

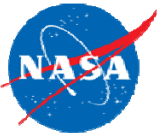
Social Media for Space Innovators

Selling the Public on the Final Frontier

presented to:

**Space Digital Startup Accelerator
Through Global Startup Ecosystem**

Abigail Hartley
NASA Langley Research Center
July 19, 2017



Who I Am and What I Do

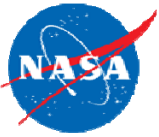


The Social Media Specialist for the Autonomy Incubator (Ai)
at NASA Langley in Hampton, Virginia

Graduated from Dartmouth
College in 2016 with a degree in
English

Founded the Ai's social media
presence in 2015, expanded it
to include Twitter, YouTube,
Instagram, Facebook, and a
blog

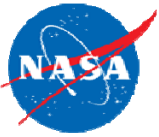




Okay, cool job, but so what?



Space companies, especially startups, should absolutely care about cultivating a robust social media presence.



Okay, cool job, but so what?

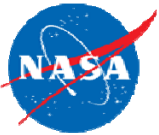


Space companies, especially startups, should absolutely care about cultivating a robust social media presence.

Social media means attention.

Attention means money.

Money means we can go to space.



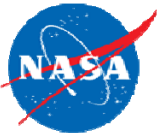
Platforms: Diversify, but don't overstretch



Do you *need* a Pinterest? No, and it would be kind of weird for you to have one.

Start with basics: Facebook and Twitter are mandatory; Instagram is also great to start with but not required

Consider what kind of content you do best and build from there. Great at videos? Get a YouTube.



Add a Blog to Your Website

Autonomy Incubator

Tuesday, July 11, 2017

2017-07-10: Autonomy Incubator Welcomes Crime
Author Patricia Cornwell

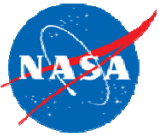


Search This Blog



Blog Archive

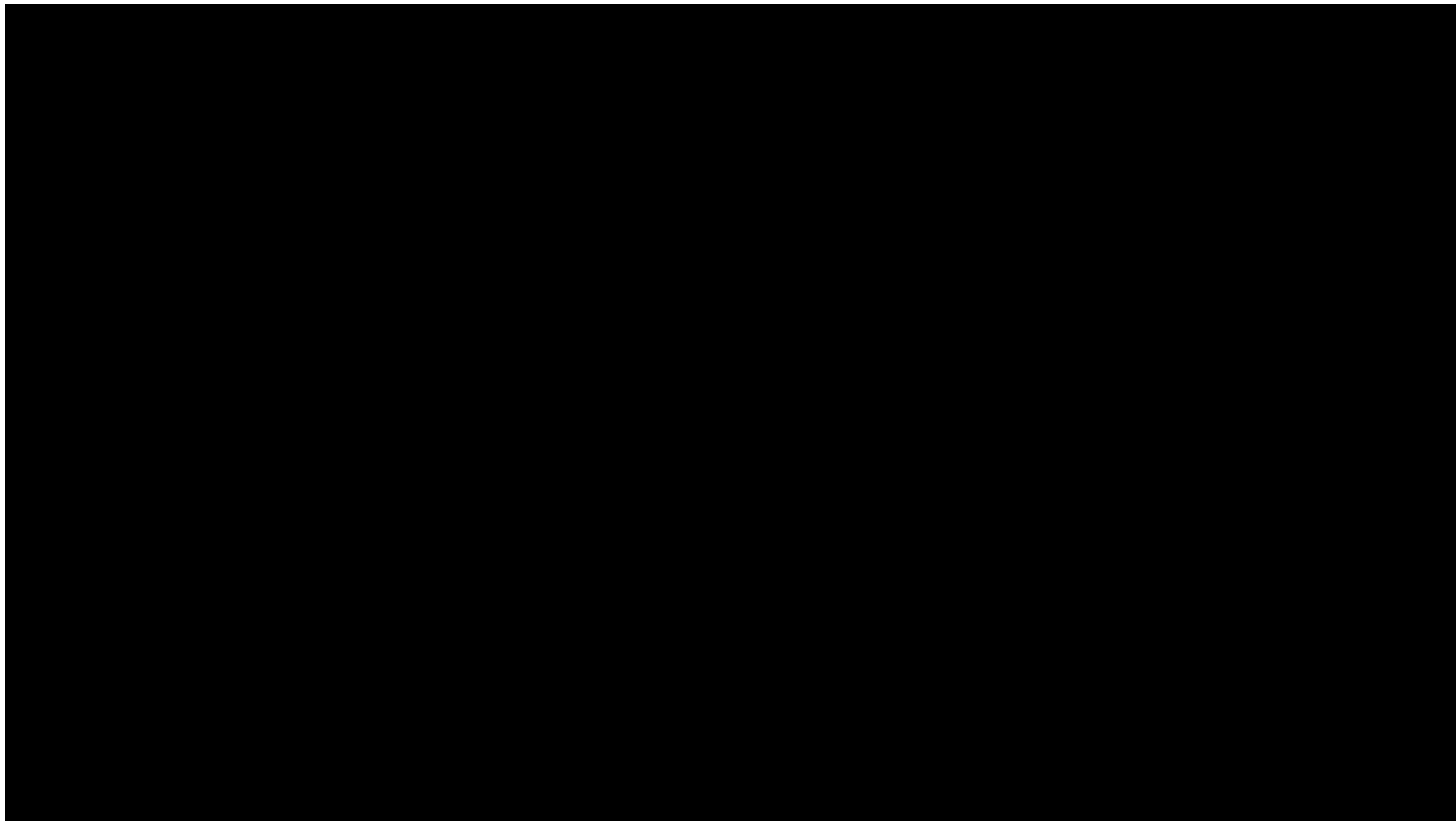
You need a place for longer-form content. It builds trust with your audience and, most importantly, provides a venue for you to educate the public on what you're doing.

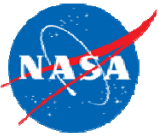


Educate Your Audience



When you take time to explain what you're doing, people will care about what you're doing.





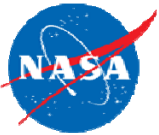
Pick The Right Person



Choosing the person who runs your social media is very different from choosing the person who writes your code.

Look for:

- Strong voice in their written work
- Excellent communication, verbal as well as written
- Intellectual curiosity
- Social and team-oriented work style
- Willingness to learn new skills
- Genuine enthusiasm for what you're doing



Embrace Occasional Stupidity



josh groban ✓
@joshgroban

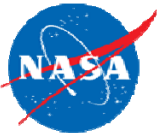
Following



Hey @NASA you are welcome to use my picture of the moon for your archives



1:03 AM - 5 Jul 2017



Embrace Occasional Silliness



Autonomy Incubator

@AutonomyIncub8r

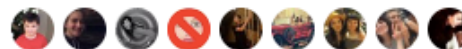


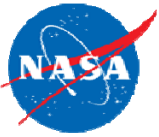
In honor of [@JoshGroban](#)'s recent contributions to the [@NASA](#) Archives, we have named our latest drone Josh W. GroBot, Great Comet Explorer!



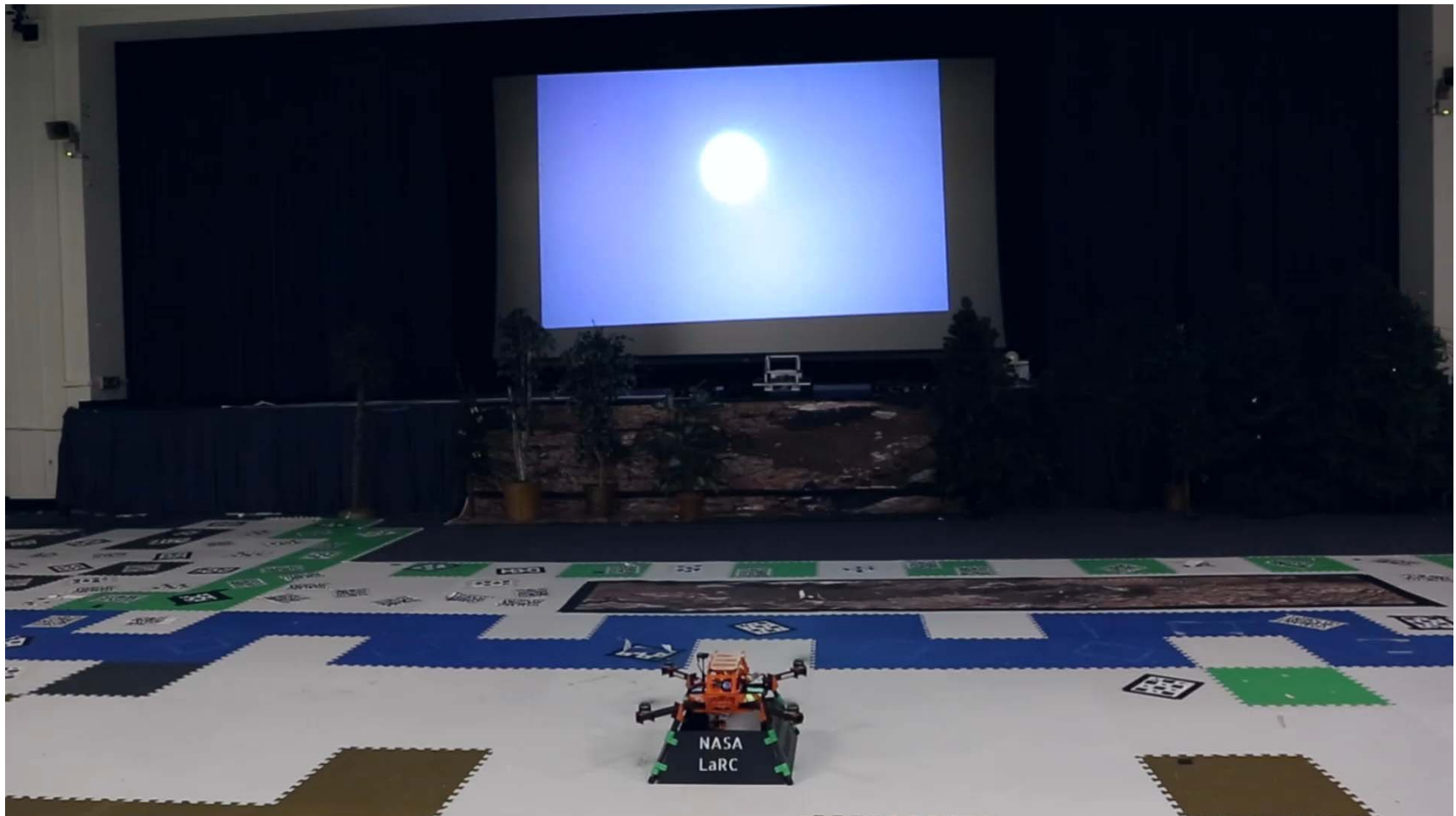
1:56 PM - 5 Jul 2017 from [Hampton, VA](#)

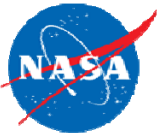
153 Retweets 737 Likes





Embrace Occasional Silliness





Embrace Occasional Silliness



josh groban ✓
@joshgroban

Following



HAHAHAHA OMG THANK YOUUUUUUUUU
MY LIFE IS COMPLETE <puts on tin foil hat>
READY FOR DUTY



Autonomy Incubator @AutonomyIncub8r

In honor of @JoshGroban's recent contributions to the @NASA Archives, we have named our latest drone Josh W. GroBot, Great Comet Explorer!

2:12 PM - 5 Jul 2017

229 Retweets 1,807 Likes



84

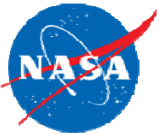


229



1.8K





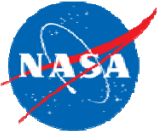
Embrace Occasional Silliness



Impressions	18,604
Media views	7,535
Total engagements	7,161

28 day summary with change over previous period





Thank You