

## NASA

### ATTRACTING A WIDER POOL OF DIVERSE INTERNSHIP APPLICANTS USING SOCIAL MEDIA AND DIGITAL INNOVATIONS

#### NASA GOALS



Increase the number of diverse students applying for STEM-related internships at NASA



Introduce cost and process efficiencies to increase return on investment



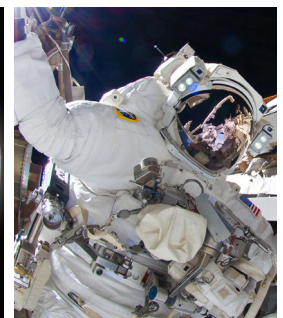
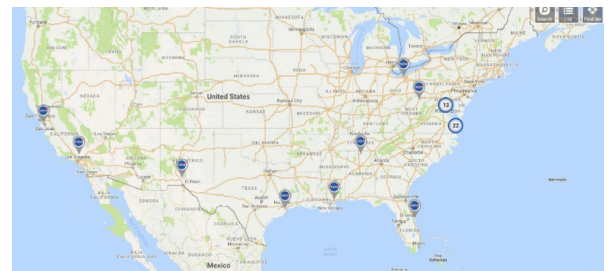
Enhance NASA's reputation

## WHAT WE DID

Ruiz Strategies developed a strategic plan that prioritized digital strategies over event-based recruiting to educate and attract diverse students across the country to apply for STEM-related internships.

The pillars of the strategy included:

- development of educational content – videos, collaterals, infographics
- theme development
- roll out of social media channels
- outreach using social media channels (owned and 3rd party)
- execution of digital and social media events and conferences
- development of interactive digital map showing locations of internships



## WHAT WE ACHIEVED

Over three application periods, NASA experienced significant increases in the number of exposure of internship opportunities.

**685%**

increase / exposure of  
internship opportunities

**284%**

increase / in student  
applicants and achieved  
their objectives

