

IAF SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)
Calling Planet Earth: Large Engagement and Communications Initiatives (6)

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FIDÉSPACIAL - METHODOLOGY FOR THE DIFFUSION AND DISSEMINATION OF AEROSPACE
CONTENT TARGETING AT UNIVERSITY STUDENTS THROUGH SOCIAL MEDIA

Abstract

Nowadays, the use of social media has become a tool for the globalization of space sciences; that's why maximizing their potential is key to generating the space workforce. It was decided to use Instagram, under the username FidÉspacial, to disseminate the space sector in an innovative way, primarily targeting enthusiasts who don't know how to participate in the aerospace industry. Instagram's main function is to share content that is easy to consume. Furthermore, according to a study by Universidad de Costa Rica in 2018, Instagram became the favorite social media of young university students, who affirm that through this platform they look for valuable content to apply in their lives. In Costa Rica, the focus and research in the aerospace sector have historically been directed towards public universities; therefore, with FidÉspacial, aerospace research is expanded and diversified through outreach. Once the objectives of the scheduled content are outlined, FidÉspacial undertakes the task of collecting educational information through research and collaboration with references in the national and international aerospace sector. The information is analyzed, filtered, and assembled into a 100 percentage original script, which, along with our own design and editing processes, results in a visual/audiovisual product easy to digest for our target audience, providing clear and substantive information. Subsequently, with a publication schedule and an analysis of results from content already placed on social media, new outreach opportunities are explored to meet the current target and attract new content consumers, thus creating a growing community organically. The content is diversified and adjusted to demand with the aim of providing attractive, comprehensive, educational, and clear content to educate and encourage more people. Since the beginning, ongoing tracking of metrics is conducted through the application's statistics on the published content.

Thanks to this methodology, excellent results have been obtained on the Instagram account (+6,000 monthly views, +400 organic accounts, +600 monthly interactions) within 2 months since its creation due to the clarity and variety of content, generating interaction and participation in other Latin American countries. Finally, based on observed trends in the studied sector, there is a clear need for a content creation methodology tailored to the field, with particular emphasis on inclusivity across all social strata. This entails utilizing a language that is easy to understand but still upholds the content's seriousness, with an evolutionary approach in language to allow the community to grow professionally and gradually involve more technicalities.