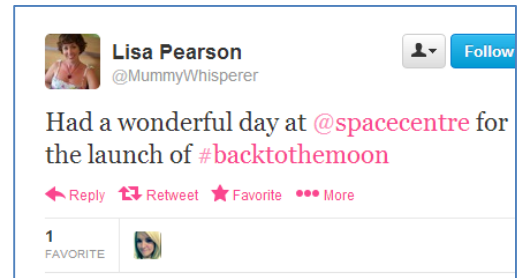




## Dome Show Social Media Suggestions

### GOALS

1. Drum up awareness about the Dome Show and drive people to their local planetariums
2. Ease the task of generating original content by providing your team with social media material to promote the dome show.
3. Drive audiences that have seen the show to GLXP/Planetarium websites and other social channels for ongoing engagement and information.



### RECOMMENDED HASHTAG: #BackToTheMoon

A dedicated hashtag will be used across all social channels in order to aggregate chatter surrounding the dome show. #BackToTheMoon is simple, direct and is already being used organically.

If you would like to post any additional tweet, or update statuses on Twitter or Facebook, include this hashtag to increase search ability.

**Feel free to copy and paste any of the following suggestions for use in your social media outreach posts.**

### TWITTER

Suggested Twitter Copy:

"It's time to go #BackToTheMoon for good. See how @GLXP teams will tackle their lunar mission in our new Dome Show! <http://www.googlelunarxprize.org/education/domeshow>"

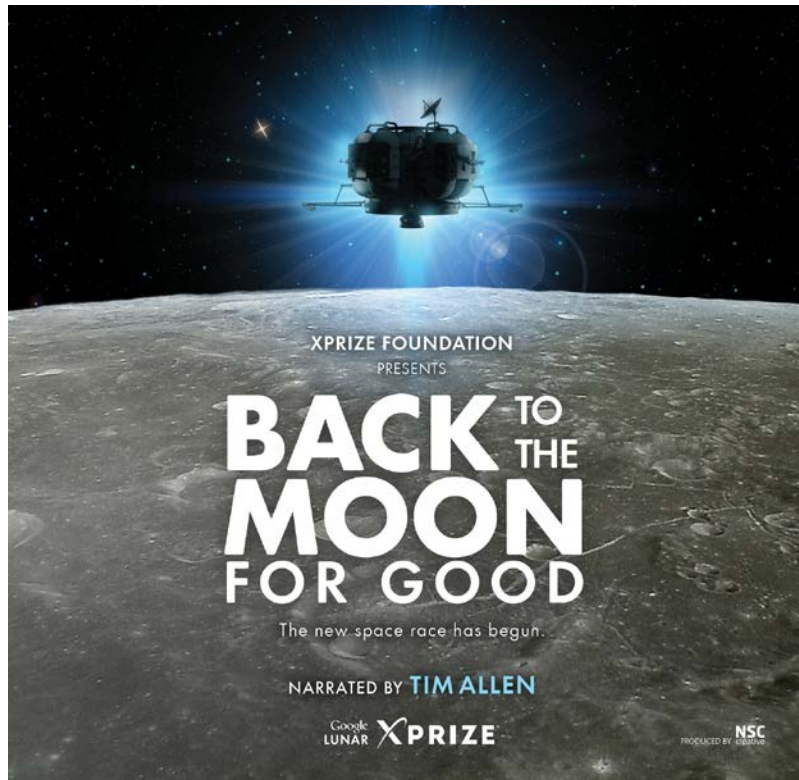
"Do you want to know what it takes to go #backtothemoon for good? Our new dome show will show you how @glxp is planning on doing it!"

"Do you like robots? Do you like space? Our new dome show will show you how teams are competing to go #backtothemoon for good!" **[insert promotional image]**



**FACEBOOK**

Suggested Image: Image can be downloaded from our Marketing Guide assets page at <http://www.googlelunarxprize.org/education/domeshow-press-kit>





Suggested Facebook Copy/Description below Image:

Come check out how humanity is going back to the Moon. This new fulldome show immerses you in the story of how teams around the world are competing in the \$30 million @Google Lunar XPRIZE to go back to the Moon for good. #BackToTheMoon

**FACEBOOK VISUAL POST EXAMPLE:**

A screenshot of a Facebook post. The user profile is "Testing 1, 2, 3" with a profile picture of a blue sphere and a timestamp of "2 minutes ago". The post text reads: "Come check out how humanity is going back to the Moon. This new dome show movie documents how teams around the world are competing in the \$30 million Google Lunar XPRIZE to go back to the Moon for good. #BackToTheMoon". Below the text is a large image of the lunar lander on the moon surface, identical to the promotional banner. The image contains the following text: "XPRIZE FOUNDATION PRESENTS", "BACK TO THE MOON FOR GOOD", "The new space race has begun.", "NARRATED BY TIM ALLEN", "Google LUNAR XPRIZE", and "PRODUCED BY NSC". At the bottom of the post, there are the options "Like · Comment · Share".



## Social Media Posting Guidelines – Teams & Partners

The following guidelines are intended as broad directions only, given the fluid, spontaneous nature of social media. These parameters are designed to help you maximize the reach of your social media messaging throughout the competition, and can help XPRIZE amplify your messaging as well.

### Facebook:

- Feel free to mention “@Google Lunar XPRIZE” in your posts.
- Posts should be roughly 50 words or less except where a longer anecdote or list will appear.
- Full URL links are ok to include, especially where prominent source like BBC is apparent (e.g., <http://www.bbc.co.uk/news/mag-2141>); If extremely long and/or obscure sources, shorten with bit.ly or similar
- Generally do not include more than one or two @mentions in the post, especially when including another link; it can be distracting.
- In general try not to post more than three times per day maximum (two is good), to avoid overwhelming followers’ timelines.
- Friendly banter about the competition and other teams can be fun! Engage in your comments section.

### Twitter: @GLXP

- Feel free to mention @glxp in your tweets. It will be easier for us to keep track of your messages, and share them!
- @mention the specific teams competing in the Google Lunar XPRIZE so that they can see, and possibly share your posts.
- @mention key influencers in your industry, especially if you have a relationship – but in moderation.
- All common abbreviations are fine – this audience is used to creative word shortening, as long as it’s common sense.

### GOOGLE+:

- The content strategy for this platform is similar to Facebook, at least in the short term.
- Re-post whatever is posted on Facebook.
- There is no daily limit on number of posts but it’s usually one per day.
- Unlike Facebook, post direct links to articles or videos since Google+ pulls larger thumbnail images from the article, which makes the post visually appealing.
- Post within topic specific communities such as “science” or “space”. These posts will be seen by that community’s members but also by your followers as well.