



NASA Earth Goes Facebook Live World Meteorological Day Events

Total estimated reach: 1.9 million

On March 23, 2018, NASA Earth broadcasted a Facebook Live event Celebrating World Meteorological Day. NASA Langley Research Center hosted the event and virtually connected live to the World Meteorological Organization's (WMO) World Meteorological Day Program in Geneva, Switzerland. The WMO Secretary-General Petteri Taalas was the featured guest along with GLOBE Clouds Lead, Marilé Colón Robles (Science Systems and Applications Incorporated (SSAI)/ Langley Research Center (LaRC) and was hosted by Jessica Taylor (LaRC). The Facebook Live event was incorporated into the World Meteorological Day program with over 200 WMO guests in attendance.

Facebook Reach: 226,220

GLOBE Observer also coordinated and posted a story to the NASA Snapchat and Instagram accounts about World Met Day and the GLOBE spring cloud challenge.

Snapchat & Instagram Reach: 1.7 million

Autumn Burdick (SSAI) coordinated and scripted the events with WMO, and Kristen Weaver (SSAI/GSFC) produced.

Jessica Taylor, NASA LaRC, NESEC
Jessica.e.taylor@nasa.gov



When you look at the clouds, are you able to predict the weather? Tap to learn a few tips.



April 10, 2018