

2013 SURVEY-BASED EVALUATION OF Chandra on Facebook



CHANDRA FACEBOOK HAS SHOWN

38,235

Total Gained Followers from 01/01/13 - 01/16/14

63,796

Total Page Followers on 01/16/14

Of the participants that were polled:

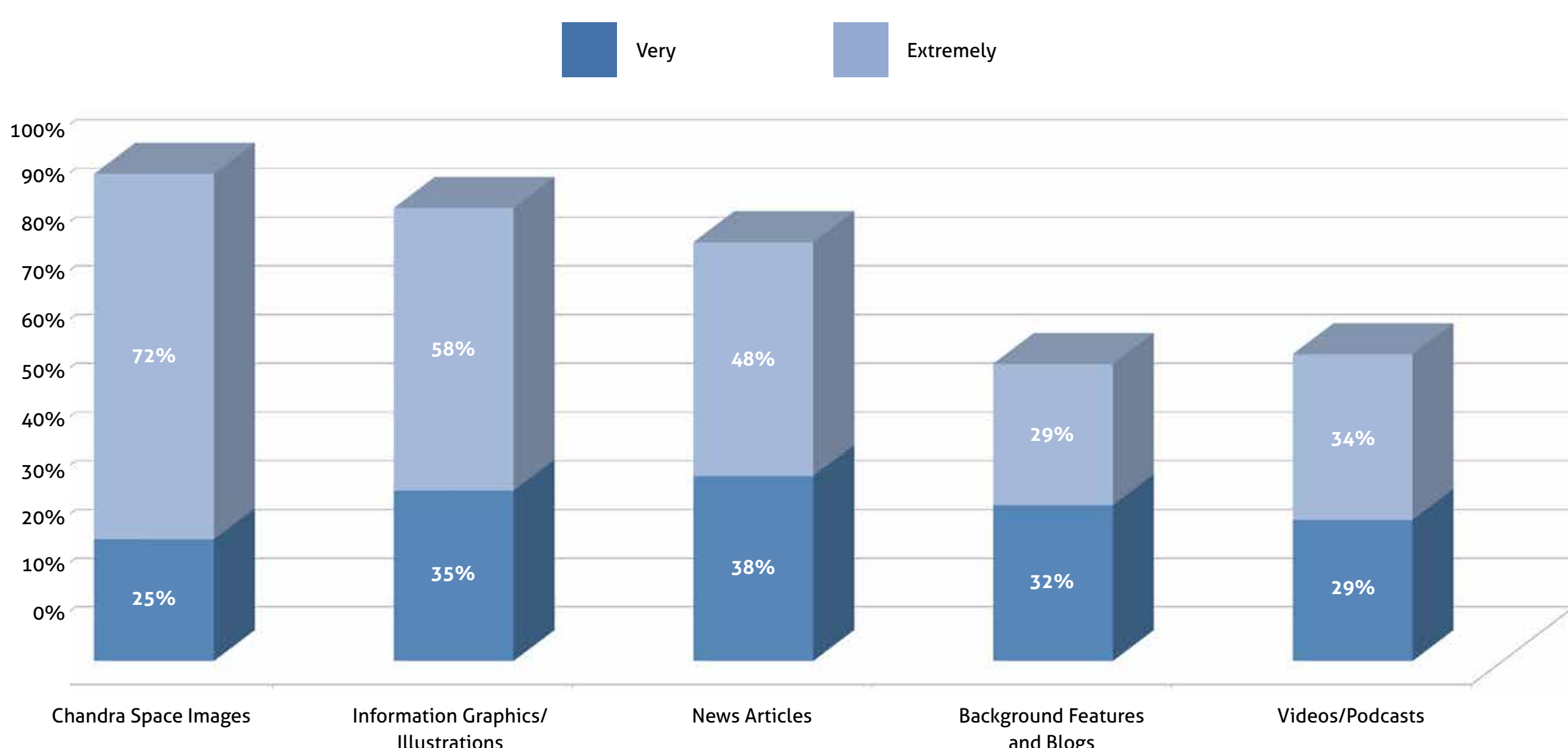
90% Read Chandra Facebook Posts

70% Follow Links From Chandra Posts

53% Share Chandra-related Posts or Images by "Liking" or "Sharing"

Participants were asked:

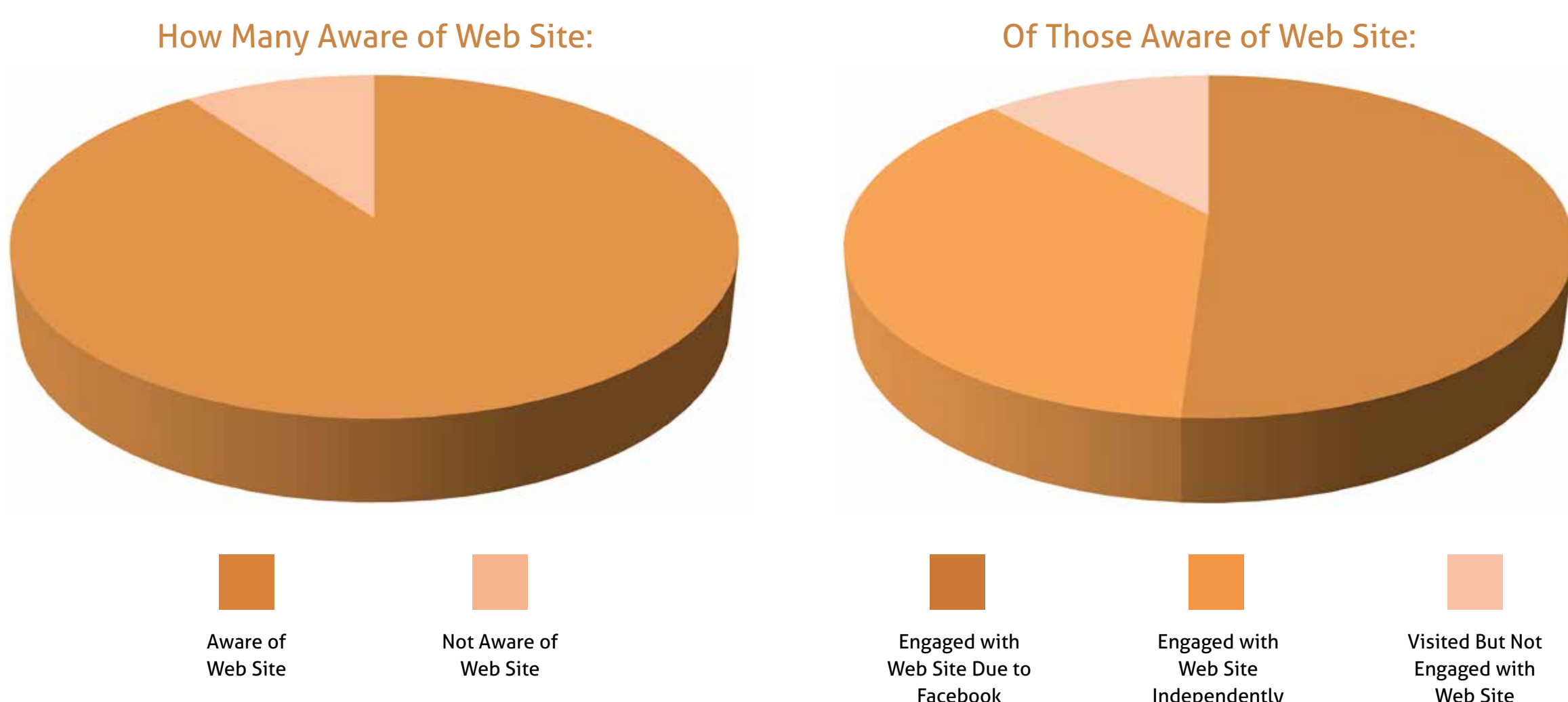
WHAT ARE INTERESTING ASPECTS OF CHANDRA'S FACEBOOK?



“The pictures are stunning and the science is indispensable. Please share more.”

Participants were asked:

HOW OFTEN DO YOU ENGAGE WITH CHANDRA'S WEB SITE?



“I think the Chandra Facebook team is doing a good job. Far more interesting info comes from your team than the majority of other science pages I visit on Facebook.”

Survey & analysis by GOODMAN RESEARCH GROUP, INC. November 2013
 Infographic by NASA/CXC/Chandra EPO group/M.Weiss, K.Arcand.

[HTTP://CHANDRA.SI.EDU](http://chandra.si.edu)