



Office of
Small Business Programs (OSBP)
where small business makes a **big** difference



NASA Social Media Universe:
Contracting in the Digital Age

Social Media Statistics

- There are now 3.196 billion people using social media, up 13% from FY17.
- The total number of mobile phone users is 5.14 billion, up 4% from last year. This means more people have access to social media on the go.
- 11 new people start using social media every second, which is about 1 million people every day.
- The average American spends just over two hours per day on social media.
- More than 3 billion people around the world use social media at least once a month.
- 88% of 18- to 29-year-olds say that they use social media.
- 51% of 18- to 24-year-olds say it would be hard to give up social media, compared with 40% of 25- to 29-year-olds and 43% of 30- to 49-year-olds.
- A typical American uses three of the eight major social media platforms.
- By 2019, social media marketing spending in the United States alone will increase to \$17.34 billion.
- 90% of brands use social media to increase brand awareness
- Nearly two-thirds of brands don't measure social media ROI

Information From <https://hootsuite.com/>



- Twitter has more than 330 million monthly active users.
- Roughly 46% of Twitter users are on the platform daily.
- More than 36% of Americans aged 18 to 29 use Twitter. That percentage drops with each subsequent age group.
- Like many other platforms, individuals with a college degree are more likely to use Twitter. 28% of degree-holders use the platform, compared to 24% with some college education, and 14% with a high school education or less.
- 80% of Twitter users accessing the platform on a mobile device, and 93% of video views are on mobile.
- Roughly 500 million tweets are sent per day, which illustrates Twitter as one of the most active social media platforms.
- 74% of Twitter users get at least some of their news from the platform, a number that has increased 15% over 2016.
- 93% of Twitter users who follow small-to-medium-size businesses (SMB) plan to make a purchase from a brand they follow.
- 85% of SMBs with Twitter accounts say Twitter is important for customer service.
- More than a third of users who follow SMBs have retweeted one of these businesses at least once.
- Tweets with video get six times as many retweets as tweets with photos, and are three times more likely to be retweeted than a post with a GIF.
- 41% of Twitter users purchased products after exposure to an ad on the platform within the past 30 days.

Information From <https://hootsuite.com>

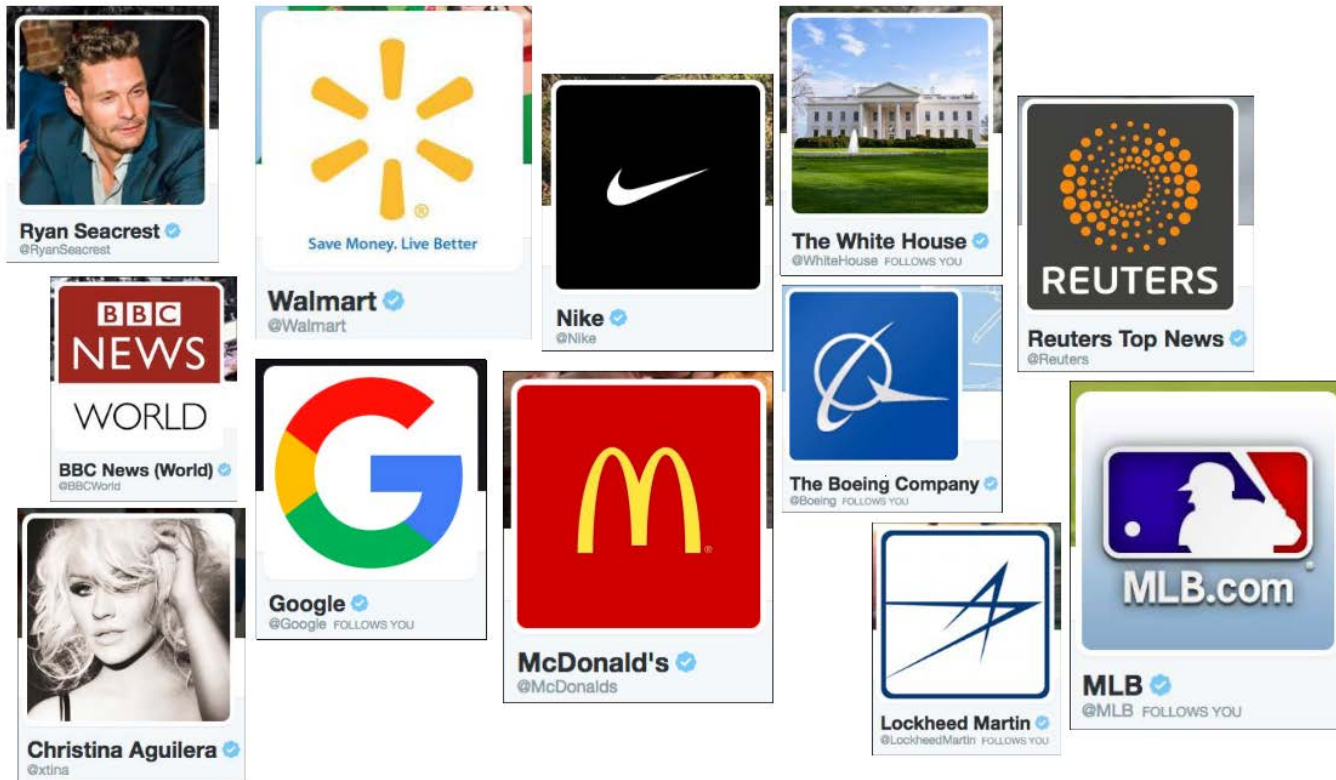


- LinkedIn has more than 260 million monthly active users.
- LinkedIn is especially popular among high-income users and college graduates. About 50% of degree holders use LinkedIn, compared with just 9% of those with a high school diploma or less.
- There are more than 20 million companies on LinkedIn, with more than 14 million open jobs.
- 11 billion endorsements have been given since the platform's launch.
- 43% of marketers say they've sourced at least one customer on LinkedIn.
- 79% of B2B marketers see LinkedIn as an effective source for lead generation.
- 56% of LinkedIn users visit the platform on a mobile device.
- LinkedIn SlideShare presentations reach more than 70 million unique visitors every month.
- LinkedIn is a less active social media platform, with average weekly use between 0 and 2 hours among registered users.
- More than 90% of recruiters use LinkedIn regularly.

Information From <https://hootsuite.com>

NASA IN Social Media

@NASA is the 65th most followed Twitter account with more followers than...



NASA Social Media By the Numbers

527 social media accounts and counting...



NASA has over 100 million followers across all accounts

2 full-time social media managers
+ 2 full time social media staff

10 NASA Centers:
each with social media leaders
7 full-time leads at one center
4 part-time leads at other locations

120+ account managers
(mostly part time)

OSBP and Social Media



OSBP and Social Media

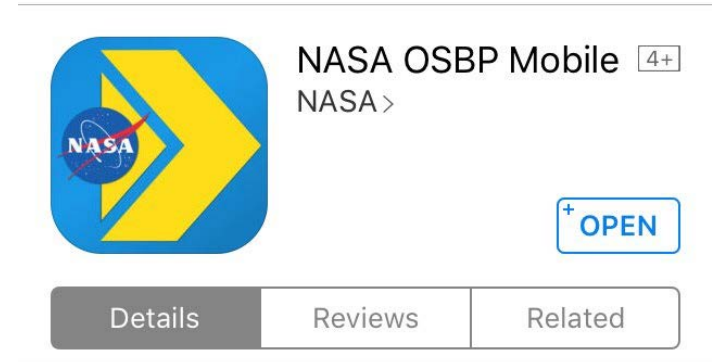
- NASA Small Business Social Media Channels
 - Twitter
 - Blogger
 - Facebook
 - OSBP Mobile App
 - Webinars
 - Podcasts

NASA Small Business' Use of Social Media

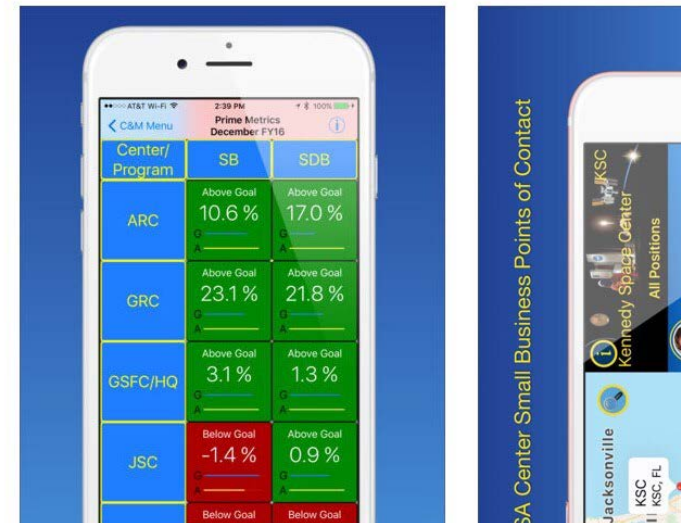
- Directly communicate with industry
- Highlight upcoming procurements and sources sought
- Regular notifications for NASA events for small businesses and large contractors
- Provide updates on NASA policy directly impacting industry partners
- Share success stories of NASA small businesses
 - Over 800 small businesses in 47 states worked on the Orion mission
 - Over 800 small businesses in 43 states worked on the SLS mission

NASA OSBP Mobile App

- Available on iOS on iPhone and iPad, as well as Android Tablets
- Search “NASA OSBP Mobile” in the Apple App Store or Google Play Store



iPhone



NASA OSBP Mobile App

Review current acquisitions

Center	NAICS	Name	Contractor	Contract Number	Contract Type	Proposed Value	Release Est Date
ARC	541011	Financial Support Services	Logical R - Joint Ventures, LLC	NN14AC46C	SB Set Aside	\$01 M	10/13/2019
GRC	541219	Financial Analysis and Business Support Services (FABSS) F	Wichita Tribal Enterprises, LLC	NN15CA19C	SB Set Aside	\$21 M	12/31/2020
HQ	541219	Support of Office of Internal Controls and Management Systems (OICMS)	Grant Thornton, LLP	NN13JC138Z GS23F8196H	Fair Opportunity Given OSA Schedule SOCORP (PSS) FABS	\$1.0 M	7/22/2018 Last Date to Order
HQ	541211	OD Financial Statement Audit & FISMA Support Services	Pricewaterhouse Cooper, LLP	NN14CK41D GS23F0165N	Fair Opportunity Given OSA Schedule SOCORP (PSS) FABS	\$2.9 M	12/31/2018
HQ	541219	Financial Auditing Services	CDixon Gunderson, LLP	NN14CK63D GS23F0135L	Fair Opportunity Given OSA Schedule SOCORP (PSS) FABS	\$15.6 M	12/31/2019
HQ	541711	Improper Risk	KPMG, L.L.P.	NN15CO65D	Fair Opportunity Given OSA Schedule	\$1.7 M	10/4/2020

Contact Information

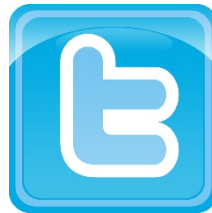
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