million people
- #Orion & #Journey To Mars top trending worldwide hashtags
- First NASA Social with every field center participating
- NASA Facebook page reached 13.5 million launch day
- 5 million visits to NASA.gov launch day, more than a typical week
- Six hours of live, NASA TV coverage
Space Launch System reached one million likes on Facebook!

1 Million Likes!
YOU are the STARS in our sky.

SLS
Integrated Exploration Systems Development
Instagram Account – @exploreNASA – 90K+ new followers in less than six months!
Public Engagement and Outreach
## Conference, Large-Scale Events and Exhibits

### FY2015 CLEE Events

<table>
<thead>
<tr>
<th>Event</th>
<th>Location</th>
<th>Event Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>SXSW</td>
<td>Austin, TX</td>
<td>03/13-17/15</td>
</tr>
<tr>
<td>Earth Day Nat’l Mall – Union Station</td>
<td>Washington, DC</td>
<td>04/18 - 22/15</td>
</tr>
<tr>
<td>World Science Festival/Fleet Week</td>
<td>New York, NY</td>
<td>05/22-30/15</td>
</tr>
<tr>
<td>San Mateo Maker Faire</td>
<td>San Mateo, CA</td>
<td>05/16-17/15</td>
</tr>
<tr>
<td>Comic-Con</td>
<td>San Diego, CA</td>
<td>07/9-12/15</td>
</tr>
<tr>
<td>Essence Festival</td>
<td>New Orleans, LA</td>
<td>06/29 - 07/06/15</td>
</tr>
<tr>
<td>World Maker Faire, NYC</td>
<td>New York, NY</td>
<td>09/26-27/15</td>
</tr>
<tr>
<td>Balloon Fiesta</td>
<td>Albuquerque, NM</td>
<td>10/2-10/15</td>
</tr>
<tr>
<td>Bay Area Science Festival</td>
<td>San Francisco, CA</td>
<td>10/24</td>
</tr>
<tr>
<td>CA Science Center Endeavour Fest</td>
<td>Los Angeles, CA</td>
<td>11/15 (TBC)</td>
</tr>
</tbody>
</table>

### FY2016 CLEE Events - TBD
Comic-Con Panel and Exhibit Booth

How to follow Mashable at San Diego Comic-Con 2015

Victor Glover, NASA astronaut and Martian candidate, with Andy Weir, author of 'The Martian', visit Comic-Con. (Mashable article)
EFT-1 Boarding Pass

With your Boarding Pass, your name will fly on ORION'S FLIGHT TEST ~ Dec. 4-6, 2014 (Launch Window)

Frequent Flyer points earned for flights taken on NASA’s #JourneyToMars.

BOARDING PASS: ORION'S FLIGHT TEST

ASHLEY EDWARDS

LAUNCH SITE: ORSON WELLES LAUNCH SITE, FLORIDA, UNITED STATES
ARRIVAL SITE: SPACE CAMP, CALIFORNIA, UNITED STATES
SCHEDULED DEPARTURE: DEC 04 2014
ROCKET: DELTA IV HEAVY

NASA'S JOURNEY TO MARS

SLIMEY THE WORM

NATIONAL AERONAUTICS AND SPACE ADMINISTRATION

J2M1000000C96903

BOARDING PASSES SUBMITTED
EFT-1 Sesame Street Partnership

@StationCDRKelly from up here, I can tell you how to get to @SesameStreet.
Destination Station

FY15 Destination Station stops:

• Bay Area, Feb 12-20 (meetings with Disney, GoogleX, AAAS Family Science Days, Kaiser Permanente, Stanford, Children’s Creativity Museum)

• World Science Festival & NYC, May 30-31 & June 2-6 (WSF CLEE, BASF, Silicon Alley, Merck, NYC City Hall, Yankees, Macy’s Herald Square)

• Philadelphia & Bio International, June 16-20 (BIO International is world’s largest biotechnology gathering, The Franklin Institute, Phillies’ Citizens Bank Park, Macy’s)

• ISS R&D & Boston, July 7-10 (ISS R&D Conference, New England Aquarium, Northeastern University, Museum of Science)
Spot The Station

International Space Station

Spot The Station

Learn when to look up
and see the International Space Station

Sighting Location Lookup
See the upcoming sighting opportunities for several thousand locations worldwide

Sign up for alerts
Receive email or text message notifications hours before the Station flies overhead

Sign Up

268,265

Received an Alert code?
Enter these 2 letters after 1 hour:

Already registered?

Questions?
Visit our Frequently Asked Questions webpage:

How to Spot The Station
View an average user's sky chart

291,341 Total registrations
at month’s end.
(+4% from last month)
Strengthening Relationships with Museums and NASA Visitor Centers

Goals

To increase the public’s awareness of NASA’s Journey to Mars and importance of the transportation systems (Ground Systems Development Office, Orion, and Space Launch System) in that journey.

To equip NASA Visitor Centers, museums, planetariums and science centers with relevant and up-to-date Journey to Mars content and resources.

- 600 + Museums, Science Centers and Planetariums
- Existing website of resources
- Listserv of 1100 individuals
- Excellent location to list existing and new ESD resources
The Journey to Mars Museum Kit premiered at the Space Exploration Educator’s Conference at Space Center Houston on February 6th.

Conducted a focus group with 18 informal educators and received feedback to improve kit.
NASA Visitor Centers

- On going communication between NASA and the NASA Visitor Centers
- Face-to-Face Meetings
Education Outreach
On July 2, 2015 the Education EXPRESS message was sent to 20,933 EXPRESS subscribers, and shared with 37.4 thousand NASA Education Twitter followers and 10.9 million NASA Twitter followers. Through the use of social media, content from the EXPRESS message has the potential to be shared with approximately 10.96 million people.

The EXPRESS message is sent to our current subscribers, and posted to the NASA Blog page. Posting the EXPRESS message on the Blog page allows interested persons to sign up to receive the EXPRESS message via an RSS feed. After the message is posted, NASA Education, tweets that the Education EXPRESS message is available and provides the URL.

- NASA Education listserv sign up: http://www.nasa.gov/education/express
- NASA Twitter: http://twitter.com/nasa
- NASA Education Twitter: https://twitter.com/nasaedu
- NASA Blogs: https://blogs.nasa.gov
- Current Opportunities for Educators: http://www.nasa.gov/audience/foreducators/current-opps-index.html
- Current Opportunities for Students: http://www.nasa.gov/audience/forstudents/current-opps-index.html
Education/Collaboration Opportunities

Student Programs and Projects
A-Z list of education opportunities that NASA offers throughout the year

Exploring Careers @ NASA
The modules on this page lead to steps you can take now that may help land the job you want at NASA.

NASA's One Stop Shopping Initiative Website
Apply for NASA internship, fellowship and scholarship opportunities through a single application.

Pathways Programs at NASA
These programs provide opportunities for students and recent graduates to be considered for federal employment.

What's Up in the Night Sky
Spot the Station
Journey to Mars
Design Challenges

NASA Challenges Students to Design 3-D Space Containers

Calling all students! NASA needs your help to design containers that could be used in space. The 3-D Space Container Challenge is the second in series of Future Engineers Challenges where students in grades K-12 will create and submit a digital 3-D model of a container that they think astronauts could use in space.

Washington holds the space planter she designed as part of the Space Tools Challenge.
Informal Education
Summer Web Chat

Challenger Paducah

Yves Lamothe
#WhySpaceMatters Photography Competition

- **Audience:** All Educators and Students
  **Next Deadline:** Aug. 10, 2015

NASA and the United Nations Office for Outer Space Affairs, or UNOOSA, have launched a global photography competition to highlight how the vantage point of space helps us better understand our home planet, improve lives, and safeguard our future by aiding sustainable development on Earth.

To highlight the role of space-based science and technologies and their applications on Earth, NASA and UNOOSA are inviting the public to submit photos depicting why space matters to us all in our daily lives. To participate, post a picture and description on Instagram using the hashtag #whyspacematters and tagging @UNOOSA.

NASA astronaut Scott Kelly, who is three months into a one-year mission aboard the International Space Station, will announce the winning photo each month by posting it from his Instagram account @StationCDRKelly.

For more information about the competition, visit [http://www.unoosa.org/oosa/contests/whyspacematters/index.html](http://www.unoosa.org/oosa/contests/whyspacematters/index.html).

For more information about the International Space Station and the One-Year Mission, visit [http://www.nasa.gov/content/one-year-crew](http://www.nasa.gov/content/one-year-crew).
Future of Human Spaceflight
Planetariums Shows

• As of May 1\textsuperscript{st}, 30 planetarium requests were estimated as producing a minimum of 70,000 show viewers; 124 teacher lessons had been downloaded via nasa.gov; 764 teacher lessons had been downloaded at NIA workshops & events; 1,000,000 viewers had viewed the one-screen version on (1) nasa.gov, (2) the NASA HQ video wall, (3) YouTube, (4) the National Institute of Aerospace website, and at (5) conventions.

• Since May, seven more planetariums have requested it, so you could estimate about a third more of those statistics in each category.
Internal Communications and Employee Motivation
ESD Newsletter and Space Flight Awareness Program Activities

SPACE FLIGHT AWARENESS ACTIVITIES, VISITS, AND PRODUCTS

SFA Activities
SFA activities include motivational visits and the development, display, and distribution of awareness tools.

SFA Visits
SFA works to arrange executive and astronaut visits to help remotely located employees feel that they are part of the human spaceflight team, and to give them an opportunity to get to know those who will use the products they design and build.

SFA Products
SFA uses a variety of products to focus on key aspects of human spaceflight requirements and mission activities:
- Printed products – safety, quality, reliability, mission, astronauts, significant milestones
- Decals – Space Shuttle and International Space Station missions
- Lapel Pins – vehicle, mission, milestones
- Safety Day activities.
HEO Communications Strategy

• Communicate as widely as possible

• Build communities of fans & followers

• Transform them into advocates, ambassadors, creators, & collaborators
Thank you. Questions?