



National Aeronautics and
Space Administration

SCIENCE MISSION DIRECTORATE

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A Super Blue Moon Month

Communications Campaigns from the Lunar Reconnaissance Orbiter

January began and ended with two spectacular lunar events. The largest 'supermoon' of the year welcomed us into 2018 then the month ended with the Super Blue Blood Moon on January 31st. The Lunar Reconnaissance Orbiter (LRO) communications team at GSFC conducted two successful social media campaigns to coincide with these lunar events in order to promote lunar science and exploration.

The Moon in Motion

Science visualizer Ernie Wright uses LRO data to create extremely accurate and interactive Moon phase and libration maps for the entire year. To promote the release of the 2018 visualization (<https://svs.gsfc.nasa.gov/4604>) and explain the dynamics behind the term 'supermoon,' we launched a social media campaign on January 1.



Snapchat/Instagram/ Facebook Story:

- 2.9 million impressions
- 258,278 engagements

Twitter:

- 3.7 million impressions
- 136,594 engagements
- Gained 4000 new followers

Tumblr Blog Post:

- 4226 engagements

Super Blue Blood Moon

The 'lunar trifecta' at the end of January was an incredible opportunity to promote NASA's lunar and planetary science and exploration to large audiences. LRO and @NASAMoon contributed to the agency-wide effort through:

Live Shots:

- 76 television and radio stations

Facebook Live:

- 915,800 impressions
- 80,300 engagements

Twitter:

- 1.7 million impressions
- 43,540 engagements
- Gained 7400 new followers

Reddit Ask Me Anything:

- 127,000 impressions
- 11,255 engagements



Tumblr:

- Collaboration with JPL
- 4046 engagements

Impressions indicates individual screens on which the media appeared. **Engagement** indicates a click of some kind, including likes, shares, comments, and website visits. All numbers are much higher than average for @NASAMoon and higher than average for NASA's main accounts.