

**PDC2015**  
**Frascati, Roma, Italy**

- Planetary Defense – Recent Progress & Plans
- NEO Discovery
- NEO Characterization
- Mitigation Techniques & Missions
- Impact Effects that Inform Warning, Mitigation & Costs
- Consequence Management & Education

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**NEOShield Public Outreach / New Media activities**

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**ABSTRACT**

The NEOShield project is an international cooperation under the European Commission 7<sup>th</sup> Framework Programme for Research and Technological Development. It brings together an international team to address the threat that NEOs pose to Earth. For this the team studies the physical properties of NEOs that result from observations and laboratory experiments, it adapts and develops relevant technologies such as autonomous spacecraft guidance, and it produces designs for possible demonstration missions.

Contained within the framework of the NEOShield program is outreach towards the general public and media to generate public awareness concerning the risks that NEOs pose to human society and to the Earth as a whole. Next to information regarding the risks, the NEOShield program provides information on what efforts are undertaken to mitigate these risks and what the current status of NEO research and NEO impact mitigation is.

The main approach of outreach towards the public is done through the use of new media: the NEOShield website and its social media channels. Over the past years the program has built up an extensive audience on its Facebook and Twitter pages through which it distributes news on the newest background knowledge and evolutions concerning NEOs. Through these channels the project also serves as a source of information for people who have questions concerning the subject. Through the web they can turn directly to the consortium experts to get their questions answered.

In the presentation an overview will be given of the information provided on the website and on the new media channels employed for the public outreach. Moreover the effectiveness of the different channels will be discussed while also the audience evolution of each of these will be discussed (e.g. how the number of followers developed over time).