Significance of Social Media for increasing public awareness of space

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What is the problem?

Fig. 3. GSS responses to the question “Are you interested in space?”

Source: Whitman-Cobb, 2014
Why should we care?

- Awareness
- Education
- Capacity Building
What can we do about it?

(d) Enhancing education and training opportunities and ensuring public awareness of the importance of space activities: actions should be taken:

(i) To enhance capacity-building through the development of human and budgetary resources, the training and professional development of teachers, the exchange of teaching methods, materials and experience in development of infrastructure and policy regulations.

(ii) To increase awareness among decision makers and the general public of the importance of peaceful space activities for improving the common economic and social welfare of humanity.

(iii) To establish and/or strengthen national mechanisms to coordinate the appropriate development of space activities and foster the participation of all sectors concerned.

(iv) To improve the sharing of information on and the spin-offs from space activities, in particular between developed and developing countries, by making use of appropriate communications technologies.

(v) To encourage all States to provide their children and youth, especially females, through appropriate educational programmes, with opportunities to learn more about space science and technology and their importance to human development and to participate fully in activities related to space science and technology, as an investment in the future.

(vi) To create, within the framework of the Committee on the Peaceful Uses of Outer Space, a consultative mechanism to facilitate the continued participation of young people from all over the world, especially young people from developing countries and young women, in cooperative space-related activities.

(vii) To consider the creation of awards to recognize outstanding contributions in space activity, in particular for youth.

Source: UNISPACE III – Vienna Declaration (1999)
So why put it in again?

(iv) To improve the sharing of information on and use of spin-offs from space activities, in particular between developed and developing countries, by making use of appropriate communications technologies:

Source: UNISPACE III – Vienna Declaration (1999)
The world of communication has changed dramatically since 1999.
What is social media?

@timmermansr
@AstroSamantha What do you see is the key role of social media for your mission? #SoMeT14EU

@timmermansr
Direct communication almost real-time, opportunity for two-way communication and community-building. #SoMeT14EU
Key characteristics of social media

- Social Media are about **SOCIAL**, not media
- Traditional media are about one-way broadcast
- Social media foster dialogue, direct feedback, listening, interaction, community building
How do social media work?

Combining space and art
Which stories will you remember from this conference?
Storytelling

Human emotion

photo credit: ESA

ESA Rosetta Mission

“Hello, world!”

@ESA_Rosetta

1,924 Retweets 591 Favoriten

@timmermansr | #HLF
Engaging people by making them part of the action
People WANT to know, people WANT to interact
People WANT to be part of the action
Find your ambassadors
Measure results

Hashtag #HLF (High Level Forum), source: Tweetbinder
Measure results

General overview Nov 12, 2016 9:08:01 PM - Nov 24, 2016 8:17:00 AM

1,202 tweets

38 Text tweets 3.16%
837 Retweets 69.63%
13 Replies 1.08%
320 Links/imgs 26.62%

36,927,913 Potential impacts
9,538,045 Potential reach

15,923 Followers per contributor
8 Instagram

599 Contributors
2.01 Tweets per contributor

Hashtag #HLF (High Level Forum), source: Tweetbinder
Recommendation

• UNOOSA to develop a portal role in the use of modern online and social media to increase global public awareness of space

• Help developing nations get access to available outreach content, and help develop specific content to target underrepresented audiences
Thank you

#HLF

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