



#LaunchAmerica

Social Media Toolkit





Welcome to the new age of spaceflight.

WHO: NASA astronauts Michael Hopkins, Victor Glover, Shannon Walker and JAXA astronaut Soichi Noguchi

WHAT: The launch of NASA and SpaceX's Crew-1 Mission which marks NASA and SpaceX's first certified commercial launch of astronauts to the International Space Station.

WHERE: Historic Launch Complex 39A at Kennedy Space Center in Florida

WHEN: Live launch coverage begins Nov. 15 at 3:00 p.m. EDT [8:00 p.m. UTC] and liftoff is targeted for Nov. 15 at 7:27 p.m. EDT [12:27 a.m. UTC]

WHY: With the certification of the SpaceX Crew Dragon spacecraft, human spaceflight has returned to the U.S., allowing more frequent flights to the International Space Station to conduct scientific research that benefits humanity on Earth.





5 Ways To Join Virtually

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

1. Set a reminder to watch our live coverage on Sunday, Nov. 15, starting at 3:00 p.m. EDT [8:00 p.m. UTC] on NASA TV [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. Fill out, download and print your [virtual boarding pass](#) for your trip aboard Crew Dragon Resilience.
4. On Instagram, take a virtual trip to Kennedy Space Center and watch as the SpaceX Falcon 9 rocket and Crew Dragon spacecraft take flight in your glasses in our [Launch America @ NASA](#) and [Launch America @ Home](#) filters.
5. Join the conversation on social media using [#LaunchAmerica](#).





Get to Know the Astronauts

Social Media Messaging Suggestions:

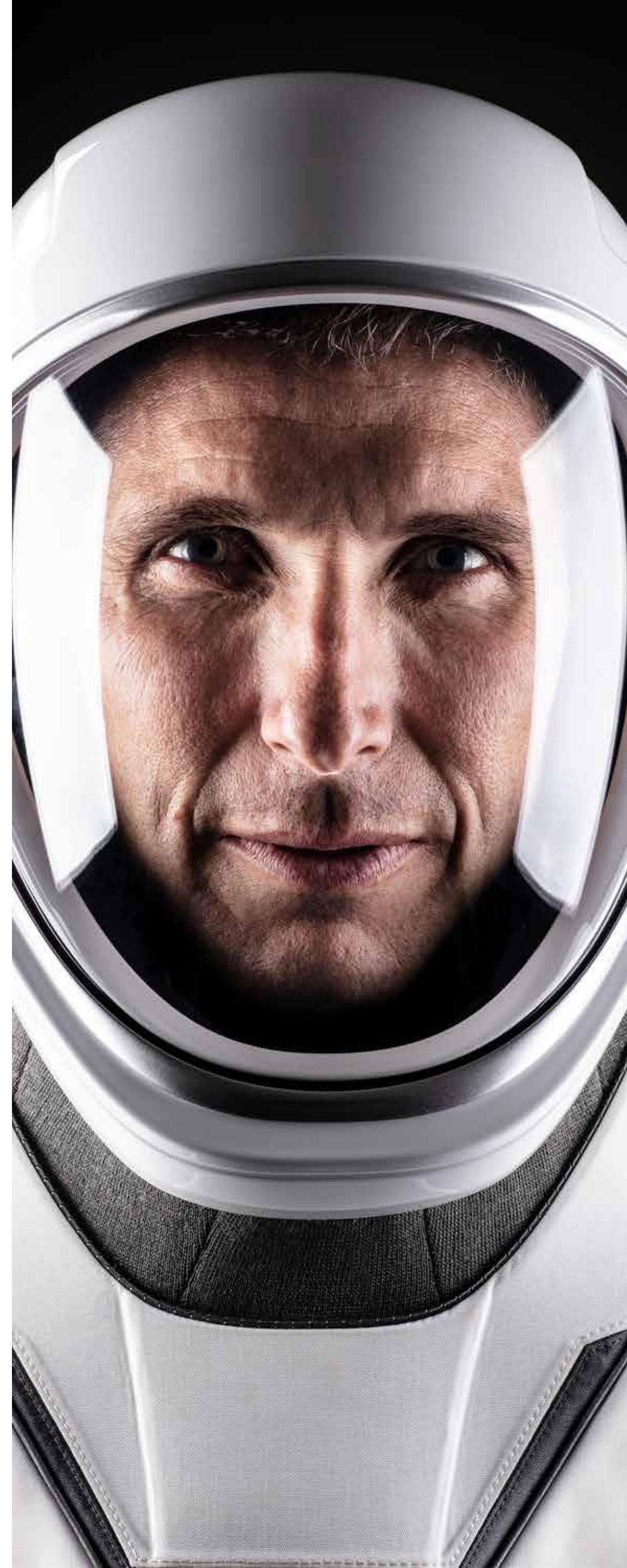
Four astronauts are launching with [@SpaceX](#) from [@NASAKennedy](#) on Nov. 15 and I'd love for you to watch it with me. Let's [#LaunchAmerica!](#) go.nasa.gov/36gduBD

I'm visiting [@NASAKennedy](#) virtually and I have space for guests! Let's [#LaunchAmerica](#) together and watch four astronauts go to the [@Space Station](#) on Nov. 15: go.nasa.gov/36gduBD

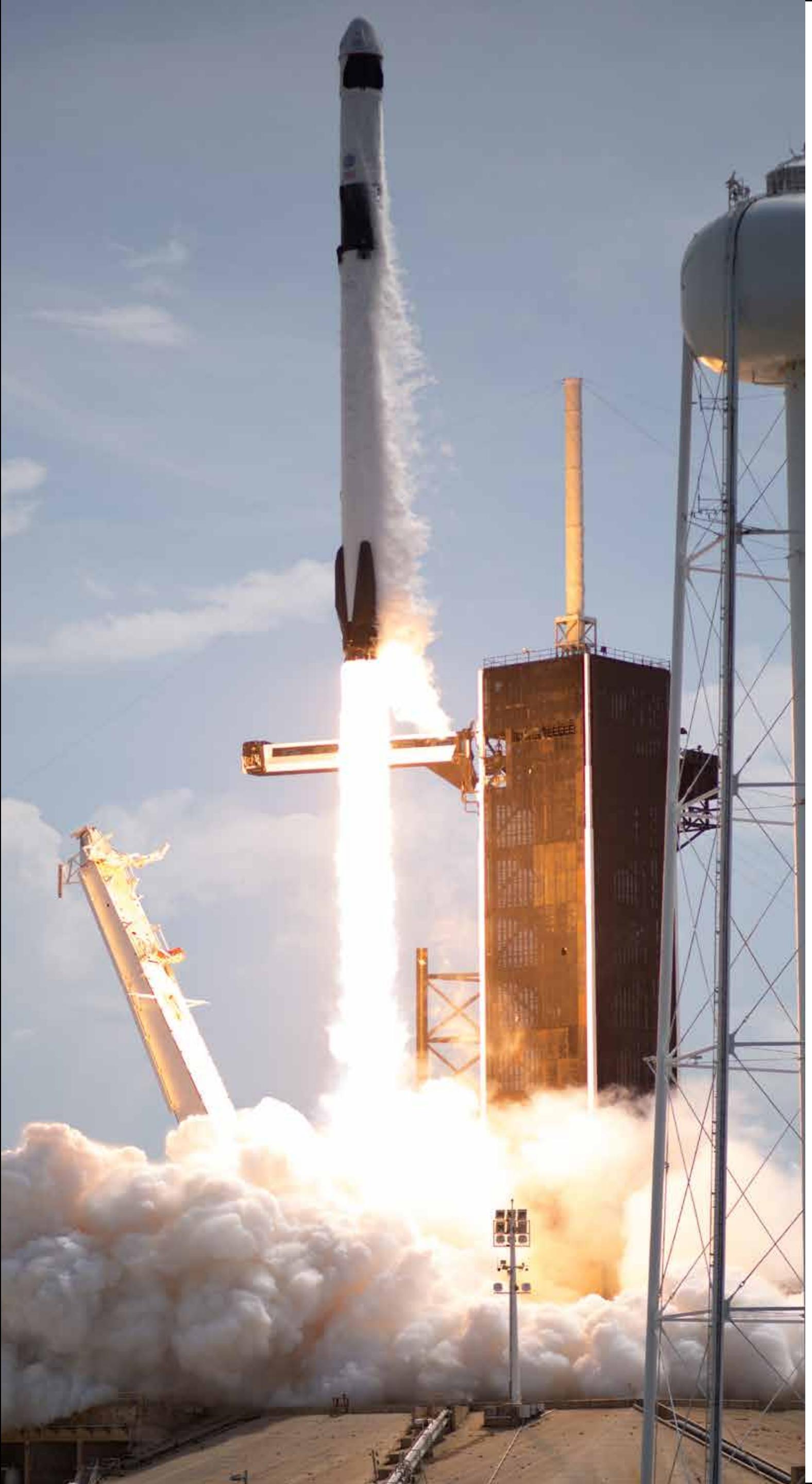
👋 Hey all: [@NASA](#) and [@SpaceX](#) are sending people to space straight from Florida on Nov. 15! Check out how cool this [#LaunchAmerica](#) mission is: go.nasa.gov/36gduBD

🚀 I'm checking in for my flight to the [@Space Station](#) on the [@SpaceX](#) Crew Dragon Resilience! Get your boarding pass and let's [#LaunchAmerica](#) on Nov. 15: go.nasa.gov/36gduBD

Did you know students get to send science to space with [@NASA](#)? One of their experiments is catching a ride to the [@Space Station](#) with the [@SpaceX](#) Crew-1 astronauts on Nov. 15! Take a look and let's [#LaunchAmerica](#): go.nasa.gov/2HCbjhW



Crew-1 Image Gallery



Hashtag: [#LaunchAmerica](#)

NASA

Twitter: [@NASA](#)

Facebook: [@NASA](#)

Instagram: [@NASA](#)

Commercial Crew Program

Twitter: [@Commercial_Crew](#)

Facebook: [@NASACommercialCrew](#)

SpaceX

Twitter: [@SpaceX](#)

Instagram: [@SpaceX](#)

JAXA

Twitter: [@JAXA_en](#)

Facebook: [@JAXA](#)

Instagram: [@JAXAjp](#)

