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# NEOShield public outreach

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# Presentation content

1. NEOShield project introduction
2. Website overview and statistics
3. Social media overview and statistics
4. Two-way communication with the public



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# NEOShield project introduction

- International cooperation to address the NEO threat
- Investigation of mitigation measures
- Multiple international partners
- NEOShield → NEOShield-2  
Public outreach continuation





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# Website overview and statistics

[www.neoshield.net](http://www.neoshield.net)

Average around 300 visitors per week

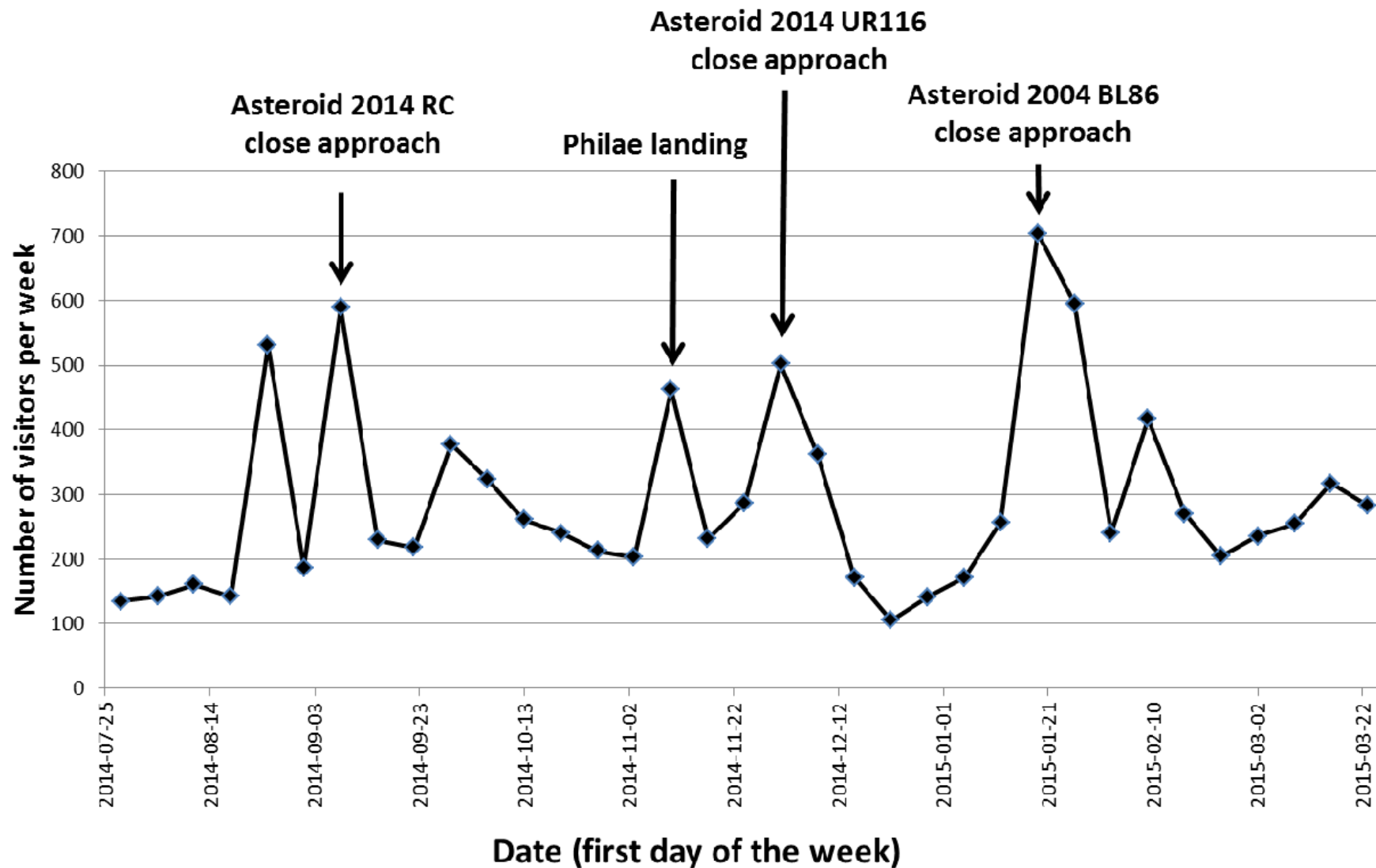
Slowly increasing over the past 3 years

Peak activity during major events





# Website overview and statistics





# Presentation content

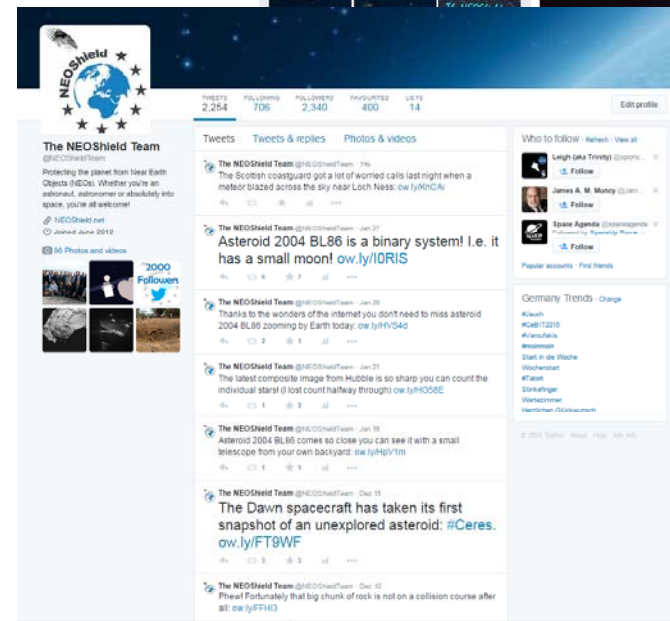
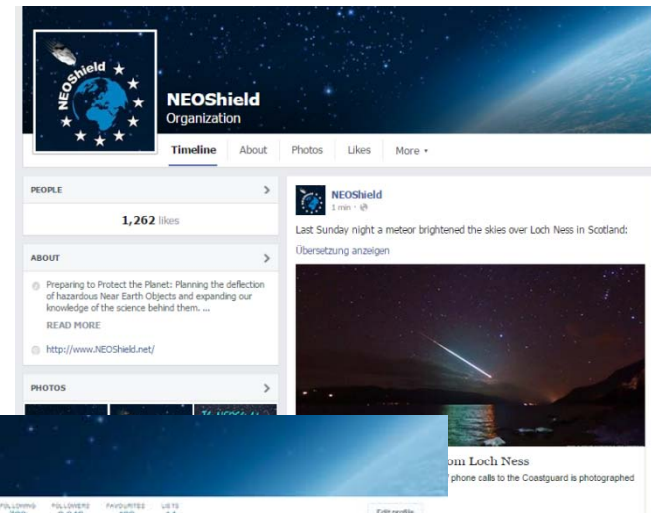
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# Social media overview and statistics

- Using Facebook and Twitter
- Around 1250 Facebook likes
- Around 2355 Twitter followers
- Used for interactive communication with followers





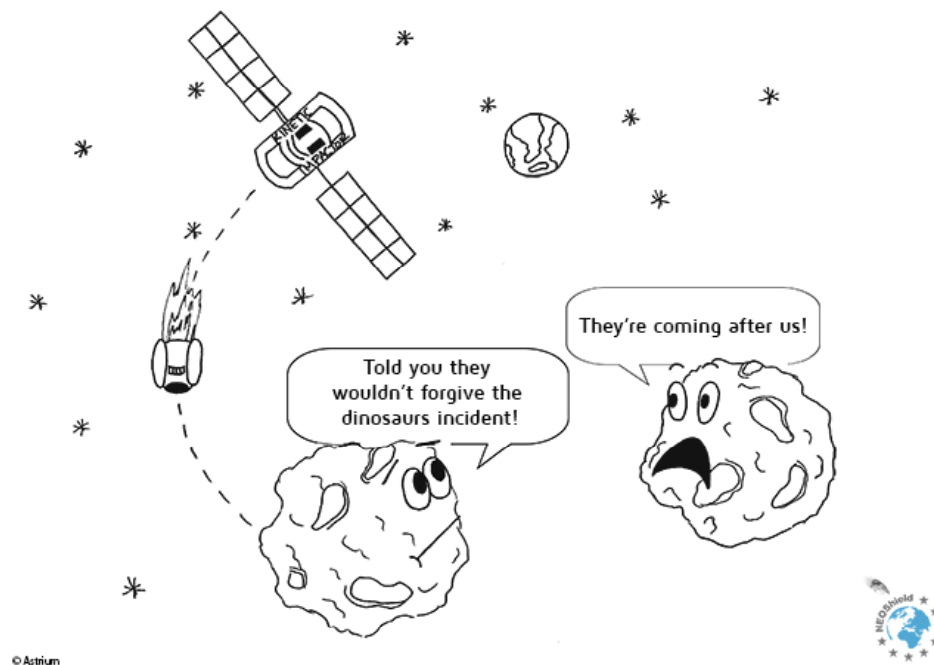
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# Two-way communication

- “NEOShield Knows Q&A”
- Comic contest
- Pin give-away events
- Conference visits





# Summary

- Different media channels:
  - <http://www.NEOShield.net>
  - Facebook: NEOShield
  - Twitter: @NEOShieldTeam
- Visitor levels growing slowly but steady
- Activity peaks during events
- Two-way communication with audience