

Future Opportunities with NASA Socials





What is a NASA Social?

- A NASA Social event invites social media users from all over the world to go behind-the-scenes at NASA facilities and events to share their experiences with their respective audiences.



STEM for Aerospace | Nathalie @stem4aerospace · Apr 3

😊 Super grateful to have had the opportunity to witness history in the making with the announcement of the Artemis-2 Crew! Thank you @NASASocial @NASA_Johnson for this event!

¡Que privilegio haber estado aquí en JSC para presenciar este histórico momento!

#Artemis



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What do participants do at NASA Socials?

- Tour NASA centers and facilities
- Watch rocket launches or other live events
- Join us at conferences, such as AGU, SXSW, and IAC
- Interact with scientists, engineers, leadership, and astronauts
- Participate in media briefings
- Mingle with other like-minded social media users
- Capture imagery and other types of content
- Share their experiences with the world

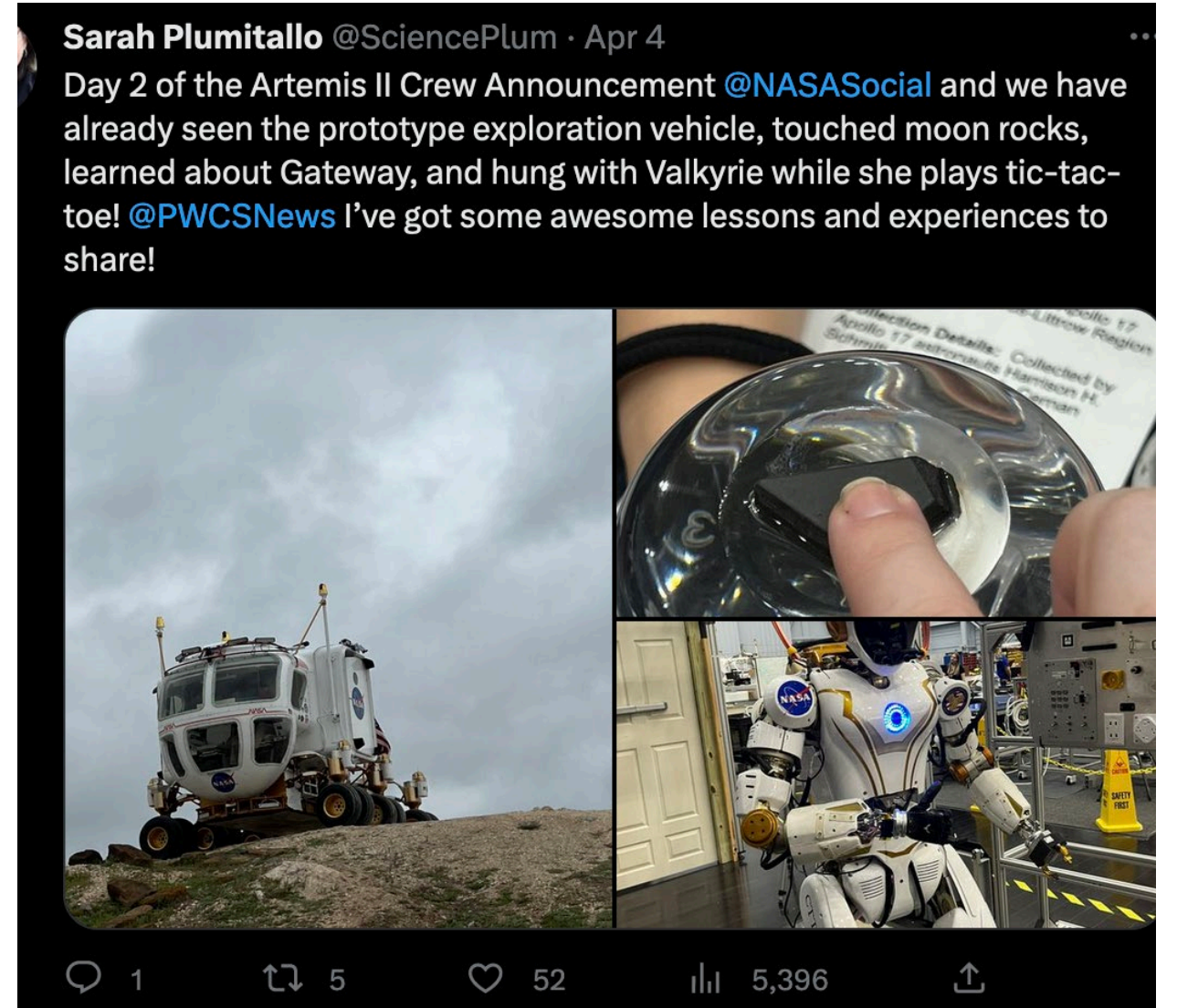
What types of people attend NASA Socials?

- All types!
- A large following is not necessary for admittance to a NASA Social — just a connection to a community or audience
- Bonus points if it's a community or audience we are not currently reaching!
- Examples: Photographers, influencers, YouTubers, podcasters, bloggers, teachers, artists, designers, fashionistas, athletes, authors, students, interns, WWE wrestlers, meteorologists — the list goes on!



What value do NASA Socials bring to the agency?

- NASA Socials are a proven way to share information through channels not otherwise available to us.
- Participants share what they learn about NASA's missions to their respective communities, helping us reach as wide of an audience as possible.





Metrics

- The first "Tweetup" took place on Jan. 21, 2009, at JPL
- We've hosted over 200 NASA Social events all over the country
- Some of these NASA Socials have been tailored for specific types of audiences, such as artists, photographers, and podcasters
- The maximum amount of participants we have hosted at a NASA Social = 150



What are some barriers for NASA Social applicants?

- Distance
- Cost of travel
- Cost of housing
- Rigid schedules

Potential Opportunities for Collaboration

- The NASA Social program would love to be able to include participants that would ordinarily be unable to join due to costs related to travel and housing.
- Space Grant offers a unique opportunity to ensure that NASA Social events are more inclusive and diverse spaces moving forward.





Benefits to Space Grants

- The Space Grants team can select participants they would like to fund, in order to give them an opportunity they would not otherwise have.
- By giving a people a behind-the-scenes look at NASA facilities and events, many NASA Social participants are inspired to pursue careers at NASA.



Any questions?