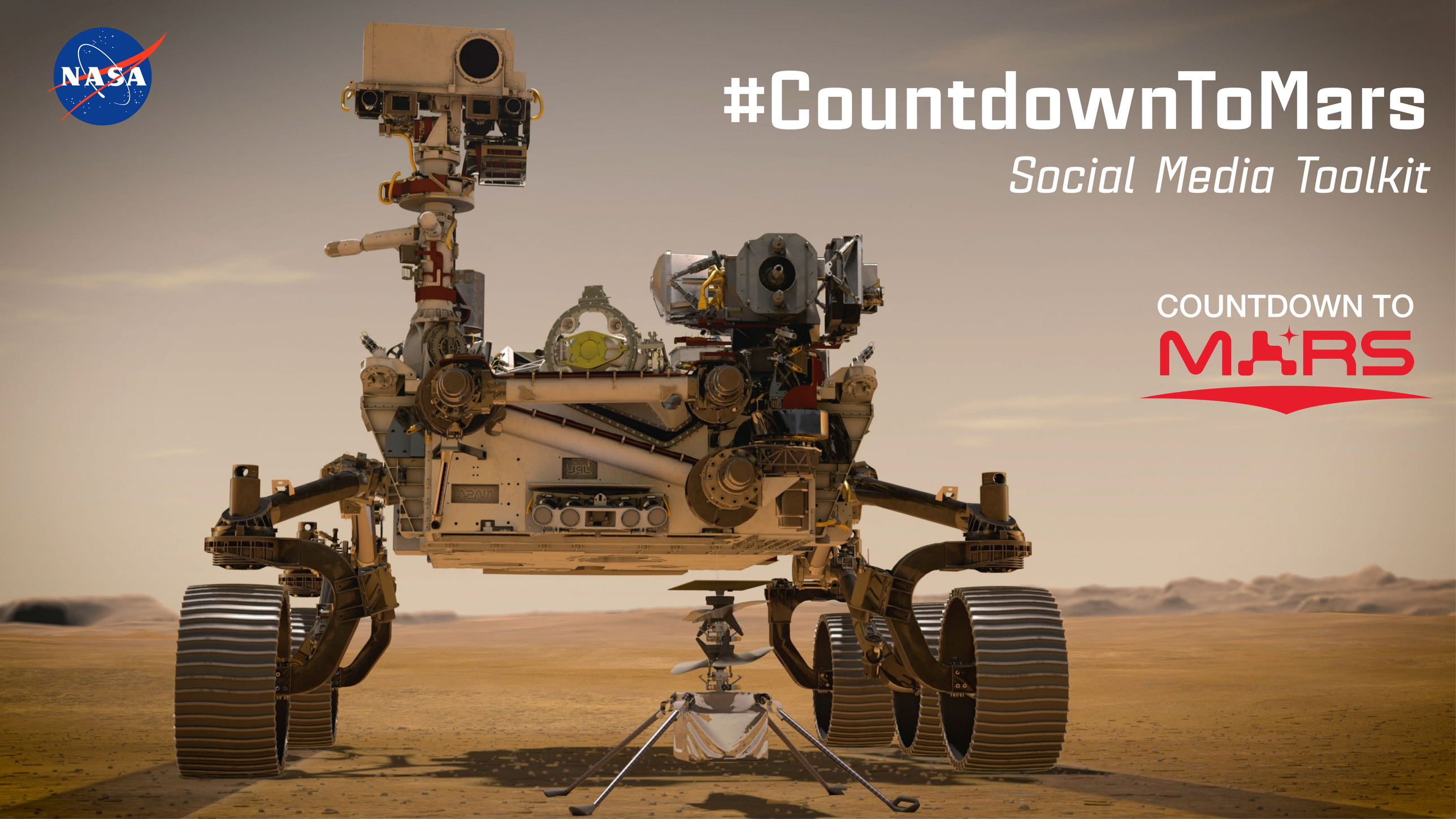

#CountdownToMars
Social Media Toolkit
COUNTDOWN TO
MARS

MARS 2020
PERSEVERANCE

Join us virtually for the launch of NASA's Mars 2020 Perseverance rover!

This robotic astrobiologist is headed to the Red Planet to seek signs of ancient life, pave the way for human explorers, and collect rock and soil samples for future return to Earth. Perseverance will be accompanied by a helicopter called Ingenuity, the first attempt at powered flight on another world. We're almost at the finish line to launch on July 30, 2020.

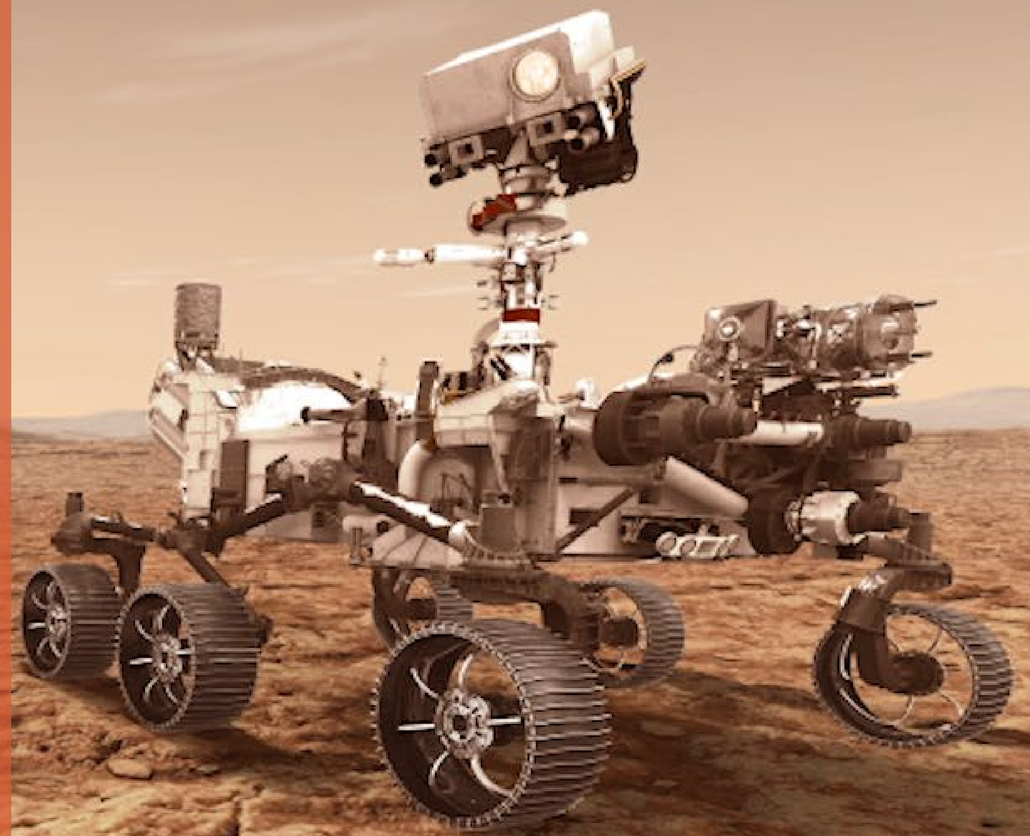
5 WAYS TO JOIN VIRTUALLY

1. Set a reminder to watch our live coverage on Thursday, July 30, starting at 7 a.m. EDT on NASA TV (www.nasa.gov/live) or @NASA social media accounts. Launch is targeted for 7:50 a.m. EDT and the launch window is two hours.
2. Host a virtual watch party while you're social distancing and encourage others to do so too!
3. Send Perseverance well wishes for her launch using the Mars Photo Booth.
4. On Instagram, take a virtual trip to Mars with our immersive Put Yourself on Mars filter, or give the official countdown to launch as a Flight Director with the Mission Control filter.
5. Join the conversation on social media using #CountdownToMars. Email our social media team (hq-social@lists.nasa.gov) with links to content you share online so we can share it with our 120 million + followers.



5 Messaging Suggestions for Twitter and Facebook

- I'm hosting a watch party for @NASA's upcoming @NASAPersevere launch to Mars! This new rover will help tackle one of our age-old questions: Did life ever exist on the Red Planet? Check out how to participate virtually, and #CountdownToMars with me! http://go.nasa.gov/beourguest-mars
- Did you know @NASA is launching a new rover to Mars on July 30? The @NASAPersevere mission will seek signs of ancient life and collect rock and soil samples for possible return to Earth. Join me in the #CountdownToMars: https://mars.nasa.gov/mars2020/
- On July 30, @NASA is launching its @NASAPersevere rover to Mars along with nearly 11 million names from around the world! Didn't secure your seat on board? Don't worry! Sign up for the next flight. Details on the #CountdownToMars: https://mars.nasa.gov/participate/send-your-name/mars2020/
- It's not every day you can help send a mission off to Mars! Here's my #CountdownToMars to commemorate @NASA's upcoming launch of its @NASAPersevere rover to the Red Planet. If you could do the launch countdown, what would you say? https://mars.nasa.gov/mars2020/participate/countdown-to-mars/
- Launching to Mars is hard—and in these times, even harder—but @NASA has met the challenge. Like every mission before, the @NASAPersevere rover is going to face obstacles, and it's going to make amazing discoveries. https://youtu.be/6qA9iaAUo8k #CountdownToMars



COUNTDOWN TO MARS

#CountdownToMars

NASA
Twitter: @NASA
Facebook: @NASA
Instagram: @NASA

PERSEVERANCE Rover
Twitter: @NASAPersevere
Facebook: @NASAPersevere

United Launch Alliance
Twitter: @ULALaunch
Facebook: @ULALaunch

National Aeronautics and Space Administration

NASA

MARS 2020
PERSEVERANCE

