

BRANDING



National Science Foundation

Office of Legislative and Public Affairs

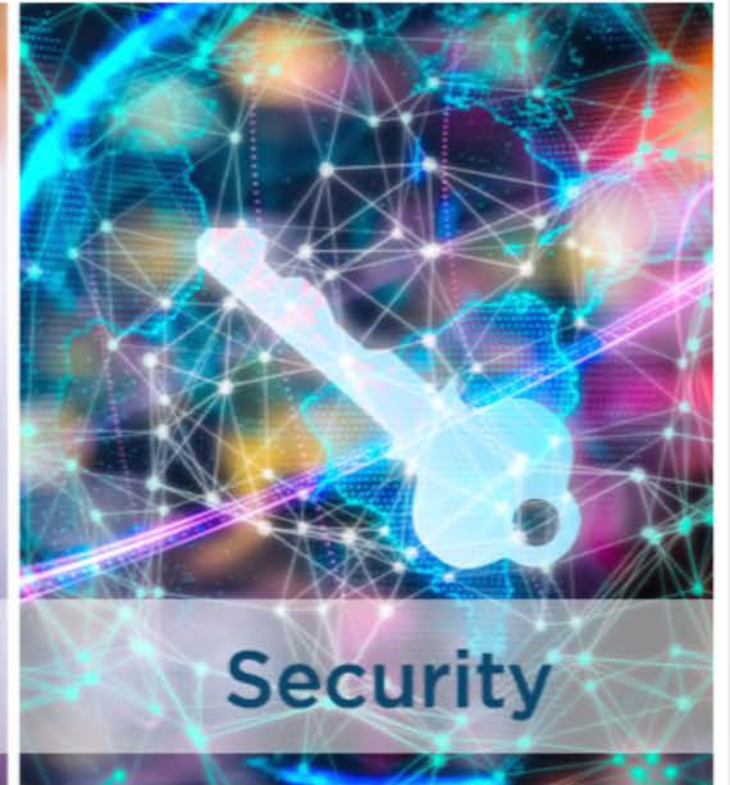
About the Office of Legislative and Public Affairs

OLPA

- The Office of Legislative and Public Affairs shares information about the activities, programs, research results and policies of the National Science Foundation.
- OLPA engages audience like Congress, the news media, state and local governments, other Federal agencies, and the research and education communities.



Office of Legislative and Public Affairs' Vision



OLPA's vision is to advance awareness of NSF and its entire mission through strategic communications to external audiences.



OLPA's Goals & Priorities



- 1) Broaden awareness and understanding of NSF.
- 2) Communicate NSF's vital mission.
- 3) Highlight our success stories.
- 4) Strengthen NSF's brand and image.
- 5) Leverage the expertise and credentials of NSF's leadership.



What is Branding?

BRANDING

Definition: *The marketing practice of creating a name, symbol or design that identifies and differentiates a product from other products*



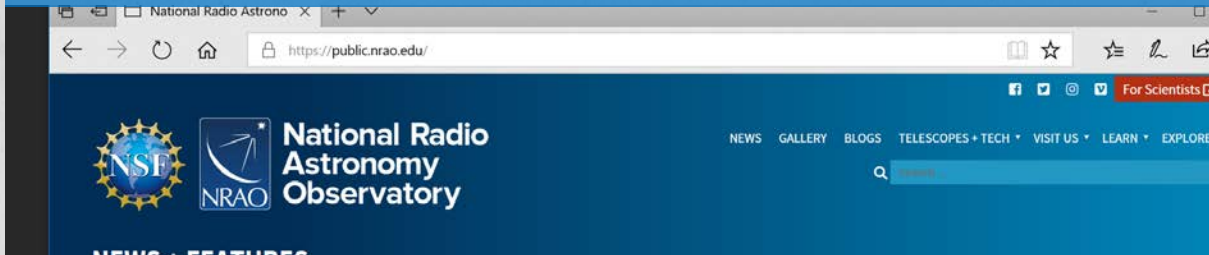
NSF Branding and Congress

NSF communicates to the public and Congress the results of investment in basic research. We need to take every opportunity to highlight the role government, and by extension the public, plays in supporting cutting-edge research.

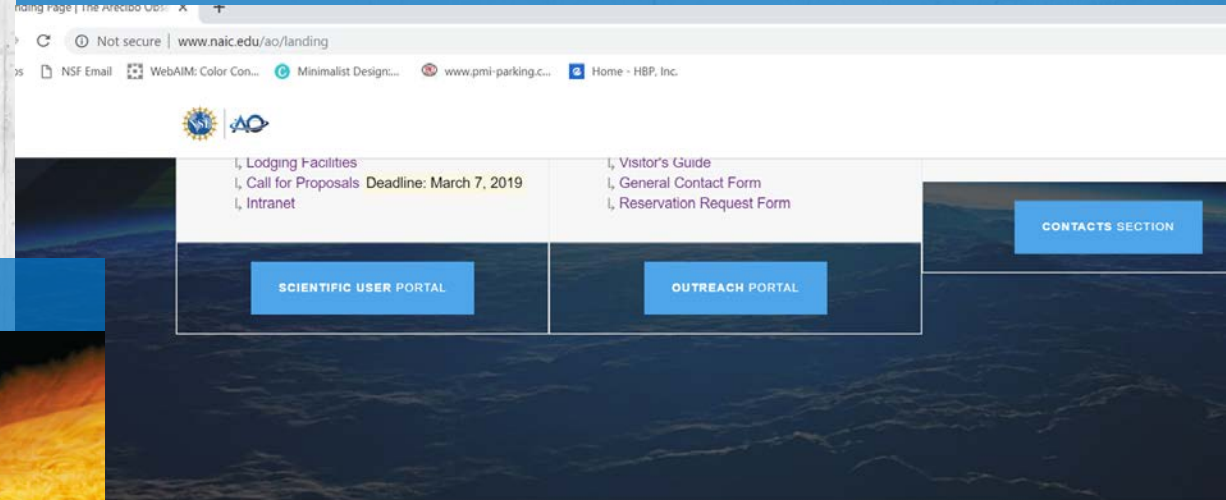


Branding Updates

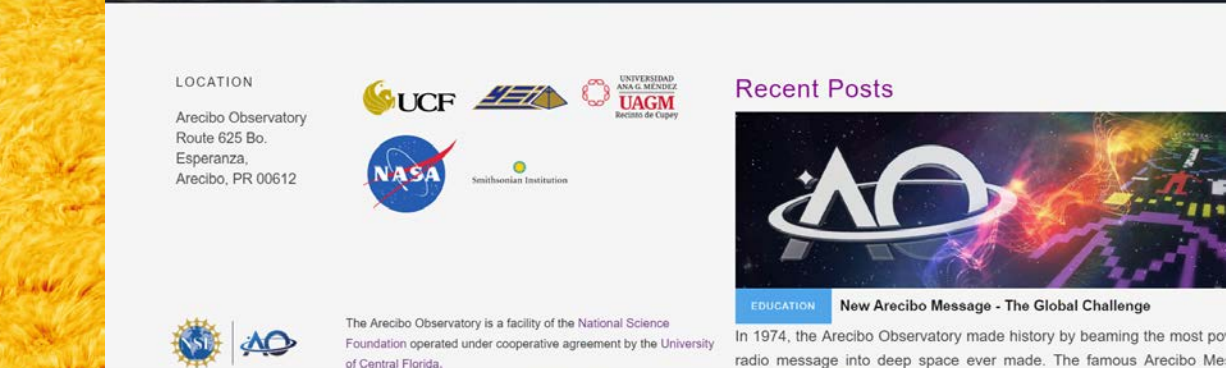
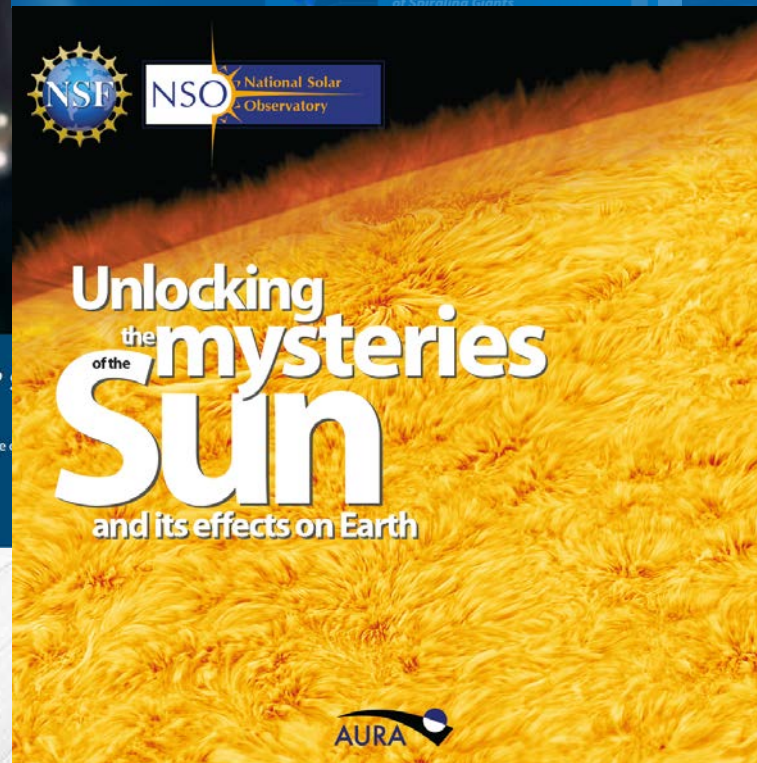
NRAO website updated



Arecibo Observatory website updated



NSO branding materials



What Will Branding Do for NSF?



Look kids... NSF-funded science detects gravitational waves!



SOCIAL MEDIA



National Science Foundation

Office of Legislative and Public Affairs

Social Media (SM) at NSF

Facebook



473K likes

Twitter



1.13 M followers

Instagram



76.3K followers

YouTube



16.8 M views

Pinterest



40K views
(mo. Average)

LinkedIn



92K followers

Tumblr



35K followers

Medium



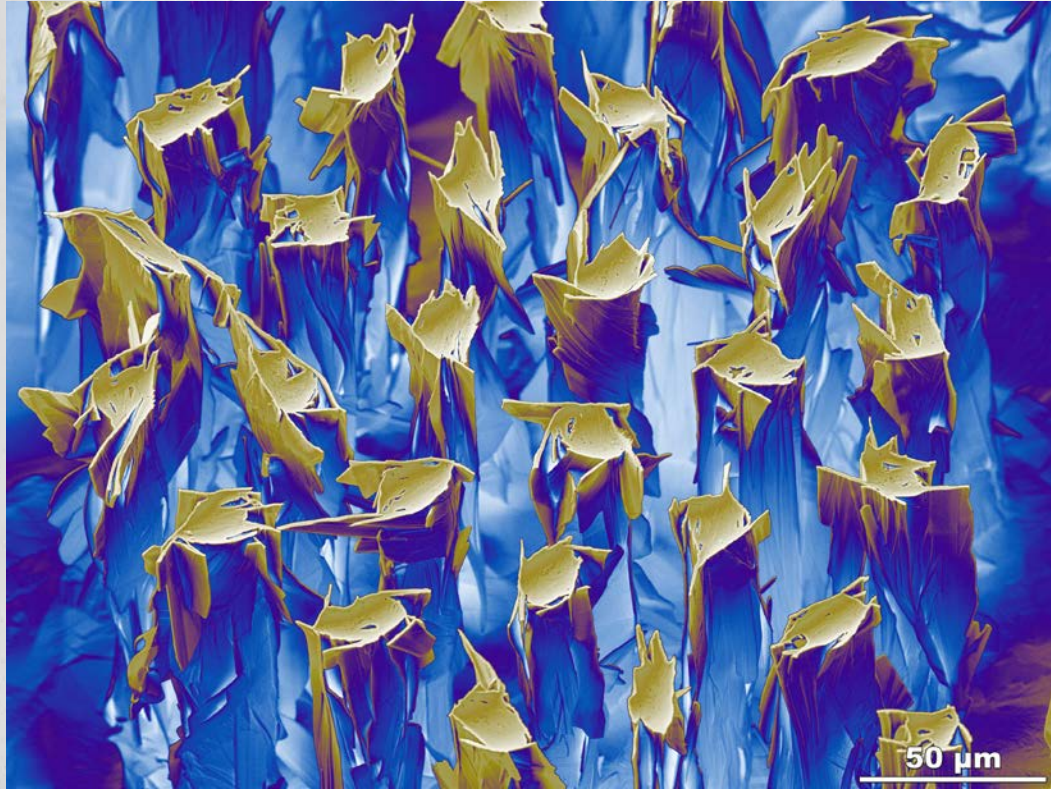
42K followers



Current as of April 2019

www.nsf.gov/social

OLPA is Adapting to Current SM Trends



- 1) Quality over Quantity
- 2) Audience Interaction
- 3) Interesting and Engaging
- 4) Identifying the Audience
- 5) Addressing Audience Needs

#MySTEMSpark

71M
Reach

1,700
Tweets & Retweets

1,300
users



Live from Antarctica



Emily Katherine Gibson · 23:35 I read that the first woman scientist wasn't able to join the USARP in Antarctica until 1969. Are there a lot of women there now?

Like · Reply · 1w



1



Simona M. Tahiliani · 24:30 What does the Milky Way look like in the night sky?

Like · Reply · 1w



1



Ann Chadderdon · 26:59 From 4th grader Comstock STEM Academy are there any kids living at the research station?



Simona M. Tahiliani · 22:23 My nice ask if you have astrobology scientist and what they observe?



Chris Chopp · 14:53 4th graders from Comstock STEM Academy want to know if you have seen a penguin?

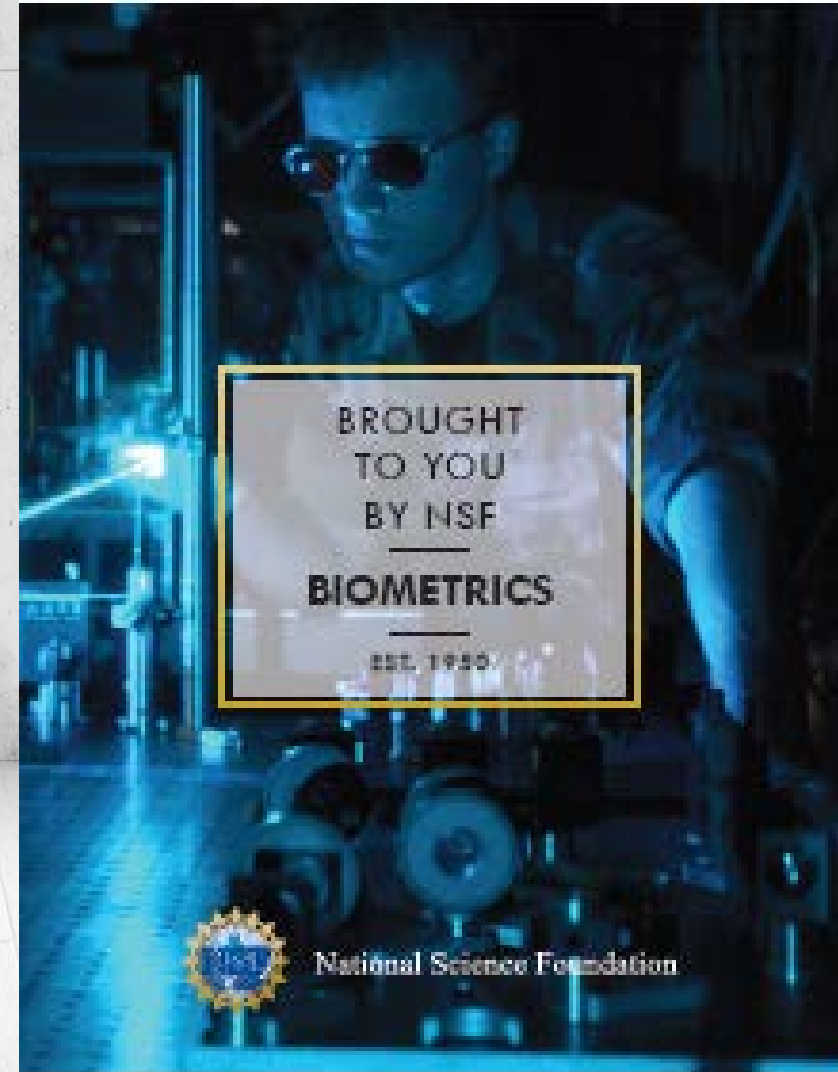
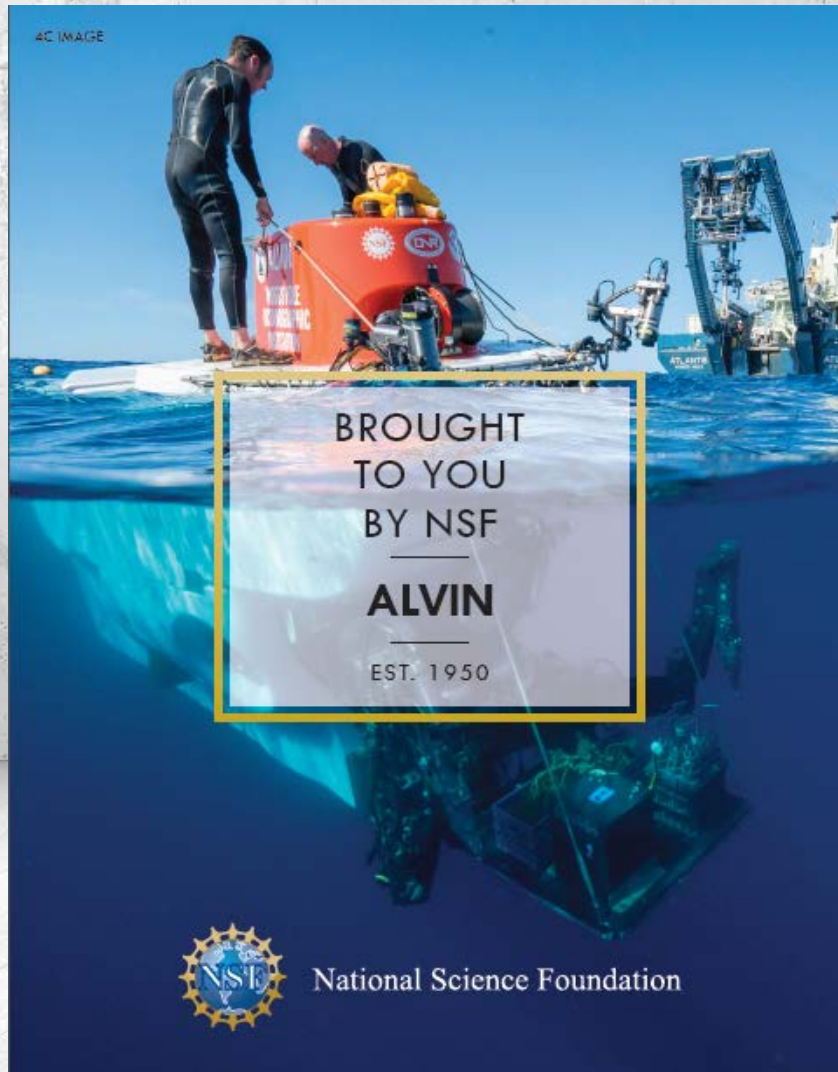
Like · Reply · 1w



2



Brought to you by NSF



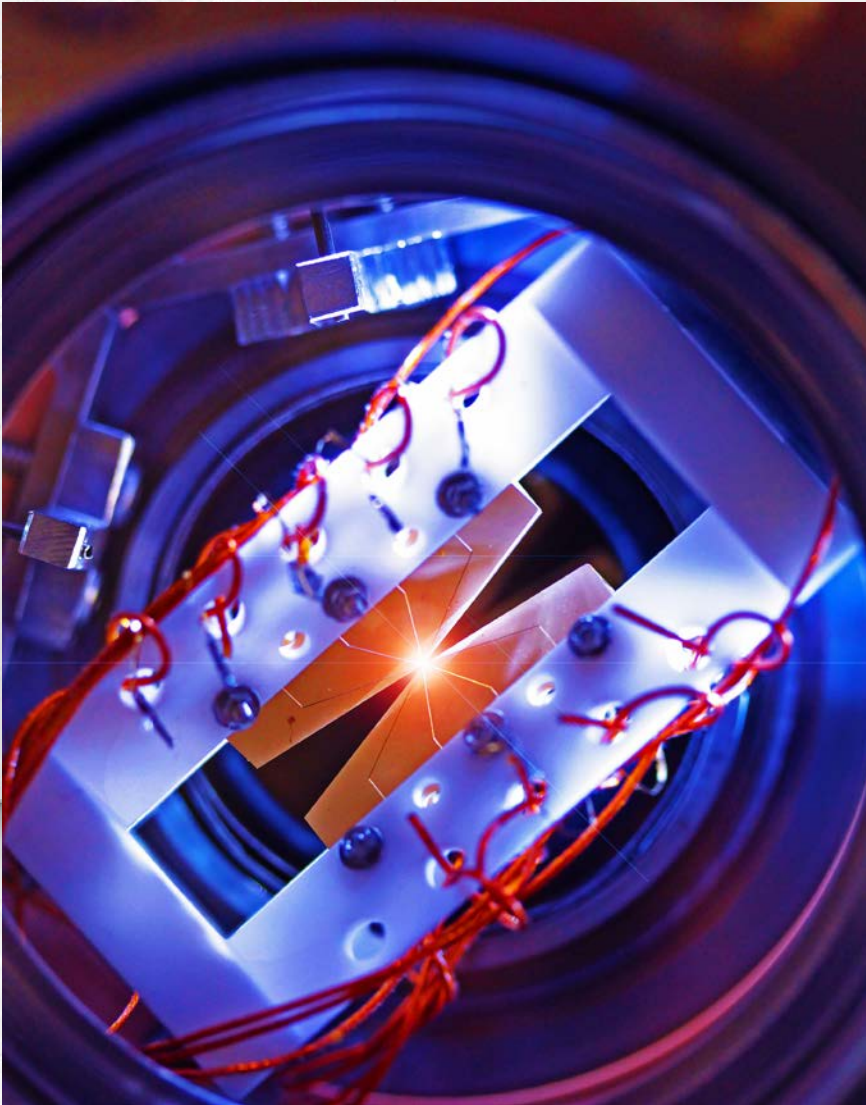
OLPA Creates Connections



- Our outreach does not just spread our message, it forms bonds.
- NSF's mission is much bigger than NSF, a variety of partnerships help us achieve our agency's goals.
- These relationships are particularly vital on Capitol Hill, where our budget is decided.
- Science is generally considered a priority among lawmakers.
- NSF receives widespread support throughout Congress and we actively pursue more.



OLPA's Expertise Needs Your Content



- 1) Major Stories, Events, Discoveries
- 2) Drumbeat pieces – Consistent Science Reporting
- 3) Human Interest Pieces
- 4) Local Events
- 5) Good and Bad



NSF EVENT HORIZON TELESCOPE (EHT) ANNOUNCEMENT SUMMARY REPORT

LIVESTREAM AND WEBSITE TRAFFIC

- NSF's [livestream](#) of the press conference has had more than **1.2 million views** and resulted in more than **17,000 new subscribers** to NSF's YouTube page.
- At least **737,378 people** watched the broadcast live.
- NSF.gov received about **280,000 hits** the day of the event, a **742 percent increase** in traffic on the site compared to a typical Wednesday.



PRINT AND ONLINE COVERAGE

- [The New York Times](#), [The Washington Post](#), [Chicago Tribune](#), [Los Angeles Times](#), [Forbes magazine](#), [Gizmodo](#), [Vox](#), [National Geographic](#), [Bloomberg](#) and [USA TODAY](#) all covered the announcement.
- 1,048 news articles** mentioned NSF and EHT.
- Websites that covered NSF and EHT reach an estimated **2.2 billion** unique viewers.
- Print and broadcast coverage of NSF and EHT is estimated to have reached **3.9 million**.



BROADCAST COVERAGE

- [CNN](#), [NPR](#), [NBC](#), [ABC](#), [CBS](#), [Reuters](#) and [Fox](#) news networks all covered the announcement.
- Over **400 broadcast news stories** aired about the announcement.
- Over **200 broadcast news stories** mentioned NSF.
- Approximately **145 U.S. broadcast affiliate station stories** mentioned NSF.
- Sixteen of the top 25 U.S. broadcast affiliates** aired stories mentioning NSF.
- Print and broadcast coverage of NSF and EHT is estimated to have reached **3.9 million people**.

OLPA PRESS OUTREACH

- More than **115 media inquiries** were received and responded to. Most wanted to attend the press conference in person, while many wanted to rebroadcast the livestream, receive materials or arrange interviews.
- OLPA received and coordinated more than **21 interview requests**, both in person and remotely, for organizations like NBC, CBS, BBC, LA Times, ITV News and more.
- At least **56 members of the press** were in attendance at the EHT announcement.

SOCIAL MEDIA IMPACT

- NSF's [tweet with the black hole image at 9:07](#) had **5.4 million impressions** and **750K engagements** (likes, replies, retweets), giving certifiable viral status.
- NSF Twitter account:
 - Earned **8.1 million impressions** (2.1 million impressions the previous week).
 - Had a total of **58,600 retweets** (192 retweets the previous week).
 - Had a total of **120,700 likes** (416 likes the previous week).
 - Had a total of **63,900 clicks** on our links (427 link clicks the previous week).
- NSF Facebook Live coverage of the press conference reached **1.9 million people**.
- NSF gained **25,000-plus new Facebook followers** (the week before we gained 302).
- NSF gained **40,000 new Instagram followers**, more than tripling our followers.

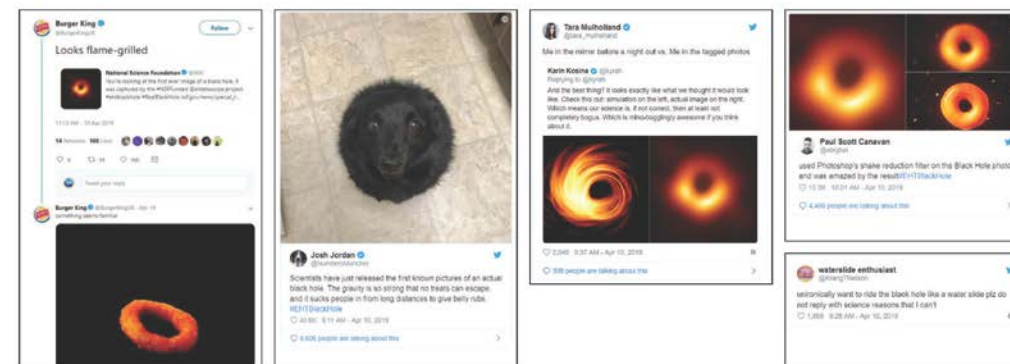


OLPA EHT PRODUCTS

- Two articles were added to NSF's Medium page: [Why are black holes so camera shy](#) and [The best jokes about the first image of a black hole](#).
- Content for the NSF [Director's blog](#) and the [Director's newsletter](#) were posted on NSF.gov.
- OLPA created many black hole and EHT related products, including:
 - An animation depicting how light bends around a black hole.
 - A video and image montage of the eight telescopes and two data centers around the world involved with the Event Horizon Telescope discovery.
 - Soundbites from Dr. Córdova and black hole experts Peter Kurczynski and Joe Pesce.
 - Infographics, factsheets and other video and photo assets.
- These materials can be found on NSF's [Exploring Black Holes](#) Special Report or on its [Media Resources](#) page.

HILL BRIEFING

- In the afternoon, Dr. Córdova and the group of panelists from the press conference arrived on Capitol Hill, where the House Science, Space and Technology Committee hosted a briefing on the discovery. The room was full of staff from both the House and Senate and three members of Congress, including Chairwoman Eddie Bernice Johnson (D-TX), Ranking Member Frank Lucas (R-OK) and Congressman Don Beyer (D-VA).



When to reach out to OLPA



- Coordinate on press release
- Request a quote
- Major discoveries
- Ideas for stories + human interest
- Important pending journal articles
- Compelling images or videos
- When contacted by Congress

Any Questions?

Q & A

olpa@nsf.gov

