

# **Social Media for Astronomy EPO: Best Practices**

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When it comes to science communication, astronomy is in the forefront. With visualisation, outreach materials, citizen science projects, etc., astronomy uses variety of modern approaches to communicate. Many professional and amateur as well as projects and institutions around the world uses social media as the main channel of communication nowadays. This engagement level was boosted during the International Year of Astronomy in 2009, giving an opportunity to the people around the world to take part in global level efforts.

The ability of reaching beyond the local is one of the most important aspects of social media. Institutions such as NASA, ESA, Adler Planetarium and ESO use social media as a key component in their communications strategy with dedicated people to maintain the channels. Even at amateur level, outreach groups use social media to announce local events, and also to show the rest of the world their efforts.

Many use social media as their main communication platform to promote events, latest news, organisational updates, projects and educational content. However, the noise generated within the networks is quite high. Some of the key challenges those in the EPO field have in common are; how to get heard within the noise, how to increase engagement and how to look at the risk management. This paper presents examples of best practice in addressing these key challenges.