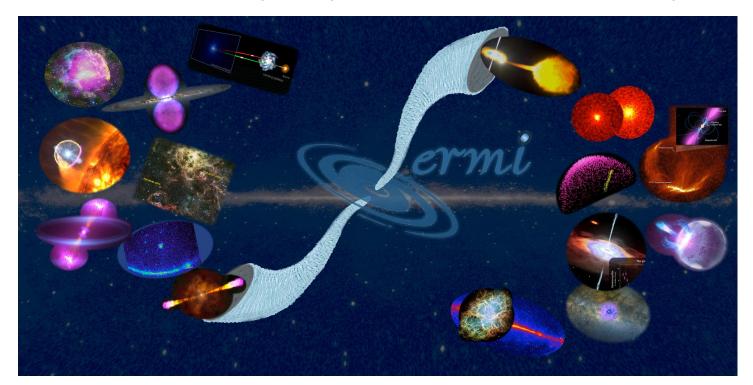
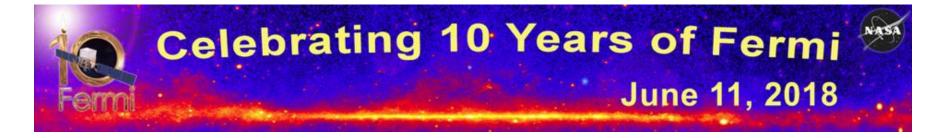
Social Media & Outreach Roopesh Ojha (NASA/GSFC/UMBC)



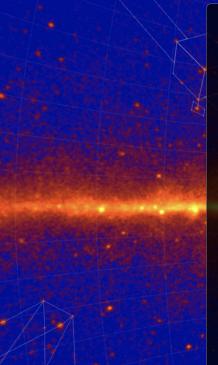
Fermi Users Group Meeting, Oct 3rd, 2019



Fermi@10: a resounding success!

- Twitter, FB, Tumblr, Fermi Fridays, Talks, Demos
- Fermi Playoffs, APOD, Reddit AMA, Fermi 10X10, Fermi Film Festival/MICA.
- Posters, science on sphere, infographic, stickers, sent a thing/get a thing
- Conferences, 8th Symposium,

Fermi Constellations



Data from NASA's Fermi Gamma-ray Space Telesc

Display: Optical Constellations | Gamma-ray Constellations Toggle: Coordinate Grid | All Artwork | Auto Rotate

Welcome!

Welcome to NASA's gamma-ray constellations page. This interactive sky map displays the gamma-ray constellations inspired by data collected by the Fermi Gamma-ray Space Telescope.

Here's a quick guide on how to use the page's interactive features:

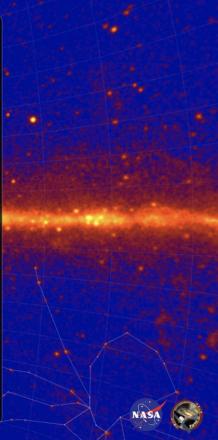


Click and hold the left mouse button to pan around the sky. Use the scroll wheel to zoom in and out.



Clicking on constellations will display their artwork. Clicking on the artwork label will link to additional information.

Use the controls at the bottom left to toggle interactive features. Use the controls at the bottom right to find additional help information. Sky Map: Visible Light | Gamma-rays | Gamma-ray Diffuse



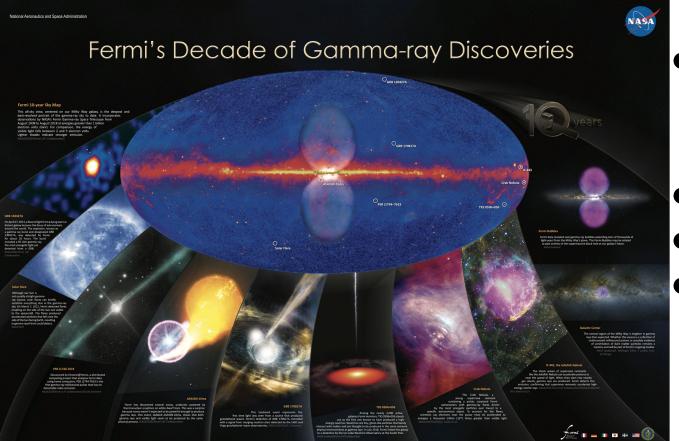
Transition





- Elizabeth Ferrara
- Significantly reduced human resources
- Rich pool of resources from Fermi@10
- Leadership involvement unchanged

Hyperwall Talks



Elizabeth, Julie, Dave, Roo
Eric Burns
??
AAS, AAAS,

. . .

Jamboree



- Good explainers
- Hardware with touching
- Activities
- Posters, cards
- Interns, the future

5 of Your Fermi Gamma-ray Space Telescope Questions Answered

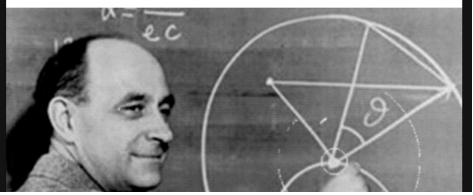
<u>The Fermi Gamma-ray Space Telescope</u> is a satellite in low-Earth orbit that detects gamma rays from <u>exotic objects like black holes, neutron stars and fast-moving jets of hot gas</u>. For 11 years Fermi has seen some of the highest-energy bursts of light in the universe and is helping scientists understand where gamma rays come from.

Confused? Don't be! We get a ton of questions about Fermi and figured we'd take a moment to answer a few of them here.

1. Who was this Fermi guy?

The Fermi telescope was <u>named after Enrico Fermi</u> in recognition of his work on how the tiny particles in space become accelerated by cosmic objects, which is crucial to understanding many of the objects that his namesake satellite studies.

Enrico Fermi was an Italian physicist and <u>Nobel Prize winner (in 1938</u>) who immigrated to the United States to be a professor of physics at Columbia University, later moving to the University of Chicago.



Summer

- Rachel Carollo
- Gabby Garcia
- Tumblr Post
- Twitter and Facebook
- Animations

https://nasa.tumblr.com/post/186823713984/5-of-your-fermi-gamma-ray-space-telescope

NASAFermi @NASAFermi · Sep 24

Home to several trillion stars and one humongous Black Hole \bigcirc , the enormous elliptical galaxy M87 sends out high energy gamma-rays which could originate near the black hole or its jets or ... ?? To Fermi, this giant galaxy is a dot! #BlackHoleWeek

		4C 19745		
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0	3C380	Сентрия. 1944 л.11-3434 О		
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NGC 1275 *		May 1921-538	PES 044-471 0-55	

 \bigcirc 3

NASAFermi @NASAFermi · Sep 24

1 46

While the @ehtelescope "snapped" an image of M87*, @NASAFermi kept an eye on it as well, watching for any gamma-ray flaring. The black hole kept its composure during its moment in the spotlight, showing no unusual gamma-ray behavior. #BlackHoleWeek

,↑,

0 119

Sep 24 @NASAUniverse · Sep 24

Earlier this year, @ehtelescope released an amazing image of the shadow of the black hole at the center of M87. Scientists have been studying M87 and its black hole (called M87*) for decades — and we asked them to share what they've seen! youtu.be/InJiOJy692w #BlackHoleWeek

Show this thread

#BlackHoleWeek

- Coordinated with
 - @NASAUniverse and others
- Daily tweets. Retweet+tweet
- Summary on FB
 - Over 10K impressions

The New York Times

OUT THERE

Congratulations, You Survived Black Hole Week



9th Fermi Symp.

- March 29th Apr 3rd
- Johannesburg, SA
- Abstracts, Registration, Accommodation open
- LOC chair: Soebur Razzaque
- SOC cochairs: Liz Hayes and Soeb

https://fermi.gsfc.nasa.gov/science/mtgs/symposia/2020/

Transition

794 Tweets

NASAFerm

- Joining @NASAUniverse
- As active users will retain Sprinklr seat. Posting tweets/posts to be worked out ~1-2 wks
- Facebook: merges followers over
- Twitter: "Sunsetting". Series of tweets announcing move and asking people to follow. Pin and stop posting. Overlap helps but will lose followers
- Done before end of year.

Please talk to us!

- Tweets (follow!)
- Facebook
- Animation ideas (NASA and MICA)
- Demonstrations
- Lithographs
- Posters
- Put us on your checklist

