

Social Media Guide for the National Eclipse Ballooning Project

All teams are encouraged to use the following hashtags to promote the eclipse. Everyone should include the "All Teams" hashtags and then modify the "Individual Teams" hashtags to match your home institution. Please post abundantly before and after the launch. During the eclipse, please be cautious about sharing valuable bandwidth, saving it for your livestream and not for social media posts.

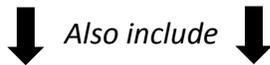
Any participant in your posts must have signed a [NASA media release form!](#)



8-21-17

All teams

#Eclipse2017
#EclipseBallooning
#NASASpacegrant



Also include

Individual Teams

Your jurisdiction affiliation
Ex. #NDspacegrant or @NDSGC

Your academic institution
Ex. #MSU or @MontanaState

Your exact location
Ex. #Charleston

What should you post?

Use this checklist to establish a great social media presence.

Before the Eclipse

- In-action shots** while testing your Ground Station
- Meet the team!** Profiles of students involved, including majors and eclipse roles
- Footage from previous flights.** Repost, repost, repost! Find videos and images from practice launches
- Document your team **packing equipment** and preparing to depart
- Post while you're **traveling** and **arriving at your site**
- Continue to mention and link: stream.eclipse.live

Eclipse Day!

Be careful to not use up valuable bandwidth for social media when live streaming!

- Record **preparations** at your launch site
- Post both video and images of your **launch!** Get different angles, include students, and capture reactions
- Tracking** and **chasing** your payloads
- If possible, share your **live images** from your RFD payload
- Recovery** – successes *and* challenges!
- Follow your team members and capture their **reactions!**

Post-Eclipse

- Continue to **repost** eclipse highlights, especially those from the balloon!
- Capture team members' experiences, recaps, and **excitement**
- Thank** your funding sources and supporters!
- Elaborate on your **research findings**



← What is a hashtag? Watch this video!
<https://goo.gl/Z3d1z3>

If possible, link your social media accounts, so you only have to post in one place.

It may be difficult to post during the eclipse, so we recommend **scheduling your posts** ahead of time.

When should you post?

August 14 – 18: at least twice a day
August 19-20: at least four times a day
August 21: at least every half hour, leading up to totality (*watch bandwidth*)
August 22 – 31: at least once a day



How do you write better social media posts? Check out this video!

<https://goo.gl/DptXMV>