**Social Media Deliverable Guidelines**

**Accounts:**

1. Facebook
   1. Your partner’s page(s):
   2. DEVELOP’s page: <https://www.facebook.com/developnationalprogram/>
2. Twitter
   1. Your partner’s account(s):
   2. DEVELOP’s account: <https://twitter.com/NASA_DEVELOP>
3. Draft a Facebook and Twitter version of each post, keeping in mind that the Twitter version needs to adhere to the 280-character limit. If your partners only use one of the above platforms, then you can draft one set of posts for that platform.

**Things to Know:**

* Facebook
  + There is no character limit but keep it succinct, maximum of 2 short paragraphs
  + Tag DEVELOP in each post using #NASADEVELOP
  + Aim for 2 photos per post (4 photo maximum)
* Twitter
  + 280-character count
    - The spreadsheet includes a function to count characters. It counts based on the rightmost, non-empty cell of each row, depending on if it’s a Twitter or Facebook post. It also accounts for URLs at the end of posts. When in double, double-check the length on your own!
  + Links will automatically count as 23 characters no matter how long or how short
  + Hashtags count toward character count, too
  + Tag DEVELOP in each post using @NASA\_DEVELOP
  + Aim for 2 photos per post (4 photo maximum)
* Length of the Series
  + 4-6 posts posted over 2-3 days
  + Multiple posts will happen each day – note which posts you want to occur on the same day in the ‘Date’ column (AM? PM? Back-to-back?)
* Logistics
  + Tag your partners in each post
  + If you are partnered with one of the National Parks, you must include the hashtag “#DEVELOPinthePark”
  + How to reference the team upon first introduction: ex. **“Spring 2022 Padre Island Water Resources team at DEVELOP’s Boston – MA location”**
    - Afterward, “the DEVELOP team” or “the #NASADEVELOP team” are ok
    - If your team is at a NASA Center, tag the Center when referencing the team

**Tips and Tricks:**

* Have fun with the posts but remember to keep them professional – this is the most-public-facing deliverable and your words are representing DEVELOP and NASA!
  + See @NASAEarth on Twitter/Instagram for inspiration on how to balance professionalism and engaging/accessible science.
* Social media attention spans are short! Keep it succinct and draw the reader in with an engaging hook.
* Include photos, figures, and maps that have been cleared by Export Control or that you have a media release form/permission statement for
  + If your project used high-resolution commercial imagery (ex. Maxar, Planet, etc.), it is not recommended to include it in your social media posts because approval for use from the vendor is not guaranteed. Talk to your Fellow and Comm team point-of-contact about any questions.
* When applicable, at-ing satellites is a great way to garner more attention from the science community, particularly on Twitter ([@NASA\_Landsat](https://twitter.com/NASA_Landsat) ← especially good at retweeting). NOTE: these handles might be different on Facebook!
  + You can also tag your node location! (@NASA\_Langley, @universityofga, etc.)

**Next Steps:**

* Step 1: Review both DEVELOP’s and your partner’s pages to learn the language/syntax and structure of posts used by both accounts.
* Step 2: Identify a focus for each post. This should be background info, community concerns, the NASA Earth observations you used, and results.
  + Avoid technical language and make sure the [reading level is ~9th grade](https://hemingwayapp.com/).
* Step 3: Draft each post! The first post of the series should include a very brief intro explaining 1) that DEVELOP/your team partnered with your partners for this project and 2) this is the start of a series highlighting this project (note #DEVELOPinthePark series, if applicable)
  + On Twitter, this can be a separate post introducing the post series. On Facebook, this can be the opening 1-2 sentence(s) in the first post.
* Step 4: Make sure to include/indicate the photos or maps you’ll use in each post **AND** include the license/credit/permissions for each image. In your social media deliverable folder, you must **upload a copy of each image** you are using.