





NSF's National Solar Observatory

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# WHO, WHAT, WHY, WHEN

Considerations in Quality, Sustainable Social Media

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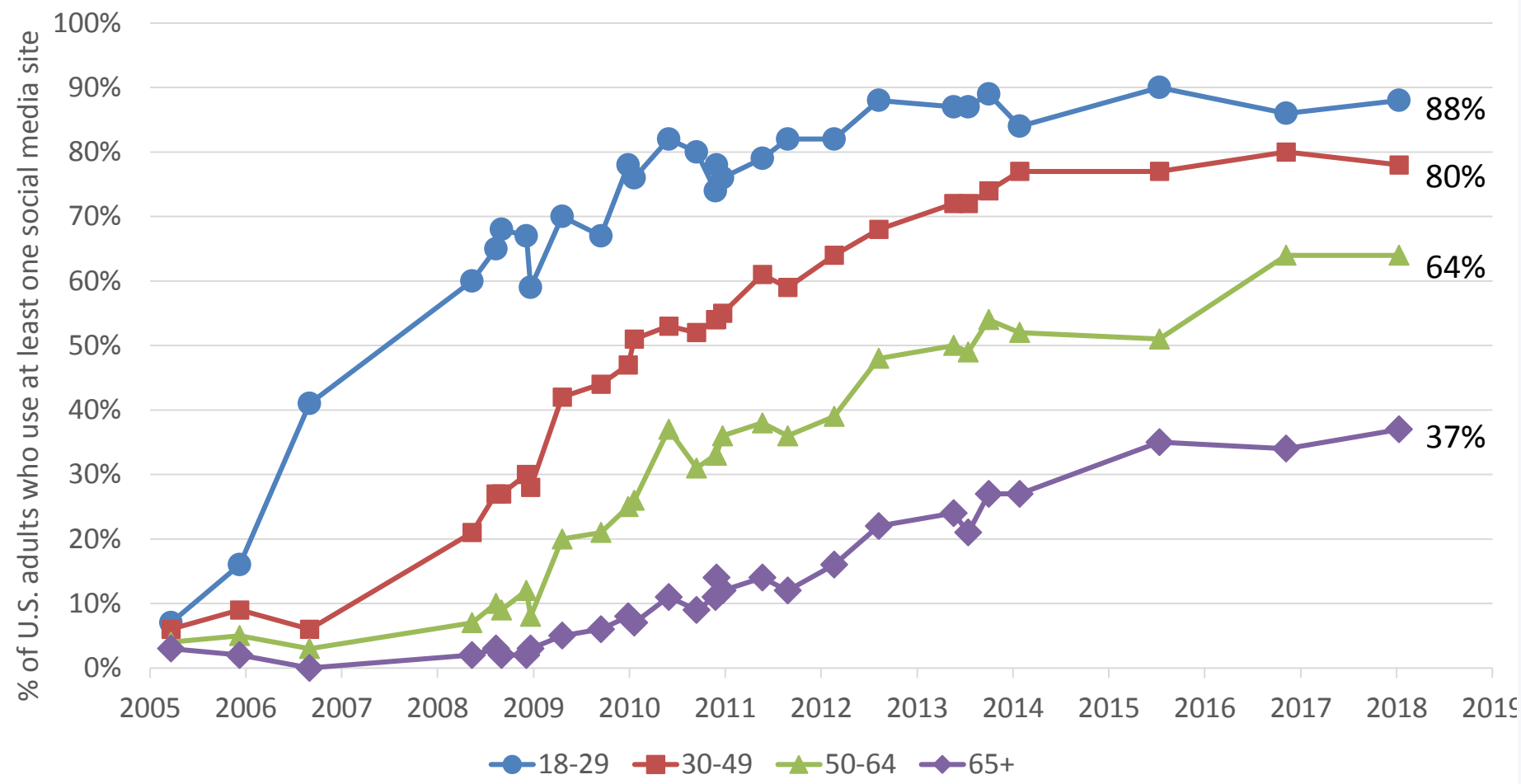
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# Social Media – Everybody’s doing it!

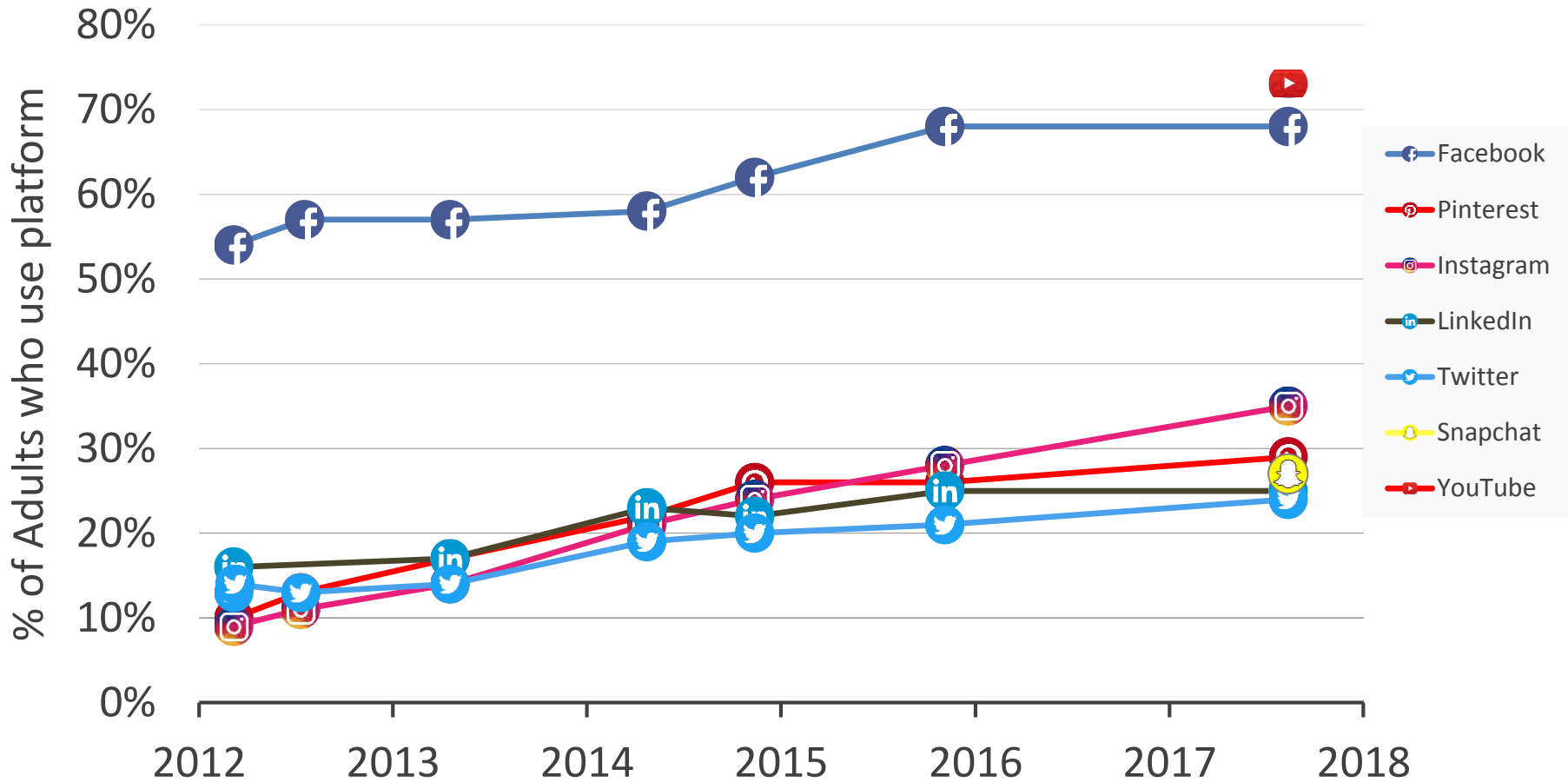
## Social Media Usage by Age





# Not all platforms are equal

## Platform popularity over time





# Considerations in using Social Media for your Facility

## WHO

- Who are you trying to reach
- Where will you find them (i.e. which platform)

## HOW

- What staff time can you allocate to this?
- Is it sustainable?

Audience

Resources

Purpose

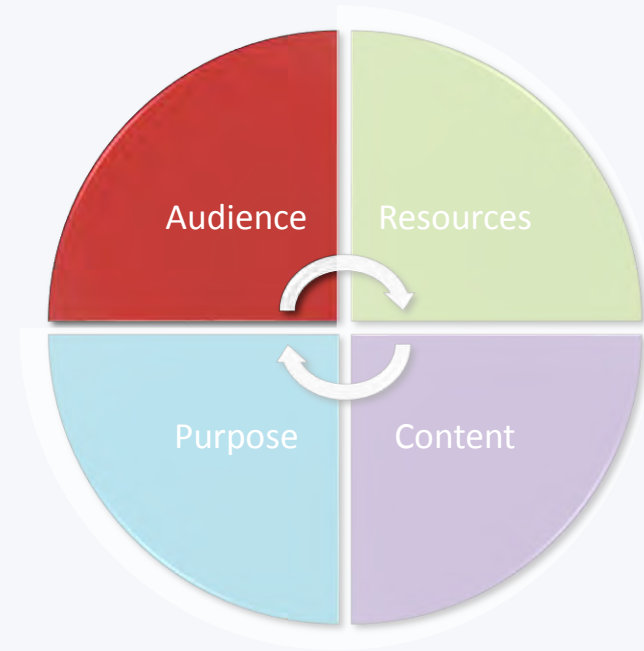
Content

## WHY

- What are your goals?
- Why are you choosing a particular post or platform?

## WHAT

- What do you wish to share?
- Will it reach your audience?



# 1. Audience

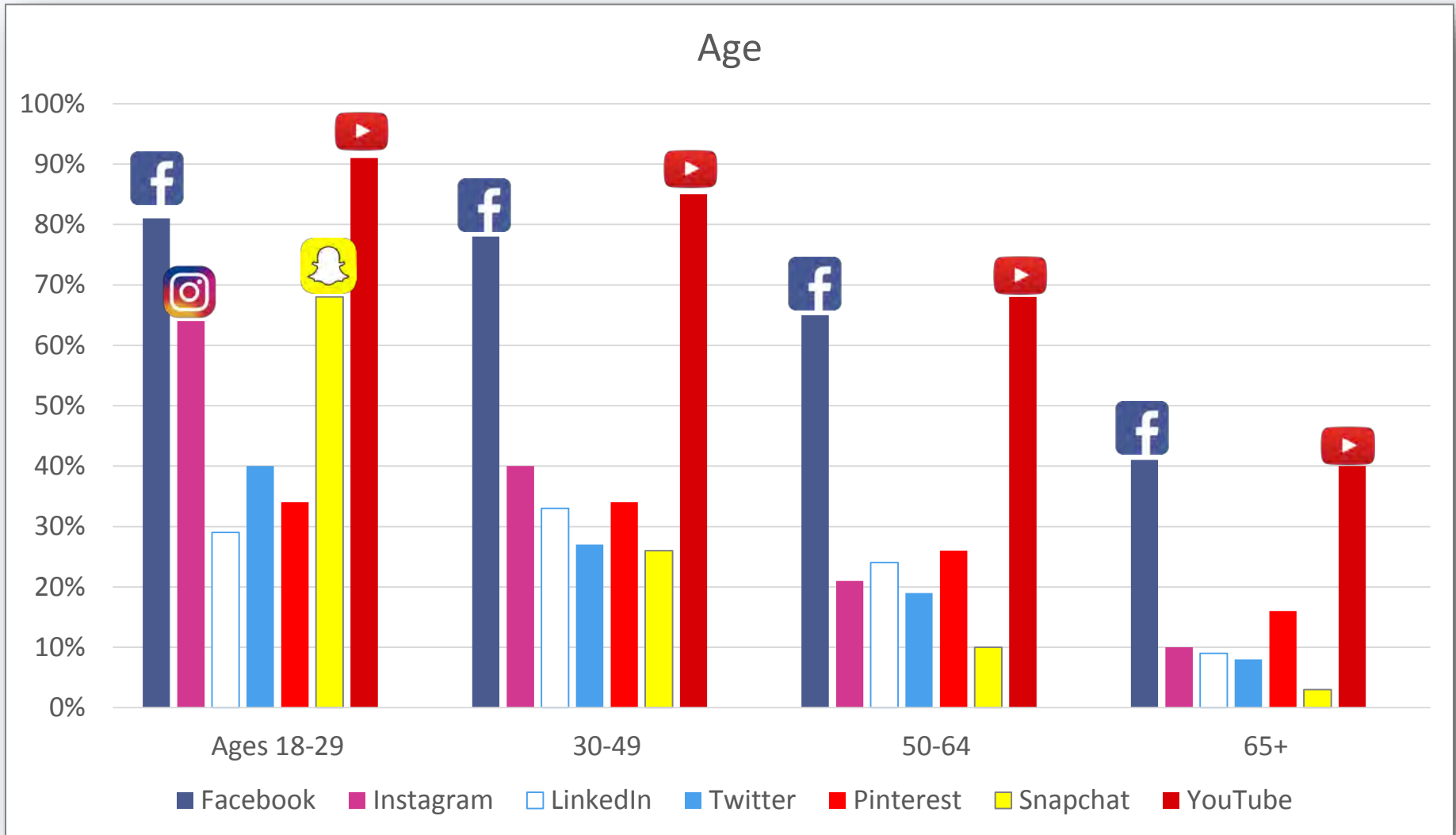
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WHO ARE YOU TRYING TO REACH?

WHERE WILL YOU FIND THEM?



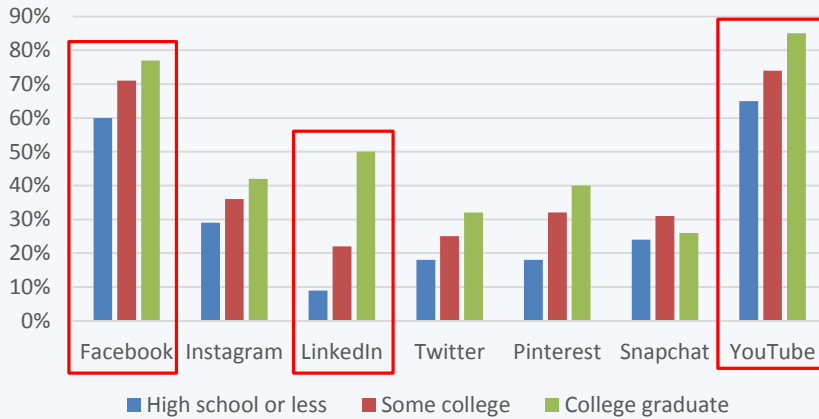
# Audience varies substantially by platform



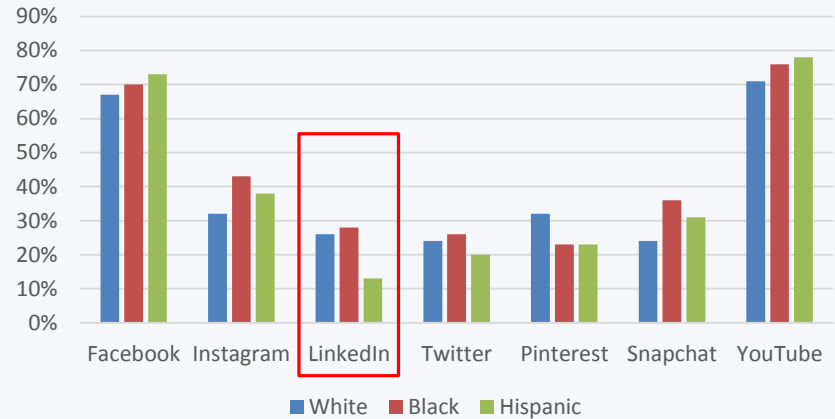


# Other Differentiating Demographics

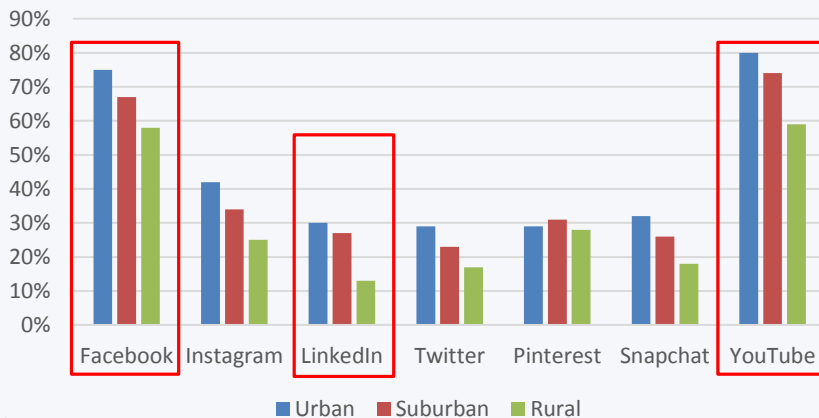
### Education



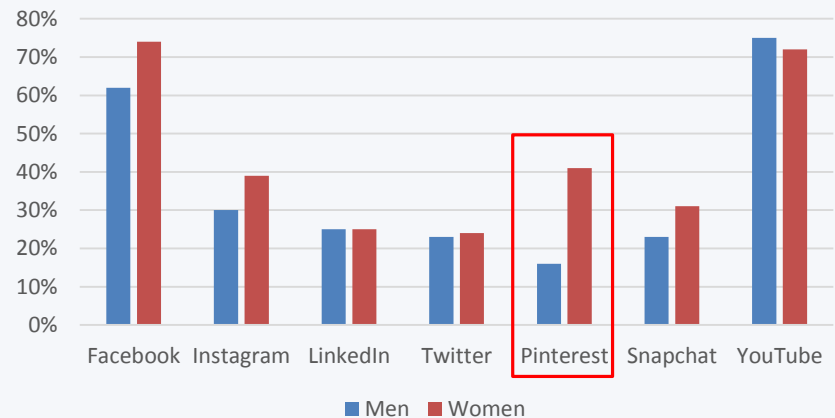
### Race/Ethnicity

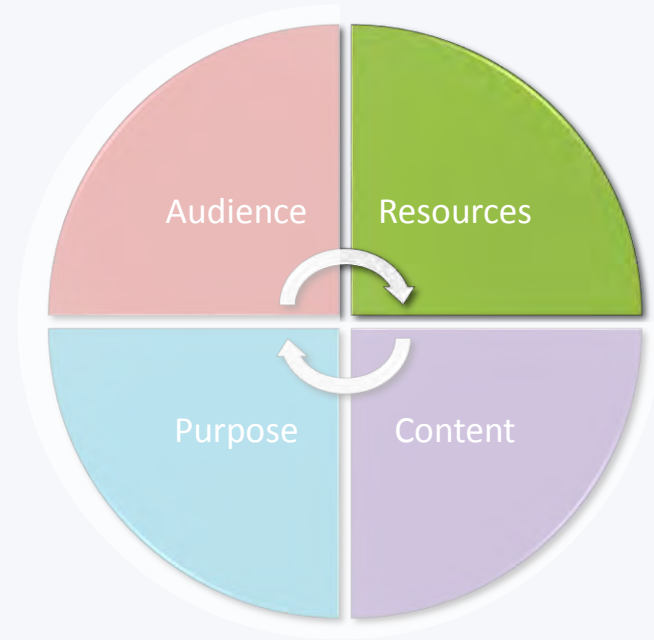


### Community



### Gender





# 2. Resources

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QUALITY ENGAGEMENT TAKES TIME, AND THEREFORE MONEY





# A Case Study from NASA

## NASA Goddard accounts

- 5 accounts
- **2.5 FTEs**

## NASA SMD accounts

- ~260 accounts
- **~100 FTEs**

**2 - 3 accounts per FTE**

## National Solar Observatory

- 4 accounts
- 0.25 FTEs

- Smaller scale
- Fewer posts
- Smaller reach

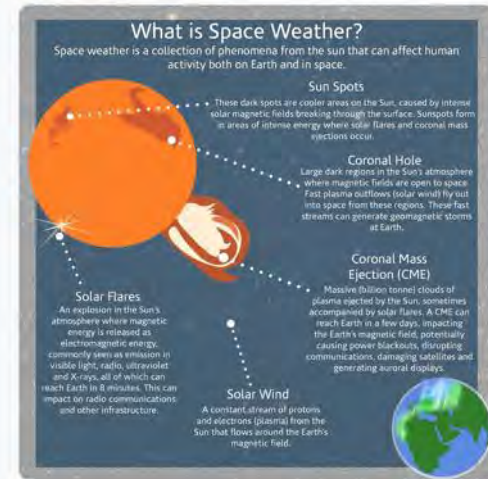
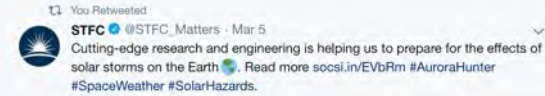
Source: NASA Social Media Team





# Different platforms require different commitment

- Frequency of posts
  - NSO posts ~3 times per week
  - Some platforms “require” multiple posts per day
    - Snapchat!
    - Do you have enough content?
    - Do you have the resources (FTEs) to support this?
- Type of content shared
  - More work:
    - Original posts
    - Discussion posts
  - Less work:
    - Reposting
    - Passive content sharing





# Content

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WHAT ARE YOU POSTING?



# Platform Features

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- Facebook
  - Passive posting
  - Discussion
  - Messaging
- Twitter
  - Discussion
  - Advertising
  - Scientists use it to share their research
- Instagram
  - Mobile access
  - Photos
  - Videos
  - Graphics
- LinkedIn
  - Jobs
  - Blogs
  - Facility/Center updates

- #Hashtags

- Specific guidance from NSF on hashtag use #NSFfunded
- # function differently on each platform
  - Facebook – sort, find posts
  - Instagram – can follow specific #
- Some #'s are banned!
- Form of credit/recognition

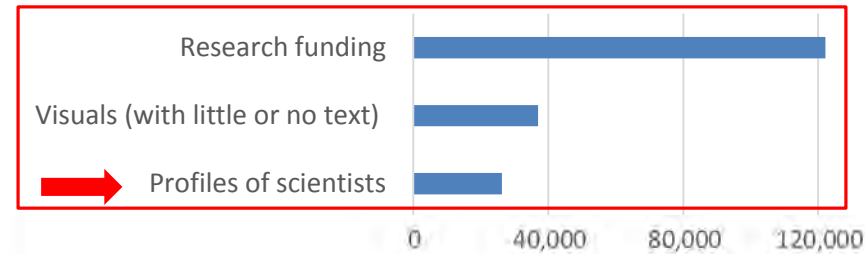




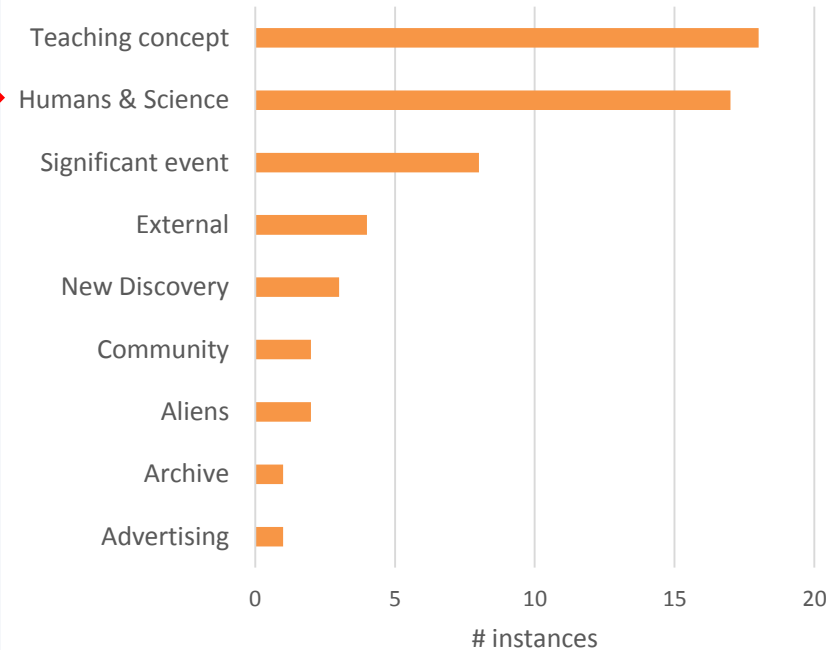
# Post Types

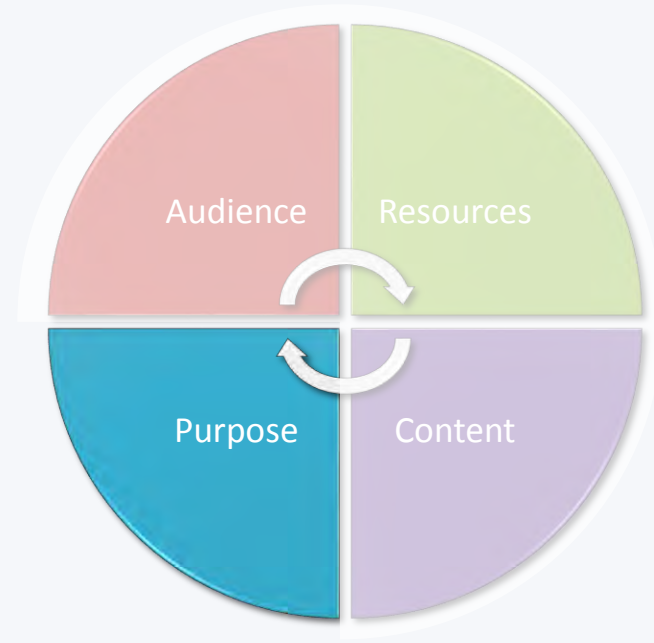
- Post types vary widely
- People-interest posts are underrated!
  - **Who is your audience?**
    - Science community ✓
    - Discovery/research posts ✓
    - General public
    - Human interest posts !
    - Human/science interaction posts !
- People love **stories**.
- Opportunity to connect with **those who do not see themselves represented** in the STEM world.
- Research is done by **people!**
- Science impacts **society**.

**Pew Research: Average Number of Interactions Per Facebook post (Jan - June 2017)**



**NSO: Categorizing NSO's Top 60 posts (FB & Twitter, Jan 2018 – Mar 2019)**





# Purpose

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WHY ARE YOU POSTING IT?



# Your posts should have purpose

- Each post should have purpose

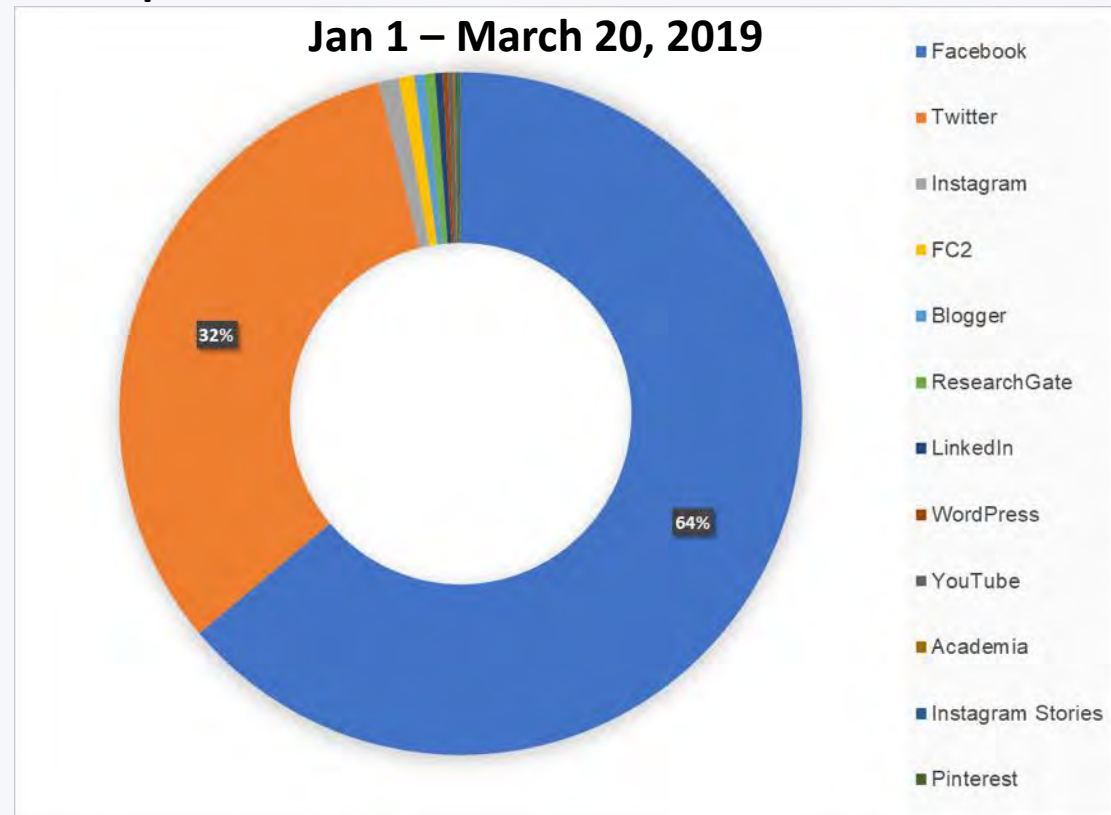
- Building awareness
- Education
- Advertising (job, research opportunity etc.)
- Call to action

- Provide follow on interaction

- Link to webpage
- Link to blog post
- Link to youtube video
- Link to paper

**Impacts of Social Networks on NSO Website**

**Jan 1 – March 20, 2019**





# CONNECT WITH NSO

WWW.NSO.EDU  
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