

Applied Sciences Communications



HEALTH &
AIR QUALITY



EARTH SCIENCE
APPLIED SCIENCES

Meet the Team



Aimee Levesque

Program Manager



Aries Keck

Editorial Lead



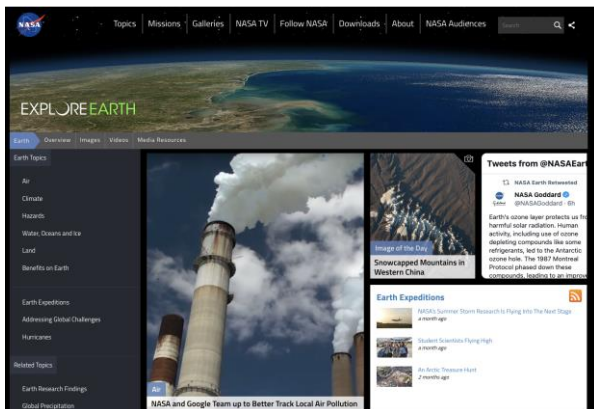
Kaitlin Carpenter

Communications Strategist

- **Ann Hou**, Technical Project Manager
- **Marissa Kunerth**, Marketing Strategist
- **Dietrich Schmidt**, Lead Technical Architect
- **Stephanie Semerville**, Senior Front-End Drupal Developer
- **Jessica (Jess) Sheaves**, Senior Content Strategist

- Meet the Team
- Audiences & Outlets & Amplification
- Storytelling Works
- Is my Project a Story?
- Story Example
- Faces, Photos and Feelings
- Resources for You
- Questions?

Audience & Outlets & Amplification

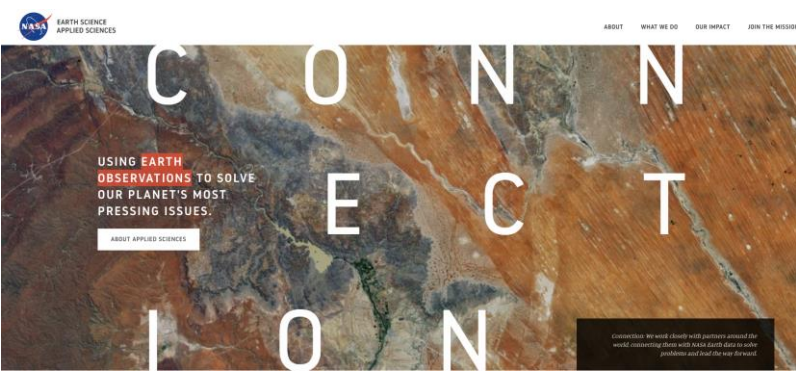
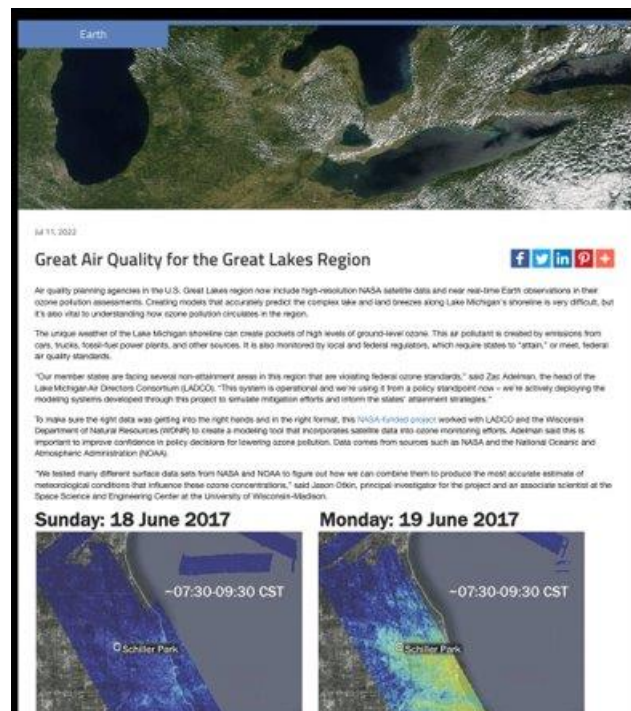


Who do you want to reach?

- Other potential data users
- Funders

Where are they?

- Outlets and Amplification
 - NASA
 - Internal NASA
 - websites/social media
 - Your institution
 - External
 - News Media
 - Association Media



STORYTELLING WORKS

How do I know if my project is a story?

- Have you hit an important milestone?
- Did you recently overcome a challenge or conflict?
- Is your work relevant to a recent event in the news?
- Is there a certain key event upcoming?
- Is it new, unique or noteworthy?
- Does it showcase value or benefit to society?
- Does it highlight a partnership?

Storytelling is up to **seven times** as effective of a means to retain information than providing the information alone.

Bower, G. H. and M. C. Clark (1969). "Narrative stories as mediators for serial learning." Psychonomic Science 14: 181–182.

TYPES OF STORIES



NARRATIVE: Human interest stories focused on the communities, environment, and people impacted through our partners' and users' work.



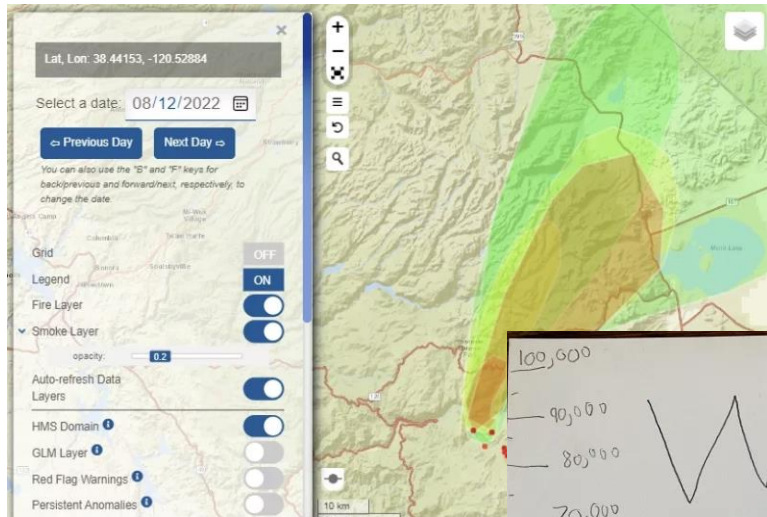
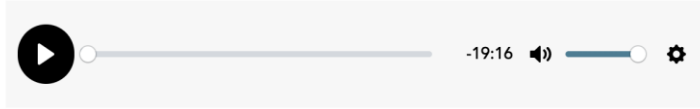
TECHNICAL: Engaging stories with more detailed explanations of the scientific aspects of our work.



PERSONAL: Spotlights the people involved in the applications, research, and projects.

PEOPLE BEHIND THE SCIENCE

Jason Vargo: Watching Wildfire Smoke

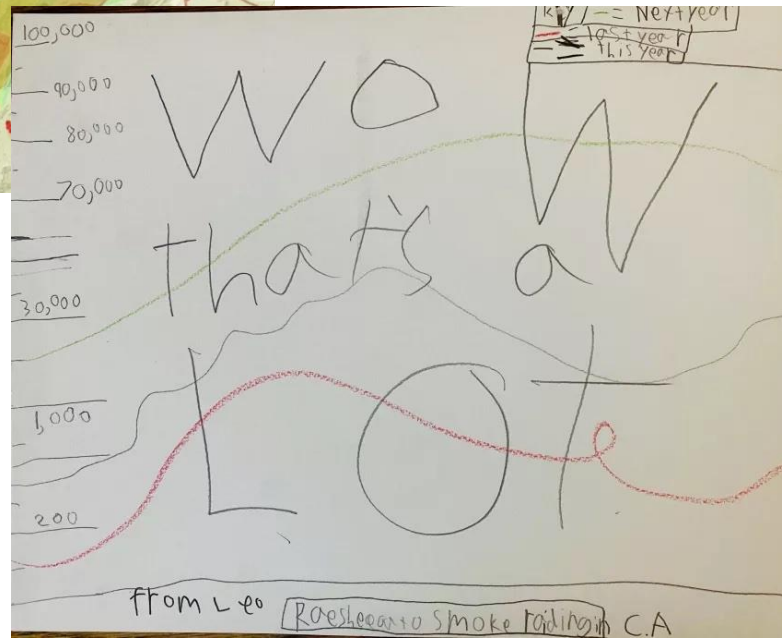


Plumes from the Red Fire in Yosemite National Park on August 12, 2022, as shown in NOAA's Hazard Mapping System Smoke Product website. Credits: NOAA



Jason, Benton, and Leo Vargo (left to right) momentarily freak out after seeing the smoke plume from the Red Fire in Yosemite National Park, seen from May Lake on August 12, 2022. Credits: NASA/Jason Vargo

Leo Vargo's graph showing 'Ratio to smoke rating in CA.' Credits: NASA/Leo Vargo



IMPACT STORIES

What we need from you: Faces, Photos, Feelings



- Take notes on the way
- Snap pictures of the places you visit...
- ... and you and your team at work!

How to Talk About Your NASA-Funded Work on Social Media

... without getting in
trouble

09/19/2019 Version 5



It is ok to use personal social media accounts to share information about your work. To start, make sure any social media post you send on your personal accounts follows the guidelines below:

✓ Anyone can see your posts, so write clearly

Anyone and everyone can find and read any of your posts, so be sure to write and explain in easy-to-understand terms. Reminder: Reporters and others can and will quote your social media posts or use your images and will do so without contacting you first.

✓ Include your unique perspective

*What makes your information **different** from anyone else? Try to **add** something to the conversation with each post.*

✓ Get your point across

People take in information on social media in small, bite-size pieces, so be clear and concise when you post.

✗ Don't break news or share nonpublic info

NASA's Office of Communications coordinates the release of information that belongs to the Agency—this can include your work.

✗ Be careful about using your title

Don't use your professional title for private gain, and don't speak as if the government endorses your activities. For example: No: As a NASA scientist I love using Hootsuite. Yes: Hootsuite is great, I use it all the time at work.

✗ Don't speak on behalf of NASA

You should post from your perspective and avoid statements which could be viewed as though they were coming from the Agency.

So what should you say?

Before writing your post, take some time to think about what you're *really* trying to say—what is the **one** thing you want people to remember from your post, and make sure that is your focal point. Wondering about

Thank you!

Questions?

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