



1
00:00:03,169 --> 00:00:02,000
hi I'm Rebecca Roth the image

2
00:00:04,610 --> 00:00:03,179
coordinator in the office of

3
00:00:07,010 --> 00:00:04,620
communications here at NASA Goddard

4
00:00:08,990 --> 00:00:07,020
Space Flight Center Goddard is home to

5
00:00:11,120 --> 00:00:09,000
the nation's largest organization of

6
00:00:13,430 --> 00:00:11,130
scientists and engineers that build

7
00:00:16,340 --> 00:00:13,440
spacecraft instruments and new

8
00:00:19,609 --> 00:00:16,350
technology to study the earth the Sun

9
00:00:21,980 --> 00:00:19,619
our solar system and the universe as

10
00:00:23,960 --> 00:00:21,990
Goddard's image coordinator I work with

11
00:00:25,939 --> 00:00:23,970
the center's photographers and I find

12
00:00:28,339 --> 00:00:25,949
and share images supporting the stories

13
00:00:30,529 --> 00:00:28,349

posted on Goddard's website I'm also

14

00:00:33,610 --> 00:00:30,539

part of Goddard social media team where

15

00:00:37,790 --> 00:00:33,620

we post images on Facebook Twitter

16

00:00:39,799 --> 00:00:37,800

Pinterest Instagram and Flickr we were

17

00:00:42,470 --> 00:00:39,809

selected as the top government account

18

00:00:44,680 --> 00:00:42,480

for 2014 by the Shorty Awards which is

19

00:00:47,090 --> 00:00:44,690

sort of like the Oscars for social media

20

00:00:48,590 --> 00:00:47,100

overall the goal is to bring Goddard's

21

00:00:50,240 --> 00:00:48,600

great work and science and engineering

22

00:00:51,889 --> 00:00:50,250

to the entire world

23

00:00:54,439 --> 00:00:51,899

going beyond people who are already

24

00:00:57,500 --> 00:00:54,449

interested in space and science we have

25

00:00:59,299 --> 00:00:57,510

so many unique and dynamic stories this

26
00:01:01,639 --> 00:00:59,309
is stuff that's not just interesting to

27
00:01:04,549 --> 00:01:01,649
scientists and engineers but it's

28
00:01:06,890 --> 00:01:04,559
interesting to everyone some of our most

29
00:01:09,770 --> 00:01:06,900
popular images by far have been Blue

30
00:01:11,870 --> 00:01:09,780
Marble images images that show the earth

31
00:01:14,330 --> 00:01:11,880
the full Earth from space

32
00:01:16,670 --> 00:01:14,340
there's something special about seeing

33
00:01:18,980 --> 00:01:16,680
earth as if you were standing on Mars or

34
00:01:21,580 --> 00:01:18,990
seeing the Earth from the

35
00:01:23,240 --> 00:01:21,590
the way NASA astronauts have seen it

36
00:01:24,560 --> 00:01:23,250
speaking of the moon

37
00:01:27,680 --> 00:01:24,570
we have imagery from the Lunar

38
00:01:29,840 --> 00:01:27,690

Reconnaissance Orbiter or LRO that shows

39

00:01:33,050 --> 00:01:29,850

how NASA's mapping the moon in great

40

00:01:35,840 --> 00:01:33,060

detail and who doesn't love a giant CME

41

00:01:38,749 --> 00:01:35,850

images from our fleet of spacecraft that

42

00:01:41,359 --> 00:01:38,759

stare into the Sun are wildly popular as

43

00:01:44,450 --> 00:01:41,369

well and then there are images that only

44

00:01:46,999 --> 00:01:44,460

NASA can get images of distant galaxies

45

00:01:48,680 --> 00:01:47,009

from the Hubble Space Telescope and in

46

00:01:51,230 --> 00:01:48,690

the near future the James Webb Space

47

00:01:54,200 --> 00:01:51,240

Telescope will bring us images of the

48

00:01:56,240 --> 00:01:54,210

birth of stars and galaxies images that

49

00:01:58,760 --> 00:01:56,250

are literally looking backward in time

50

00:02:00,560 --> 00:01:58,770

also popular are rocket launches

51
00:02:03,260 --> 00:02:00,570
especially when there's a frog involved

52
00:02:05,630 --> 00:02:03,270
this image from the ladee launch was

53
00:02:07,820 --> 00:02:05,640
taken at Wallops and was a huge hit in

54
00:02:09,320 --> 00:02:07,830
social media as soon as you look at

55
00:02:11,420 --> 00:02:09,330
these pictures you're learning something

56
00:02:14,000 --> 00:02:11,430
new and every time we share this stuff

57
00:02:16,250 --> 00:02:14,010
we're reaching new people as NASA learns

58
00:02:18,440 --> 00:02:16,260
new science the public is right there at

59
00:02:21,680 --> 00:02:18,450
the same time learning right along with

60
00:02:24,140 --> 00:02:21,690
us as we share new data new science and

61
00:02:26,090 --> 00:02:24,150
new discoveries we have amazing stories

62
00:02:28,100 --> 00:02:26,100
to tell but we're even luckier because

63
00:02:30,620 --> 00:02:28,110

we have great imagery to use in our

64

00:02:32,690 --> 00:02:30,630

storytelling and because these are NASA

65

00:02:35,210 --> 00:02:32,700

images they're all in the public domain

66

00:02:38,030 --> 00:02:35,220

so everyone can download them publish

67

00:02:39,920 --> 00:02:38,040

them reuse them and enjoy them so if you