

JPL Guidelines for Personal Use of Social Media

Guidance for Launch Communications

The external release of information - particularly newsworthy information - is a critical aspect of NASA's mission to inspire the world through discovery. NASA policy dictates that the release of information concerning NASA activities will be made by the agency promptly, factually, and completely. Individual team members may want to share their experience and perspective on the mission (in fact, they are encouraged to!) but certain guidelines must be kept in mind.

JPL's Digital News and Media section (1820), working closely with mission and project teams and in coordination with NASA HQ, is responsible for releasing information to the media and the public in the form of news releases, videos, and social media products. On social media, the @NASA and @NASAJPL accounts have an audience of millions. Information posted to these channels is vetted to ensure clarity and accuracy.

Before you post, ask yourself:

- Am I breaking news? Is this my news to share?
- Is anything proprietary, privileged, or newsworthy?
- Is everything in my photo ITAR/EAR cleared

But is there a place for individuals to share on their personal social media accounts? Yes!

JPL is full of excellent science communicators, and social media can be a great way to share your knowledge and enthusiasm and to support the overall awareness and perception of the project and its mission - *if done thoughtfully*.

Please keep these guidelines in mind when posting to personal social media accounts:

NEVER share

- Information from internal meetings
- Images that were marked up by other team members
- Internal mission discussion on spacecraft operations
- Emails without permission

Feel free to share

- What you heard on NASA TV or on a public live launch broadcast
- What you read in a NASA press release
- What you saw posted on a NASA website
- High-level description of your work
- High-level descriptive of routine operations

The bottom line is that NASA is the first to report milestones, launch schedules, and/or anomalies.

Note: If you self-identify in your profile bio as working for JPL or NASA, please also add language to indicate that opinions expressed are your own.

Special Considerations for Launch

In the days leading up to, during, and following a mission launch, it is particularly important to remember these guidelines. Most mistakes are made out of genuine excitement, not ill-intent.

- Don't speculate about delays, data, or anomalies.
- Don't post about a milestone until you've heard it announced on a public broadcast or it has been posted by an official NASA account.
- Refer questions to @NASA or @NASAJPL. If you receive inquiries from the news media, refer them to the JPL Media Office (contact info below).

Questions? Please reach out to the JPL Digital News and Media Office:

- Veronica Mcgregor, JPL digital news and media manager, veronica.c.mcgregor@jpl.nasa.gov
- Emilee Richardson, JPL social media lead, emilee.richardson@jpl.nasa.gov
- Matt Segal, JPL news chief, matthew.j.segal@jpl.nasa.gov