



NASA Kennedy Public Affairs Plan

Social Media

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Overview:

This communications plan is intended to increase the number of college and high school students between the ages of 18 to 24 years old involvement with NASA Kennedy Space Center's Facebook and Twitter page. The plans outlined below can later be measured through the metrics available on Facebook and through analytical tools for social media.

Target Audience:

The ideal target audience will be both college and high school students 18 to 24 years old, both males and females.

Key Messages:

- College Students
 - Your universities are involved with and developing technologies at NASA, you should be involved too.
- High school student
 - There are many ways you can become involved at NASA as a high school student (competitions, internships.)
- 18-24 year olds
 - The technologies NASA is producing are important in the future of our society and the future flight of astronauts.

Goal:

The goal of this social media communication plan is to increase NASA Kennedy Space Center's presence among 18 to 24 year olds and increase this group's knowledge of NASA and Kennedy Space Center.

Strategies:

1. Launch an event on Social Media to generate buzz in order to create visibility to target audience.
 - a. Back to School Event
2. Engage fans and followers in the social community to encourage positive mentions.
3. Create conversations among fans and followers
 - a. Tweet Chat with an administrator or lead that the public would be interested in speaking with

Objectives:

- 1.1. To gain followers and increase shares and likes among the specified target audiences.
- 2.1. To connect with other centers and our partners and encourage them to interact with us to create positive mentions.
- 3.1. To increase followers knowledge of NASA and Kennedy.

3.2. To gain followers through the use of a Tweet Chat.

Tactics:

1.1.1. Post CCP bookmarks, coloring book pages, education office materials and other material that will get people excited to visit the Facebook page.

1.1.2. Spotlight on intern's experiences that are going home for the summer, as well as how someone can become an intern at Kennedy or NASA

2.1.1. Start a conversation with other centers on both Facebook and Twitter that promote each other positively.

2.1.2. Weekly shout-outs featuring the different centers or partners, on the same day each week.

3.1.1. Facebook posts promoting the Tweet up on Twitter.

3.1.2. Twitter posts starting one to two weeks before the Tweet Chat promoting it among our followers.

3.1.3. Following the tweet up answer the questions that were not answered during the event.

Ways to measure:

Social Media metrics:

- Video views, @ mentions, twitter mentions, # of comments, followers, Facebook likes, traffic, reach, Comments on all social media

Clear reach in a timely manner:

- Effort by PAO's to ensure accurate coverage
- Keeping SM up to date on all activities