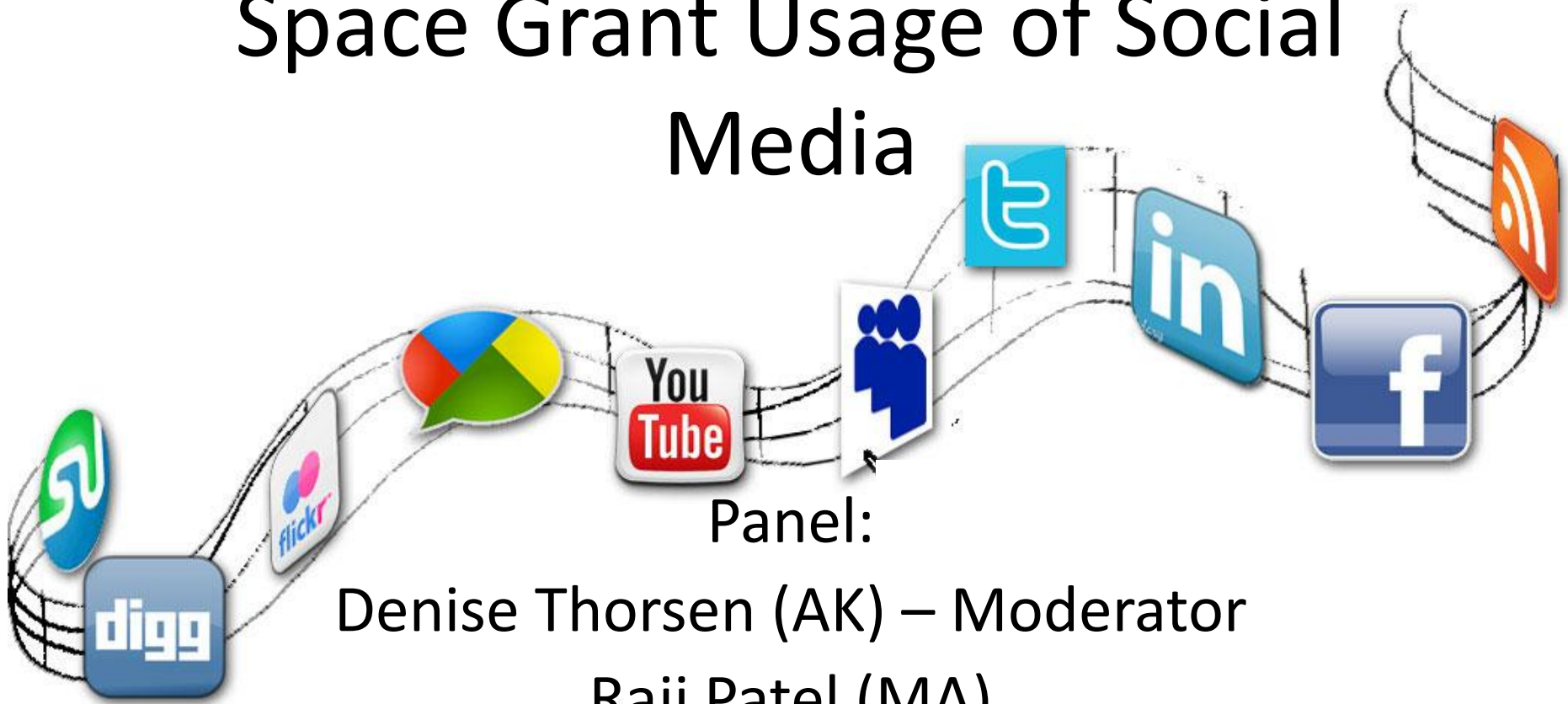


Space Grant Usage of Social Media



Panel:

Denise Thorsen (AK) – Moderator

Raji Patel (MA)

Darren Hitt (VT)

Caitlin Nolby (ND)

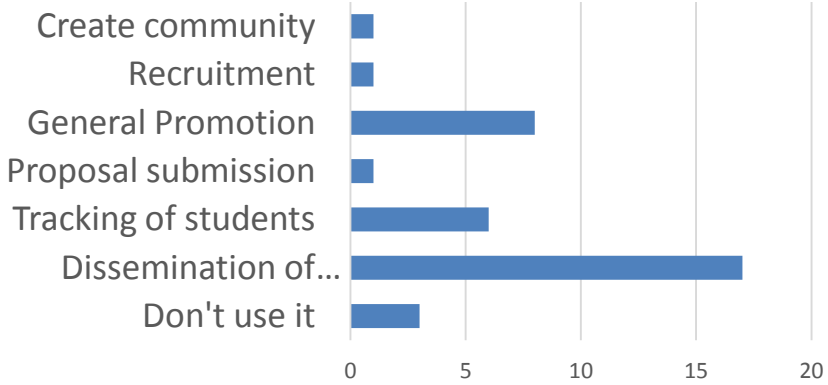
Michael Rice (NC)

Survey Questions

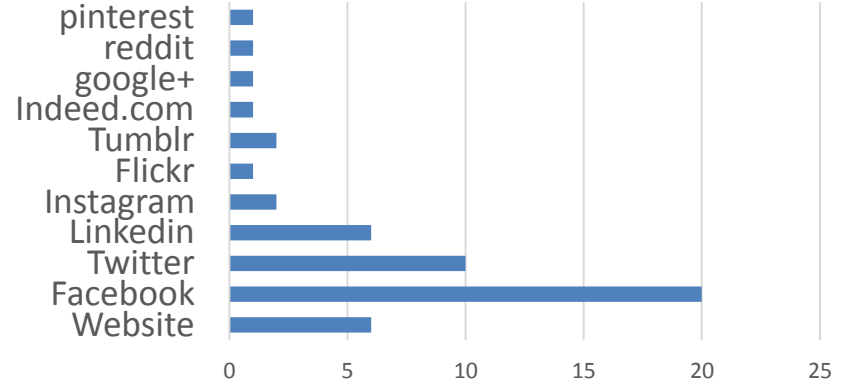
- **WHY:** For what purpose do you use social media?
- **WHAT:** social media vehicle(s) do you use?
- How effective is your use of social media?
- How do you promote your social media links?
- **EFFORT:** What is your time commitment to using social media?

Survey Results

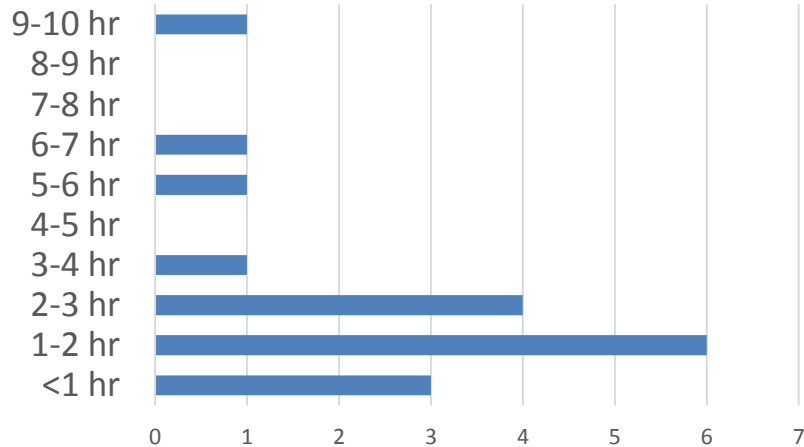
Why



What



Effort/Week





Social Media

MA Space Grant - A Participant



Linkedin

Professional
Networking

Used for Longitudinal Tracking



Facebook

- Advertise Public Lectures
 - Information about Weekly Seminars
 - Enable students to show SG impact on FB
- * Will the z-generation do so?*

Spring 2008

International Space University (ISU)
disseminating info on Facebook

Google - -> NASA Ames- -> ISU

Summer 2011

Google launches Google+ to counter Facebook

2014

Young people begin to find Facebook “passe”

On to Snapchat ???



Social Media Usage at VSGC



PROs

- | | | | |
|--|---|---|---|
| <ul style="list-style-type: none">• Wide dissemination• Targeted audience• Detailed contents | <ul style="list-style-type: none">• Wide dissemination• Detailed contents• No restrictions on content | <ul style="list-style-type: none">• Wide dissemination• Interested audience• Dynamic, real-time content• Concise | <ul style="list-style-type: none">• Targeted audience• Great for student tracking• Easy to update |
| <h2>CONs</h2> <ul style="list-style-type: none">• "SPAM" effect• Maintenance of listserv or lists | <ul style="list-style-type: none">• "Voluntary" audience• Maintenance required• Tendency towards static content | <ul style="list-style-type: none">• Very limited content• Limited details• Cannot target audience | <ul style="list-style-type: none">• Frequent email updates• Not good for information sharing |

North Dakota Space Grant and Social Media



- Share opportunities for students, researchers, educators, and the public (e.g. NASA internships, local NDSGC events)
- Updates on NDSGC activities (e.g. student research, funded team projects like Lunabotics)
- “Share” and “ReTweet” STEM and NASA content (e.g. Mars Curiosity news)

North Dakota Space Grant Consortium shared NASA Delaware Space Grant Consortium (DESGC)'s photo.
January 30

SUMMER 2014 INTERNSHIP OPPORTUNITY for STEM STUDENTS! Applications are being accepted through 2/1/2014 for the LARSS Program at NASA Langley Research Center!

National Aeronautics and Space Administration
LARSS
LANGLEY AEROSPACE RESEARCH STUDENT SCHOLARSHIP PROGRAM
<http://www.nasnet.org/lars>

NASA Langley Research Center
Research Internship Opportunities

LARSS was recently recognized by *Yasut* Career Intelligence as among the top ten best college internship programs in the United States in 2011.
<http://www.yasut.com/eps/portals/usa/topinternship>

LARSS IS NOT PART OF THE SOLAR PROGRAM

Profile for @NDSGC (NASA ND Space Grant).
52 TWEETS, 337 FOLLOWING, 76 FOLLOWERS.

Following

NASA ND Space Grant @NDSGC
Off to the @NASA_SpaceGrant mtng this week! & mtngs w/ @SenatorHeitkamp, @SenJohnHoeven, & @RepKevinCramer to thank them & share new ideas! 12h

NASA ND Space Grant @NDSGC
You can now register for the 2014 #AHAC held @myUND in June! Open to all interested in #HAB! #ballooning url.ie/meb9 6d

Tweet to NASA ND Space Grant

North Dakota Space Grant and Social Media



- Promote with hashtags (#STEM) and tags (@ISS_Research)
- Include links on printed materials (student bookmarks, teacher handouts)
- Measuring
- Effectiveness:
- 10-15 min/day

A screenshot of a Facebook post. At the top left is the profile picture of the North Dakota Space Grant Consortium, which is a blue and white logo. To its right is the name "North Dakota Space Grant Consortium" and the date "November 14, 2013". The main text of the post reads: "Mission Success! Congratulations to 8th graders at Valley Middle School in Grand Forks, North Dakota, and student volunteers from the University of North Dakota Space Studies Program for completing their first ever double High-altitude balloon launch! All payloads were retrieved safely and both balloons traveled to over 100,000 feet! Nice job to these future National Aeronautics and Space Administration - NASA scientists and engineers!". Below the text are interaction options: "Like · Comment · Share" (circled in green), "5" likes, and "1" comment. At the bottom left, a pink arrow points to a box that says "89 people saw this post". At the bottom right, there is a "Boost Post" button with a dropdown arrow.