

SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)
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ISS ON DUTY VIRAL FACEBOOK COMMUNICATION

Abstract

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Facebook ISS on duty“

The objective of the facebook page ISS on duty“ is to make the research on the ISS and on board Columbus and the work of the team in orbit and on the ground more well-known and transparent, and finally to encourage the young generation to do space science and engineering.

At present, Facebook and film are the most rapidly successful and emotional media. Proactive and interactive communication concerning research topics as well as the running and use are familiar ground and can thus be communicated honestly and with applied specialist knowledge.

This poses new challenges in the way information is channeled and distributed, but also offers opportunities by reaching and thus educating a larger global audience via the World Wide Web.

This paper would like to show how to generate a big community with a small budget.

The vivacious Facebook presence, complemented with employee contributions edited and prepared as well as a weekly ”TV talk and film format” and linked to the global players NASA, Roscosmos, DLR, etc., creates a modern, audiovisual communication platform.

With the help of this platform, the points illustrated above can be transported prominently and interactively. More than 1 Billion contacts every month in Germany within the first 4 Month.

At the same time, the audiovisual exchange should generate new topics and address new audiences. In time, ISS on duty should make a name for itself throughout Germany, Europe and the world as a valuable tool in the communication of manned spaceflight.

We show how to build up such a page, how to run it on time on cost and on quality and how to implement a weekly self produced TV Talkshow in the Facebook page.

It uses the World Space Week, the largest annual space event in the world, as an example for the effective use of digital and audiovisual tools to promote space education and outreach.