

SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)  
Calling Planet Earth - Space Outreach to the General Public (6)

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REACHING OUT TO THE GENERAL PUBLIC VIA SOCIAL MEDIA AND BEYOND – TIME TO  
THINK DIFFERENT

**Abstract**

With media and public in intense transition over the past years space agencies and industry, research organisations et al. have to react and adapt to that, but many of us haven't done so yet.

Social Media and the fact that our most important target audience, the general public, massively changed its role from passive recipients to an active audience of senders by means of new communication channels - and the media losing their role of gatekeepers and unrivaled multipliers, play a key role here. Moreover, many young people who could be our next generation of scientists, managers or explorers, cannot be reached any more by traditional media.

In addition, because of the multitude and complexity of communication channels offering masses of content, Space today competes with countless other topics in attracting our audience's attention and also has to attract new audiences – those for whom Space hasn't been a tangible subject so far.

So - how can we continue to fascinate and make clear to our existing and future target audiences that the comparatively low budgets we invest into our space programmes are well utilised? How do we keep them sustainably interested in Space matters? By making clear that what we do is essential for the benefit of people young and old and to foster knowledge and education, as they are the key to it all.

My presentation will focus on best practice of new methods for Outreach and Communication of Space – not to just react, but to interact and engage with the general public via Social Media and beyond.

Main factors I will put up for discussion are

Transparency; Participation; Openness; the ability to communicate in realtime; enabling people to share and re-use Space information and media; international cooperation; an Increase of the number of Social Media events.

More Keen factors for discussion are

Constant equal treatment of public and media; Increase of the amount of scientific data being made available for public use and for the younger generation in particular – to broaden comprehension and awareness of hands-on space science; Support of Citizen Science; de-emphasis of brand communication?; methods such as crowdsourcing to interact with people young and old (contests etc.); Increase collaborative efforts with artists such as musicians, netlabels, fine, performance visual arts to place Space in the center of society; Usage of Creative Commons licenses and support their goals & vision.