

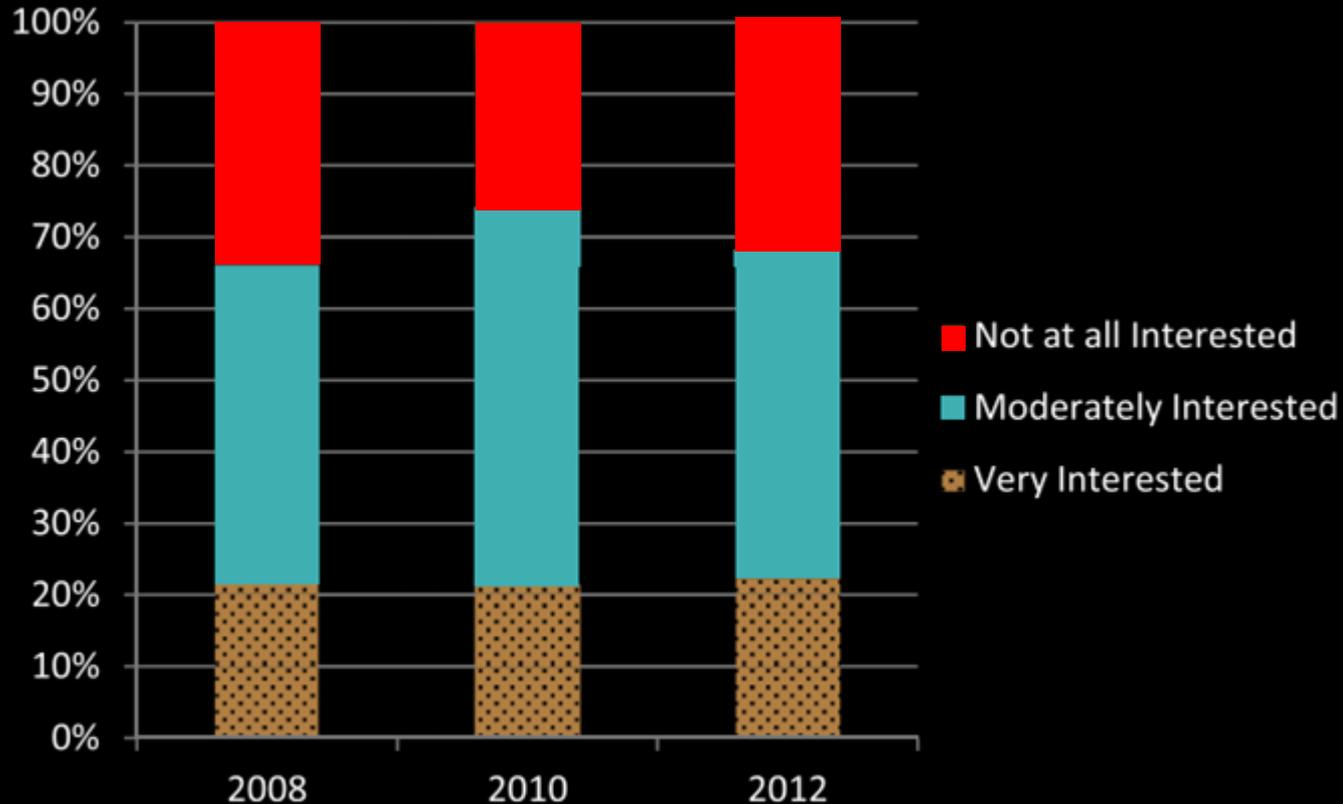


UNITED NATIONS  
Office for Outer Space Affairs

# Significance of Social Media for increasing public awareness of space

Remco Timmermans | @timmermansr | @ISU\_SSP

# 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**

```
graph TD; A[Awareness] --> B[Education]; B --> C[Capacity Building];
```

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: action 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 and development of infrastructure and policy regulatory

(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 an equal basis of 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;

**(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;**

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)

**NASA TweetUp**  
**AT LC-39**  
**PRESS SITE**



 NATIONAL AERONAUTICS AND SPACE ADMINISTRATION  
**Complex 39**  
**Press Site**



The world of communication has  
changed dramatically since 1999

# What is social media?



**Remco Timmermans** @timmermansr · 3h

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

Details

Reply Delete Favorite More



**Sam Cristoforetti** ✓

@AstroSamantha



Following

@timmermansr Direct communication almost real-time, opportunity for two-way communication and community-building. #SoMeT14EU

Reply Retweet Favorite More

# 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

YouTube NL

Space Oddity

Chris Hadfield · 29 video's

Geabonneerd

21.789.040

397.168 4.607



Chris Hadfield via Google+ 3 maanden geleden

20 million hits! I am so delighted with the worldwide reaction to science & art, together.

Vertalen

Which stories will you remember from this conference?



  
DigitalGlobe

Storytelling

Human emotion



photo credit: ESA



**ESA Rosetta Mission**   
@ESA\_Rosetta

“Hello, world!”

 Antworten  Retweeten  Favorisieren  Mehr

1.924 RETWEETS    591 FAVORITEN



# Engaging people by making them part of the action

**OAW** Observatorium  
für Westfalen  
**IWF** Institut für  
Weltraumforschung

2004 wurde die ESA-Raumsonde Rosetta gestartet und auf ihre Reise zum Kometen 67P/Tschurjumow-Gerasimenko geschickt. Seit dem 8. Juni 2011 betreibt sich die Sonde in einer energiesparenden Tieflochphase. Am 20. Januar 2014 soll Rosetta aufgeweckt werden und mit dem ESA-Kontrollzentrum in Darmstadt Kontakt aufnehmen. Zu diesem Zeitpunkt wird die Sonde noch neun Millionen Kilometer vom Zielkometen entfernt sein. Wenn alles einwandfrei funktioniert, kann sie ihre Reise fortsetzen und im August 2014 in einen Orbit um den Kometen einschwenken und schließlich im November 2014 auf ihm landen.

Das IWF lädt Sie ein, beim Aufwachen von Rosetta „live“ dabei zu sein!

## ROSETTA WAKE-UP

**PROGRAMM**

- 17<sup>00</sup> Ausstellung mit Schautafeln und Exponaten zur ESA-Mission Rosetta
- 17<sup>30</sup> Begrüßung - *Wolfgang Baumjohann*
- 17<sup>30</sup> Kometen - Bausteine des Sonnensystems - *Günter Kargl*
- 18<sup>00</sup> IWF Graz an Bord des Kometenjähgers Rosetta - *Mark Bentley*
- 18<sup>30</sup> Wie kocht man einen Kometen?
- ab 18<sup>45</sup> erstmögliches Signal von Rosetta
- 19<sup>30</sup> Ende der Übertragung

Moderation • *Werner Magnus*

Aufgrund der Live-Schaltungen zum ESA-Kontrollzentrum in Darmstadt sind geringfügige Programmänderungen und Zeitverschiebungen möglich.

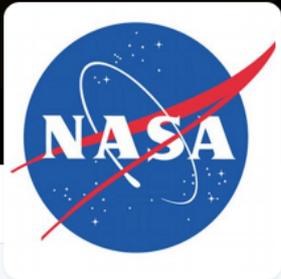
**ANMELDUNG** alexandra.schierr@oaww.sc.at • T 0316/4120-414

20. JANUAR 2014, AB 17 UHR  
INSTITUT FÜR WELTRAUMFORSCHUNG  
SCHMIEDLSTRASSE 6, 8042 GRAZ

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# People WANT to know, people WANT to interact



**NASA**   
@NASA

Explore the universe and discover our home planet with @NASA. We usually post in EDT (UTC-4).

[nasa.gov](http://nasa.gov)

Joined December 2007

 Tweet to NASA

TWEETS 44.8K FOLLOWING 261 FOLLOWERS 20.1M LIVES 2,043 LISTS 9 MOMENTS 7

Tweets Tweets & replies Media



NASA @NASA · 5h

This Thanksgiving, let's be thankful for planet Earth! Enjoy its immaculate & infinite beauty. [go.nasa.gov/2gnhi8d](http://go.nasa.gov/2gnhi8d) #HappyThanksgiving



TWEETS 3,257 FOLLOWING 165 FOLLOWERS 3.61M LIKES 440 LISTS 6

Tweets Tweets & replies Media

**Curiosity Rover**   
@MarsCuriosity

NASA's latest mission to explore the surface of Mars. Roving the Red Planet since Aug. 5, 2012 (PDT) (Aug 6 UTC).

Gale Crater, Mars  
[mars.jpl.nasa.gov/msl/](http://mars.jpl.nasa.gov/msl/)  
Joined July 2008

**Curiosity Rover** @MarsCuriosity · Nov 3

I have frickin' laser, but I'm not ill-tempered. Zapping this meteorite revealed its nickel-iron composition  
[go.nasa.gov/2fgcMla](http://go.nasa.gov/2fgcMla)



People WANT to be part of the action

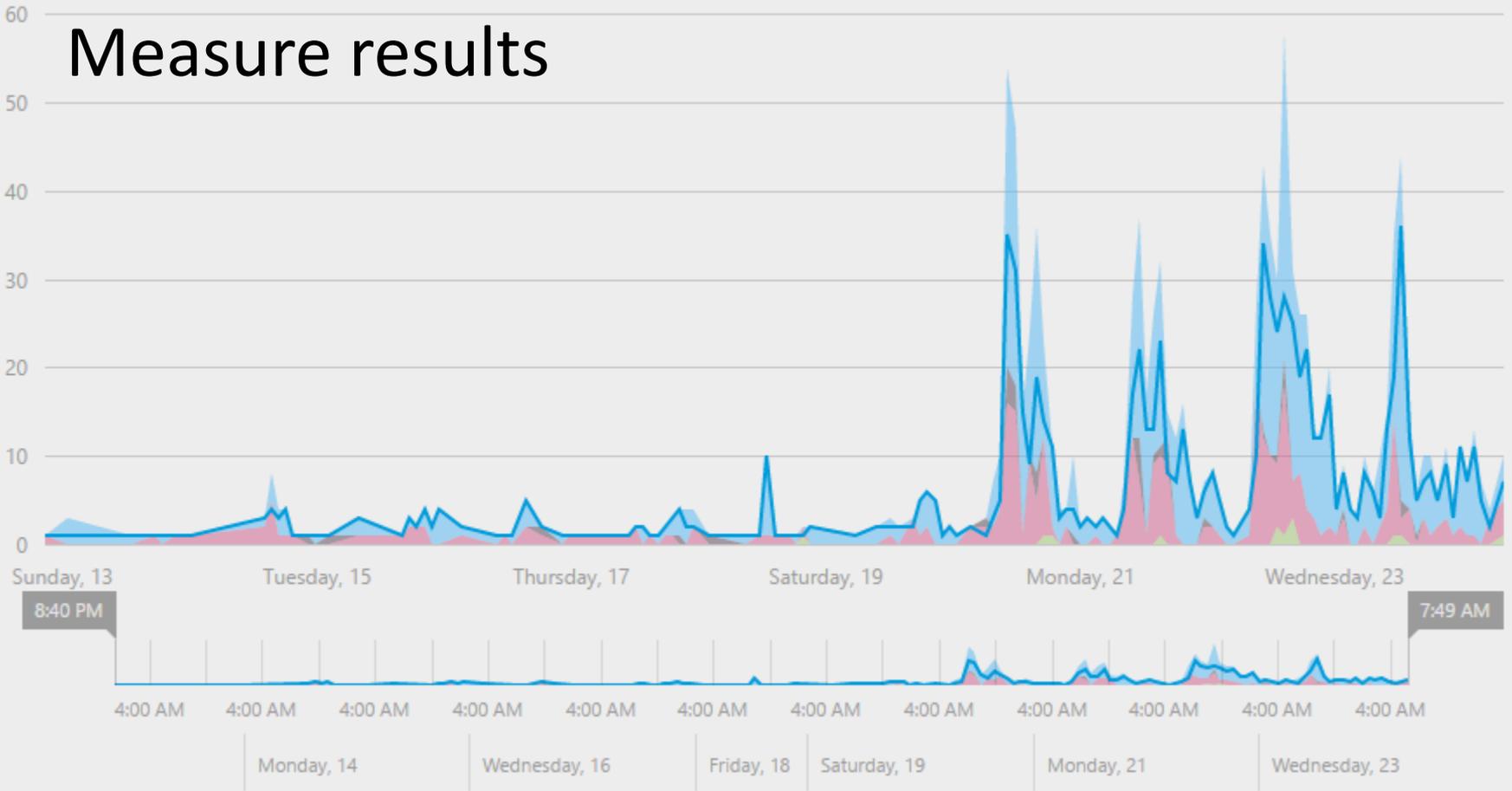


photo credit: NASA/Bill Ingalls

# 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<sup>?</sup>



38 Text tweets 3.16%

837 Retweets 69.63%

13 Replies 1.08%

320 Links/imgs 26.62%

36,927,913 Potential impacts<sup>?</sup>

9,538,045 Potential reach<sup>?</sup>

599 Contributors

15,923 Followers per contributor

8 Instagram<sup>?</sup>

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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