

Participatory Exploration for Inspiration and Education (12)  
Engaging Citizens: Results and Future Concepts (1)

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PROMOTING EXPLORATION IN A FISCALLY-CONSTRAINED WORLD: EXPANDING THE USE  
OF SOCIAL MEDIA AS AN OUTREACH TOOL

**Abstract**

What outreach techniques will help promote the funding of space exploration in a fiscally-constrained world? This paper will explore social networking tools currently used to connect space enthusiasts with the key stakeholders whose support is required to fund space exploration missions: the general public.

Twitter and other social networking tools connect like minded individuals across the world to share their interests, studies, and ideas. NASA currently uses Twitter to enhance its outreach, with arguably great success reaching its current fans. This paper will examine the next steps to the use of Twitter and other social media sites- once you have a section of the public's attention, how do you keep it and build upon it? Given talk of tax increases and major program cuts, how do you justify the necessity for exploration?