

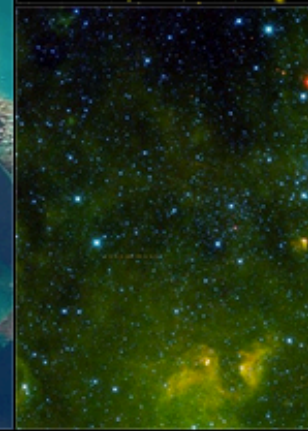
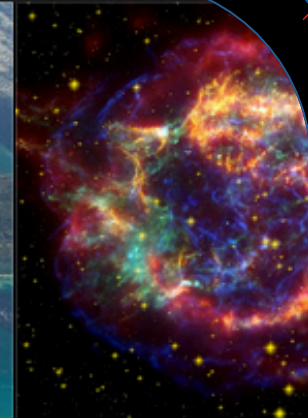


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# @NASA Ames Research Center



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Following

nasa ▾

NASA Explore the universe and discover our home planet with the official NASA Instagram account <http://www.nasa.gov>

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**150M**

Monthly Actives

**55M**

Photos/Day

**1.2B**

Likes Daily

**16B**

Photos Shared

**90%**

<35 yrs old

**60%**

Outside U.S.

**68%**

Female

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# NASA and Instagram

- Joined Sept 2013
- Timed with the launch of the lunar mission LADEE
- First campaign – Moon-themed



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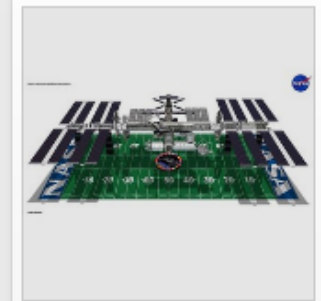
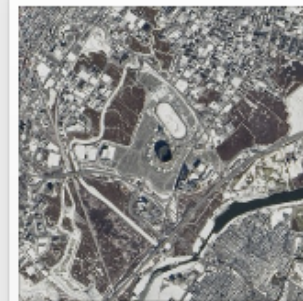
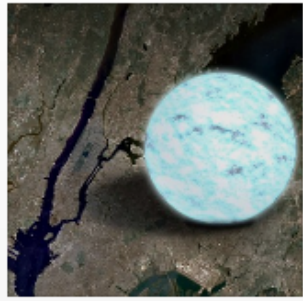


- 
- The background of the slide is a dark, semi-transparent image of an Instagram camera interface. It features a rainbow-colored bar at the top left, a camera lens in the center, and a flash in the top right. The word "Insta" is visible in a dark, rounded font on the left side.
- Campaigns
  - Video
  - Relevant
  - Familiar
  - Relatable



# #SupernovaSunday

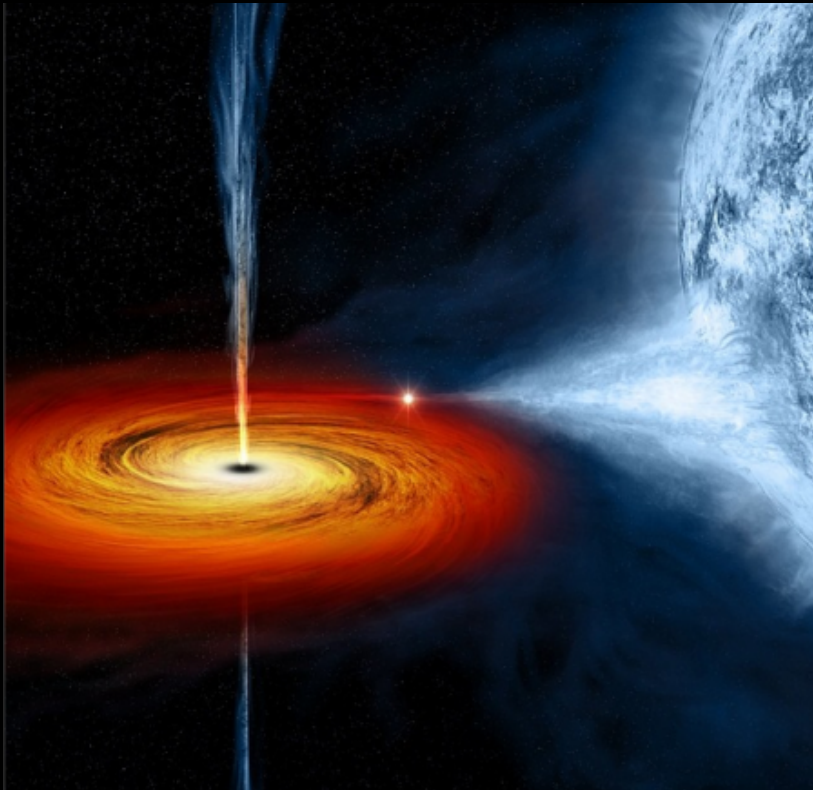
February 2014



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# #BlackHoleFriday



**nasa** 2 months ago Follow

For retail, it's #BlackFriday (EST). For us, it's #BlackHoleFriday. Today, we'll post info & images all about Black Holes. A black hole is a place in space where gravity pulls so much that even light cannot get out. The gravity is so strong because matter has been squeezed into a tiny space. This can happen when a star is dying. Because no light can get out, people can't see black holes. They are invisible.

babakm45, vinoladirero, JesseJohnson9 and 40.3k others like this.

**ca11umtaylor**  
Hey nasa, could you tell me exactly what a black hole is? And maybe what it does. Thanks. @nasa

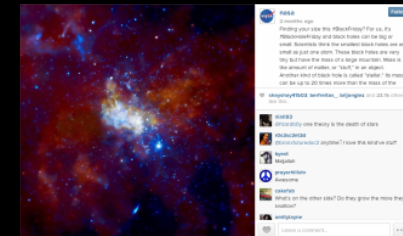
**kimchidarden**  
@anobakaginezumi

**cdogtutt**  
So if light can not escape is it a type of matter ?? @nasa

**cdogtutt**  
Or what is it because I don't understand how light can be trapped

**cdogtutt**

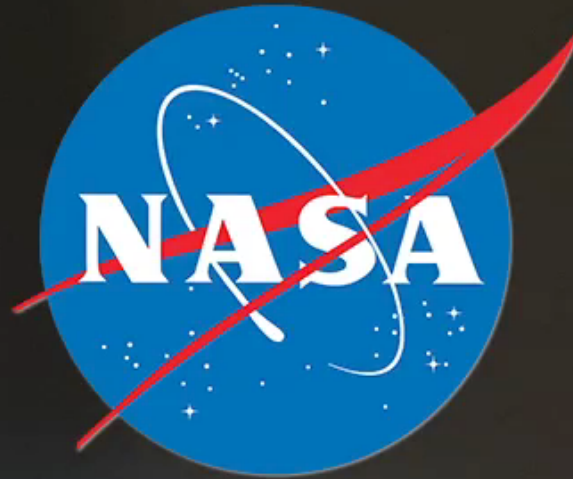
Leave a comment...







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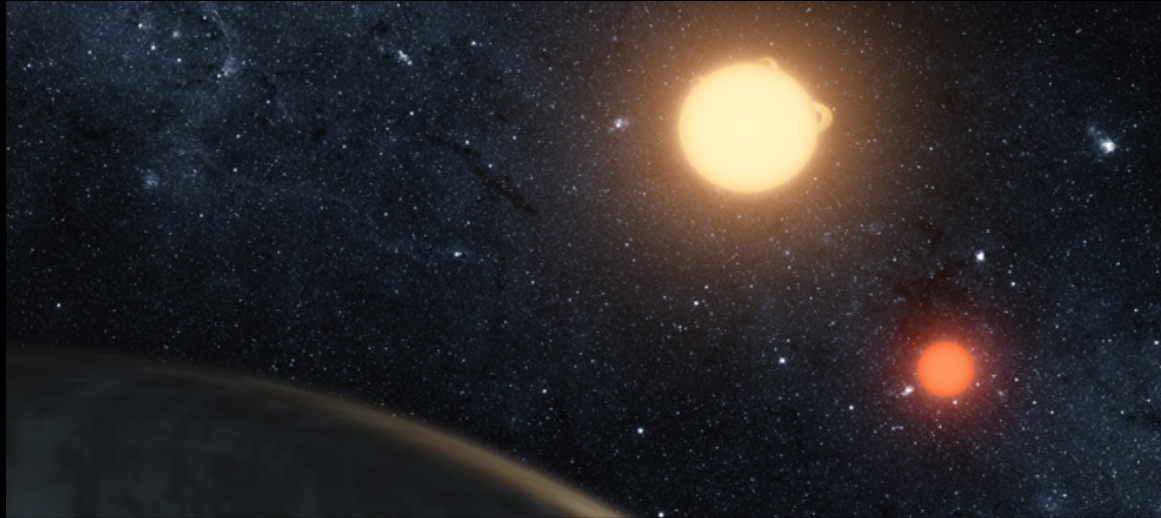


@ the **AGU**

**ALLISON LEIDNER**  
NASA HEADQUARTERS

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# Familiar



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# Relatable



**nasa**

Follow

5 months ago

A still camera on a sound trigger captured this intriguing photo of an airborne frog as NASA's LADEE spacecraft lifts off from Pad 0B at Wallops Flight Facility in Virginia. The photo team confirms the frog is real and was captured in a single frame by one of the remote cameras used to photograph the launch. The condition of the frog, however, is uncertain. Wallops Island National Wildlife Refuge

♥ **matias\_vallejos, elizangela\_rafael, catbug123** and **24.5k** others like this.



**livibaileywailey**

Lol that frog



**hugoafonsoc**

Amazing photo! The right time in the exact frame of second captured probably the world record jumping frog! What a Special Moment!



**mafuangg**

@toontoon สงสารกบ ☐☐



**peenutbuttajellytime**

@reyna\_jenny



**waleed2339**

4⚡⚡⚡⚡⚡⚡⚡⚡⚡



Leave a comment...



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# Relatable



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# Relatable



nasa

Follow

2 months ago

With the #ISS15 anniversary today, let's not forget what the space station (#ISS) is truly about: humans living off the planet. In this image, NASA astronaut Tracy Caldwell Dyson, Expedition 24 flight engineer, looks through a window in the Cupola of the International Space Station. A blue and white part of Earth and the blackness of space are visible through the windows. The image, taken on Sept. 11,

kaansonbay, drewfis\_xman, michaeladams404 and 39.5k others like this.



badallison

@stillblindedesign



figuereog

I wish i could be there.



matthewlatch

@tomminat imagine being there! Incredible.



thonyvas

Arrechisimo :-)



leoguizar

Impresionante!



dj\_loe

La vista desde bayona @avefenixloraine



Leave a comment...



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# Takeaways

- Visual appeal and aesthetic are paramount
- Show How it/you works, 'behind-the-scenes' access
- Shine the light on your passion
- Plan campaigns; build anticipation and expectation
- Engage, Engage, Engage!
- Be real. We're all just humans, being...



We're from the  
government and we're  
here to help.  
#Haveaniceday!

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# Appendix

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# NASA and Social Media

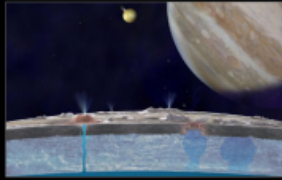


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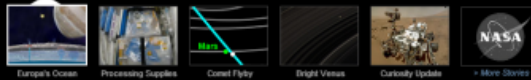
# What NASA was doing

## A Window Into Europa's Ocean Right at the Surface



If you could lick the surface of Jupiter's icy moon Europa, you would actually be sampling a bit of the ocean beneath.

A new paper details the strongest evidence yet that salty water from the vast liquid ocean beneath Europa's frozen exterior actually makes its way to the surface.



- SPACE STATION
- SOLAR SYSTEM
- BEYOND EARTH
- COMMERCIAL SPACE
- UNIVERSE
- EARTH
- AERONAUTICS
- TECHNOLOGY
- NASA IN YOUR LIFE
- HISTORY AND PEOPLE



### NASA Images

Image of the Day: [nasaimage.org](http://nasaimage.org)

### NASA Multimedia

Videos  
Dragon Grapple and Berthing to Station

NASA Television  
Watch Live Now

### Tweets

NASA @NASA

When ice sheets are rapidly changing, you need solid data to understand what is happening. #NASA #climate360 [twitpic.com/vC96947](https://twitter.com/nasa/status/396947)



### Featured Blogs



**NASA Administrator's Blog**  
Made in America, Launched in America



**The Great Outer Space: Astronaut Joe Acaba**  
I truly believe the work we are doing does and will continue to have concrete benefits.



a service of the Internet Archive



### NASA Press Releases

#### NASA Awards Human Health and Performance Contract

03.04.13 - NASA has selected Wyle Laboratories Inc. of Houston to provide biomedical, medical and health services in support of all human spaceflight programs at the agency's Johnson Space Center in Houston.

#### NASA Selects Contractors for Engineering Solutions and Prototyping at Marshall Space Flight Center

03.04.13 - NASA has selected three companies to provide engineering solutions and products to Marshall Space Flight Center in Huntsville, Ala.

#### NASA Selects Education Support Contractor

03.04.13 - NASA has selected Paragon Tec Inc. of Cleveland to support educational programs at the agency's Glenn Research Center in Cleveland, NASA Headquarters in Washington, and other NASA centers, as necessary.



Universe

### NASA RSS Feeds

What is RSS?

**General Interest Feeds:**

- [XML Breaking News](http://www.nasa.gov/rss/breaking_news.rss)
- [XML Education News](http://www.nasa.gov/rss/educationnews.rss)
- [XML Image of the Day](http://www.nasa.gov/rss/image_of_the_day.rss)
- [XML Large Image of the Day](http://www.nasa.gov/rss/ig_image_of_the_day.rss)

**Mission Specific Feeds:**

- [XML International Space Station Reports](http://www.nasa.gov/rss/iss_reports.rss)
- [XML Kepler Mission](http://www.nasa.gov/mission_pages/kepler/kepler_rss.rss)
- [XML Chandra X-Ray Observatory Images](http://www.nasa.gov/mission_pages/chandra/xray_observatory/chandra_rss.rss)
- [XML SOFIA News and Features](http://www.nasa.gov/mission_pages/sfoma/sfoma_rss.rss)

**Topical News Feeds:**

- [XML Station and Shuttle News](http://www.nasa.gov/rss/shuttle.rss)

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# 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



# NASA on Social Media

- Twitter:
  - 2009 – 1,000 followers
  - Today – 5.8M followers
  - 46 astronauts on Twitter
    - @Astro\_Mike has 1.2M followers
- Facebook:
  - 2009 – 150,000 likes
  - Today – 2.6M likes
- Google+:
  - 2009 – Didn't exist!
  - Today – We're in 2M circles
- Instagram:
  - 2009 – Didn't exist!
  - Today – 580,000 followers
- Foursquare:
  - 2009 – Didn't exist!
  - Today – 580,000 followers

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TWEETS 29.1K FOLLOWING 208 FOLLOWERS 5.83M **Following**

Followed by AstronomyOnTap, Brooklyn Earick, The Earth and 100+ others.

Tweets All / No replies

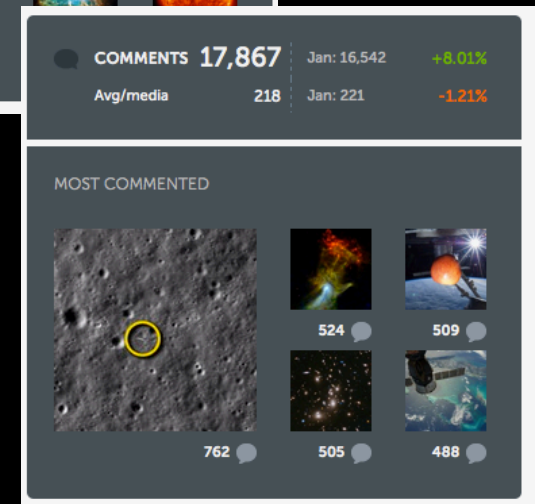
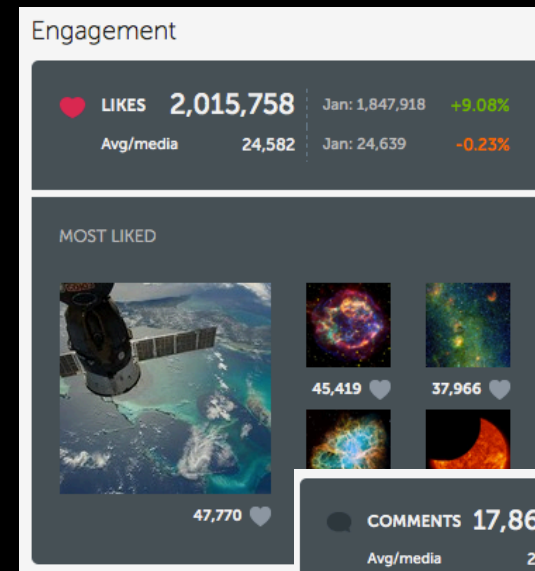
**NASA** @NASA · 55m  
Getting ready for launch from Japan this month! RT @NASA\_Rain #GPM's HII-A launch vehicle + boosters. pic.twitter.com/8QKLys1eyz #earthnow

Expand Reply Retweet Favorite More



# Sustaining Success

- Images & Video last longer than text
  - Updates are often fleeting, but visuals often sustain themselves
- Be strategic
  - It's not just about doing it the first time, but rather reminding followers it's there time and time again





[www.nasa.gov/connect](http://www.nasa.gov/connect)



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# #NASASocial



- 92% of people trust recommendations from friends and family more than all other forms of marketing. (Nielson)
- 49% of U.S. consumers say friends and family are their top sources of brand awareness, up from 43% in 2009. (Jack Morton)
- NASA has had great success creating brand ambassadors by inviting our social media fans to in-person, behind-the-scenes opportunities at NASA centers and facilities.
- Events range from two hours to two days in length.

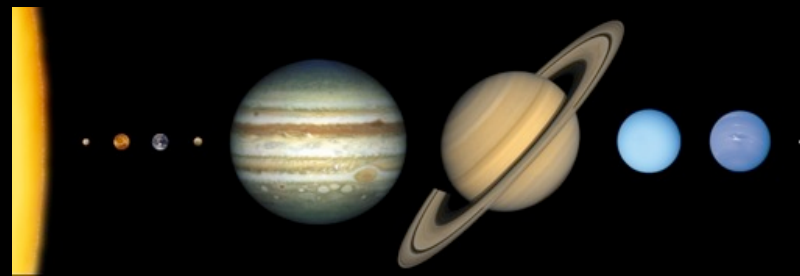
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# Why do all this and more?

- Spreads the word as widely as possible by going **DIRECTLY TO MEMBERS OF THE PUBLIC** to tell our own story.
- Engages diverse participants, thereby connecting us to **NON-TRADITIONAL AUDIENCES** to further share our people, missions and programs.
- We gain impactful in-person AND virtual participation leading to significant levels of worldwide **ENGAGEMENT.**
- **WE WANT TO BRING YOU THE UNIVERSE!**



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# Join the Community!



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