

THROUGH THE EYES OF NASA



ECLIPSE



2023 THROUGH THE EYES OF NASA



National Aeronautics and  
Space Administration



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# From 2017 to 2023/2024: Lessons Learned from NASA

## Top Takeaways:

1. Have Fun
2. Set Priorities Early and Have Them Guide Decisions
3. Don't Assume They Know ("They" being Anyone)  
Explain, Train, Attain
4. Keep the "Before and After" in mind in ALL your efforts

# August 21, 2017: First Total Solar Eclipse in U.S. in 38 years and across U.S. in almost 100!



<http://eclipse2017.nasa.gov>

# NASA Priorities for 2023/2024 Total Solar Eclipses

- Safety
- Broadening Participation
- Science
- Public Engagement
- Science Activation
- Citizen Science



# *A Really* Big Deal

- 215M Watched (88% of US Adults) per [New York Times](#)
- NASA's biggest digital event (web, social, streaming) ever measured
- Biggest *government* event in history of Digital Analytics Program (2012)
- Comparable to Super Bowls, Masters, major news/entertainment events
- TV content aired on 57 outlets in 8 states and 22 countries worldwide. Based on reported audience reach, *potential maximum audience* of more than 600 million.

# Live Stream Audience on Eclipse Live page



North American Audience  
Normally 60%  
Aug. 21: 85%



Male-Female split  
Normally 2/3 male  
Aug. 21: Roughly 50/50



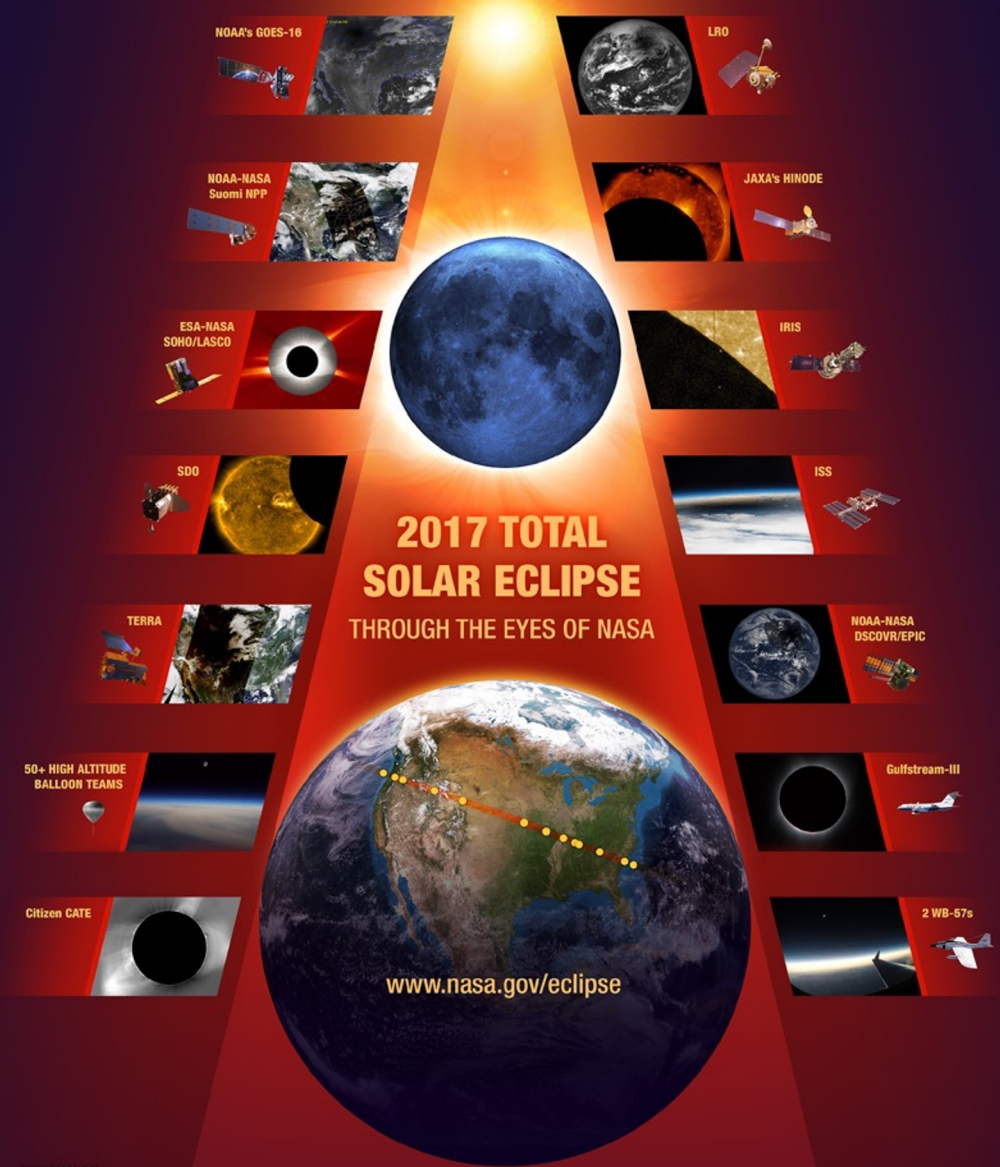
85% of traffic outside  
states with totality



# 14 Different Science Observation Platforms Achieved Results



## 2017 TOTAL SOLAR ECLIPSE THROUGH THE EYES OF NASA

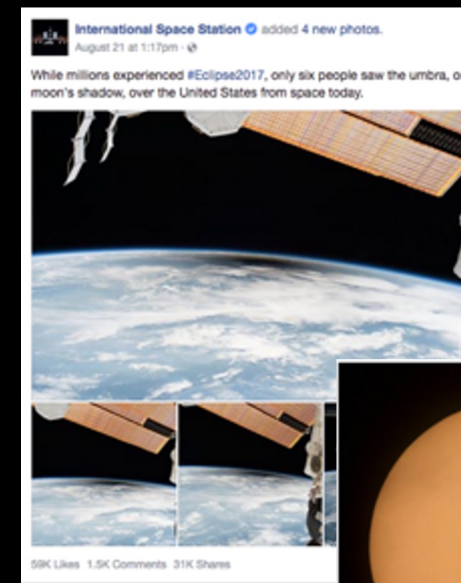


## 2017 TOTAL SOLAR ECLIPSE THROUGH THE EYES OF NASA

[www.nasa.gov/eclipse](http://www.nasa.gov/eclipse)

# Social Media

- NASA's most-watched and most-followed event on social media to date, with reach of more than 5 billion non-unique users
- Most popular Instagram post ever – more than 1.4 million likes.
- Most popular Twitter/FB posts were embeds of live show
- YouTube video on making a Pinhole Projector – 3.4 million views
- Unique ISS-related content performed well
- Public shared 2,800 pics on our Flickr group





# Social Media



- Flagship accounts gained a high number of followers on Twitter (+73K), Facebook (+563K) and Instagram (+133K), so this will continue to pay off
- NASA's most popular Instagram story ever came the day after the eclipse, and was focused around the astronaut candidates' first day of duty. It received more than 1.9 million views.

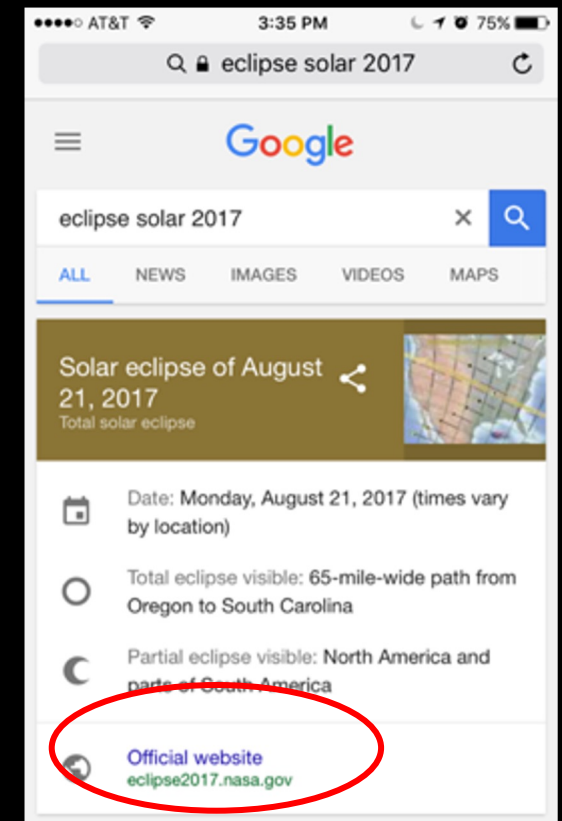
# Web



- Over 90 million page views on [nasa.gov](https://nasa.gov) and [eclipse2017.nasa.gov](https://eclipse2017.nasa.gov) for Aug. 21
- **Seven times higher** than the previous highest traffic event (New Horizons at Pluto)
- Eclipse Live broadcast page alone beat the single top day record in a **single hour**

# Web

- Before Aug. 21, most traffic went to the eclipse2017 site, thanks largely to Google searches.
- On eclipse day, eclipse2017 successfully pushed traffic to our Eclipse Live streaming page, thanks to an easy, one-click link.
- Our sites were top Google results in the run-up, and the eclipse day Google Doodle pointed to our live page
- Our safety push worked: Safety page drew 10.9 million views in August and was the top Google result for “eclipse safety.”



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eclipse  
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# Thank you!

For questions on NASA Agency coordination for the 2023 & 2024 solar eclipses please contact **Dr. Kelly Korreck**, [kelly.e.korreck@nasa.gov](mailto:kelly.e.korreck@nasa.gov)

NASA Heliophysics Education Activation Team (NASA HEAT) will provide eclipse support (POC: **Dr. Michael Kirk**, [michael.s.kirk@nasa.gov](mailto:michael.s.kirk@nasa.gov))