

@ISUnet Social Media for Space

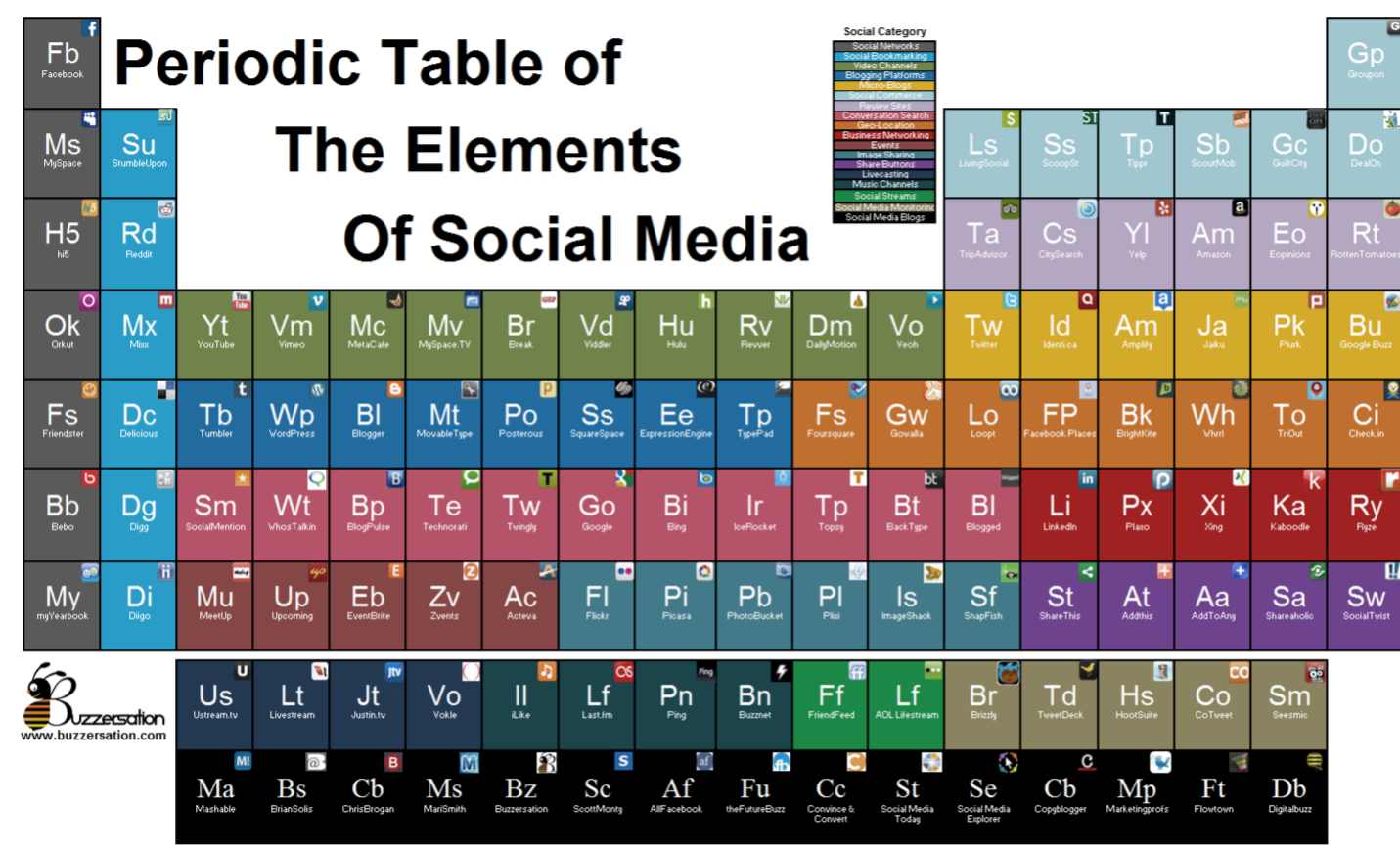
community #NASASocial2.0 #SpaceTweetup SpaceUp foursquare flickr @timmermansr
 fans twitter linkedin facebook SocialMedia YouTube #SSP13 pinterest space ambassadors #SpaceSocialaudience reach

1. What are Social Media?

“Social media is digital content and interaction that is created by and between people.” ~ Sam Decker – Mass Relevance

“Social media broadly defined consists of any online platform or channel for user generated content.” ~ Joe Cothrel – Lithium Technologies, Inc.

Social Media are about **social** ...more than about **media**

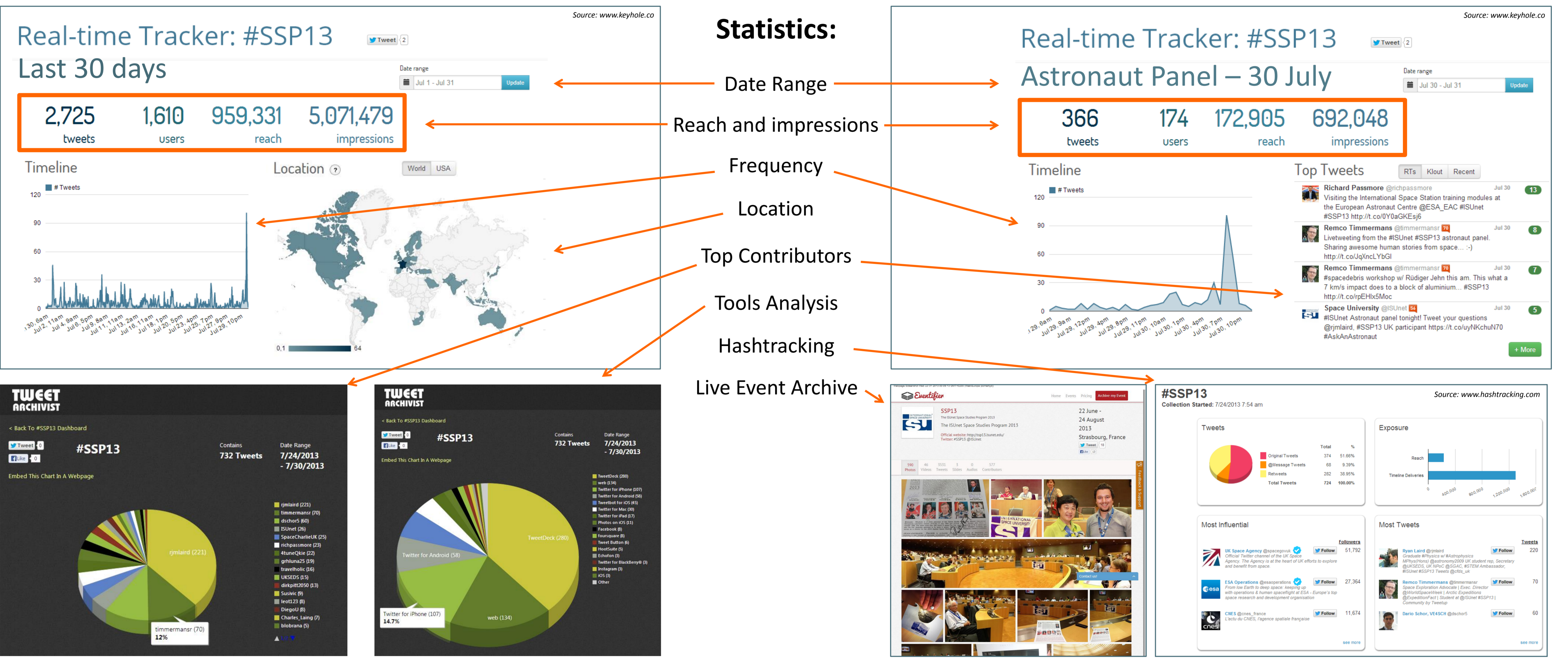


2. How do Social Media benefit space?

- Get people to talk about space events, announcements and content
- Save costs on outreach and education, yet increase effectiveness
- Build a measurable online community of space ambassadors
- Have a presence in the world's largest communities, online
- Reach out to a relevant online audience of real people
- Watch the community do your marketing for you
- Who reads your printed press releases anyway?
- Make space organizations likeable and positive
- Become the source of your own news
- Create your own media channels
- Interact with your audience
- Do you have a choice?



3. Case study: Impact of Social Media at @ISUnet #SSP13



4. What can Social Media do for my organization?

The top benefits that companies are seeing from social media:

- 89% say that social media marketing has generated more business exposure
- 64% saw lead generation increase by using social media 6 hours or less per day
- 69% use social media to gather marketplace intelligence
- 62% using social media for 2+ years reported a rise in search engine rankings
- 62% small businesses reported that social media reduced marketing expenses

Source: socialmediatoday.com – 1 July 2013

5. Social Media dos and don'ts

Do:

- Use Social Media
- Have a corporate Social Media policy
- Set clear Social Media targets
- Make Social Media a strategic tool
- Interact with your followers
- Answer questions of your followers
- Measure effectiveness
- Use the right tool for the message

Don't:

- Let the intern run Social Media
- Experiment without a strategy
- Use too many tools
- Just send
- Automate tweets or messages
- Be secretive or unresponsive
- Overdo it
- Miss the boat!

Source: These are genuine tips by the poster author

6. Social Media in Space after #SSP13

- Would you like to explore the value that Social Media can bring to your organization?
- Learn more about how to use Social Media for corporate communication?
- Learn about how to measure the effects of Social Media for my business?
- Write a Social Media policy that actually supports your corporate strategy?
- Would you like to start using Social Media but hire a professional to kickstart?
- Want to use the power of the global #spacetweeps community for space outreach?
- Want to learn which tools serve which purpose or message?

Contact me!

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