The research leading to these results has received funding from the European Community’s Seventh Framework Programme (FP7/2007-2013) under grant agreement no. 282703.

NEOShield public outreach

Rob Hermsen; Albert Falke
Airbus Defence and Space (Germany, Friedrichshafen)
PDC 2015
16th of April 2015

NEOShield
Preparing to Protect the Planet
1. NEOShield project introduction
2. Website overview and statistics
3. Social media overview and statistics
4. Two-way communication with the public
Presentation content

1. NEOShield project introduction
2. Website overview and statistics
3. Social media overview and statistics
4. Two-way communication with the public
NEOShield project introduction

• International cooperation to address the NEO threat
• Investigation of mitigation measures
• Multiple international partners

• NEOShield → NEOShield-2
Public outreach continuation
1. NEOShield project introduction
2. Website overview and statistics
3. Social media overview and statistics
4. Two-way communication with the public
www.neoshide.net

Average around 300 visitors per week

Slowly increasing over the past 3 years

Peak activity during major events
Website overview and statistics

Asteroid 2014 UR116 close approach

Asteroid 2014 RC close approach

Philae landing

Asteroid 2004 BL86 close approach

Number of visitors per week

Date (first day of the week)
1. NEOShield project introduction
2. Website overview and statistics
3. Social media overview and statistics
4. Two-way communication with the public
Social media overview and statistics

- Using Facebook and Twitter
- Around 1250 Facebook likes
- Around 2355 Twitter followers
- Used for interactive communication with followers
Presentation content

1. NEOShield project introduction
2. Website overview and statistics
3. Social media overview and statistics
4. Two-way communication with the public
Two-way communication

- “NEOShield Knows Q&A”
- Comic contest
- Pin give-away events
- Conference visits
Summary

• Different media channels:
  • http://www.NEOShield.net
  • Facebook: NEOShield
  • Twitter: @NEOShieldTeam

• Visitor levels growing slowly but steady
• Activity peaks during events
• Two-way communication with audience