

SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)
Space Network: Social Media and Digital Resources (9)

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SPACE AGENDA, A SOCIAL MEDIA TOOL FOR GLOBAL SPACE-RELATED EVENTS

Abstract

Social media gives us many opportunities to be informed about different activities happening around the world. The latest technologies allow for an information flow so fast and intense that it renders the tracking of non-virtual events challenging. We all like interacting with people face to face and wish to be reminded of some interesting conferences before forgetting them due to busy schedules.

Facebook and linked-in both have various tools designed to gather people for activities but none of them are practical enough for space people. Where to find a collection of world-wide space-related events with specifics about locations and dates? SpaceAgenda.com started bearing in mind these concerns. It is designed to allow professionals as well as the public to be notified about space events occurring all around the world, especially closer to them, thus contributing to raise global space awareness and interest through direct participation. Conferences, workshops, congress, symposiums, training courses, seminars, meetings and outreach events can easily be submitted by event organizers online and in a timely manner. People may search events according to date, country and type of event or simply by typing keywords.

"SpaceAgenda" is an interactive web-based platform enabling organizers to submit their events and allowing guests to comment on them. People can quickly find information about events updates via Twitter, Facebook and Linked-in accounts or via RSS Feeds. This social media oriented website was designed, programmed and is currently being managed by two young space enthusiasts. The database currently registered over 700 events from 65 different countries, reaches over 20.000 page-views per month and counts about 4.000 Facebook and Twitter fans. This paper proposes to address the challenges and opportunities related to the creation of SpaceAgenda.com as a social media tool for the space community as well as professionals and the general public members interested in space events. Steps towards social media best practices, networking solutions within the space sector as well as the use of statistical data and of Web 2.0 technologies for public space awareness will also be considered.