



STORY CHANNELS



Channels to share your story...

- Social media posts via NASA Earth provides greater exposure.
- “Big NASA” is reserved for larger campaigns.
- NASA’s digital marketing team has recommendations.

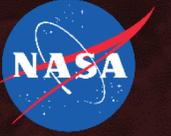


Social Media role

- Use social media for a breadth of exposure.
- Use events, conferences and in person engagement to serve as a channel as well.

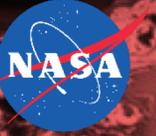


SCIENCE COMMUNICATIONS TRAINING



Why is science comms training important?

- Training is a channel too.
- Creating ambassadors to promote H&AQ efforts.
- Communications effectiveness hones messaging.



Options for communications training

- Compass Science Communications
- Allan Alda
- Storytelling training
- Level of interest



Health and Air Quality Audiences



Your target audience...

- Who is your audience?
- Who is missing from the list?
- Why are they important to your work?
- Do they receive a consistent stream of information?



Consider a mini stakeholder analysis:

- What is it?
- What benefit does it bring?
- How can we develop this together?



Questions and Next Steps