

## SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)

Social Media for Space Education and Outreach Young Professional Virtual Forum (10-YPVF.5)

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## SOCIAL MEDIA IN SPACE: TODAY AND TOMORROW

**Abstract**

The question proposed is why have the public lost interest in space and how do we regain the passion for wonder they once had? Social media has long surpassed its description of being a 'useless fad' and has cemented itself in the commercial world as a money making gold mine with so much more to give. Past this commercial world is a far more valuable use for it and that is to engage the public in activities of space encouraging work in the fields of science, technology, engineering and mathematics. This paper aims to show how social media has been successful in the past for this purpose, and how it should be utilized in the future.

Nikita Marwaha has an undergraduate in Biology from the University of Birmingham and a Masters in Space Studies from the International Space University. She is currently a science journalist for the European Southern Observatory and is also the deputy-editor for the 'Space Safety Magazine'. She gained valuable experience early in her career working for NASA Ames in the 'New Media and Innovations' team. She is an avid supporter of social media and has employed all available avenues in the past to teach the public about space.