

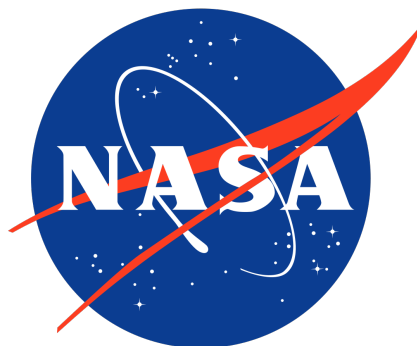
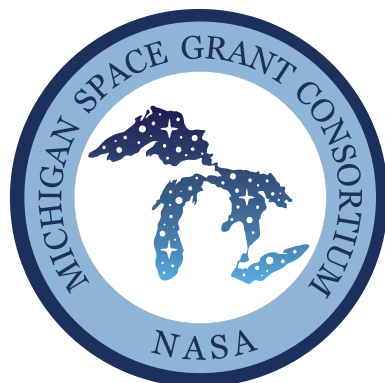


MSGC Awardee

SOCIAL MEDIA TOOLKIT

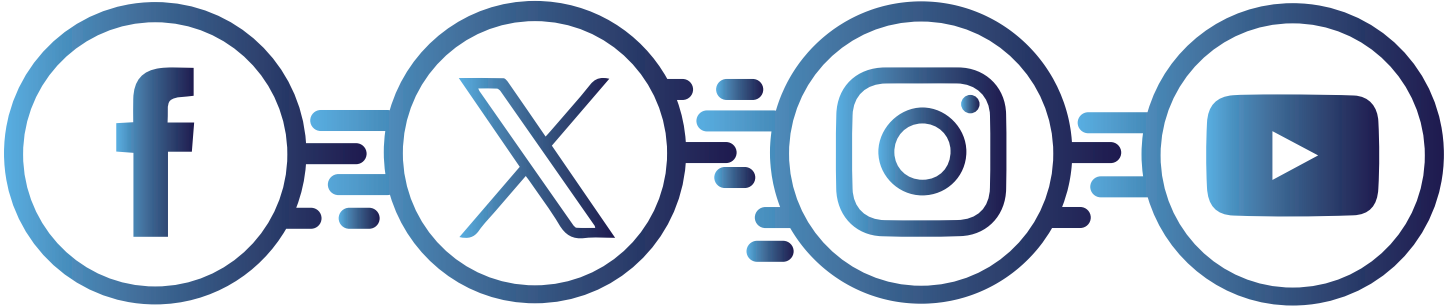
**Congratulations on your award and welcome to
Michigan Space Grant Consortium!**

In this guide you'll find sample posts that you can copy and paste to your personal or company social channels. We've also provided important links, hashtags and a few tips to make these posts as effective as possible.



HANDLES

MSGC is currently active on the following social media platforms: Facebook, Twitter, Instagram and YouTube. Take a moment to follow us to receive the latest news and updates when it comes to NASA in Michigan.



Facebook
@MISpaceGrant

X
@MISpaceGrant

Instagram
@MISpaceGrant

YouTube
@MISpaceGrant

HASHTAGS

MSGC currently uses the two following hashtags in all of our posts. Feel free to use them in all MSGC related matters. MSGC events will also have a custom hashtag and will be posted and announced with the event.

#MSGCNASA

#WeareNASAMI

TIPS

Use Visuals!

Pictures go a long way, add personality and capture attention fast! Feel free to use the MSGC logo as well. You can find it linked on the Resources page of our website.

Personalize it!

Talk about your experience, any meaningful or even silly stories! Share your progress, updates, lab, research, lessons, etc. Future MSGC applicants might even look to you for advice or guidance.

Tag it!

Please tag us in your posts so we can share and interact with them! Also, feel free to tag your affiliate University, department, companies or organizations that you think would be interested in or relevant as well. You never know when NASA will repost! Tagging also makes it easier for more people to learn, interact and join the conversation.

SAMPLE POSTS

From GVSU STEPS Camp: “Thank you to Michigan Space Grant Consortium for your support of STEPS Camp at Grand Valley State University. We are proud to represent NASA & MSGC in our work to engage young, creative minds into the STEM pipeline.”

From @MTU_MINE: “Thank you so much to the @mispacegrant for sponsoring The Astro-Huskies for the Lunabotics Mining Competition. We greatly appreciate your support and we are looking forward to building the best competition robot we can. Thank You! Thank You! Thank You!”

From Wayne State Chemistry: “Congratulations to Regina Szlag! Regina has been awarded a Michigan Space Grant Consortium (MSGC) Fellowship for her proposal titled: “Synthesis and Characterization of Bimetallic Fluoroacetates as Luminescent Thermometers.”
#wsuchemistry WomenInSTEM #rabuffettigroup
#wsustudent #researchindetroit #womeninscience
#wsuclas #waynestateuniversity #detroit”

From GVSU Annis Water Resources Institute:
“Congrats to the 4 AWRI grad students & their mentors who received @mispacegrant funding for their thesis research: Ellen Foley, Jon Walt, Maggie Petersen, and Nate Dugener! See more AWRI graduate research topics at...”

From Luis Villa-Diaz: “Watch Suraj Timilsina graduate student in my lab presenting our work of microgravity enhancing self-renewal of pluripotent stem cells in the Fall Conference of @mispacegrant. Small step contributing to space biology, giant step for our research!”

“Thankful to begin my research this summer, courtesy of my fellowship from Michigan Space Grant Consortium. Follow along as I begin in my process in...”

“Michigan Space Grant Consortium just announced their 2021 award winners and it’s a great honour <name> has been recognized as an award winner for <award type>. Their project is titled, <project title>.”

“As a MSGC awardee, I look forward to attending the annual Fall Conference at Calvin University on October 16th, 2021! #MSGC21”

NOT AN AWARDEE?

Board members, partners, affiliates, and other supporters can absolutely get in on MSGC promotion!

Feel free to write your own posts or change up the samples to reflect your role in MSGC.

QUESTIONS?

If you have any questions about this guide or anything related to MSGC’s social media, don’t be shy! Contact Katie Klink, Marketing & Communications Specialist at klinkk@umich.edu.

