



UNITED NATIONS
Office for Outer Space Affairs

Communicating your work through Access to Space4All:

Winning allies through effective
communication

28 October 2020

Agenda

- Why communicating?
- Which tool for which audience
- Creating strategic communication products
- Social media: tips and examples
- Capturing your journey
- Tips on communication strategy

Why communicating?

- Many people do not know how space affects their daily lives or why it matters
- Attract other talented individuals to the opportunities
- Inspire young people worldwide to pursue ambitious goals in space and STEM sectors
- Promote the value of your work in your community and beyond
- Attract other potential partners to AccSpace4All to continue to expand its portfolio and offer opportunities to more people
- Give back to donors and partners in terms of visibility, contributing to fund-raising
- Contribute to continuing support for the AccSpace4All initiative
- Help future applicants learn more about the experience

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Which tools are available? (1)

Social media

- ❑ UNOOSA has Twitter, FB, LinkedIn, Instagram and Youtube channels
- ❑ Contents on these channels quickly and easily reaches our many thousands of followers
- ❑ Followers include: space agencies, academic institutions, space industry, member states, UN system..
- ❑ Easy, immediate and effective
- ❑ Best for summary/overview content such as announcements

UNOOSA Press release

- ❑ Reaches member states, UN staff in Vienna and registered journalists in Vienna and beyond, plus targeted journalists interested in space news (over 3,000 recipients)
- ❑ It is the norm to issue one when an opportunity is launched or winners selected
- ❑ Quote from team
- ❑ Targets mostly diplomatic community

UNOOSA website story

- ❑ Online interview with UNOOSA to capture your journey and the human-interest aspect of your story
- ❑ How the opportunity supported you personally, your team, your country, what difficulties were encountered, how did you overcome them..
- ❑ Resulting in written story, with pics, on UNOOSA website

Which tools are available? (2)

Project website

- ❑ Consider creating a project website where one can find all info about the team and the project
- ❑ Good to refer to in social media and other material
- ❑ Use images and video
- ❑ Can contain a blog documenting the journey
- ❑ Good to have interactive features that people can get involved with, such as data from the satellite

Media outlets

- ❑ UNOOSA works with some journalists to whom we can pitch your stories
- ❑ You can also reach out to local media outlets to raise awareness in your local community
- ❑ Good to provide an initial outline and potential questions
- ❑ We can help prepare for this
- ❑ UN media channels such as Iseek and UN News also good for raising awareness

Webinar

- ❑ Online webinar with UNOOSA and partners to present your work and achievement
- ❑ Target audience: UNOOSA network (member states, space industry, academia, NGOs and also general public/space enthusiasts), plus your network
- ❑ Can be promoted on our website and social media channels
- ❑ Recorded for future

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How to achieve strategic communication

7

Monitor and learn
Did it work? What could have been better

1

Think about strategic objective
What am I trying to achieve? i.e. expand knowledge about the importance of space applications/research

6

Distribute
Which format, influencers and platforms will help me reach my audience?

Creative process
for effective
communication

2

Identify target
Who am I trying to reach and why? In which language?

5

Create
*Which content will work best?
How to combine facts and emotive storytelling?*

4

Identify partners
Who can help me achieve my objective and multiply message?

3

Seize trends and opportunities
What is happening in the world and in space? What does the public care about?

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Social media: a few things to keep in mind

- ❑ Always tag partners and orgs if they have an account: this will help you amplify your message through their network.
- ❑ Use hashtags for popular terms such as #space, #technology, #EarthObservation, #EarthFromSpace, #SpaceFlight..
- ❑ Hashtags help others interested in the same topic find your post
- ❑ Add relevant links whenever possible: to your page, to media story, to AccSpace4All page..
- ❑ Established hashtags within the AccSpace4All Initiative: #AccSpace4All, #KiboCUBE
- ❑ Whenever possible, connect your content to topics that are “trending”, for example International Days of relevance such as International Day of Human Spaceflight (April), Day of Women and Girls in Science (February)..
- ❑ Check what is going on in the world and how you can link your story with events of popular interest
- ❑ Different social media channels have different rules/audience
- ❑ Important to use clear and simple language that everyone can relate to

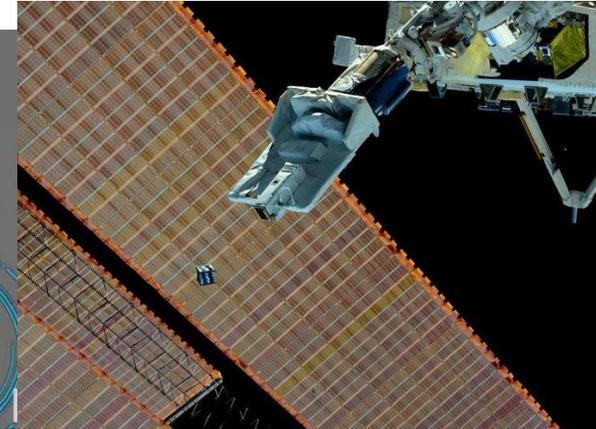
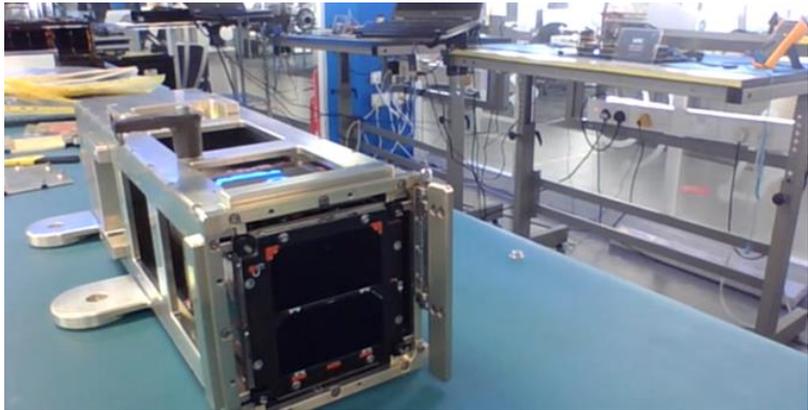
Example of successful AccSpace4All posts (1)

- ❑ The latest winners of the #DropTES fellowship with #UNOOSA to perform #microgravity research at the #Bremen Drop Tower in #Germany are a team from Universidad Católica Boliviana "San Pablo" and they are already working on their experiment! Together with industry partner Print3D #Bolivia, the 5 team members are conducting research on #3Dprinting under #microgravity conditions, that could benefit manufacturing techniques for both #space #exploration & life on Earth! **Over 24,000 impressions on Facebook**
- ❑ #UNOOSA & European Space Agency - ESA are delighted to announce that the team from Mahidol University in #Thailand has been selected as winner of the 1st cycle of the #HyperGES #fellowship to conduct #hypergravity experiments at ESA/ESTEC! The team will study the effect of #hypergravity on #watermeal, the smallest and fastest growing growing plant on Earth, exploring possibilities to use it as a food & oxygen source for #space exploration. Read the press release: <http://www.unis.unvienna.org/unis/en/pressrels/2020/unisos531.html> The winning team is composed of 5 members, including 2 women scientists, who bring different academic backgrounds to the project, including #physics, #bioinnovation, #biochemistry & electrical #engineering. Find out more about the fellowship: https://www.unoosa.org/oosa/en/ourwork/psa/hsti/lhc_hyperges/ao_main.html **Over 20,000 impressions on Facebook and 17,000 on Twitter (with shorter text)**

Example of successful AccSpace4All posts (2)

- ❑ In 2018, #Kibocube made it possible 4 #Kenya to deploy their 1st satellite, #1KUNS-PF, by a team @uonbi This week, @uvgggt became the 2nd winning team to complete deployment & #UNOOSA is proud to see #Guatemala join the space- faring community! Pic shows the Kenyan winning team! <https://t.co/otKpkLbJli>
Over 12,000 impressions on Twitter
- ❑ On July 29th, #UNOOSA and Avio will hold a #webinar on our cooperation under the #AccSpace4All Initiative: we are working on an opportunity for institutions from UN Member States, in particular from developing countries, to launch a #cubesat through Avio. All details here: <https://www.unoosa.org/oosa/en/ourwork/psa/hsti/vegac.html> In the #webinar, we will discuss the advantages and challenges of the opportunity we are developing with Avio and the support offered to applicants, for example to team up through matchmaking. There will be two webinar sessions, at 9:00 and 16.00 CET. The opportunity with Avio will be part of our Access to Space 4 All Initiative to bridge the gap among countries in accessing space and its benets. Check all its current portfolio here: <https://www.unoosa.org/oosa/en/ourwork/access2space4all/index.html> **Over 5,000 impressions on Facebook**

Use images to attract attention to posts



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Capturing your story during the journey

As your project progresses, try to collect the following material:

- ❑ Pictures: of the team, of relevant moments but also of the day-to-day work. They don't need to be only pics of major milestones, the journey is just as important
- ❑ Of your environment, to give people a sense of your local community (i.e. your country, local university, city..)
- ❑ Videos: if possible, capture relevant moments on videos
- ❑ Keeping a diary of your project may help capture milestones and achievements. These can be done in formats such as blog, Instagram stories..
- ❑ Reach out to UNOOSA to help you announce/promote any milestones
- ❑ Regularly organise outreach activities in your community to keep interest high
- ❑ If possible, “open doors” to your work through lectures, a project website, allowing visits from students/practitioners, publishing updates about your work..
- ❑ Visual elements such as pictures extremely important to attract attention

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Tips on communication strategy

❑ Focus on positive and human angles

- People are overwhelmed by and feel impotent in front of negative news and large problems that are hard to tackle, especially at this time
- Your story is an opportunity to bring positive and exciting news on making strides in space research, tech and exploration and to inspire others
- “Make it real” by sharing your experience (how it felt to achieve this, how did it change your life, how does it affect your country, quotes..)

❑ Provide people with actions they can take to make a difference

- Get in touch with us, access the satellite’s data, check out the project website page, become a partner for AccSpace4All, visit our project site, attend our lecture..

❑ Involve your local community

- Lectures (i.e. at local universities), articles/interviews in local media, leveraging local influencers on social media

UN75 survey: common global priorities and concerns

Priorities

- ❑ Amid the current COVID-19 crisis, the **immediate priority** for most respondents is **improved access to basic services** – healthcare, safe water, sanitation and education
- ❑ Followed by **greater international solidarity** and **increased support to those hardest hit**. This includes tackling inequalities and rebuilding a more inclusive economy.
- ❑ Other priorities include: ensuring greater respect for human rights, settling conflicts, tackling poverty and reducing corruption.

Concerns

- ❑ The **overwhelming concerns** are the **climate crisis** and the **destruction of our natural environment**.

How does your research/project fit with these priorities (for example in terms of inclusiveness, international cooperation, education..)?