Social Media & You

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 what you should say? Use these thought-starters to prompt your creative process:

Tell a story 💬 **Join a conversation** 💬 **Support a colleague's work** 💬 **Share an image**

*Remember: Before posting, search to see if there is a **#hashtag** conversation you can join by adding the #hashtag to your post, like #scicomm or #AGU19. Also you can **tag** any accounts by using the account handle, like @NASAEarth. Here's a list of official NASA Social Media accounts:* www.nasa.gov/socialmedia.

Personal Social Media Best Practices

DO

Use images
Photos, graphics and GIFS can help draw people's eyes to your post in their otherwise cluttered social media feeds

Use emojis
Emojis can also help draw people's eyes to your post, consider using them for bullets or to break up content

Use appropriate hashtags
Join in a conversation about a current event or topic! See if there is a common #hashtag you can include

Be yourself
Show your personality! Write your post as if you were speaking to someone standing right beside you

DON'T

Write walls of text
Use spacing and multiple lines where appropriate. Be as concise as possible

Use too many emojis
While a few emojis can enhance a post, too many can derail your message

Insult or diminish other users
People may post information you disagree with, while you can challenge them, do so without insulting them

Change tone or style frequently
Be consistent in how you write, don't write normally one post then use text message slang in another

Any questions? Email the NASA Social Media Team: hq-socialmedia@lists.nasa.gov

This document does not imply a requirement to post content on social media, nor does it endorse any content posted on personal social media accounts.

Things to think about for each Social Media platform

Social Platform	Why people go there	How you can personally best use the platform
	Social networking Updates from pages they follow & from friends/family News updates	Facebook is a good place to share longer-form updates and stories. Posts can be edited. **Here's a tip for Facebook:** • **Use images & videos if you have them**—photos and videos are more likely to be shown on people's newsfeed due to Facebook's algorithm
	News updates Information/opinions from people Social networking	Twitter is the best place to post short updates, take part in an ongoing conversation and to engage in back-and-forth with colleagues, the media and the public. **Posts can NOT be edited. Twitter tips:** • **Try writing a *thread***—a series of connected tweets—these are great for telling more in-depth stories. • **Reply and retweet!** —Twitter is more than just putting information out, be part of the community and join conversations • **Live-tweet a conference**—At a conference, like AGU? Tweet about it! Share images and stories from the event (don't forget the #)
	Photo & video sharing Visual storytelling from entities people care about (people, friends, entities like NASA)	Instagram is the best place to share photos and videos of your work, *especially* from the field! Posts can be edited. **Tips for Instagram:** • **Try using *stories***—the video updates can help bring your audience in to your experiences in the field, and are among the most viewed elements of any social media • **Be witty!** — Writing good captions is an important part of being successful on Instagram. Want some inspiration? Take a peek at @NASA or @NationalParkService's captions

For NASA employees and contractors, please reference the internal personal use social media guidance at: https://communications.nasa.gov/socialmedia/guidance.

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