



# #LaunchAmerica

*Social Media Toolkit*

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**LAUNCH AMERICA**





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A new era of human spaceflight is set to begin. As a part of NASA's Commercial Crew Program, astronauts Bob Behnken and Doug Hurley are set to launch to the International Space Station on May 30. This will be the first time American astronauts launch in an American rocket from American soil since the end of the Space Shuttle Program in 2011.

## Join us virtually for this historic moment in NASA history!

Here are 5 ways you can join our global, virtual launch party:

1. Set a reminder to watch our live coverage on Saturday, May 30 starting at 11:00 a.m. EDT on NASA TV ([www.nasa.gov/live](http://www.nasa.gov/live)) or @NASA social media accounts.
2. Host a virtual watch party while you're social distancing and encourage others to do so, too!
3. Email our small, but mighty social media team ([hq-social@lists.nasa.gov](mailto:hq-social@lists.nasa.gov)) with links to any content you share online so we can feature it on the launch broadcast and/or share it with our 120 million+ followers.
4. Take a virtual trip to Kennedy Space Center and watch as Space X's Falcon 9 rocket and Crew Dragon Spacecraft takes flight in your glasses in our [Launch America @ NASA](#) and [Launch America @ Home](#) filters on Instagram.
5. Join the conversation on social media using [#LaunchAmerica](#).





A close-up, low-angle shot of an astronaut's face inside a white space helmet. The astronaut is looking directly at the camera with a serious expression. The helmet's visor is clear, and the interior padding is visible. The background is dark, suggesting the interior of a spacecraft.

## Social Media Messaging Suggestions:

I'm hosting a watch party for @NASA's upcoming mission on May 30 to launch astronauts from American soil to the @Space\_Station for the first time since 2011! Check out the details about #LaunchAmerica and this historic mission: [www.nasa.gov/launchamerica](http://www.nasa.gov/launchamerica)

Did you know @NASA is preparing to launch astronauts from U.S. soil for the first time since the space shuttle's retirement in 2011? Discover more about the #LaunchAmerica mission happening later this month: [www.nasa.gov/launchamerica](http://www.nasa.gov/launchamerica)

I'm visiting @NASA – virtually – to watch astronauts launch from American soil to the space station for the first time since 2011. You should, too! Tune in to their live broadcast on May 30 and get excited to #LaunchAmerica! [www.nasa.gov/launchamerica](http://www.nasa.gov/launchamerica)

On May 30, @NASA is sending astronauts to the @Space\_Station from American soil for the first time since 2011 and I'm hosting a watch party to mark the date! Let's watch history unfold together. In the meantime, check out details on the #LaunchAmerica mission: [www.nasa.gov/launchamerica](http://www.nasa.gov/launchamerica)

Human spaceflight is returning home! @NASA is preparing to launch astronauts from U.S. soil for the first time since 2011. Let's watch together! [www.nasa.gov/launchamerica](http://www.nasa.gov/launchamerica) #LaunchAmerica!

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## Hashtag #LaunchAmerica

### NASA

Twitter: @NASA

Facebook: @NASA

Instagram: @NASA

### Commercial Crew Program

Twitter: @Commercial\_Crew

Facebook: @NASACommercialCrew

### SpaceX

Twitter: @SpaceX

Instagram: @SpaceX

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