

# SOCIAL MEDIA



National Science Foundation

Office of Legislative and Public Affairs



# Social Media at NSF

Facebook



+436K likes

Twitter



+1.09 M  
followers

Instagram



+21K followers

YouTube



+15.3 M views

Pinterest



40K views  
(mo. average)

LinkedIn



+91K  
followers

Flickr



+607K views

Tumblr



+35K  
followers

Medium



+29K views  
42K followers



Usage metrics since inception, current as of March 2019

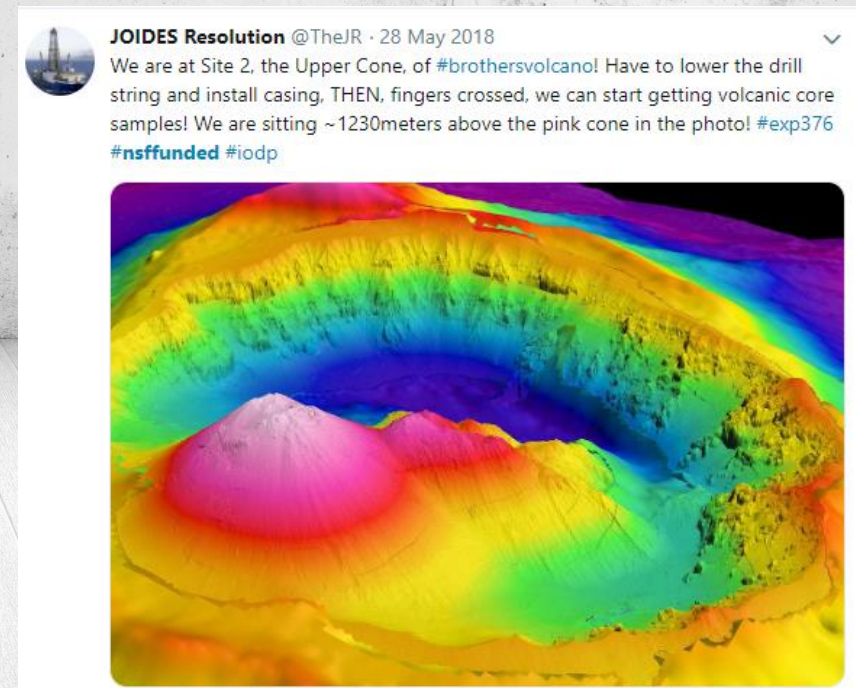
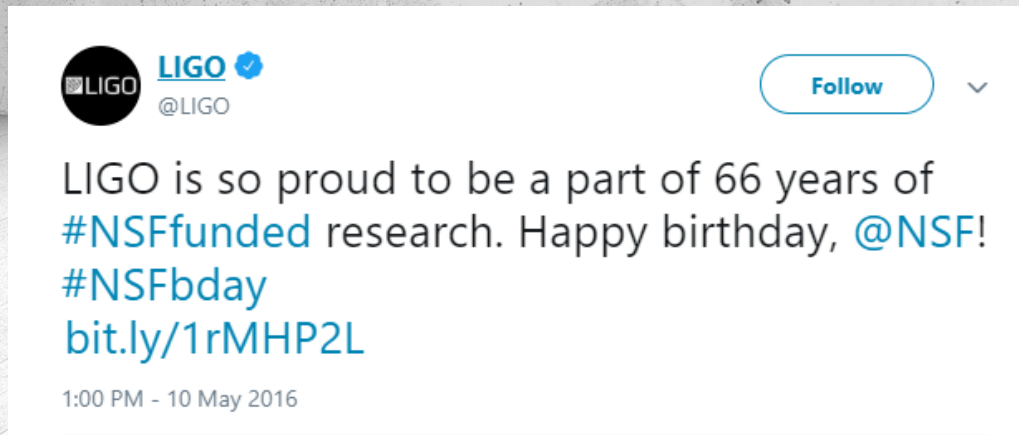
[www.nsf.gov/social](http://www.nsf.gov/social)



# How you can work with us on social



# #NSFFunded #NSFStories





# #MySTEMSpark

71M  
Reach

1,700  
Tweets & Retweets

1,300  
users



**National Science Foundation**  Following

Can you remember the moment that sparked your interest in [#science](#)?

This week and next, we want to draw attention to the power of [#STEM](#) education. Share your story (with a video or photo) using [#MySTEMspark](#): [bit.ly/2P3zWBD](https://bit.ly/2P3zWBD)



What sparked your curiosity or interest in science, technology, engineering or math? Share with [#MySTEMspark](#)

10:46 AM - 26 Nov 2018

257 Retweets 371 Likes

NSF Engineering, NSF Educ, Human Res, NSF Biology and 5 others

101 257 371



# Live from Antarctica

 **Palmer LTER**  
@PalmerLTER Follow


It's a snowy Friday at Palmer Station! Tune in live at 1pm eastern to ask about our #NSFfunded research and life in Antarctica -> [facebook.com/US.NSF](https://facebook.com/US.NSF)





8:12 AM - 30 Nov 2018


13 Retweets 50 Likes




 **Emily Katherine Gibson** · 23:35 I read that the first woman scientist wasn't able to join the USARP in Antarctica until 1969. Are there a lot of women there now?


Like · Reply · 1w  1


 **Simona M. Tahiliani** · 24:30 What does the Milky Way look like in the night sky?

Like · Reply · 1w  1

 **Ann Chadderdon** · 26:59 From 4th grader Comstock STEM Academy are there any kids living at the research station?

 **Simona M. Tahiliani** · 22:23 My nice ask if you have astrobology scientist and what they observe?

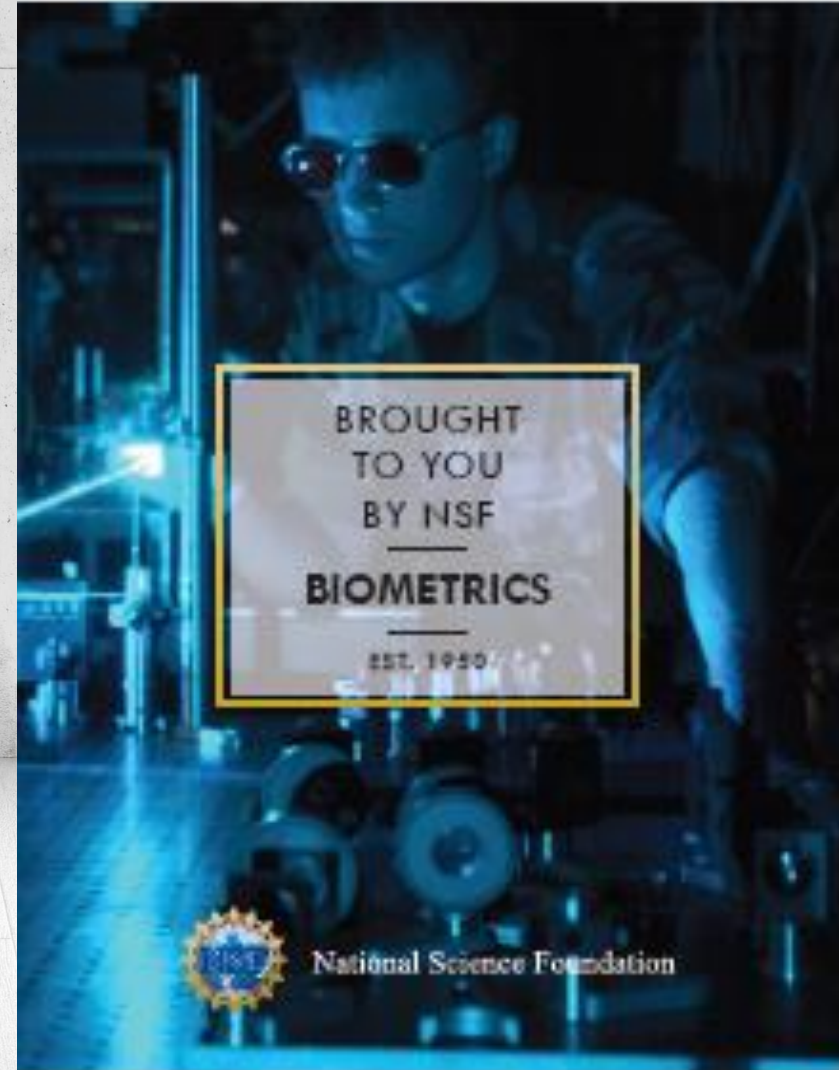
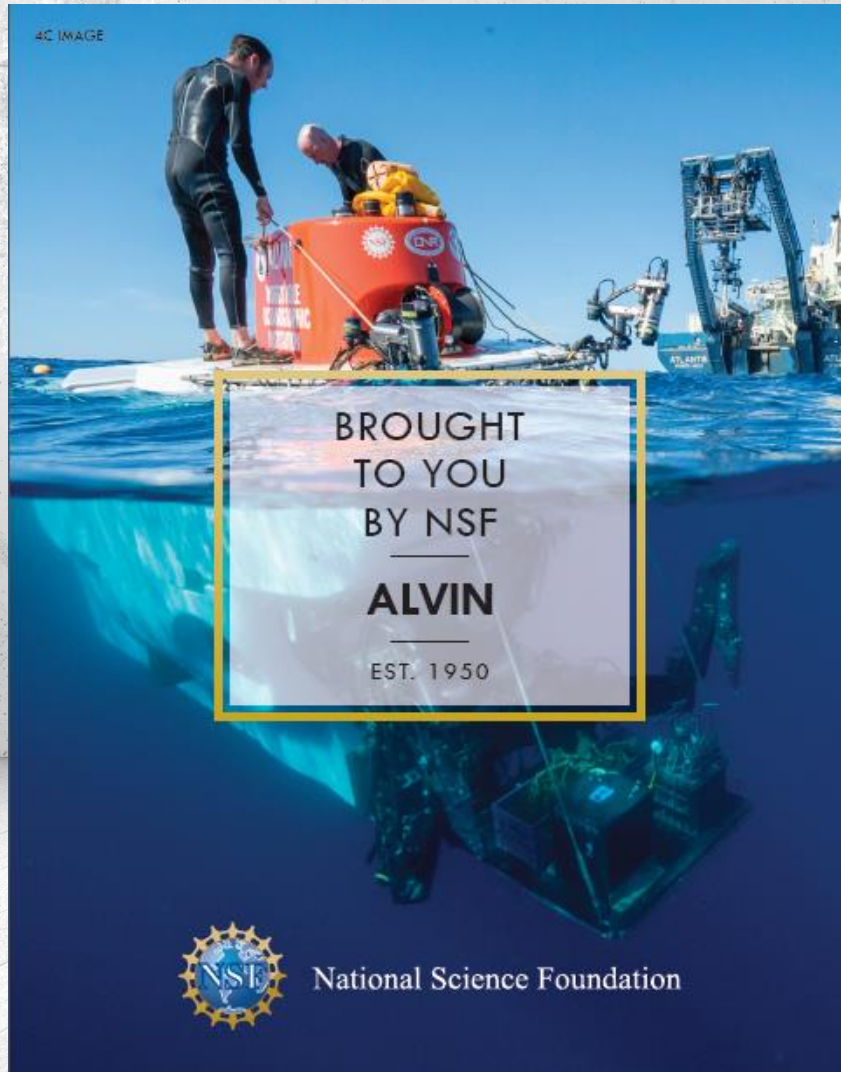
 **Chris Chopp** · 14:53 4th graders from Comstock STEM Academy want to know if you have seen a penguin?

Like · Reply · 1w  2





# Brought to you by NSF





# When to reach out to OLPA



- Coordinate on press release
- Request a quote
- Major discoveries
- Ideas for stories + human interest
- Important pending journal articles
- If you're coming to DC
- Compelling images or videos



# Media Relations

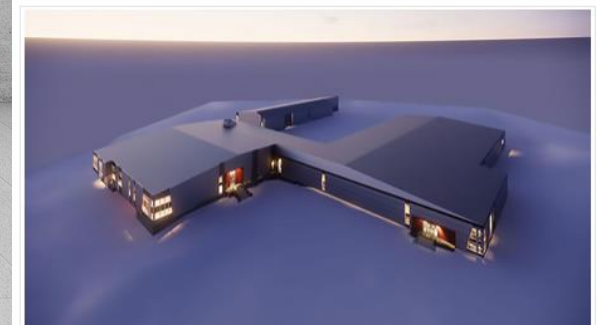
- Work with you to arrange media site visits or tours.
- Facilitate reporter interview w/ scientists and administrators.
- Integrate large facilities developments into media campaigns.
- Send staff to major facilities to understand more about them.
- Contact facilities in advance regarding possible negative or positive coverage that could result in inquiries.



The screenshot shows an NPR article titled "Massive U.S. Machines That Hunt For Ripples In Space-Time Just Got An Upgrade". The article is categorized under "SCIENCE" and has a play button icon with "4:58" and a "QUEUE" button. It was published on "March 19, 2019 - 5:03 AM ET" and was "Heard on Morning Edition". The author is "NELL GREENFIELDBOYCE". The article features an aerial photograph of a tall, thin tower structure in a rural landscape. Below the image is a caption: "The Laser Interferometer Gravitational-Wave Observatory is made up of two detectors, this one in Livingston, La., and one near Hanford, Wash. The detectors use giant arms in the shape of an 'L' to measure tiny ripples in the fabric of the universe. Credit: NASA/LIGO Lab".

## Antarctica's Aging McMurdo Station is Getting a Major Overhaul

By Roni Dengler | March 15, 2019 3:00 pm



Antarctica's McMurdo Station is currently something of a small town, home to a sprawling complex of buildings. In the coming years, those old buildings will be demolished and built section by section into one new, massive facility, rendered here. (Credit: National Science Foundation)

After more than 60 years, **McMurdo Station**, Antarctica's main research center, is set to begin its first major infrastructure update. In February, the National Science Foundation got the green light to start construction on the so-called Antarctica Infrastructure Modernization for Science, or AIMS, project.



# State and Local Outreach

Enhance knowledge of the NSF mission and build greater understanding and appreciation of curiosity-driven research and the scientific and societal impacts it generates.

