

SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)  
New Worlds - Innovative Space Education and Outreach (7)

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USE OF SOCIAL NETWORKS FOR OUTREACH, EDUCATION AND TRAINING ON SPACE  
APPLICATIONS: KNOW-HOW AND EXPERIENCE OF PLANÈTE SCIENCES**Abstract**

Using space technologies and activities for education and training purposes has been developed in France since the creation of CNES in 1962, with one main partner: Planète Sciences. Beyond the development of technological activities and projects (experimental rockets, satellites, stratospheric balloons), the increasing interest for spaces applications and services in the daily life (GMES and environment, Galileo, Climate Change, etc.) adds a new dimension to outreach activities. Since two years, Planète Sciences experiments a new dissemination mean for its education and outreach activities: the value of blogs and social networks (e.g. facebook or twitter) as a “market place” to target young people and their teachers. Focusing on earth application, the blog “Un autre regard sur la Terre” has been created in 2010. Since this date, the number of visitors is rapidly increasing, with two main categories: - The general public. - Teachers and education professionals. The main idea is to propose new approach angles, aiming at interesting people who would normally not directly access these resources. In order to achieve this objective, themes and topics are selected according to the news, popular sport events, worldwide events (e.g. major natural disasters). A typical “paper” is based on one satellite image or a set of images published by the main data providers. Starting from this illustration, the text focuses either on the application (crisis management, agriculture, climate change, etc.) or the technical issues (image acquisition and processing, geometry, etc.) A specific objective is to enlarge the users base, outside of the fans and passionate people. A efficient angle of approach is the use of large international events (sports events, news reported by the media) The challenge is both to stimulate interest and to explain the scientific and technical concepts. Based on the return of experience, the presentation will highlight: - the experience, the tools and the results, - some examples of success stories (most popular pages), - the benefits of the cooperation with CNES, research team and service companies, - the new ideas for the next years, - the first evaluation and the remaining challenges. The presentation will show the synergies between this activity on Internet networks and the traditional “hands on” activities proposed by Planète Sciences, the web activities of CNES and the way it can leverage a wider dissemination and interest for space activities and, more generally, stimulate the interest for scientific and technical matters. More information on [www.regard-sur-la-terre.over-blog.com](http://www.regard-sur-la-terre.over-blog.com)