

SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)
Open Space: Participatory Space Education and Outreach (8)

Author: Mr. Remco Timmermans
World Space Week Association, The Netherlands

BUILDING AN EFFECTIVE COMMUNITY OF AMBASSADORS THROUGH SOCIAL MEDIA -
GLOBAL BEST PRACTICES

Abstract

This paper describes best practices for building an effective community of online ambassadors for space. These best practices are collected from the most successful organizations in this area: NASA, ESA, DLR, CNES and CSA.

These organizations all use different methods for building an online community, including organizing "social" events, like NASASocial, SpaceSocial, CSATweetup, CNESTweetup (Mardis de l'Espace). All five organizations have gone through a steep learning curve before being successful. The paper describes the key success factors from two perspectives:

1) The social media teams. The key social media people of the five organizations were asked to analyze the reasons for success in their online outreach work. What works and what doesn't from their point of view? How do they measure success of their efforts?

2) The space ambassador community. Several online space ambassadors from the five geographies were asked for their opinion about successful engagement of the community. What are they looking for in the engagement with the organizations and how do they contribute to the success?

Objective of the paper is to present best practices for social media use in the space industry and beyond. Other organizations are looking to do "something" with social media, wanting to build their own online community of ambassadors, but want to avoid some of the pitfalls in reinventing the wheel. In addition, the space sector is leading several other industries in social media use for public brand awareness and support. As such, this paper could be seen as a great space spin-off towards other sectors of society.