**Social Media Deliverable Guidelines**

**Accounts:**

1. Facebook
   1. DEVELOP’s page: <https://www.facebook.com/developnationalprogram/>
   2. There is no character limit but keep it succinct, maximum of 2 short paragraphs
   3. Aim for 1-2 photos per post (4 photo maximum)
2. Twitter/X
   1. DEVELOP’s account: <https://twitter.com/NASA_DEVELOP>
   2. 280-character count
      1. The “Social Media Series Template” 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!
   3. Links will automatically count as 23 characters no matter how long or how short
   4. Hashtags count toward character count, too
   5. Aim for 2 photos per post (4 photo maximum)
   6. Up to three posts can be posted at the same time in a thread
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,** or include multiple posts in a thread.
4. If you are working with federal partners, you have the option to draft posts for their accounts if there is interest from the partners.

**Requirements:**

* 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?)
* Content
  + You can tag federal partners and universities.
  + You **cannot** tag:
    - non-profits, anyone with a donate link in their bio, and personal handles.
  + If you are partnered with one of the National Parks, you must include the hashtag “#DEVELOPinthePark” at least once per day of posting.
  + Introduce the team and upcoming series in the initial post.
  + 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 (e.g. @Ames Research Center).
  + Wrap up the series to let the audience know it is coming to an end.
  + You **cannot** reference holidays that are started by non-profits or activist groups (e.g. World Rewilding Day) because it can be construed as endorsement. If a holiday is started by a government agency that is often OK.
  + You **cannot** link to outside news media.

**Image Usage Requirements:**

* Follow DEVELOP’s general Image Citation requirements:
  + All images used must be in the public domain, have a creative commons license, or shared directly and used with permission.
  + Any image that your team did not take must have (1) an image credit (i.e. who took the photo), (2) an image sources (i.e. the URL where the photo comes form), and (3) the name of the license if the image is creative commons.
  + Have a media release form for anyone shown in your deliverable. This is only if their face, image, or likeness is identifiable in the image.
    - Have them fill out the following statement for you to screenshot and include in your team's folder- "I \_\_\_(insert full name here)\_\_\_ give the NASA DEVELOP \_\_\_\_(insert team name here)\_\_\_\_ team permission to use \_\_\_\_\_ files for their public-facing deliverables, with attribution."
* Can only use U.S. Federal logos. NO state, NGO, local and or international government logos, or software logos.
* Each image **must have a full description to be used as ALT text**, which is legally required.
* Images must be compiled in a subfolder and organized according to the posting order, as well as relevant media release forms and permission statements.

**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.
* Certain emojis are permissible – the globe, map, and satellite emoji can add levity. Do not overuse them
* Social media attention spans are short! Keep it succinct and draw the reader in with an engaging hook.
  + The first post in a thread is the most viewed, so provide the most important information there.
* 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.)
* With hashtags, quality is better than quantity. Use hashtags to tap into active, ongoing conversations. Incorporate the hashtag into the copy of your post, when possible. Do not include hashtags of random words.

**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 spreadsheet as well as a description. For your FD submission, you will create a folder including your spreadsheet and **upload a copy of each image (PNG or JPEG) you are using with clear nomenclature** (e.g. Day 2 Morning Map.png).