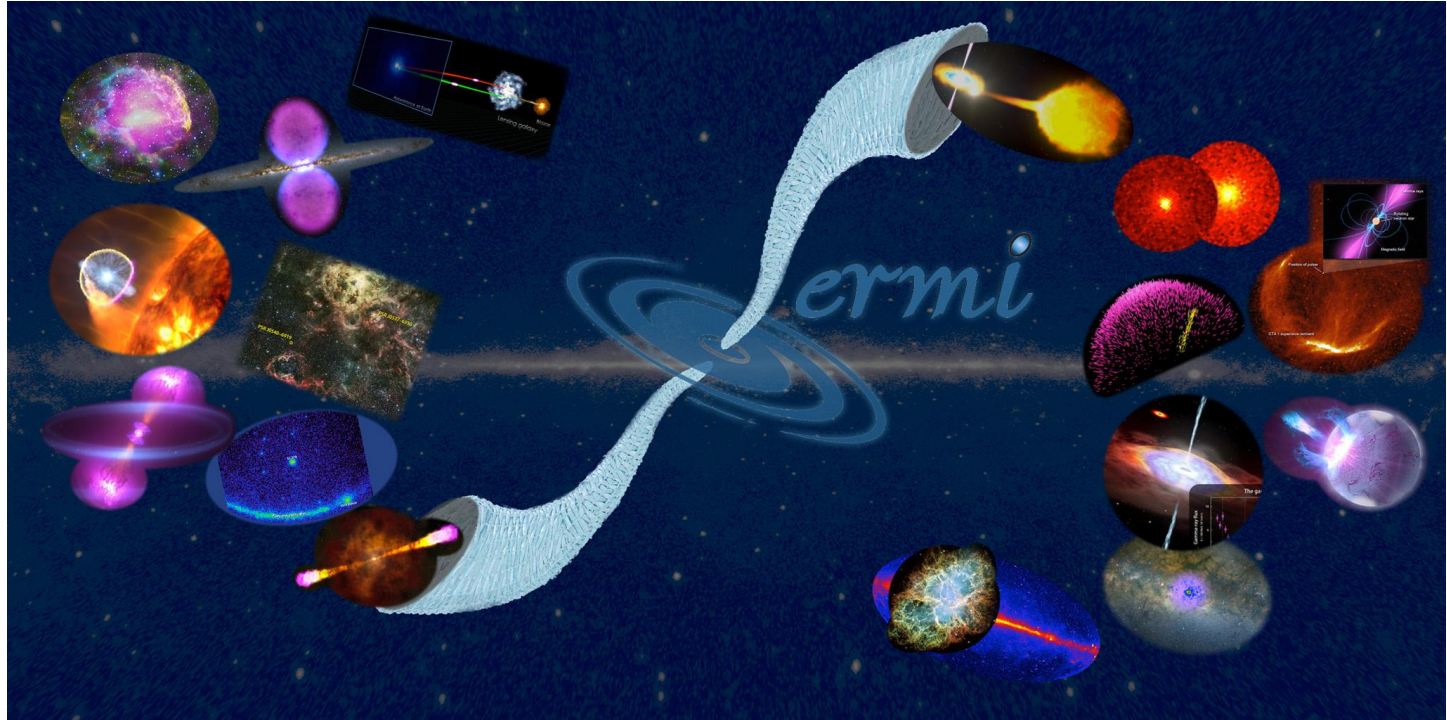


Social Media & Outreach

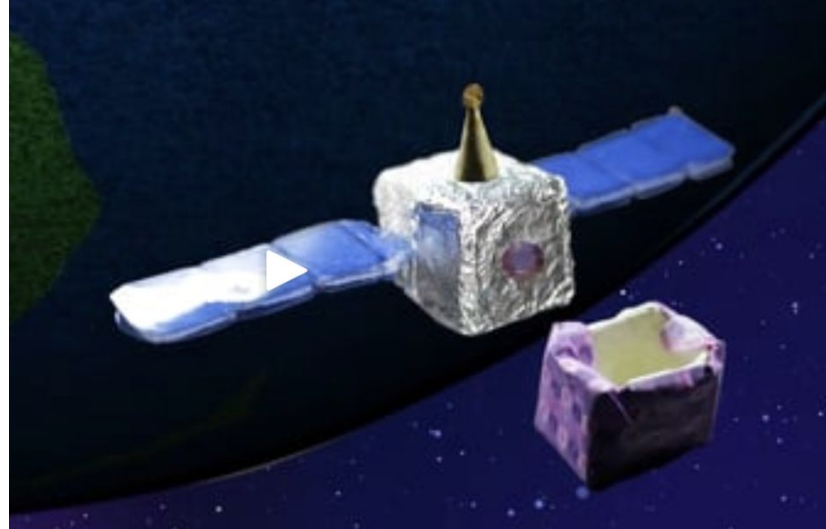
Roopesh Ojha (NASA/GSFC/UMBC)



Fermi Users Group Meeting, Aug 19th, 2020

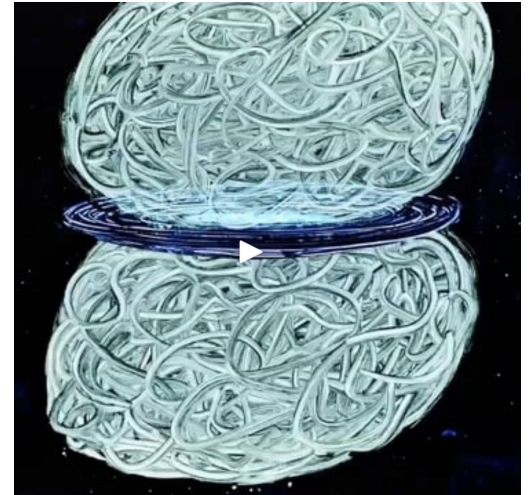
Outline

- Our mission
- Two transitions
- MICA
- Talks and Demos
- Summer
- Resources e.g. Constellations
- Social Media
- AMA



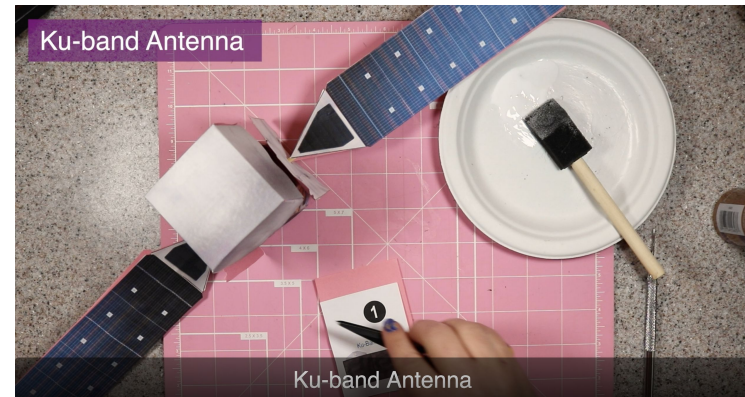
Our Mission

- Share broad range of *Fermi's* science with multiple audiences:
 - Decision makers
 - Astronomers
 - Students at all levels
 - Press
 - General Public
- Keep in the public eye going forward
- D&I
- Morale



Channels - Covid!

- Press releases:
<https://www.nasa.gov/content/goddard/fermi-gamma-ray-space-telescope-latest-news>
- Science Visualization Studio <https://svs.gsfc.nasa.gov>
- Special occasions and OTD*
- Special projects e.g. Coloring books
- Lithographs and handouts*
- Talks including Hyperwall*
- Demonstrations*



Transition



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

Social Media Team



Transition

- Joined @NASAUniverse
- As active users will/might retain Sprinklr seat.
Posting tweets/posts to be worked out ~1-2 wks
- Facebook: merged followers over
- Twitter: “Sunseted”. Series of tweets announcing move and asking people to follow. Pinned and stop posting. Overlap helps but lost followers?



Platforms

- We're limited on adopting new media platforms is by their ToS — NASA negotiates specific things in the terms (like not running ads on our accounts)
- NASA has those arrangements with Twitter, Facebook, Instagram, Snapchat, Tumblr, Pinterest, Flickr, and YouTube
- When public interest shifts to a new platform, it is at least months before that process is complete and we can get accounts, often longer.

MICA

<https://www.astroanimation.org/#/get-smashed/>



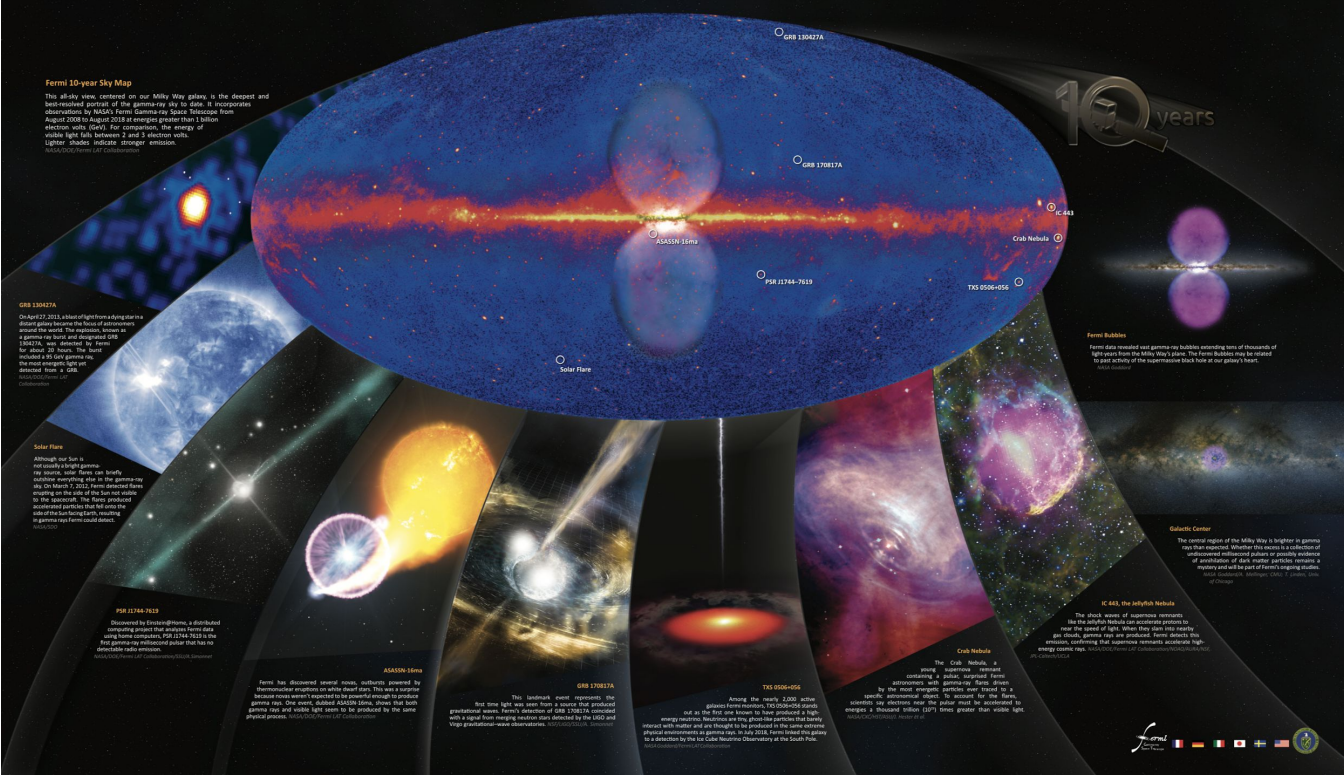
Gettin' Smashed - Toffee Matech and Vy Phan

Talks and Demos

National Aeronautics and Space Administration



Fermi's Decade of Gamma-ray Discoveries





- AAS,
- AAAS,
- Hawaii
- Virtual
- AAS237?

Fermi Constellations

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:

Pan Zoom

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

Click

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.

Data from NASA's [Fermi Gamma-ray Space Telescope](#).

Sky Map: [Visible Light](#) | [Gamma-rays](#) | [Gamma-ray Diffuse](#)

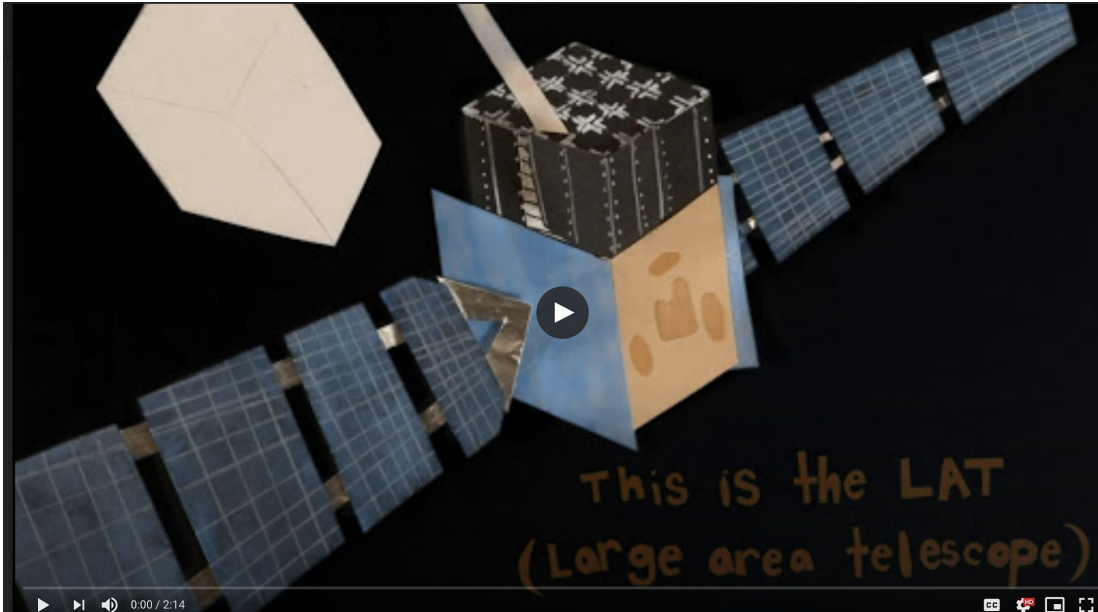
Display: [Optical Constellations](#) | [Gamma-ray Constellations](#)

Toggle: [Coordinate Grid](#) | [All Artwork](#) | [Auto Rotate](#)

[Legend](#) | [Credits](#) | [About](#)

Summer



- Bella Potenziani
- Fermi 12th Anniversary animation
- Repurposed

<https://drive.google.com/drive/folders/1ZMZxFzi0Lx6qq33EnUa2RBRBEuf8cYEF?usp=sharing>

Fermi Social Media and Outreach

@NASAUniverse

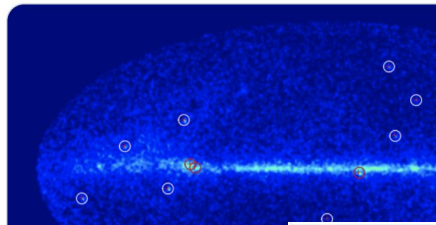
 **NASA Universe**  @NASAUniverse · Mar 14

On [#NationalSpiderDay](#) meet the Fermi constellation Black Widow Spider. 🕷️ These spiders kill and devour their mates. We see something similar in binary systems where a pulsar blows off material from its companion star ... slowly eating it away. Learn more: go.nasa.gov/3aTpCHz



 **NASA Universe**  @NASAUniverse · Mar 13

It's [#FermiFriday](#)! When the black hole at the center flares, 🌑 NASA Fermi sees it! But for scientists to be downlinked, processed, and delivered. 📡 🌌 R happens at: go.nasa.gov/2IMiXmO



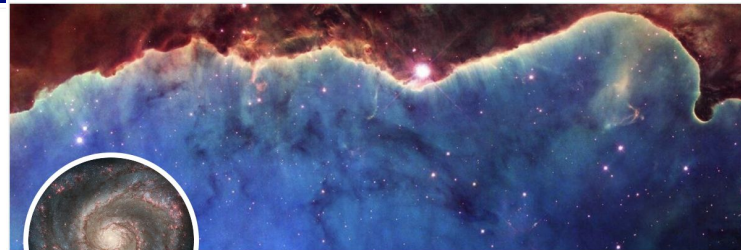
 **NASA Universe**  @NASAUniverse · Mar 16

Alice Harding is a theoretical astrophysicist working on how neutron stars (mostly pulsars) emit X-rays and gamma rays. Fun fact: She has played classical, 12-string and electric guitar since she was a teenager! 🎸 [#WomensHistoryMonth](#) ♀ go.nasa.gov/33mXkmh

facebook



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Your backstage pass to the universe and how NASA studies it.

📍 Greenbelt, MD [🌐 science.nasa.gov/astrophysics](https://science.nasa.gov/astrophysics) 📅 Joined March 2009

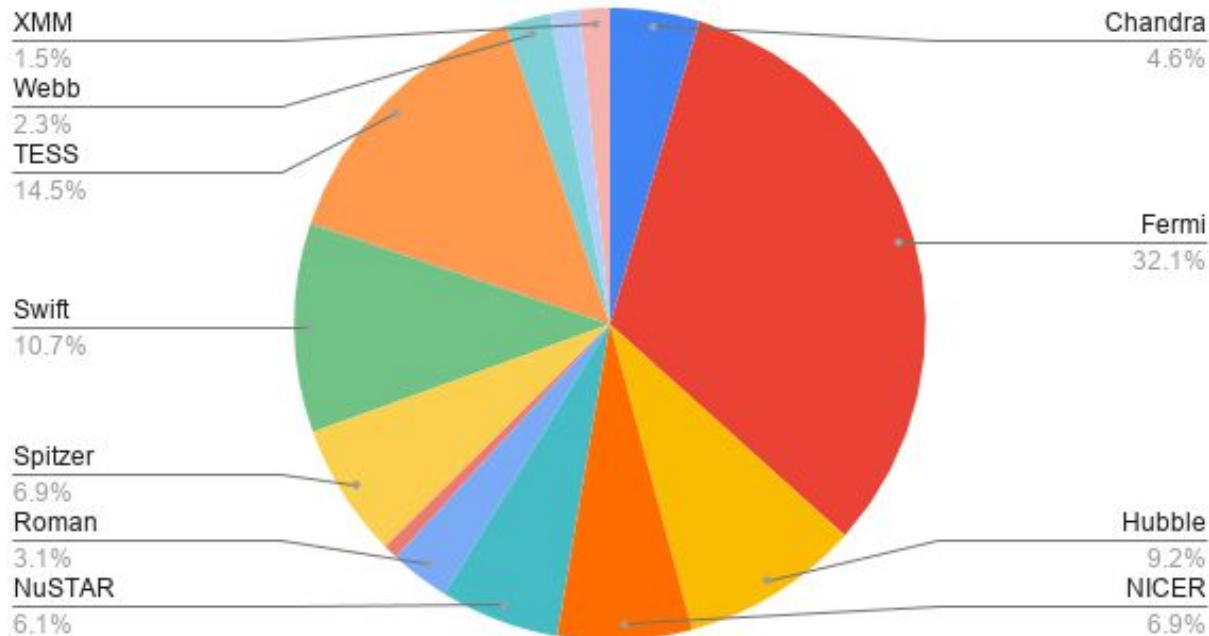
76 Following 114.6K Followers



Facebook

(10/1/19 - 7/31/20)

FY 20 NASA Universe FB Posts by Mission



Facebook

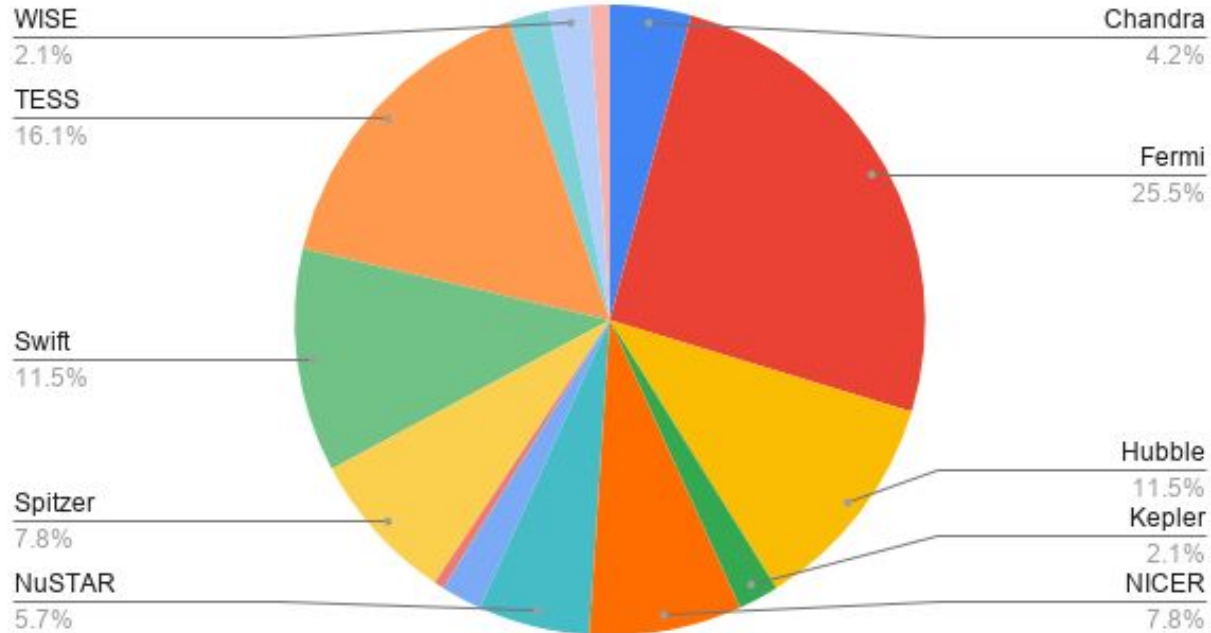
(10/1/19 - 7/31/20)

- Impressions: 672,209
- Engaged Users: 17,316
- Engagement rate: 2.58% (industry average for top brands < 0.1%)

Twitter

(10/1/19 - 7/31/20)

FY 20 NASA Universe Twitter Posts by Mission



Twitter

(10/1/19 - 7/31/20)

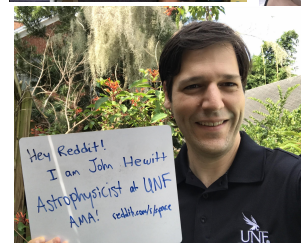
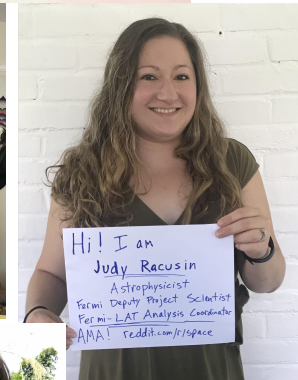
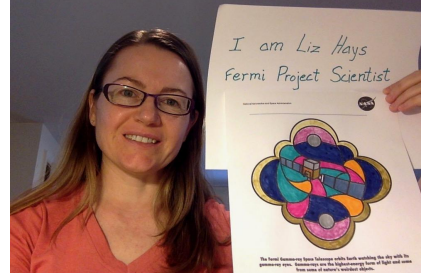
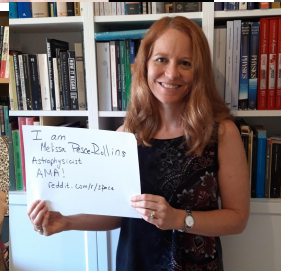
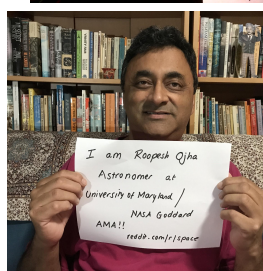
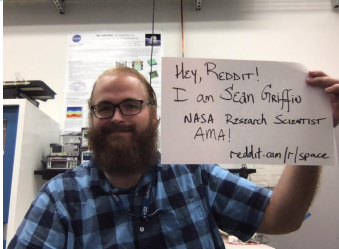
- Impressions: 704,574
- Engaged Users: 15,543
- Engagement rate: 2.27% (industry average for top brands < 0.1%)

9th Fermi Symp.

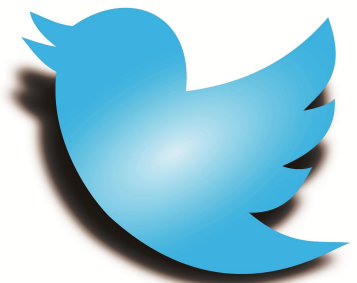
- April 12th - April 16th
- Johannesburg, SA
- Abstracts, Registration, Accommodation open
- LOC chair: Soebur Razzaque
- SOC cochairs: Liz Hayes and Soeb



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



Please talk to us!



- Tweets (follow!)
- Facebook
- Animation ideas (NASA and MICA)
- Demonstrations
- Lithographs
- Posters
- Put us on your checklist:
https://asd.gsfc.nasa.gov/media_req/

