Reaching out to the General Public via Social Media

How DLR uses Twitter, Facebook et al. to communicate, interact and engage with the public

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Point of Departure

- Media and Public in intense transition in past years

- With Social Media, our most important target audience, the general public, massively changed its role from passive recipients to an active audience of senders

- Media lost their role of gatekeepers and unrivaled multiplicators

- Young people (= our next generation of scientists, managers or explorers) cannot be reached any more by traditional media

- Space Science Communication 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 engage with existing and future target audiences?

- by making clear that what Space Science does is essential for the benefit of people young and old

and

- to foster knowledge and education

How exactly do we achieve this?

- Increase of the amount of scientific information and data being made available for public use and for the younger generation in particular – to broaden comprehension and awareness of (hands-on) space science;

- Constant equal treatment of public and media;

- Usage of a transparent licence system (e.g. Creative Commons)

... by

... applying and enabling

- Tranparency
- Participation
- Openness
- Authenticity
- realtime communication
- Sharing and re-using Space-based information and media

... via

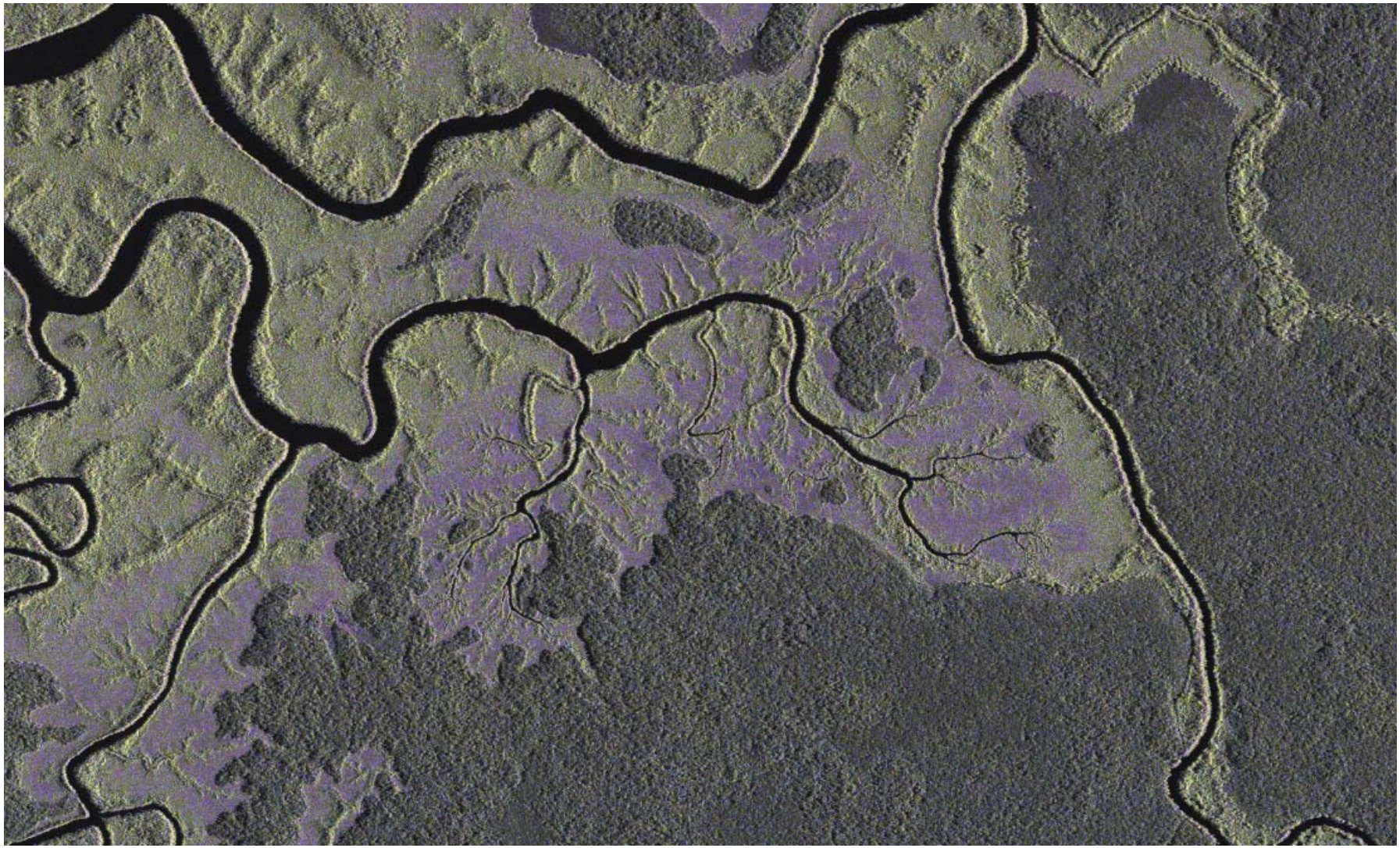
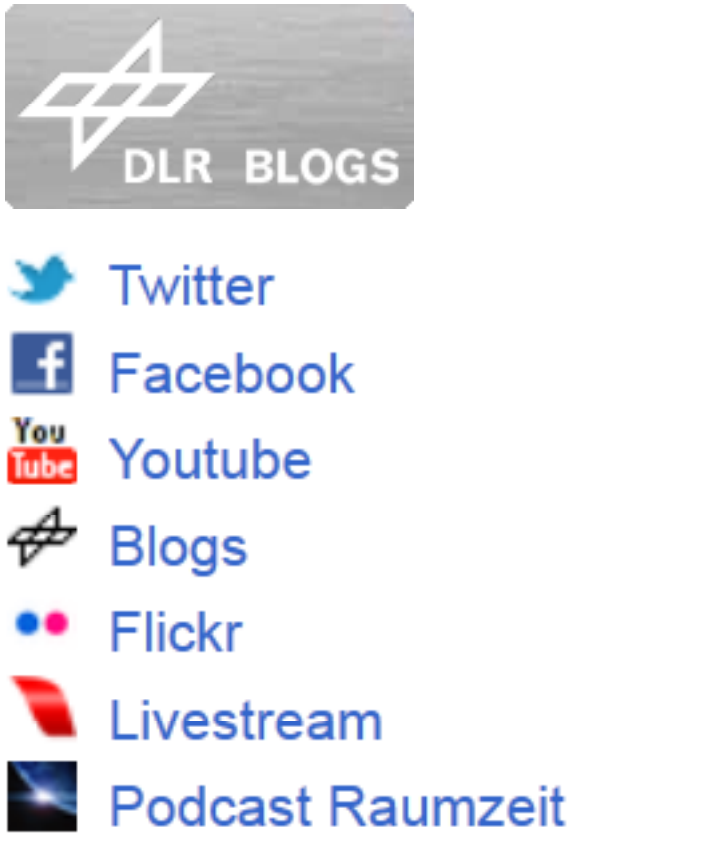


Image of Gabon by DLR‘s TerraSAR-X satellite: it enables scientists at University of Jena, to contribute to the United Nations' Global Forest Resources Assessment.

DLR Social Media Channels

- DLR Blogs
- Facebook
- Twitter
- YouTube
- Google+
- Livestream
- Flickr
- LinkedIn
- Podcast Raumzeit



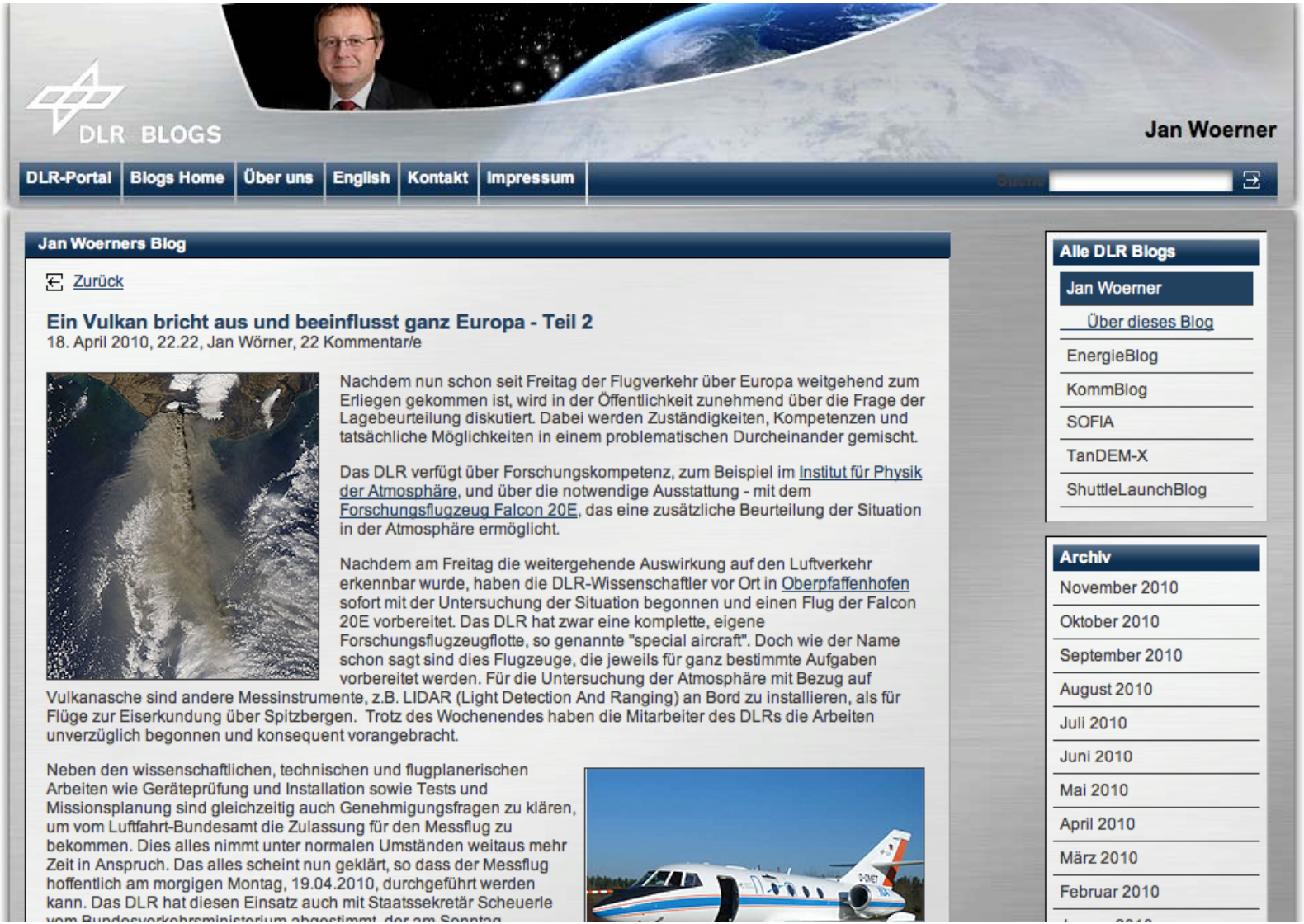
Use case: The April 2010 Iceland Volcano Ash Cloud over Europe

DLR Falcon research aircraft

Public attention rises

Aircraft had to be modified beforehand

DLR CEO Jan Wörner blogs it



Most comments in DLR Blogs ever

Realtime and direct end-to-end communication via Twitter, hashtag monitoring

Interactions / shit storm prevention, Pt. 1

Interactions / shit storm prevention, Pt. 2

DLR_de @Danksager Wir müssen die Auswertung der Messdaten abwarten. #Falcon20E
Montag, 19. April 2010 17:48:34 via Echofon in reply to Danksager

DLR_de @bassman151 @Netzwirkerin Zu dieser Frage bereiten wir ein Interview mit den Piloten der #Falcon20E vor, bald auf http://www.dlr.de/ (HK)
Montag, 19. April 2010 17:06:36 via Echofon in reply to bassman151

DLR_de @RB_NK Wir melden uns, wenn es Neuigkeiten von #Falcon20E gibt. (HK)
Montag, 19. April 2010 19:39:42 via Echofon in reply to RB_NK

DLR_de Herzlich willkommen @FELKRA als 2000. Follower sowie 300 weitere neue Follower heute - wir freuen uns sehr über das große Interesse! (HK)
Montag, 19. April 2010 19:01:53 via Echofon

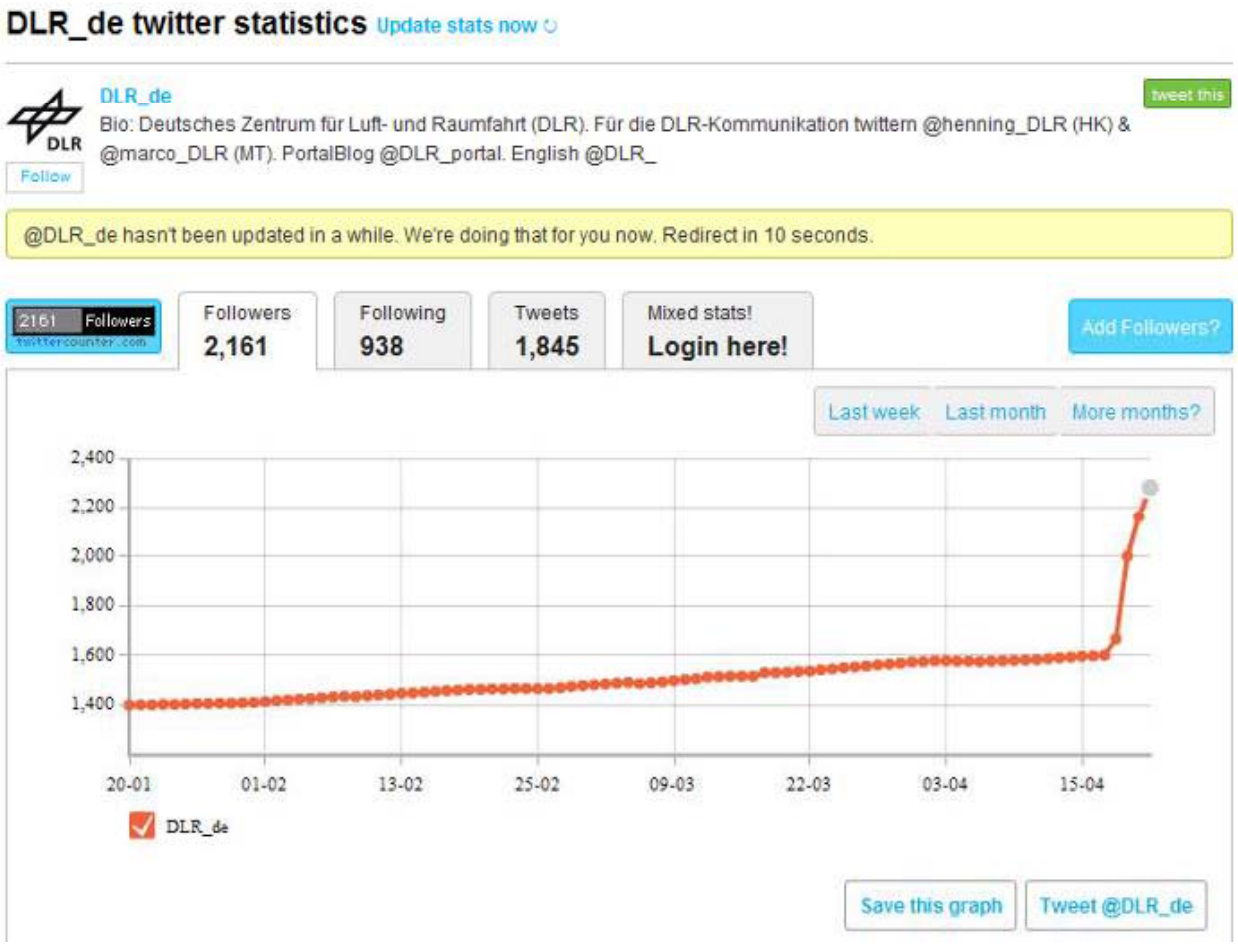
matthias1971 @DLR_de mal ein dickes Lob an Euch, sehr gute und schnelle Informationen. Twitter ist eben doch nicht nur Quatsch, gell?
Montag, 19. April 2010 19:48:52 via web in reply to DLR_de

RB_NK Fein! Und ein Lob für die gute Kommunikation ;-) #ashtag ... RT @DLR_de @RB_NK Wir melden uns, wenn es Neuigkeiten von #Falcon20E gibt.
Montag, 19. April 2010 19:41:25 via Echofon

DLR_de @steffen170373 Dazu können wir keine Aussage treffen. Das DLR arbeitet auf rein wissenschaftlicher Ebene.
Montag, 19. April 2010 22:21:47 via Echofon in reply to steffen170373

SBartsch Kommentar im Blog von @DLR_de hinterlassen: http://bit.ly/9aOAeU Danke euch allen für die Arbeit und die Infos =) #ashtag
Montag, 19. April 2010 21:05:40 via web

Public attention results in rise of followers



Thanks for your attention!

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