



2017 Total Solar Eclipse – Final Report, NASA Digital Services

Event Date: August 21, 2017

Report Date: August 28, 2017

Summary: Eclipse 2017 – NASA’s Most-Watched and Most-Followed Event

- NASA’s solar eclipse coverage was the agency’s most-watched and most-followed event on social media to date, with the largest social media reach (**5.3 billion people**), most engagement, and highest NASA-driven reach.
- We estimate over **40 million viewers in total** watched the NASA TV live broadcast, “Eclipse 2017: Through the Eyes of NASA,” carried on www.nasa.gov/eclipselive, Facebook Live, Periscope, Twitch, Ustream and other mobile apps and services.
- With between **2-3 million simultaneous viewers at peak**, the live broadcast on NASA’s Eclipse Live web page appears to be in the realm of major news, sports and entertainment events.
- Teletrax estimates our television content was aired on more than 50 outlets in 8 states and 22 countries worldwide. Based on the outlets’ reported audience reach, Teletrax estimates a **potential maximum TV audience of more than 600 million**. (Note: there is no way to accurately measure exactly how many people watched on television).
- Many viewers outside the path of totality turned to us for the live stream, helping to expand this to a national event. We had almost the same number of women as men viewing on nasa.gov/eclipselive, while our normal audience is closer to two-thirds male.
- On the web, two sites factored into NASA’s eclipse coverage: eclipse2017.nasa.gov and www.nasa.gov. These sites had **over 90 million pageviews** on August 21 alone.
- On the web, the 2017 solar eclipse was seven times larger than our previous single event record (New Horizons flyby of Pluto). Traffic to our sites was driven by searches on Google and by direct links, which also brought the majority of users to the www.nasa.gov/eclipselive page.
- A high number of social media users tuned in to the live eclipse broadcast, particularly on Facebook Live, which had **568,000 simultaneous viewers** at peak, and **27 million unique viewers** of the video to date; our most popular eclipse-related Tweet and Facebook post were both live feeds of the broadcast.
- 221,000 ‘eclipse’ media hits from Aug. 21-25, and about 17,000 of those mention NASA. 137,000 hits on Aug. 21 alone, with 10,700 mentioning NASA – about four times more than our biggest release of the year got in a full week.

NASA Digital Services – Streaming Video



Charleston, SC



Jefferson City, MO

2017 Total Solar Eclipse Streaming Video: Viewership Numbers of Main NASA Channels and Facebook Live Stream

We estimate **over 40 million viewers watched** the NASA TV live broadcast, “Eclipse 2017: Through the Eyes of NASA” which was carried on www.nasa.gov/eclipselive, Facebook Live, Periscope, Twitch, Ustream and other mobile apps and services.

NASA TV Channel on www.nasa.gov/eclipselive

The default channel on our Eclipse Live web page showed the complete live feed of “Eclipse 2017: Through the Eyes of NASA” beginning at noon EDT.

- **2-3 million simultaneous viewers at peak**
- **12.1 million total viewers**

Facebook Live

We scheduled and promoted a Facebook Live event for the NASA TV eclipse broadcast, allowing Facebook users to save the event and be alerted when the show was live.

- **568,000 simultaneous viewers at peak**
- 31 million total viewers
- 27 million unique viewers

NASA TV Media Channel - Raw Feed of Eclipse Images (Ustream)

This was the second channel listed on our Eclipse Live page.

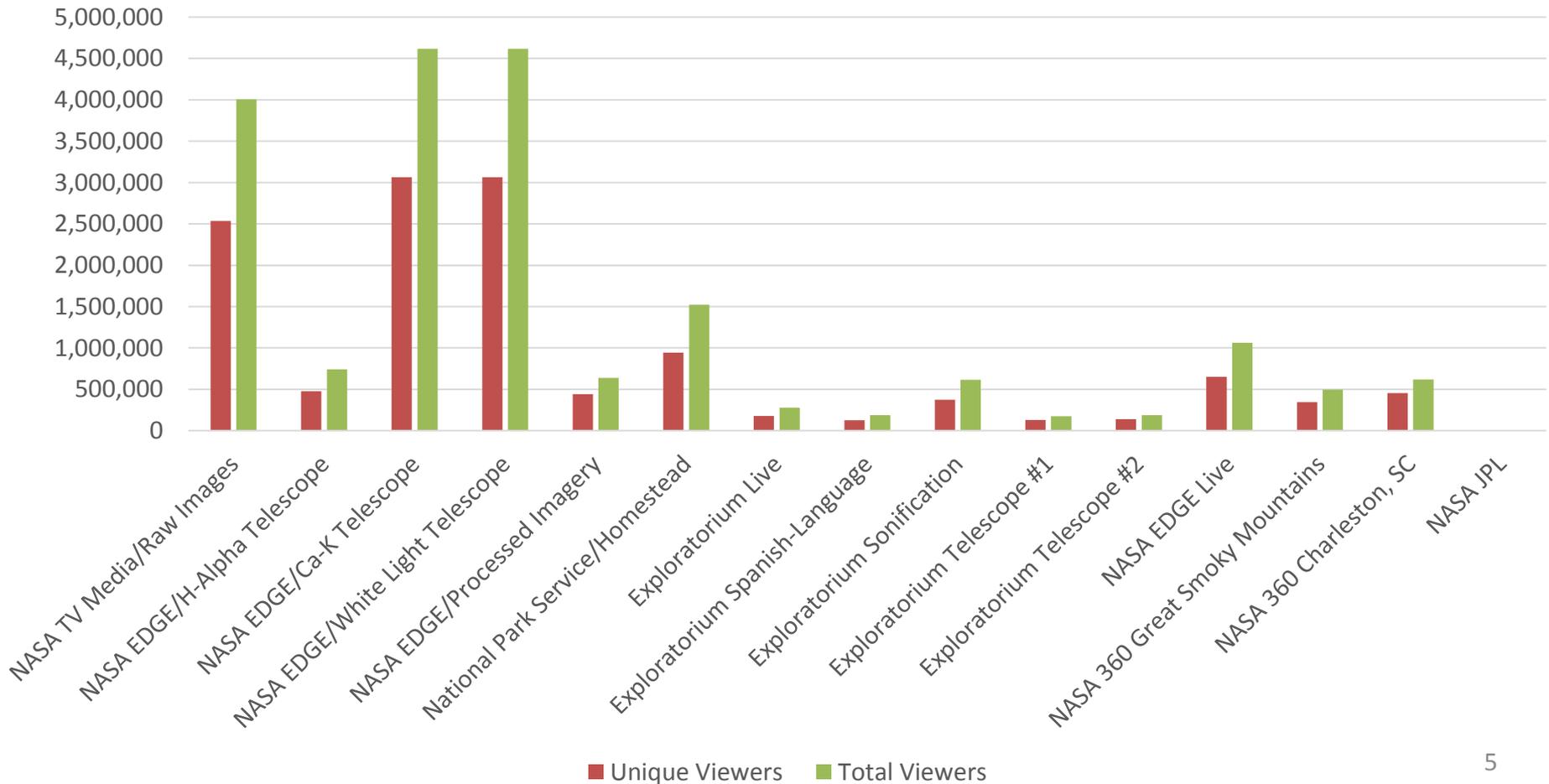
- **200,042 simultaneous viewers at peak**
- 4,004,997 total viewers for the day
- 2,536,627 unique viewers for the day



2017 Total Solar Eclipse Streaming Video: Viewers of Additional Channels Offered on www.nasa.gov/eclipselive (NASA EDGE, NASA 360, Exploratorium, Park Service)

Around **12 million unique viewers** watched these additional channels. Viewership was highest among the first channels listed on the player and lower for the players listed toward the bottom. Telescope views and the raw eclipse images performed best, each reaching 2.5-3.1 million unique viewers.

Eclipse Live Additional Channels Viewership

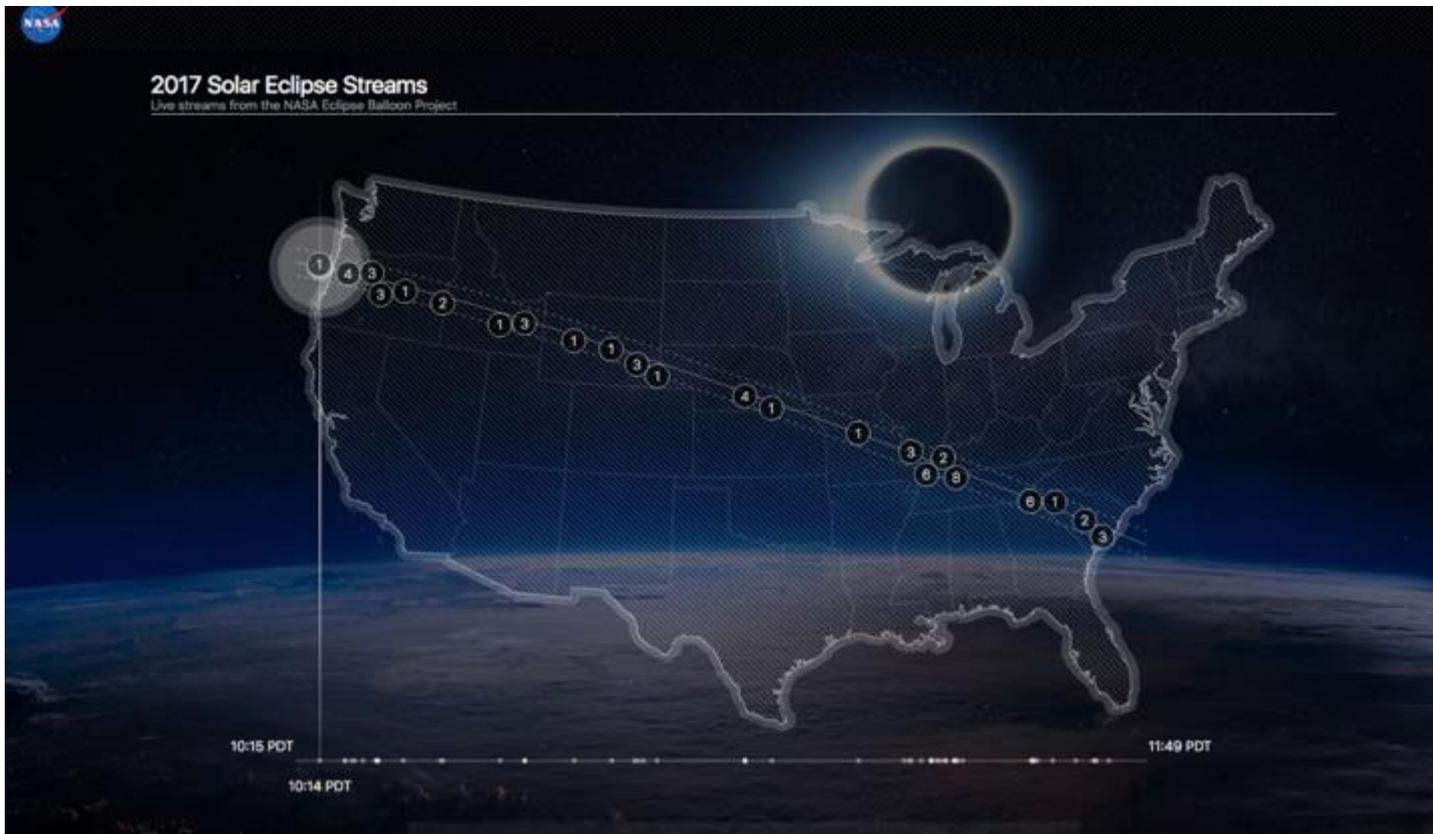


2017 Total Solar Eclipse Streaming Video: High Altitude Balloons

An additional channel offering eclipse views from high altitude balloons was included in the viewing options on our Eclipse Live page. A choice of 50 different balloon views was also available on eclipse.stream.live and embedded on other sites. 90% of the viewership of these feeds came from eclipse.stream.live and the NASA Eclipse Live player.

High Altitude Balloons Feed (Stream.live)

- **149,000 simultaneous viewers watched the Balloons stream at peak**
- 6.147 million total viewers watched different Balloons streams that day
- 2.4 million unique viewers watched Balloons streams

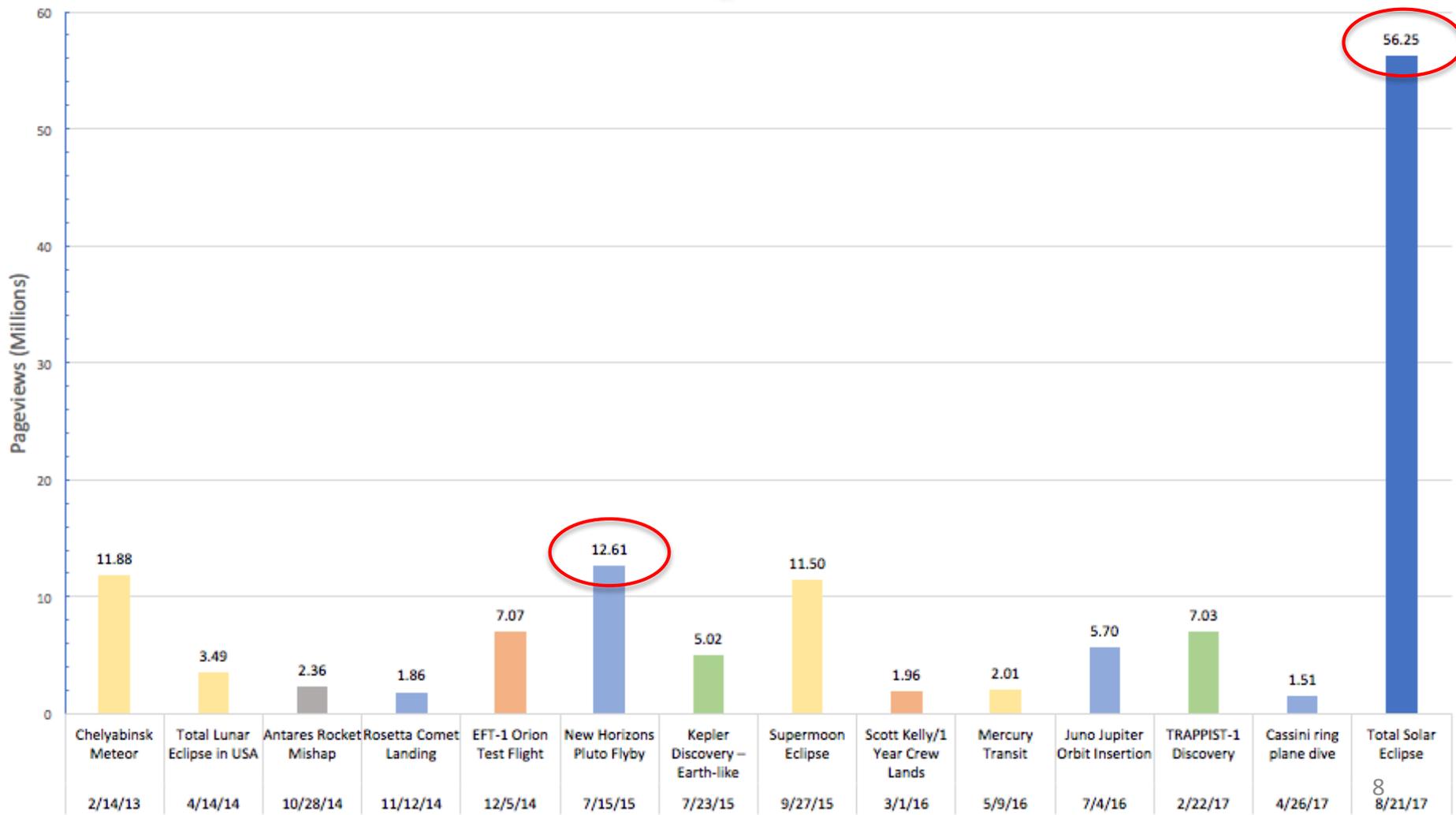


NASA Digital Services – Web
www.nasa.gov
eclipse2017.nasa.gov



A Record-breaking Day – Eclipse 2017 Compared to Top Web Traffic Events on www.nasa.gov (2013-present)

Prior to August 21, 2017, the single-day traffic record for www.nasa.gov was 12.61 million pageviews during the New Horizons flyby of Pluto, followed closely by the Chelyabinsk meteor and the "supermoon" eclipse. On Aug. 21, www.nasa.gov had 56.25 million pageviews – over four times higher than the previous record.



What did NASA do on the web to inform the public about the solar eclipse – and allow them to take part in this unique event? On www.nasa.gov:

- On www.nasa.gov in 2017, 19 solar eclipse feature stories, 4 press releases and a podcast covered safety information, photography tips, ways to become a citizen scientist, how to watch NASA's eclipse programs, and all the ways NASA was doing science during the eclipse.
- Eclipse content on www.nasa.gov drew approximately 5.4 million pageviews in 2017 in the time prior to the eclipse (Jan. 1-Aug. 20, 2017).

Eclipses and Transits

June 21, 2017
RELEASE: 17-098

NASA Prepares for Aug. 21 Total Solar Eclipse with Live Coverage, Safety Information

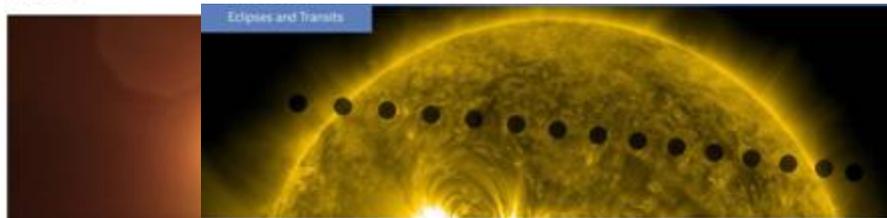
[f](#) [t](#) [G+](#) [P](#) [+](#)

Eclipses and Transits

Aug. 11, 2017
MEDIA ADVISORY: M17-082

NASA Announces Television Coverage for Aug. 21 Solar Eclipse

[f](#) [t](#) [G+](#) [P](#) [+](#)



Eclipses and Transits

Aug. 11, 2017

An Eclipse by Any Other Name: Doing Science with Transits and Occultations

[f](#) [t](#) [G+](#) [P](#) [+](#)

An alienworldly atmosphere takes hold when a total solar eclipse blocks the Sun's light, yet the mechanics of the event are actually rather mundane. All you need is for one celestial body (in this case, the Moon) to block your view of a more distant object (here, the Sun). But different flavors of this phenomenon make some very sophisticated science possible. From the study of Pluto's atmosphere to the discovery of planets around other stars, NASA researchers are using eclipse-like events to learn more about the universe.

Shadow-Chasing SOFIA Explores Distant Worlds

On August 21, solar eclipse fans along the path of totality will enjoy a view of the Moon tracking the entire disk of the Sun. Scientists use the term *occultation* for this situation, where the nearer object completely blocks the one behind. When the more distant body is a star, researchers can glean a wealth of information from the way the star's light passes near and around the object. They can tell, for instance, whether the object is surrounded by rings or if it has an atmosphere.

In 2015, NASA's *Shadow-Chasing Observations for Infrared Astronomy*, or SCIFA – an airborne observatory featuring a 2.5-meter infrared telescope mounted in a highly modified Boeing 747SP aircraft – used an *occultation* to learn more about Pluto. As the dwarf planet drifted out a distant star, it cast a dim, fast-moving shadow on the surface of the Earth, mostly across the middle of the Pacific Ocean. As the dark spot raced over the surface at 53,000 mph, SOFIA flew right through the middle of it, and had about 120 seconds to measure the light of the hidden star that seeped around the occulting object, Pluto, and scattered through its atmosphere. From this data, scientists learned about the structure, pressure and density of Pluto's atmosphere some three billion miles from Earth.

SOFIA's measurements were all the more valuable as they could be compared to the data from another mission, collected just two weeks later, when NASA's New Horizons spacecraft flew by Pluto at a distance of a mere 7,350 miles. This allowed researchers to calibrate decades of existing

This illustration depicts a rare alignment of the Sun and the Moon. NASA

On Monday, Aug. 21, all of North America's heritage points on the ground and from air broadcast Eclipse Across America. Through programming begins at noon EDT with a p



Here's a conception of the Pluto occultation seen close-up. Not a photo. NASA's Shadow-Chasing Observations for Infrared Astronomy

Eclipses and Transits

Aug. 10, 2017

Five Tips from NASA for Photographing the Total Solar Eclipse on Aug. 21

[f](#) [t](#) [G+](#) [P](#) [+](#)

The total solar eclipse crossing America on Aug. 21 will be the first eclipse to march from sea to shining sea in nearly 100 years. This astronomical event is a unique opportunity for scientists studying in the shadow of the Moon, but it's also a perfect opportunity to capture unforgettable images.

When eclipse

When eclipse

#1 – To take came when outer

Having can h using

#2 – Taking high piece don't envy

Aug. 14, 2017

Studying the Sun's Atmosphere with the Total Solar Eclipse of 2017

[f](#) [t](#) [G+](#) [P](#) [+](#)

#3 – Whole Moon more which yield i eclipse

A total solar eclipse happens somewhere on Earth about once every 18 months. But because Earth's surface is mostly ocean, most eclipses are visible over land for only a short time, if at all. The total solar eclipse of Aug. 21, 2017, is different – its path stretches over land for nearly 90 minutes, giving scientists an unprecedented opportunity to make scientific measurements from the ground.

When the Moon moves in front of the Sun on Aug. 21, it will completely obscure the Sun's bright face. This happens because of a *cospatial coincidence* – though the Sun is about 400 times wider than the Moon, the Moon on Aug. 21 will be about 400 times closer to us, making their apparent size in the sky about equal. In fact, the Moon will appear slightly larger than the Sun to us, allowing it to totally obscure the Sun for more than two and a half minutes in some locations. If they had the exact same apparent size, the total eclipse would only last for an instant.

NASA eclipse 3," by whole



2 Minutes, 6 Hands, 1 Chance

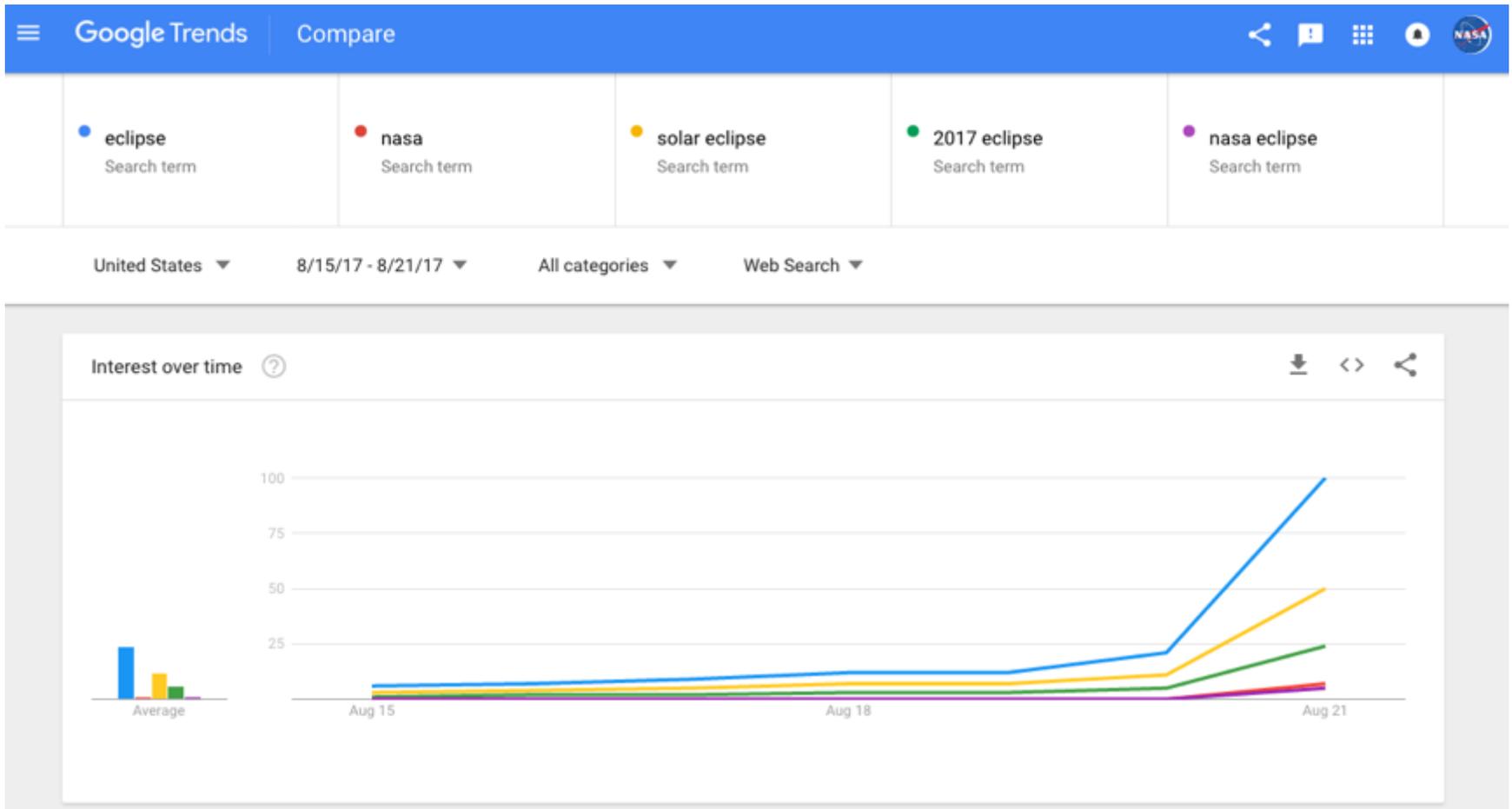
What did NASA do on the web to inform the public about the solar eclipse – and allow them to take part in this unique event? On eclipse2017.nasa.gov:

- eclipse2017.nasa.gov highlighted topics including: Safety information, maps of totality nationwide and by state, the date, times and an overview (the “Who? What? When?”).
- eclipse2017.nasa.gov surpassed www.nasa.gov on Aug. 6 in daily traffic and more than tripled its site traffic each month from April to August 2017, averaging 1.8 million pageviews/day from Aug. 1-20. This traffic was built through search – specifically, people searching Google for eclipse information.



How did people get to our NASA eclipse web pages? Mostly through Google search.

Generally, people searched for general terms: *eclipse*, *solar eclipse*, *2017 eclipse* – illustrated by this Google Trends chart of search terms. Most did not search *specifically* for NASA eclipse coverage. But when they searched for any kind of information about the eclipse, they *found* our NASA sites in the top results.



Source: Google Trends – search interest from Aug. 15-21, 2017

<https://trends.google.com/trends/explore?date=2017-08-15%202017-08-21&geo=US&q=eclipse,nasa,solar%20eclipse,2017%20eclipse>

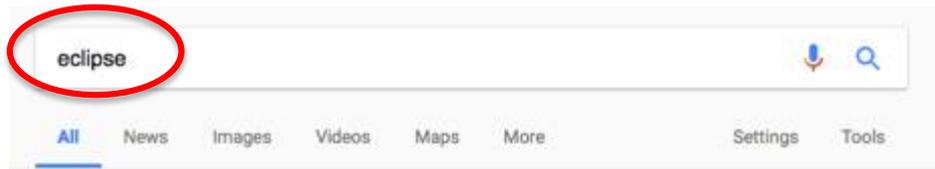
In August 2017, the Google search page for mobile phone and tablet users listed eclipse2017.nasa.gov as the Official website for the event, sending millions to our site.

From August 1-21 2017, 62% of eclipse2017.nasa.gov traffic came from Google search. 39% of the traffic came from Google searches on a mobile phone or tablet.

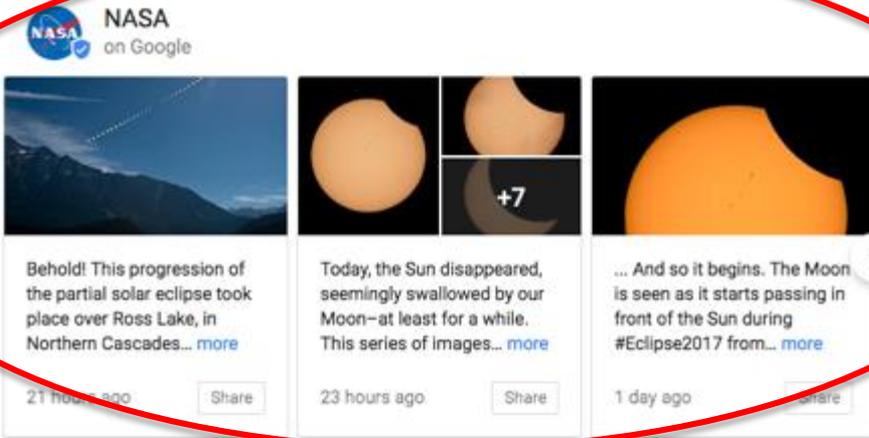


Source / Medium	Mobile (Including Tablet)	Acquisition
		Sessions
		43,467,934 % of Total: 48.99% (88,731,217)
google / organic	Yes	16,971,783 (39.04%)
google / organic	No	9,628,042 (22.15%)
(direct) / (none)	Yes	3,943,944 (9.07%)
m.facebook.com / referral	Yes	1,768,272 (4.07%)
(direct) / (none)	No	1,621,660 (3.73%)
bing / organic	No	919,656 (2.12%)
nasa.gov / referral	No	806,441 (1.86%)
nasa.gov / referral	Yes	580,374 (1.34%)

Google search on desktop listed NASA sites as the top results for “eclipse,” “solar eclipse,” etc. The NASA digital services team also created Posts on Google which were displayed at the top of search results. These Posts included direct links to NASA’s eclipse content.



About 274,000,000 results (0.54 seconds)



Eclipse2017 | Total Solar Eclipse 2017

<https://eclipse2017.nasa.gov/>

Total Solar Eclipse 2017 - On Monday, August 21, 2017, all of North America will be treated to an eclipse of the sun. Anyone within the path of totality can see ...

Eclipse Maps - How to View the 2017 Solar - Eclipse - Eclipse Kit

Eclipse: Who? What? Where? When? and How? | Total Solar Eclipse ...

<https://eclipse2017.nasa.gov/eclipse-who-what-where-when-and-how>

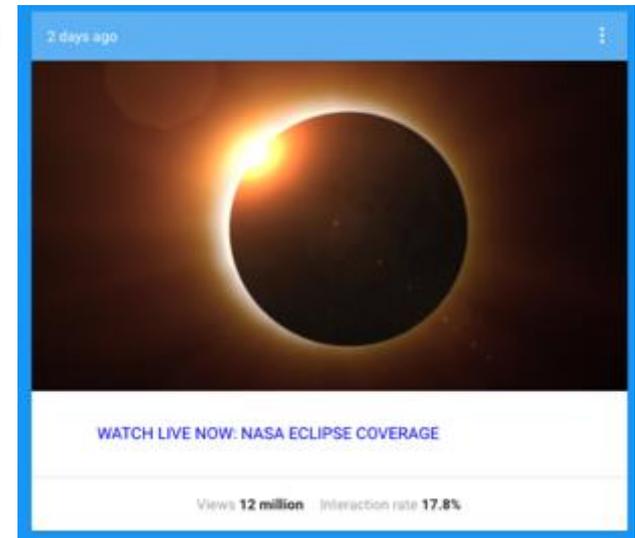
Total Solar Eclipse. On Monday, August 21, 2017, all of North America will be treated to an eclipse of the sun. Anyone within the path of totality can see one of ...

Eclipse 101 | Total Solar Eclipse 2017

<https://eclipse2017.nasa.gov/eclipse-101>

The last time most Americans experienced a total solar eclipse was 1991. In 2017, an estimated 500 million people will be able to observe the August 21, 2017 ...

Posts by NASA were created by the Digital Services team and included links to NASA’s eclipse web pages, including /eclipselive once the broadcast started.



This Post had 12 million viewers, of which 17.6% (2.136 million) clicked through to www.nasa.gov/eclipselive.

The eclipse2017.nasa.gov home page drew 71 million pageviews from August 1-21, 2017. On Aug. 21, the site's home page was updated to promote our NASA TV broadcast and send users, with one click, to watch the broadcast on www.nasa.gov/eclipselive.



ECLIPSE 101- EVENTS- SCIENCE- ACTIVITIES- EDUCATION- RESOURCES-



ECLIPSE ACROSS AMERICA

NASA TV BROADCAST
LIVE FROM CHARLESTON SC



NASA EDGE WEBCAST
LIVE FROM CARBONDALE IL



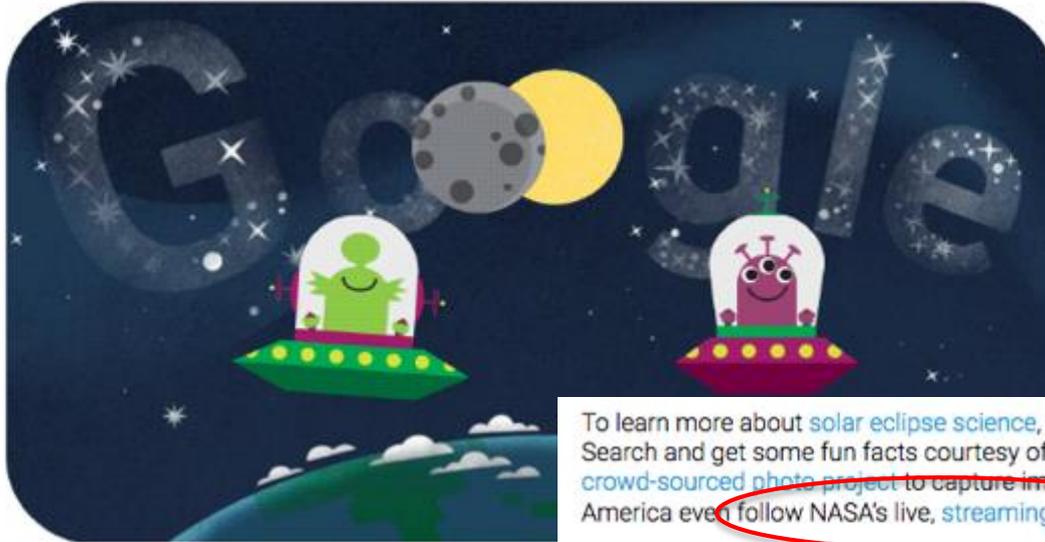
Image Credit: S. Habbal, M. Druckmüller and P. Ansel

SAFETY

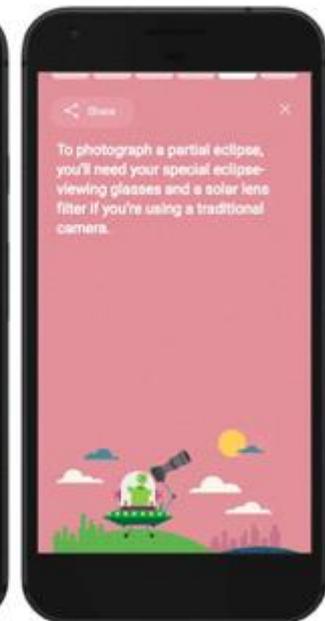
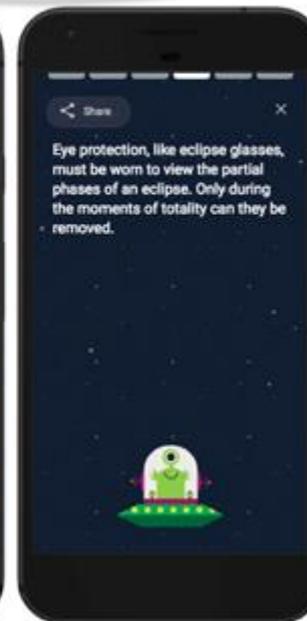


Credit: S. Habbal, M. Druckmüller and P. Ansel

The Aug. 21 Google Doodle for users in the United States featured the eclipse and – for those who clicked through – included a direct link to /eclipselive:



To learn more about [solar eclipse science](#), you can click beyond the Doodle to Google Search and get some fun facts courtesy of our friendly space aliens. You can learn about a [crowd-sourced photo project](#) to capture images of the eclipse as it traverses North America even [follow NASA's live, streaming video](#) of the event.



On www.nasa.gov/eclipselive, people could watch 18 channels of eclipse views, with the NASA TV “Eclipse Live: Through the Eyes of NASA” broadcast at the top.

On Aug. 21, there were 34 million pageviews (20 million unique visitors) for this page.

12.1 million unique viewers watched the NASA TV live broadcast on this page.

Solar Eclipse 2017

Follow      NASA TV Public Channel

Live Feeds

Channel Name	Location	Time	Status
NASA TV Public Channel	Washington, DC	12:00 PM EDT	▶ Watching
NASA TV - Eclipse Views (Raw Feed)	Washington, DC	12:00 PM EDT	▶ Watch Now
National Park Service Coverage	Homestead, NE	9:00 AM EDT	▶ Watch Now
NASA EDGE: Ca-K Telescope	NASA Edge	11:45 AM EDT	▶ Watch Now
NASA EDGE: White Light Telescope	Carbondale, IL	11:45 AM EDT	▶ Watch Now
NASA EDGE Coverage		11:45 AM EDT	

Salem, OR





NASA Digital Services – Social Media

Reach & Posts on Social Media

NASA's solar eclipse coverage was the agency's most-watched and most-followed event on social media to date, with the largest social media reach (5.3 billion people), most engagement, and highest NASA-driven reach.

Our most popular Instagram image ever was posted on eclipse day and received over 1.4 million likes. Our second most-liked post ever was also from eclipse day, showing the stages of the eclipse and receiving over 1.1 million likes.

NASA's flagship social media accounts gained a high number of followers on Twitter (+73K), Facebook (+563K) and Instagram (+133K) on eclipse day. Adding new followers means that NASA's content will continue to show up in their social media feeds in the future.

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.

- The potential reach of all social media posts across 21 different social media platforms using one of the following keywords between Aug. 19-25, 2017: (#eclipse OR eclipse OR "solar eclipse" OR #eclipse2017 OR #SolarEclipse2017)AND(nasa):
- Number of social media posts across 21 different social media platforms using one of the following keywords between Aug. 19-25, 2017: (#eclipse OR eclipse OR "solar eclipse" OR #eclipse2017 OR #SolarEclipse2017)AND(nasa):

5,307,255,215

500,335

Of these, 974 came from NASA accounts.

Social Media Trending Topics – Eclipse Day, 4 p.m. EDT

Twitter Trends

United States trends · [Change](#)

[#GoldenCircleDay](#) 🌑

#Kingsman: The Golden Circle arrives In theaters 9/22

📌 Promoted by Kingsman

[#SolarEclipse2017](#) 🌑

@NASAMoon, @LRO_NASA and 3 more are Tweeting about this

[Bonnie Tyler](#)

Worldwide trends · [Change](#)

[#GoldenCircleDay](#) 🌑

#Kingsman: The Golden Circle arrives In theaters 9/22

📌 Promoted by Kingsman

[#SolarEclipse2017](#) 🌑

@NASAMoon, @LRO_NASA and 3 more are Tweeting about this

[#Eclipse2017](#) 🌑

@NASA_EDGE is Tweeting about this



NASA worked with Twitter to conceptualize this emoji to highlight #Eclipse2017 and #SolarEclipse2017 content across the platform.

Facebook Trends

Trending



📈 [Solar Eclipse of August 21, 2017](#)

NASA sees space station cross the solar eclipse - [cnet.com](#)

📈 [Cambridge University Press](#)

Cambridge University Press faces boycott over China censorship - [theguardian.com](#)

📈 [Johnson & Johnson](#)

J&J Loses \$417 Million Talc Verdict in First California Case - [bloomberg.com](#)

📈 [University of Texas at Austin](#)

University of Texas at Austin moving statues of four figures tied to... - [reuters.com](#)

Top Facebook Posts

Top [Flagship Post](#) (NASA):

This post featured the live video of the NASA TV eclipse broadcast.

- 80,955,119 People Reached
- Total Engagement (Likes, Shares, Comments): 2,236,922
- 568,000 simultaneous viewers at peak
- 31 million total video viewers
- 27 million unique video viewers

Top [Non-Flagship Post](#) (International Space Station):

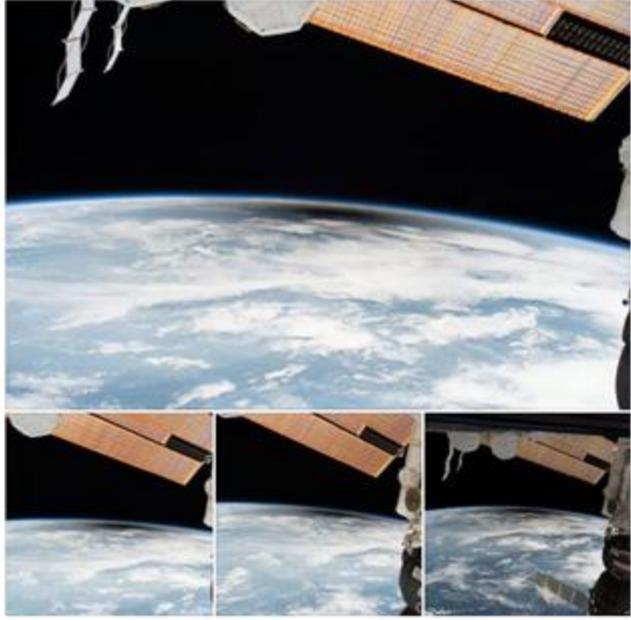
- 5,549,930 People Reached
- Total Engagement (Likes, Shares, Comments): 91,500



NASA - National Aeronautics and Space Administration
August 21 at 9:01am · 🌐 · 📌

On Monday, Aug. 21, all of North America will live from coast to coast from unique vantage points including the International Space Station. Cover here on NASA's Facebook page or on your TV stores. #Eclipse2017

30M Views
973K Likes 261K Comments 562K Shares



International Space Station added 4 new photos.
August 21 at 1:17pm · 🌐

While millions experienced #Eclipse2017, only six people saw the umbra, or moon's shadow, over the United States from space today.

59K Likes 1.5K Comments 31K Shares

Facebook Live Events and Camera Filters

Aug. 9 NASA Earth Facebook Live on citizen science:

- 650,006 People Reached
- 169,116 Video Views
- 1,966 Total Engagement

Aug. 11 ISS Facebook Live with Randy Bresnik on eclipse photography:

- 2,124,939 People Reached
- 346,517 Video Views



Aug. 14 NASA Facebook Live with NASA scientists:

- 1,707,368 People Reached
- 315,000 Video Views
- 12,298 Total Engagement

“Selfie Filters” produced by NASA for Facebook:

- 10,400 people took pictures using the eclipse glasses frame
- 19,200 people took pictures using the sun frame



Top NASA Twitter Posts

Top [Flagship Post](#) (@NASA):

This post featured a live Periscope feed of the NASA TV eclipse broadcast.

- Total Potential Reach: 60,610,640 unique users
- Total Actual Impressions: 1,374,845
Total Engagements (replies, retweets, favorites): 86,713

Top [Non-Flagship Post](#) (@NASAMoon):

This had the highest reach and number of engagements out of all eclipse Tweets across all of NASA's accounts.

- Total Potential Reach: 76,378,457 unique users
- Total Actual Impressions: **26,151,915**
Total Engagements (replies, retweets, favorites): **3,773,161**



Top Instagram Posts

Both of the most popular Instagram posts featured images taken by NASA HQ photographers.

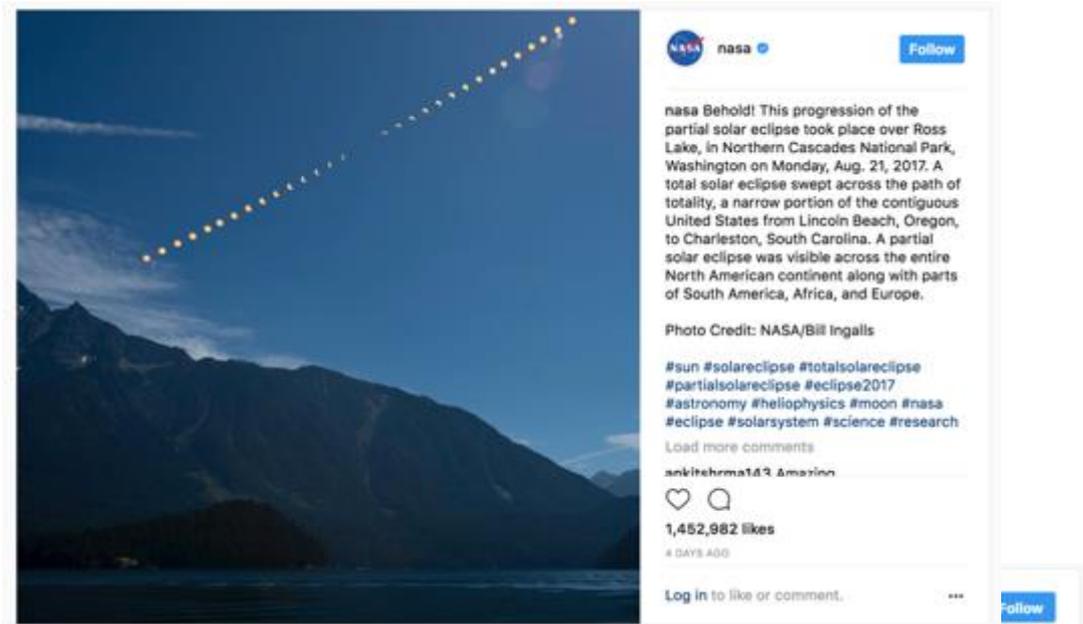
Top [Flagship](#) (NASA):

This was NASA's most-liked Instagram post ever.

- Total Engagements: 1,456,219 shares, likes
- Impressions: 14,000,000

Top [Non-Flagship](#) (ISS):

- Total Engagements: 168,693 shares, likes



Snapchat/Instagram Stories



NASA flagship Snapchat and Instagram stories:

1,834,000 total viewers

NASA Instagram Story: 1,600,000 views (first slide)

832,000 views (last slide)

Completion Rate: 52%

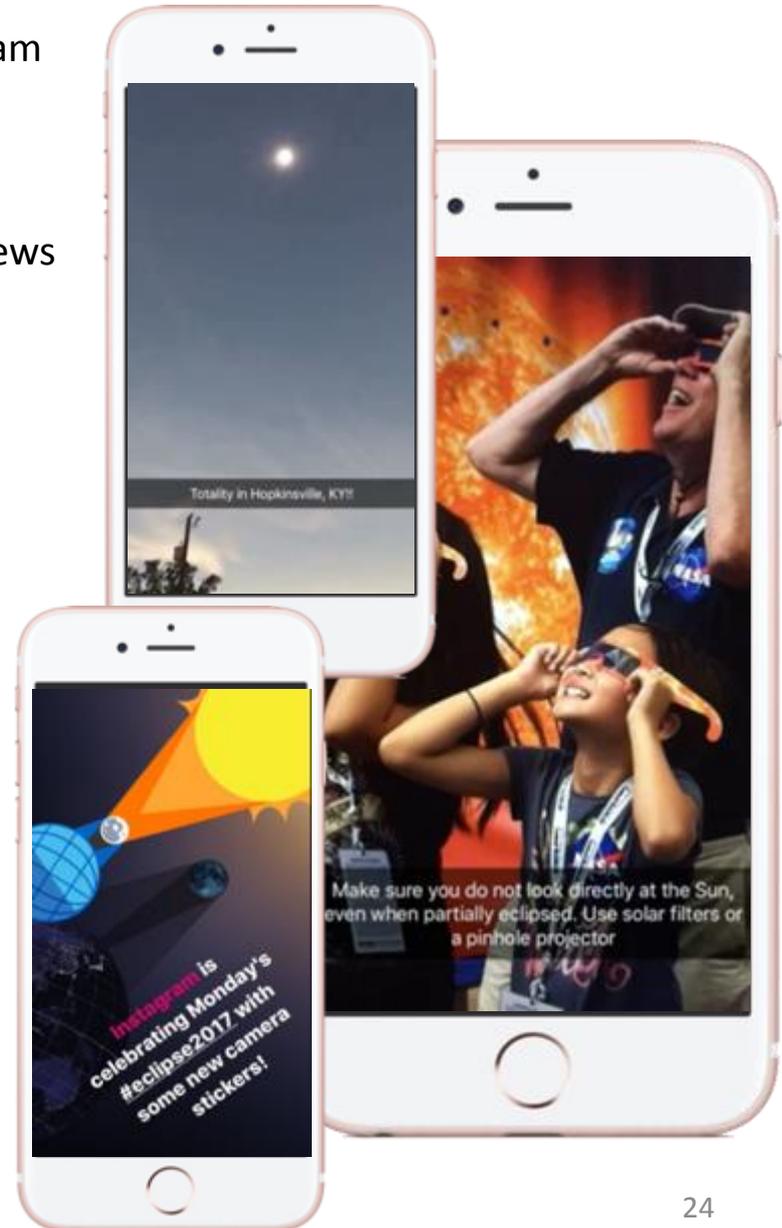
NASA Snapchat:

234,000 views (First slide)

140,000 views (last slide)

Completion rate: 59.83%

NASA Digital services worked with Instagram on the design of **eclipse "stickers"** based on **NASA products**. Stickers were available for all users of Instagram Stories in the U.S., Mexico and Canada from Aug. 18-21.



Top Tumblr Posts

[Post: Everything You Need to Know About the 2017 Eclipse](#)

- Engagements: 20,756
- Clicks: 7,337
- Likes: 8,409
- Reblogs: 4,663
- Impressions: 293,522

[Video Post: Get Ready for the Solar Eclipse](#)

- Views: 23,480
- Impressions: 2,903,487
- Engagements: 20,536
- Clicks: 15,155
- Likes: 3,142
- Reblogs: 1,189

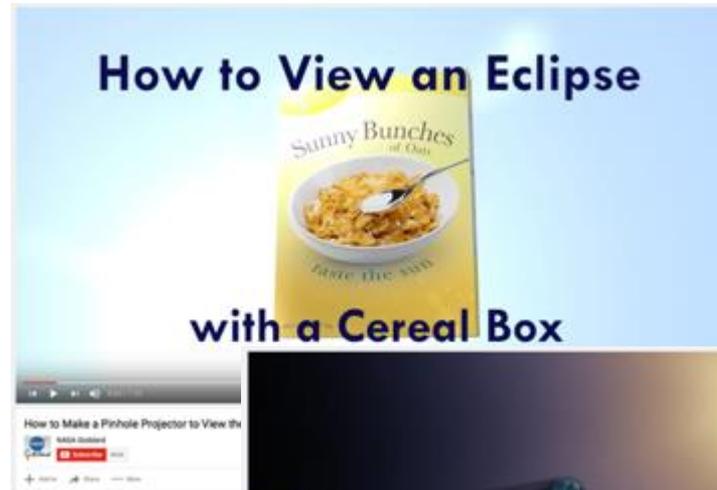
Aug. 17 Tumblr Answer Time with Alexa Halford

- 4,596 Questions
- 25 Questions Answered
- **31,781,305 Impressions**
- 164,251 Engagements

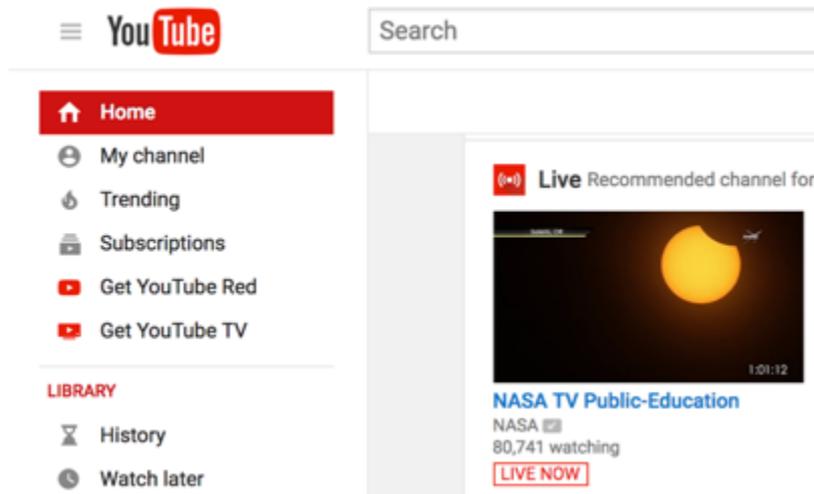


Top YouTube Videos

- [How to Make a Pinhole Projector:](#) NASA Goddard, 3,442,890 views
- [How to Safely Watch a Total Solar Eclipse:](#) NASA Goddard, 619,272 views
- [Tracing the Total Solar Eclipse:](#) NASA Goddard, 618,658 views
- [Transit of Space Station During the Solar Eclipse:](#) 411,141 views



NASA's live eclipse broadcast also trended on YouTube, reaching over 80,000 simultaneous live viewers.



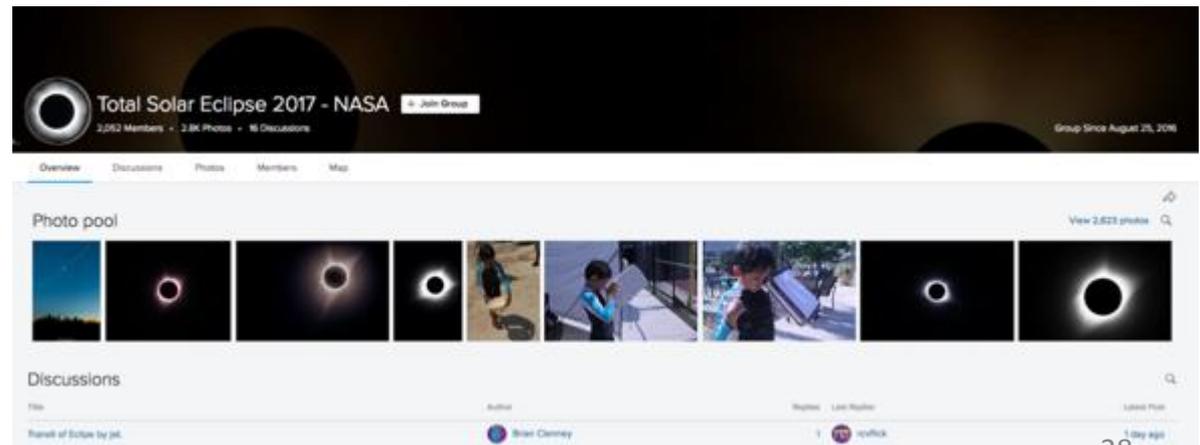
Giphy #eclipse GIFs

85 eclipse GIFs created from NASA imagery were posted to NASA's Giphy account – making them available to search and share by all users on Giphy and Twitter.

The screenshot shows a Giphy search results page for the keyword "eclipse". At the top, the GIPHY logo is visible on the left, and a search bar is on the right. Below the header is a banner image of a sunset with the NASA logo and the text "Explore the Universe & Discover our Home Planet". The main content area shows the NASA profile picture and name, followed by the search results: "85 GIFs found for eclipse". To the left of the GIF grid, there are statistics: "823 GIF Uploads" and "269.3M GIF Views", along with the website "www.nasa.gov" and a description: "Explore the universe and discover our home planet through GIFs on the official NASA account." Below this is a "Follow on:" section with icons for Facebook, Twitter, Instagram, and Tumblr. A search bar at the bottom left contains the word "eclipse". The main grid of GIFs includes various eclipse-related images: a crescent moon, a map of the United States with a red line indicating the path of totality, a person using eclipse glasses, a globe showing the eclipse path, a crescent moon with text "Partial Eclipse Sun's disk partially blocked by moon Can last over an hour", and a person standing on a bridge (the Golden Gate Bridge) during an eclipse.

Flickr Photos

- NASA HQ photographers **posted 70 photos** from locations across the U.S. to the 2017 Total Solar Eclipse album, which had **27,472 views**.
- 2,052 members of the public joined NASA's Total Solar Eclipse Flickr group, where they **shared 2,800 of their own photos** of the eclipse.



Reddit AMAs Previewing the Eclipse

[We're NASA Scientists. Ask us anything about tomorrow's total solar eclipse!](#)

3,752 comments

187 answers from the NASA Sun-Earth team

[Science AMA Series: We're NASA scientists. Ask us anything about the science of the Aug. 21 total solar eclipse!](#)

1,487 comments

143 answers from the NASA science team

[Science AMA series: We're scientists at NASA studying the sun, planets and solar system; ask us \(happening today\), the sun and the total solar eclipse in August 2017!](#)

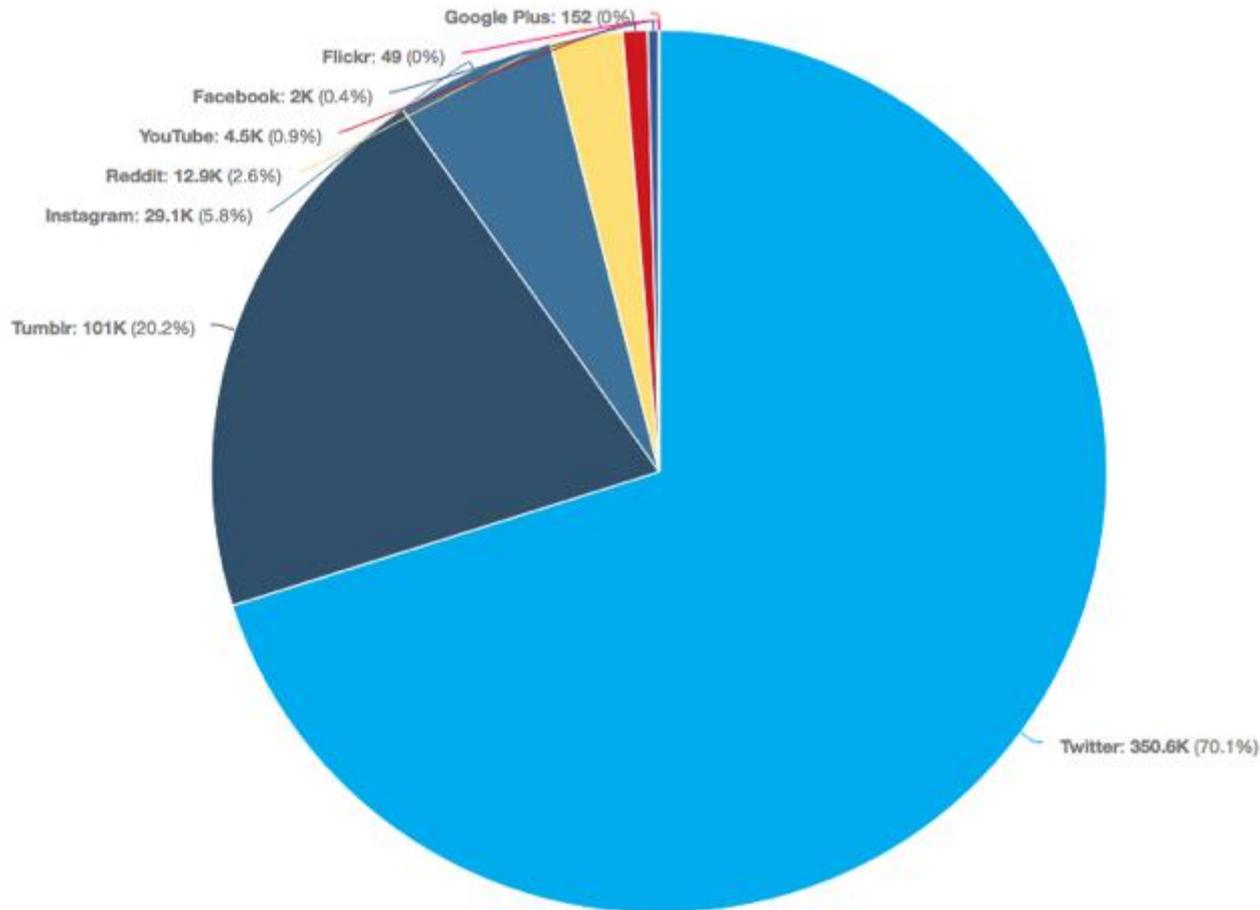
487 comments

72 answers from the NASA Goddard and NASA Marshall team



Platforms People Used to Talk About The Eclipse

Approximately 70% of the social media conversation on the eclipse took place on Twitter, while the Tumblr audience also had a strong interest and wrote many eclipse-related comments, particularly in the Aug. 17 Tumblr Answer Time with a NASA scientist. Contents of Facebook comments aren't tracked, accounting for its small percentage in this chart.



NASA Social Media Follower Growth on August 21

- Twitter: 73,634 (+0.29%)
- Facebook: 563,561 (+2.84%)
- Instagram: 132,824 (+0.5%)
- Tumblr: 3,417 (+0.71%)
- LinkedIn: 692 (+0.18%)
- Pinterest: 182 (+0.29%)

