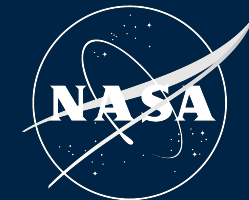
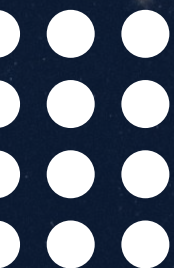


National Aeronautics and Space Administration



NASA



www.nasa.gov

Meeting Audiences Where They Are!

Brittany Brown
Digital & Technology Division
NASA's Office of Communications

August 2023

Presentation Agenda

Overview of NASA's Digital Landscape

Tips & Tricks: Meeting Audiences Where They Are!

How YOU Can Share Awe & Wonder

Q&A



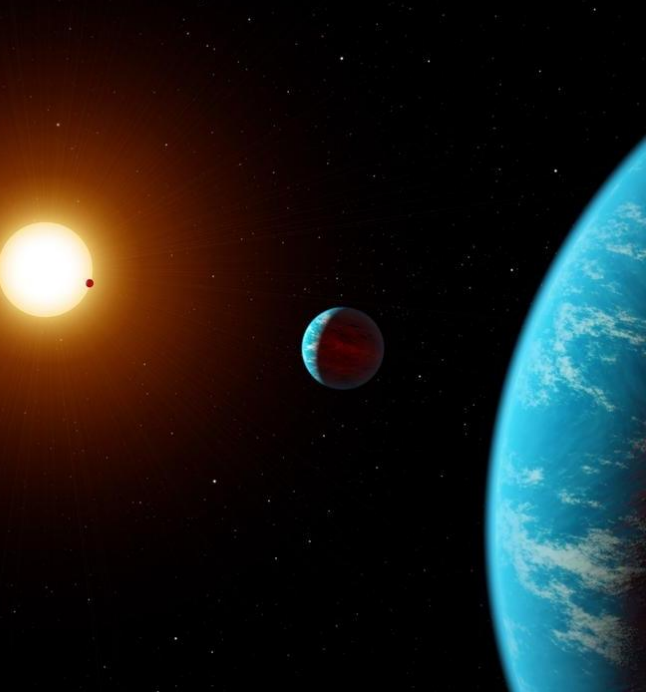
Overview of NASA's Digital Landscape

@NASA APPROACH



The right **content**,
on the right **channel**,
distributed at the right **time**,
to the right **audience**
with the right **visual**.





DIGITAL COMMUNICATIONS FUNCTIONAL AREAS

- Apps
 - Audio & Podcasts
 - Email Newsletter
 - NASA TV & Video Production
 - Photojournalism
 - Social Media
 - Web
-



NASA'S REACH ON

Digital Platforms



X

76 million
#12 worldwide



Instagram

95 million
#40 worldwide



Facebook

26 million



LinkedIn

6.4 million



YouTube

11.2 million



Twitch

1.2 million



Tumblr

1 million



NASA has over **382 million** social media followers across all agency accounts so far in 2023. We're up nearly **7% from 357 million** followers in 2022.



LIVE VIEWERSHIP

17.7 million
Live viewers

NASA's YouTube livestreams in 2023 have surpassed 22 million total live viewers with an average view duration of 14 minutes.

+1 million
Viewers

Nearly 1.8 million viewers watched NASA's YouTube broadcast of the Crew-6 launch. More than 1 million watched the total solar eclipse broadcast from Australia.



PODCASTS

NASA on Apple Podcasts

157,333 followers

449,474 listeners

277,594 engaged listeners
(play 20 minutes or 40% of episode)



EMAIL NEWSLETTER

Flagship newsletter
7.5 million subscribers



NASA.GOV

3-month average
18 million users



NASA PHOTO

3-month average
4.25 million Flickr views



Tips & Tricks

Meeting Audiences Where They Are!

Tips & Tricks



- Look for conversations and join them



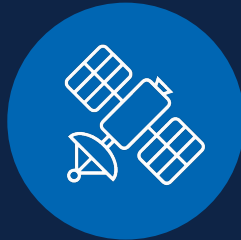
- Be inclusive



- Tap into trends and pop culture



- Team up with surrogates



- Let the data guide you



- Create moments

Look for conversations and be responsive

 **NASA** @NASA · Aug 10

Got weekend plans? Look up on Aug. 12 for the best meteor shower of the year. 🌠

Weather permitting, you'll have the best view of the Perseids in the Northern Hemisphere between midnight and dawn, but early Perseids are already being spotted.

Tips: go.nasa.gov/3s2Dn4F



ALT

205 2,380 11.1K 1.8M

 **为了Atri** @Atri45195 · Aug 10

Can it be seen in the northern hemisphere? Or does it have to be within the specified latitude and longitude? I'm in China, really want to see


1 1 299

 **NASA** @NASA · Aug 11

The Perseids should be visible across the Northern Hemisphere, as long as the skies in your area are clear and free of light pollution. Happy skywatching!

 **Russell Wilson** @DangeRussWilson · Aug 26


Pure Joy! Time for Takeoff! 🚀👶👶
@Ciara



51.4K views 0:12 / 0:22

Ciara

78 163 2,641

 **NASA** @NASA · Aug 27

You are GO for launch to the Moon! Hi, future #Artemis astronauts! 🥰

Look for conversations and be responsive



nasa 39w
We mustache you a question: where'd the hat go?
23,687 likes Reply
View 21 previous replies

jamiejchung 39w
@nasa with the win!
3,899 likes Reply
View 152 more replies

winstoncduke 39w
Do you know how nasa has a party?.... They have to Planet!! 🌍 🤔
7,795 likes Reply
View 16 previous replies

chrisevans 39w
@winstoncduke I'm keeping that one. I love a good dad joke!

Look for conversations and be responsive

←

Post



Christy @DaffodilGirl993 · Jan 25

@NASA I'd love to listen to things about space, and reading them in braille.

1

2

995



NASA

@NASA

Hi Cristy, we have resources to explore the cosmos in a tactile manner, from Hubble images: go.nasa.gov/3kLD2Q8 to books in braille: sservi.nasa.gov/books/

Discover our podcasts to hear from astronauts, scientists, and more:




nasa.gov

Podcasts

NASA brings you images, videos and features from the unique perspective of America's space agency. Get updates on missions, watch NASA TV, read blog...


5:42 PM · Jan 25, 2023 · 1,046 Views

☰



Search

Reddit




ThoughtDiver · 6 days ago

Are we hoping to learn anything about the Moon on this mission, or just stretching our legs?

1

Reply

Share




nasa · 5 days ago

The Artemis II astronauts will be the first humans to lay their eyes on the far side of the Moon in more than 50 years! We'll capture their observations to help inform our understanding of the human experience of seeing the Moon.

3

Reply

Share



ThoughtDiver · 5 days ago

That's awesome! I look forward to seeing the pictures. Thank you for your response.

1

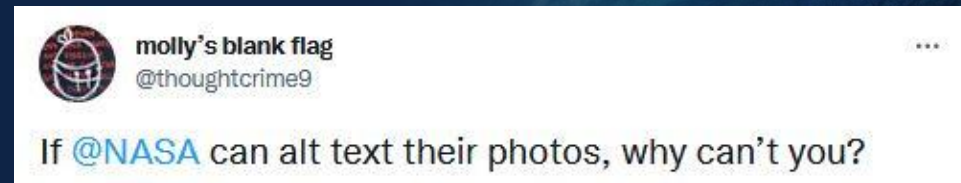
Reply

Share

Office of Communications

11

Be inclusive



Be inclusive



[Missions](#) | [Galleries](#) | [NASA TV](#) | [Follow NASA](#) | [Downloads](#) | [About](#) | [NASA Audiences](#)

[Humans in Space](#) | [Moon to Mars](#) | [Earth](#) | [Space Tech](#) | [Flight](#) | [Solar System and Beyond](#) | [STEM Engagement](#) | [History](#) | [Benefits to You](#)




LA PRIMERA NOVELA GRÁFICA INTERACTIVA DE LA NASA

Para más información, visita: www.nasa.gov/specials/colliefirst


Artemis

La NASA traduce al español 'La primera mujer'



NASA History

Deputy Administrator Pam Melroy and Flight Director Gene Kranz



NASA Events

Sat., Nov. 20, 10:45 a.m. EST: Release of the Northrop Grumman "Ellison Onizuka" Cygnus cargo craft from the space station

Sun., Nov. 21, 4 p.m. EST: DART investigation and engineering briefing

Mon., Nov. 22, 7 p.m. EST: DART prelaunch news conference

Tues., Nov. 23, 4 p.m. EST: NASA Science Live about DART

Wed., Nov. 24, 12:30 a.m. EST: Launch coverage begins for the Double Asteroid Redirection Test (Launch scheduled at 1:20 a.m.)

[NASA TV Schedule](#) | [Launches and Landings](#)



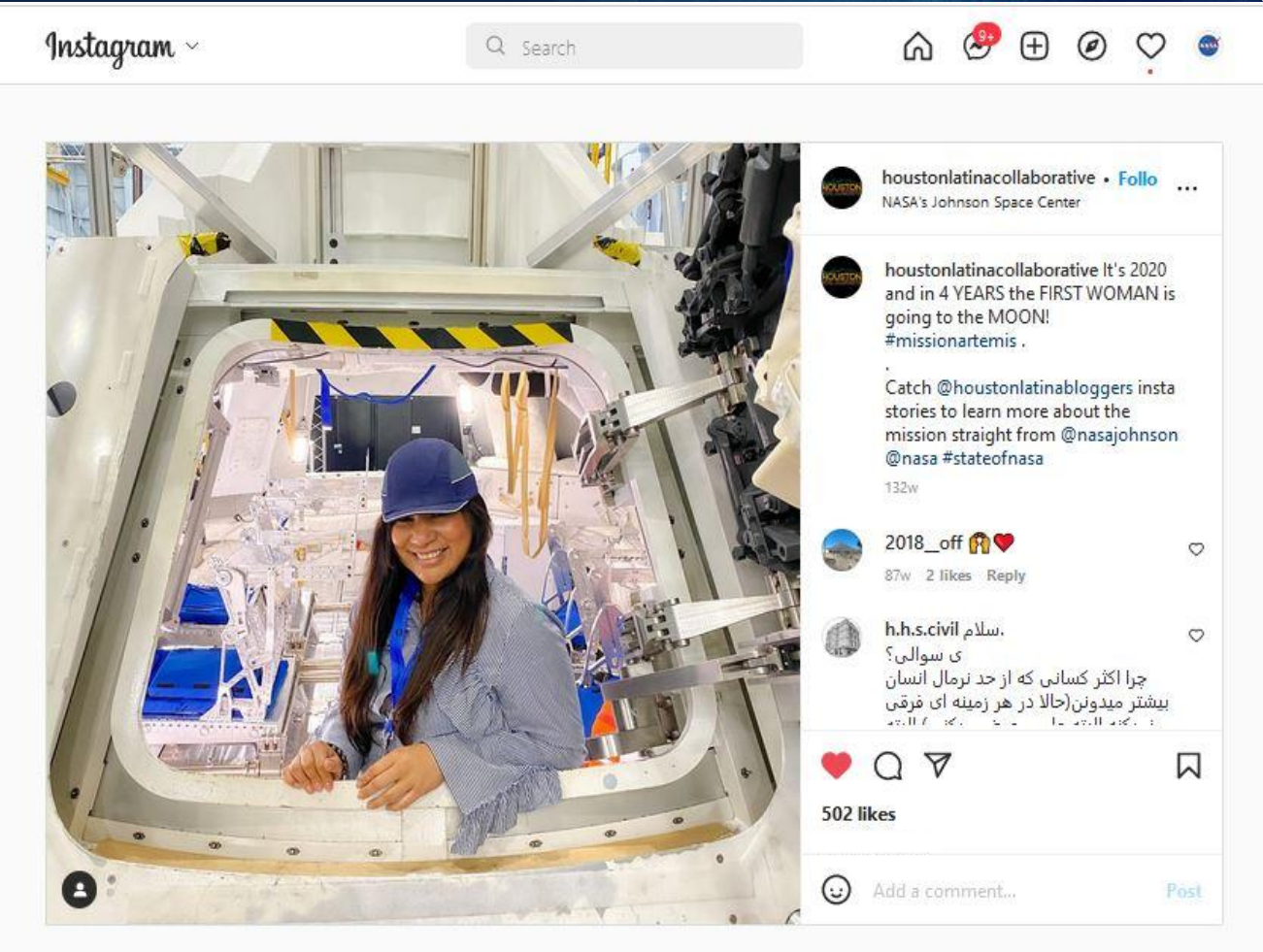
Space Station

Crew Operations Aboard Space Station Return to Normal

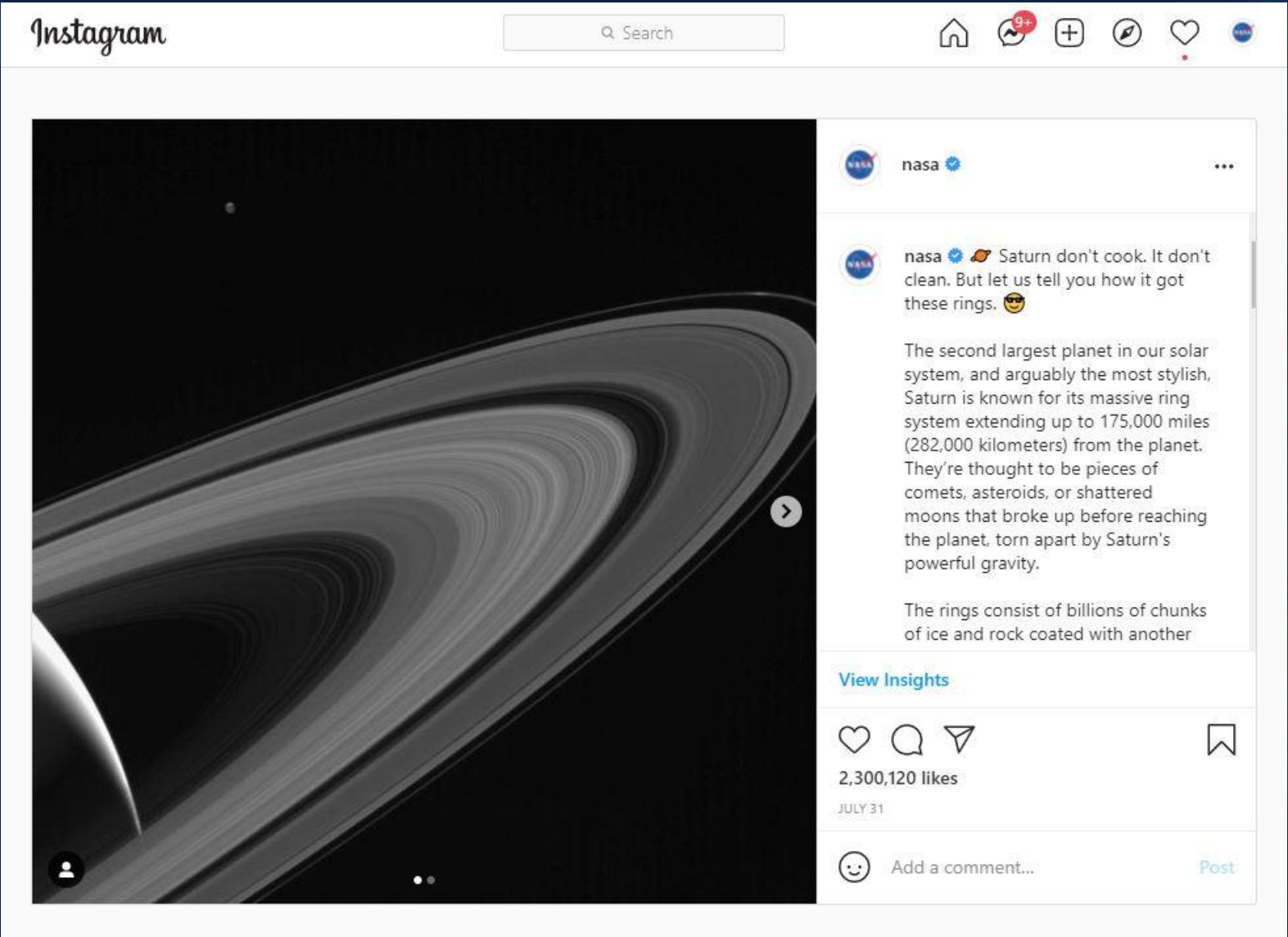
Be inclusive



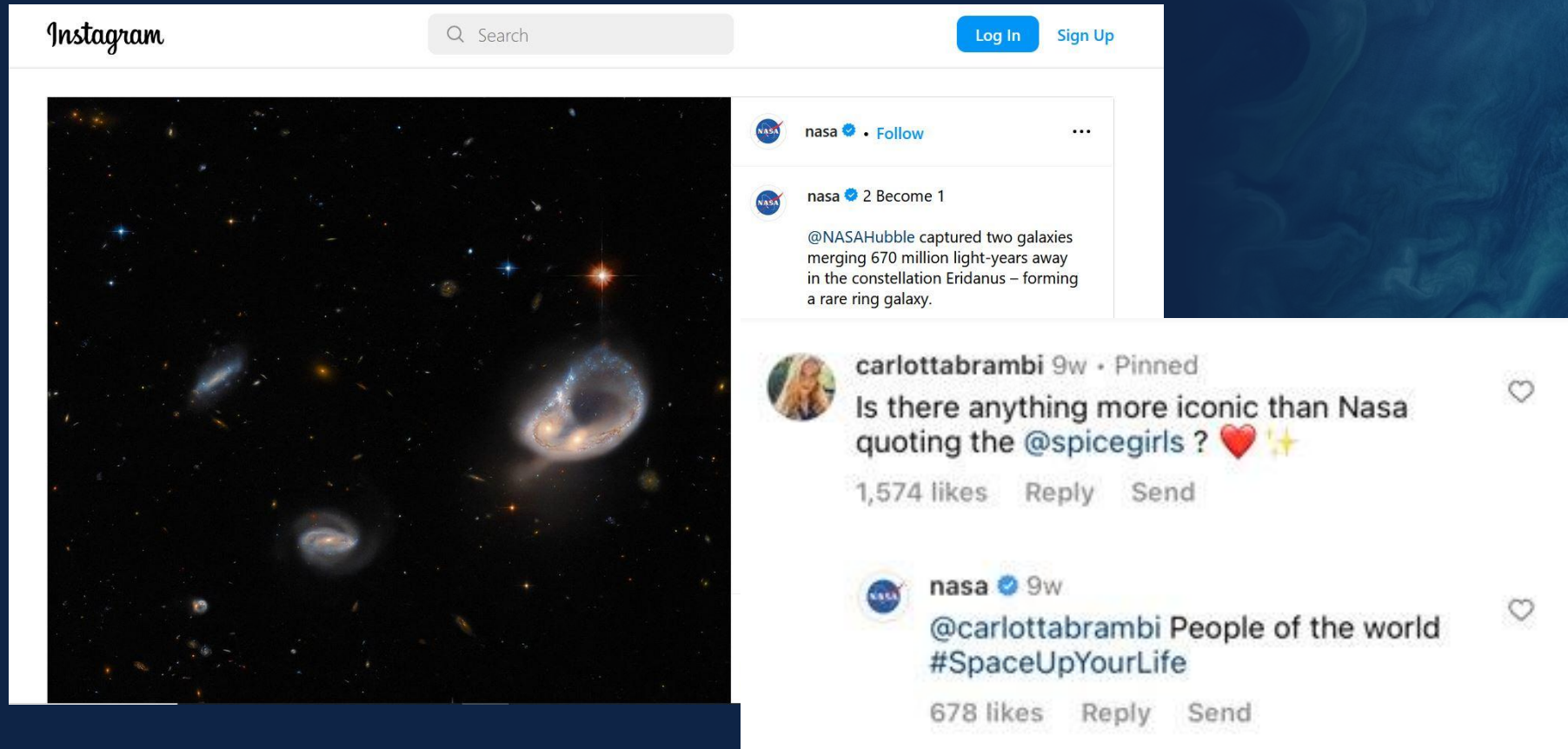
Be inclusive



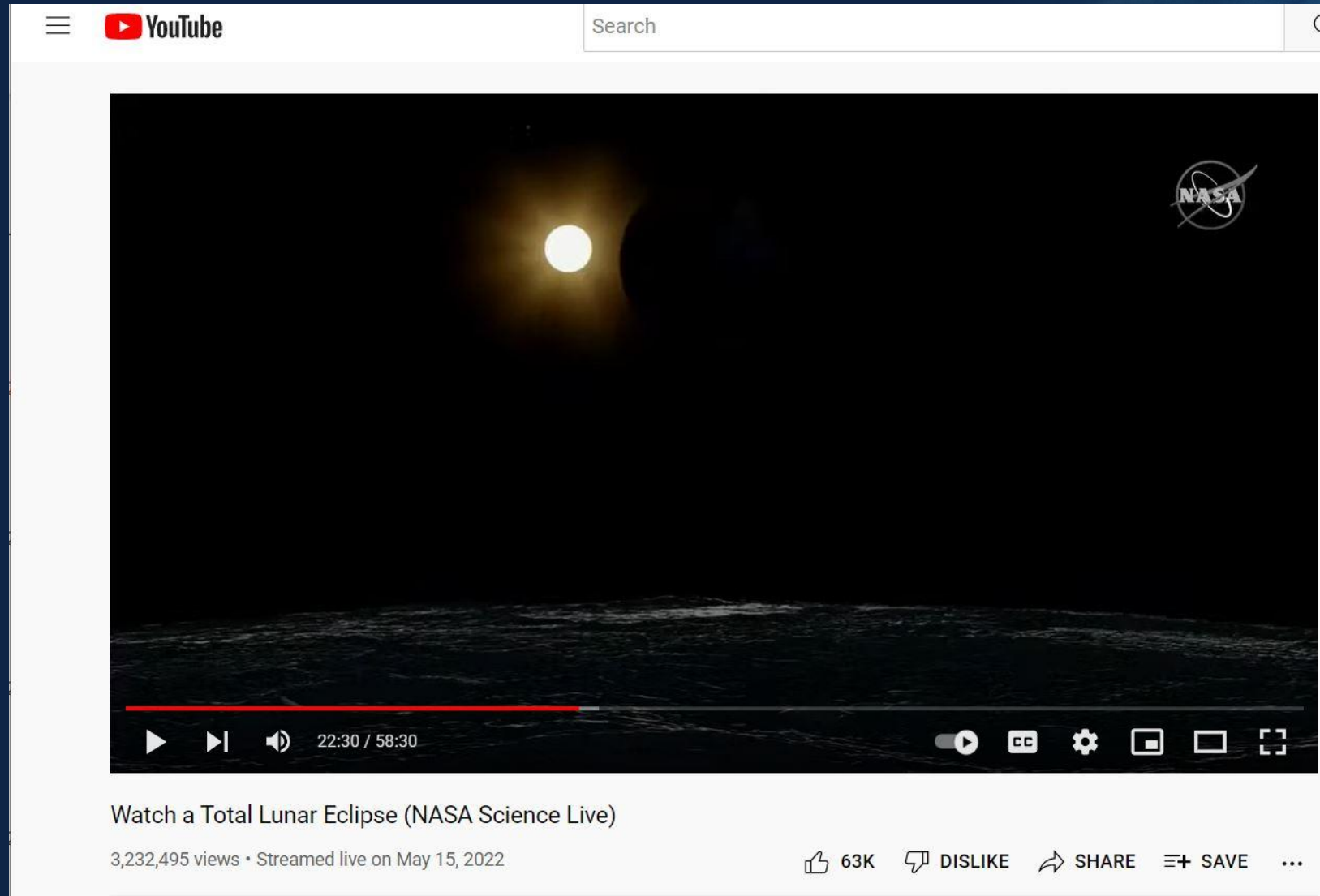
Tap into trends



Tap into pop culture



“Own” a Moment



Team up with surrogates



Team up with surrogates



NASA
@NASA

"Have we seen any unicorns in space? So far, the answer is no... but we're going to keep looking."

@Astro_Illini and the other @NASA_Astronauts aboard the @Space_Station have an important task ahead of them. 🦄



44196K views0:02 / 0:46

Unicorns in Space?
"Have we seen any unicorns in space? So far, the answer is no... but we're going to keep looking."

11:18 AM · Apr 22, 2021 · Twitter Media Studio - LiveCut



Shawn Mendes
@ShawnMendes · Apr 21, 2021

Join me tomorrow on #EarthDay at 11am EDT for a live convo about our planet with @NASA astronauts in space. I'll be asking them questions from young people about Earth Day, climate change, & how they study earth from Space. More Info: go.nasa.gov/3gJP6E7 #ConnectedByEarth




JOIN SHAWN & NASA ASTRONAUTS
LIVING IN SPACE FOR A LIVE CONVERSATION
ABOUT OUR PLANET.

EARTH DAY
TOMORROW, APRIL 22ND
8AM PDT / 11AM EDT

#CONNECTEDBYEARTH

2,543 5,251 34.6K




Shawn Access
@ShawnAccess

#EarthDay conversation is starting now!

Youtube: youtu.be/kg5uxKK-7II

TikTok:



tiktok.com
TikTok - Make Your Day
TikTok - trends start here. On a device or on the web, viewers can watch and discover millions of personalized short video...

10:59 AM · Apr 22, 2021 · Twitter for iPhone

1,787 Retweets 96 Quote Tweets 14.6K Likes

Let the data guide you



 **NASA en español**  @NASA_es · Jun 22

 La nueva cohorte de directores de vuelo de @NASA_Johnson incluye a la ingeniera Diana Trujillo 🇪🇸. Junto a sus compañeros, supervisará las misiones de la @Space_station, de la tripulación comercial y de @NASA_Artemis a la Luna. Más: go.nasa.gov/3bmzDT9

 46.92K

 12.37K

 725

Impressions ⓘ
9M

Engagements ⓘ
132K

Detail expands ⓘ
17,465

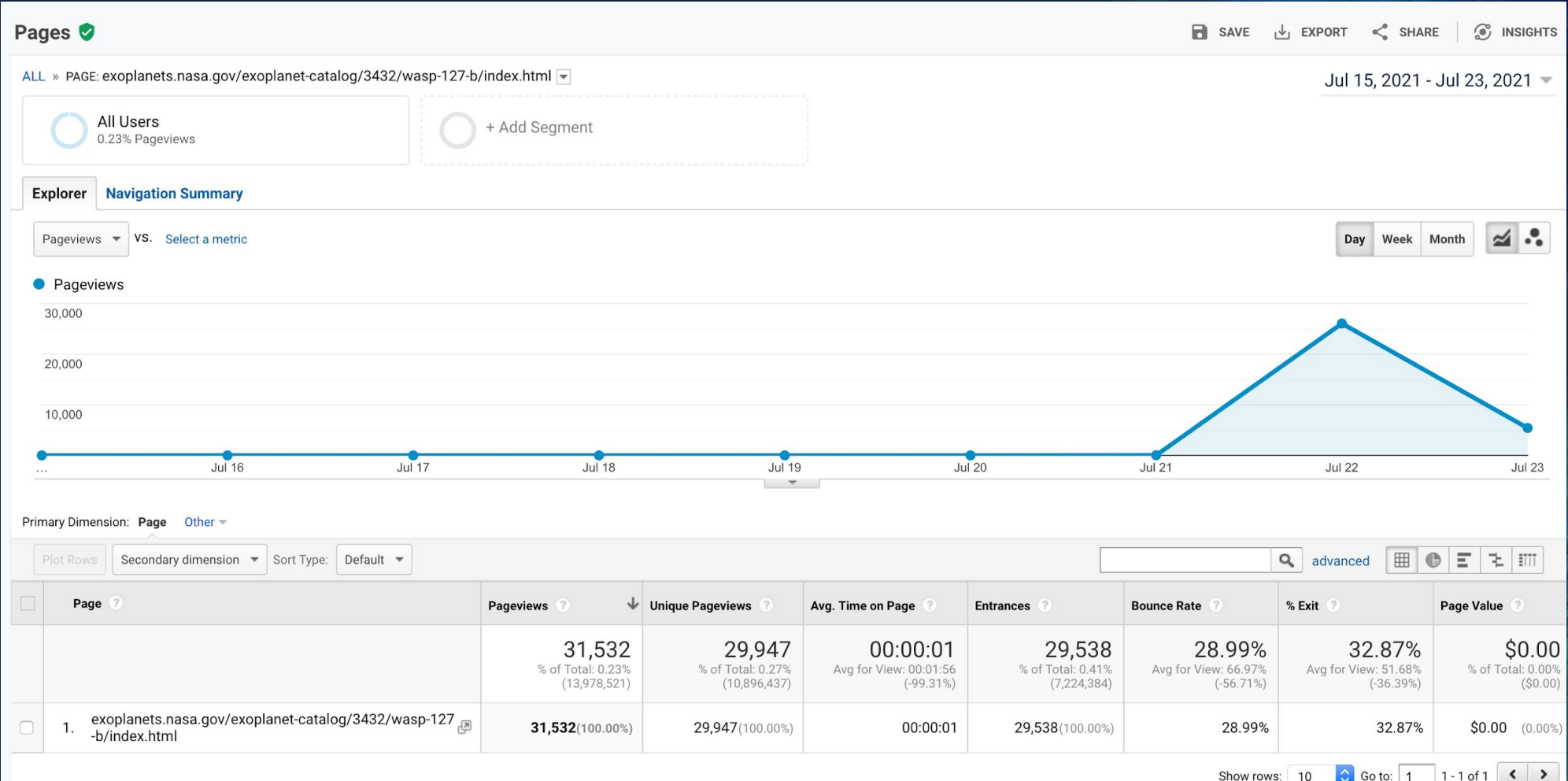
New followers ⓘ
149

Profile visits ⓘ
13,213

Office of Communications

21

Let the data guide you



Create moments





Q&A

*Exploring the
secrets of the
universe for the
benefit of all.*





www.nasa.gov

Brittany Brown | ^VDigital & Technology Division

brittany.a.brown@nasa.gov