



Online Content and Community

How to leverage partnerships to cut through the social noise.



**Glorymar Rivera - Diaz, Social Media Manager
Office of Legislative and Public Affairs**



NSF's Social Channels



Instagram
[@nsfgov](#)



LinkedIn
[@National Science Foundation \(NSF\)](#)



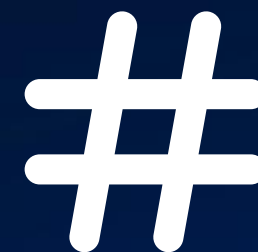
Facebook
[@National Science Foundation \(NSF\)](#)



Pinterest
[@USNSF](#)



Twitter
[@NSF, @NSFDrPanch](#)



Official Hashtags
[#NSFFunded, #NSFstories](#)

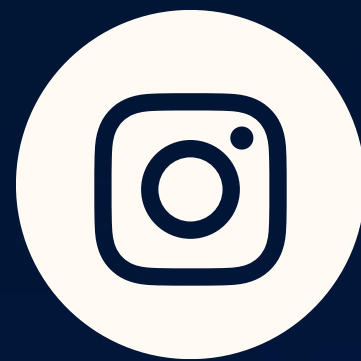


NSF's Social Channels

More than

1 MILLION

followers combined.





Our Goal

To share the tangible impact of NSF's investment in basic science, innovation and education in our daily lives.





Community Efforts

Solar Eclipse, October 14

Patrick Henry School ACPS
@PHSchoolACPS

Our 6th grade science class is so grateful to @NSF for the amazing #solareclipse materials! We're inspiring the next generation of scientists and engineers!" #workhardgetsmart @acpk12



U.S. National Science Foundation @NSF · Oct 11, 2023 Promote

Hi! 🌞 I am Lisa Winter, a program director at NSF. I'm here today to #takeoverNSF to talk about this week's #solareclipse.

📷: CTIO/@NOIRLabAstro /AURA/D. Munizaga



ALT

Lisa Winter

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Adam @FlyinAdamBadger · Oct 12, 2023

Scientists in the United States are excited to use the October "ring of fire" eclipse on Oct. 14, 2023, as valuable practice for a total eclipse in the Americas next year. @NASA @NOAA @NSF @CUBoulder @balloonfiesta @SPACEdotcom

U.S. National Science Foundation @NSF · Oct 13, 2023

Grab your #eclipse glasses! 🌞

Researchers & eclipse enthusiasts are gearing up for 2 solar eclipses over the U.S. These events allow scientists to examine everything from the solar corona to impacts on other planets, including Earth. bit.ly/45A6BWG

📷 Rob...
[Show more](#)



ALT

allison @DrStelling

the arsto profs in the physics dept. at @UTDSscience gave out free eclipse glasses - thanks, @NSF, for helping fund it!



Partner Campaigns

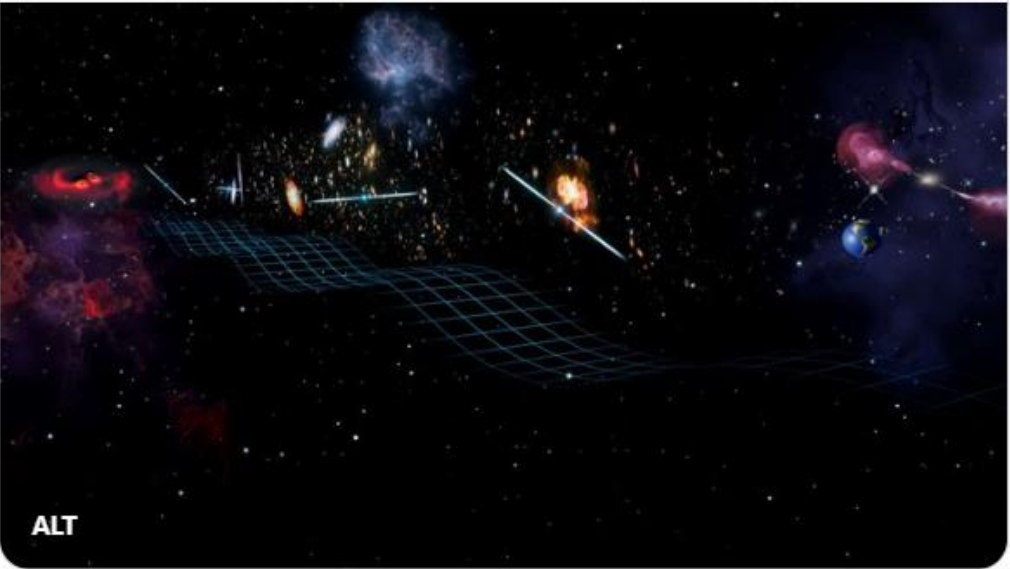
NanoGrav: Gravitational waves from colossal black holes found using 'cosmic clocks'

Vanderbilt University @VanderbiltU · Jun 29, 2023
Scientists led by Vanderbilt astronomer Stephen Taylor have identified evidence of slowly undulating #GravitationalWaves passing through our galaxy.

Learn more about VU researchers' contributions to the exciting @NANOGrav findings: vu.edu/Oi1cx

U.S. National Science Foundation @NSF · Jun 29, 2023
Major announcement about the universe! 🌌👉👈🕒

Using radio telescope observations of burned-out stars, the #NSFfunded @NANOGrav team found evidence that low-frequency gravitational waves are distorting the fabric of physical reality known a... [Show more](#)



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NANOGrav PFC @NANOGrav · Jun 29, 2023
We are honored to be joined by Dr. Kip Thorne and Prof Dame Jocelyn Bell Burnell #nanograv #liveevent #pulsartiming #astrophysics #cosmicclocks



Green Bank Observatory reposted

NASA @NASA · Jun 28, 2023
Congratulations to NANOGrav for detecting evidence that gravitational waves fill the cosmos.

These ripples in the fabric of space happen when massive objects like black holes circle one another before colliding. The result brings us closer to understanding how galaxies evolve.... [Show more](#)

NANOGrav PFC reposted

Oregon State News @oregonstatenews · Jun 29, 2023
Gravitational waves, ripples in the fabric of time-space predicted by Albert Einstein more than a century ago, are permeating the universe at low frequencies, according to a @NSF @NANOGrav project led by @OSUScience researchers including @JeffreyHazboun: beav.es/TGf

Green Bank Observatory @GreenBankObserv · Jun 29, 2023
Green Bank Observatory staff, REU students, and campers enjoying the @NANOGrav @NSF live stream celebrating 15 years of data (including data from the GBT!) revealing evidence of low frequency gravitational waves!





Twitter Takeovers

Requirements

- ✓ Must be an NSF-funded institution, facility or researcher.
- ✓ Participants must submit 15-20 tweets about their research in plain language.
- ✓ At least 10-15 engaging visuals (images, videos and/or GIFs) are required.





Scientist Selfie Series

Requirements

- ✓ A dynamic on-camera communicator.
- ✓ A compelling STEM spark moment.
- ✓ Interesting NSF-funded research and striking visuals.



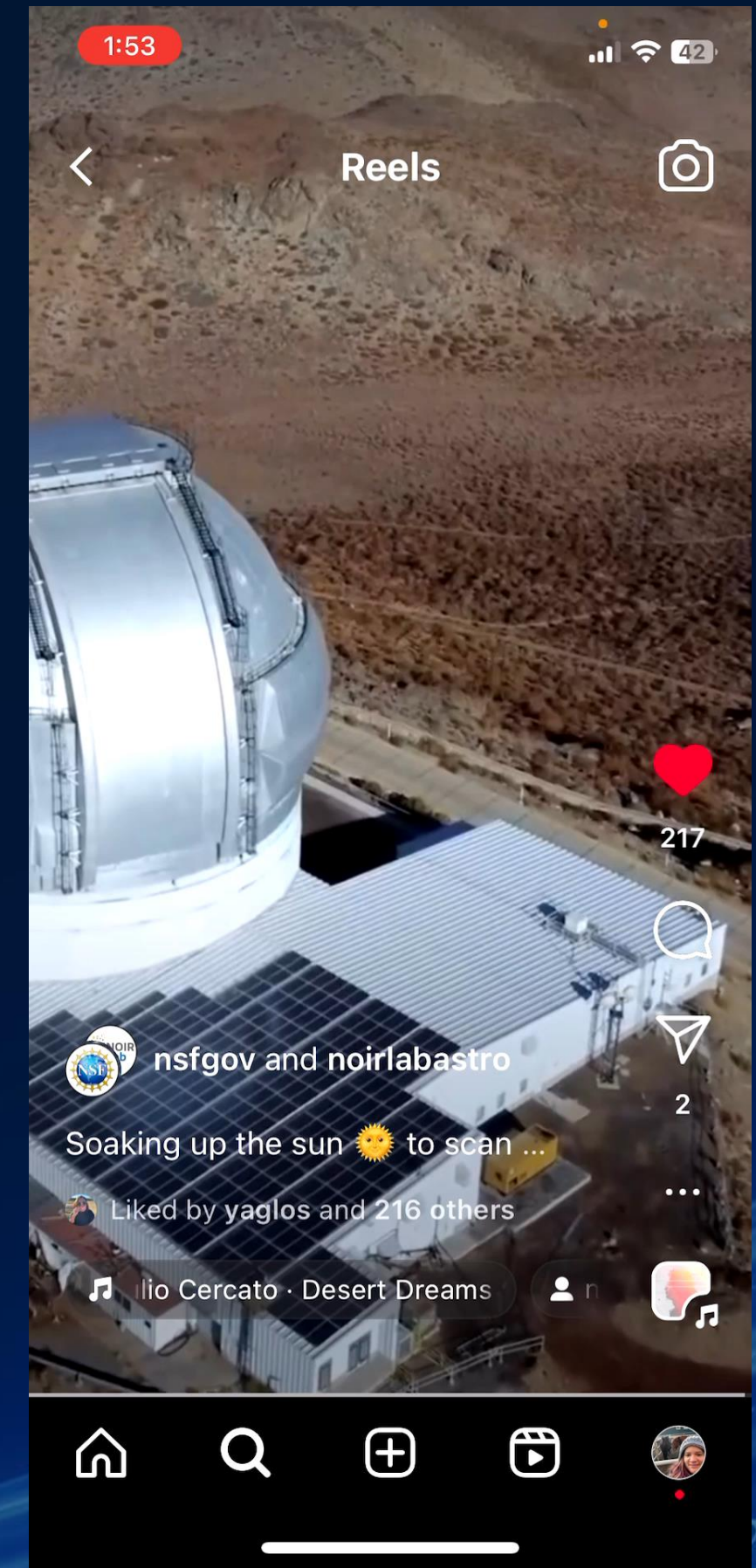
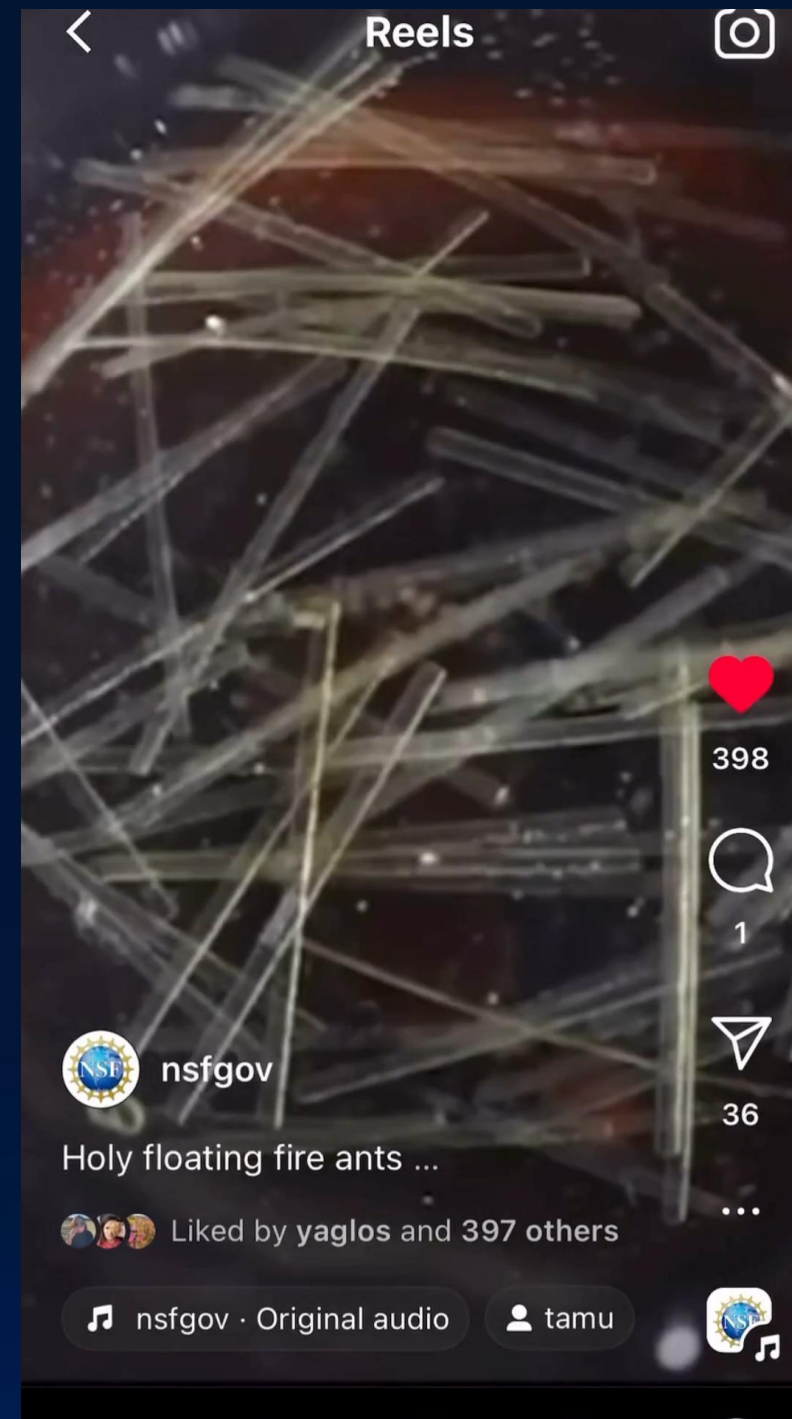
National Science Foundation



Instagram Reels

Requirements

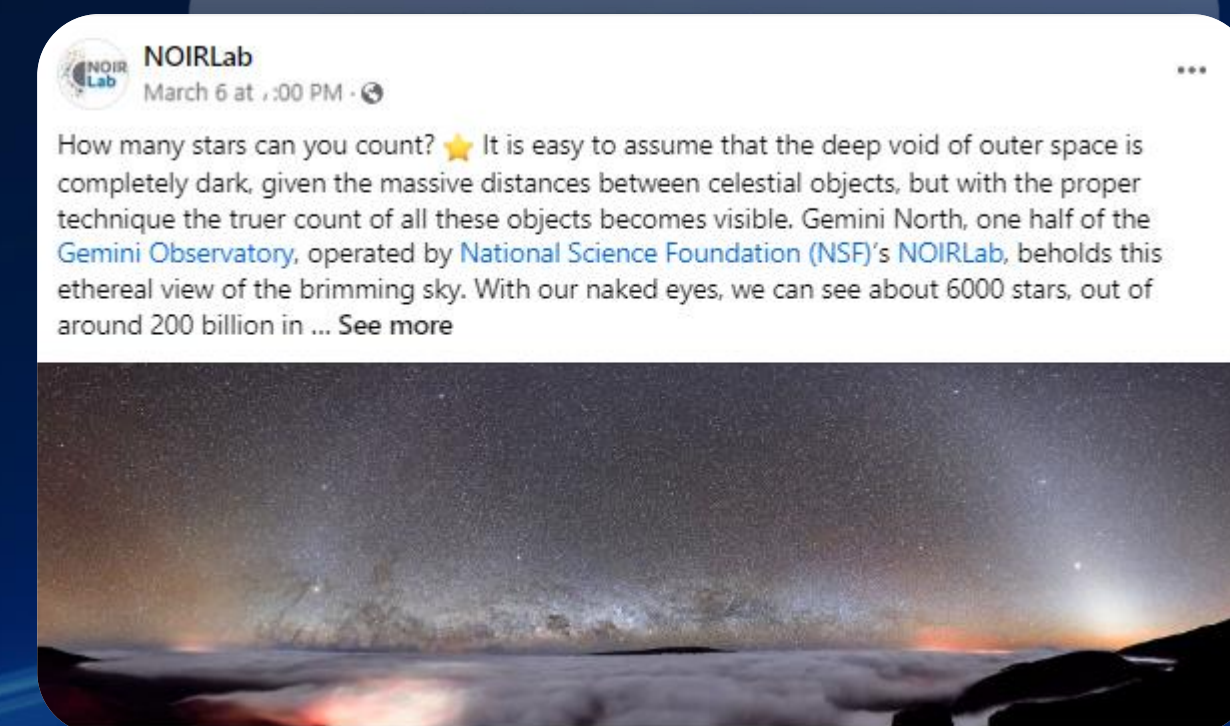
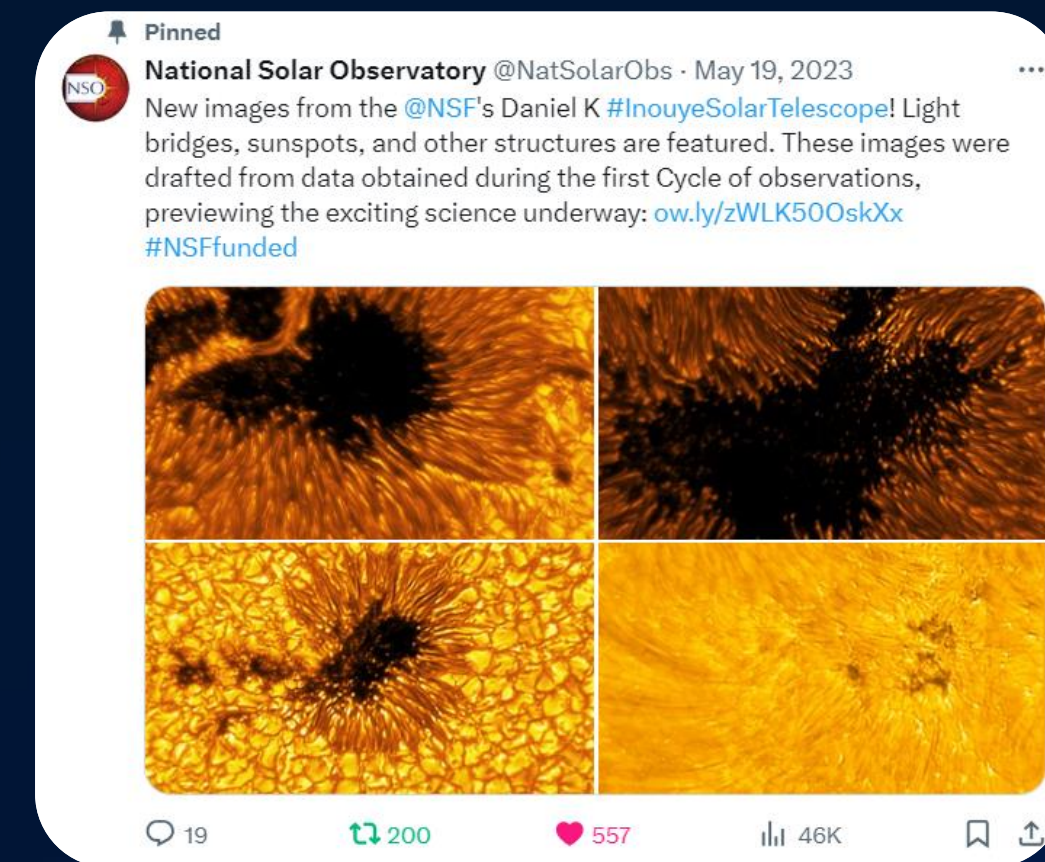
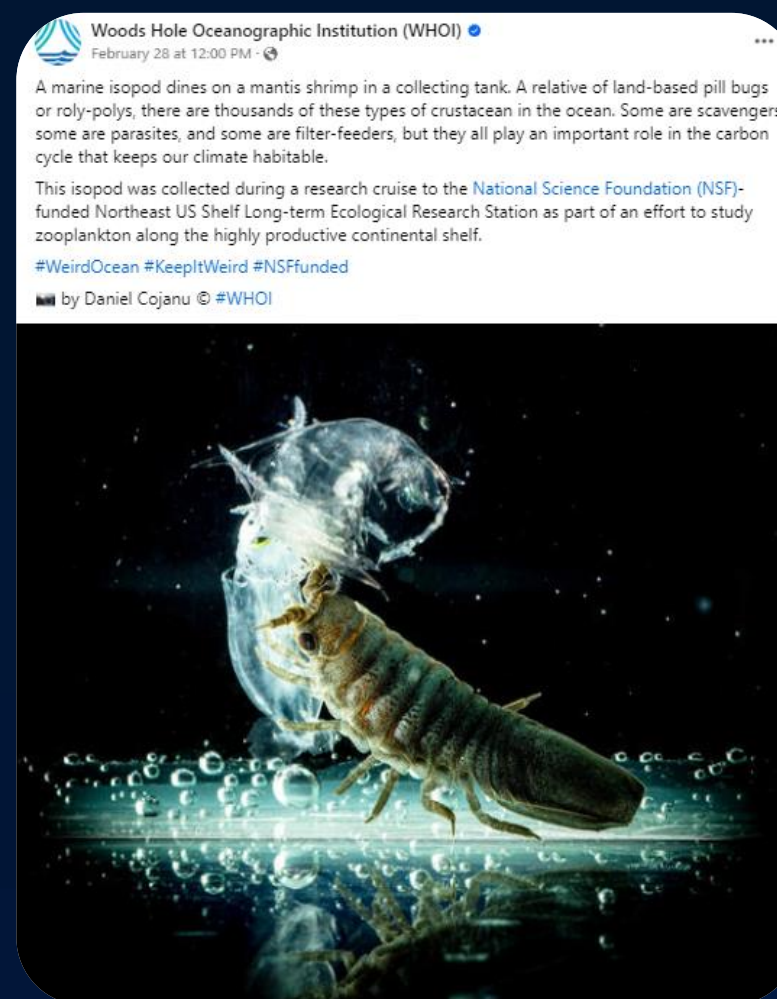
- ✓ Striking images or video from an NSF-funded project observation or process.
- ✓ Clips should be short — no more than 30 seconds.
- ✓ Video clips must be in vertical format.





Tag NSF on Social

- ✔ Tag the appropriate NSF social media account using the "@" symbol.
- ✔ Tagging is always preferred, but if you can't, be sure to spell out "U.S. National Science Foundation."
- ✔ Highlight the essential role NSF played in making the research possible.





NSF's Official Hashtags

✓ Use **#NSFfunded** to post about NSF-funded research and programs.



✓ Use **#NSFstories** when posting about an individual's experience that was made possible by NSF.





Thank You!

For questions about social media, email socialmedia@nsf.gov

