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**

- Create community: 10
- Recruitment: 5
- General Promotion: 15
- Proposal submission: 10
- Tracking of students: 5
- Dissemination of...: 10
- Don't use it: 5

**What**

- Facebook: 5
- Twitter: 10
- Linkedin: 15
- Instagram: 20
- Indeed.com: 10
- Tumblr: 5
- Flickr: 2
- google+: 1
- reddit: 1
- Indeed.com: 1
- Tumblr: 1
- Linkedin: 1
- Twitter: 1
- Facebook: 1
- Website: 2

**Effort/Week**

- 9-10 hr: 7
- 8-9 hr: 6
- 7-8 hr: 5
- 6-7 hr: 4
- 5-6 hr: 3
- 4-5 hr: 2
- 3-4 hr: 1
- 2-3 hr: 3
- 1-2 hr: 4
- <1 hr: 5
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**
- Wide dissemination
- Targeted audience
- Detailed contents
- Concise

**CONs**
- “SPAM” effect
- Maintenance of listserve or lists
- “Voluntary” audience
- Maintenance required
- Tendency towards static content
- Very limited content
- Limited details
- Cannot target audience

- Wide dissemination
- Interested audience
- Dynamic, real-time content
- Concise

- Wide dissemination
- Interested audience
- Dynamic, real-time content
- Concise

- Targeted audience
- Great for student tracking
- Easy to update

- 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 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