

# Small Steps Add Up to a Giant Leap: How NASA Made a Star of Juno on Social

By PR News Editors

If you followed Juno's historic launch into Jupiter's orbit, you're not alone: the NASA Juno Mission Control Live stream (aired on July 4, 2016, from NASA's Jet Propulsion Laboratory in Pasadena, Calif.) amassed almost 11 million views, the mission's **Twitter** account was at 314,000 followers and Juno's **Facebook** account grabbed 44,000 viewers for its climactic video post.

NASA didn't just let Juno's myriad array of top-notch content (video, images, an interactive 3D app, behind-the-scenes footage) speak for itself: The agency gave Juno a literal voice by posting to social media in first person.

Quoting popular song titles ("Here Comes the Sun") and employing clever wordplay, this endearingly down-to-earth approach continues a trend wherein NASA has given people without a strong science background

a chance to get in on the action. A family-friendly segment, "Why With Nye" [youtu.be/jQe8tBsMJw0], has converted nostalgia for Bill Nye's popular '90s children's series into an opportunity for today's parents to learn about the mission with their own children.

What can communicators learn from Juno's successful orbit around the public eye? In a word, accessibility. Along with the consideration of multiple demographics in its presentation of content, NASA has mastered successful coordination and cross-promotion on social.

While making excellent use of the public's recent acceptance of live streaming into the mainstream, the space agency has been driving traffic to its websites and video streams via coordinated, cross-promoted social media campaigns. Juno's PR and communications teams team kept viewers glued to



*NASA harnessed a mighty influencer, Bill Nye, to explain the science behind the Juno space probe.*