



# Rubin Observatory EPO Program Launch: Social Media Kit

*Spanish version coming soon!*

This kit is intended for anyone who wants to help the Rubin Education and Public Outreach (EPO) team promote the launch of Rubin's new website and other products for the public.

As part of this social media campaign, EPO will announce the following products:

- Our new public-facing website, [www.rubinobservatory.org](http://www.rubinobservatory.org)
- Our interactive web-based game, [Space Surveyors](#), which teaches Rubin's survey strategy
- Our [Rubin Voices](#) series highlighting the people behind the science
- Our [formal education materials](#), including classroom investigation and resources for educators
- Our animated video series, available in English and Spanish on our [YouTube channel](#)

We invite you to help us celebrate and promote the launch of these products starting **THURSDAY, JUNE 1st!** We have provided some sample post text and graphics for ease of sharing. You may use these as provided, or we also encourage you to write your own posts in your own voice. Feel free to add your own style and share what you're excited about with the Rubin EPO program!

You can also help us spread the word by sharing Rubin's posts on social media!

When posting generally about the EPO program and products, please keep the following in mind:

- Please link to the website, [www.rubinobservatory.org](http://www.rubinobservatory.org), in your post—this is the main product we're launching, and is where folks can get to everything else
- Include the campaign hashtag in your post, **#CatchThe Universe**, as well as our more general hashtag **#RubinObservatory** when character limits allow
- Tag us in your post:
  - @VRubinObs on Twitter, Mastodon, Facebook
  - @rubin\_observatory on Instagram

If you have any questions, please reach out to Stephanie Deppe at [stephanie.deppe@noirlab.edu](mailto:stephanie.deppe@noirlab.edu).



## Sample text and graphics

**Graphics folder:** [EPO program launch - social media kit](#)

Please note our handles on the various platforms (our accounts will generally pop up if you start typing “@rubin”):

- Twitter, Mastodon, Facebook: **@VRubinObs**
- Instagram: **@rubin\_observatory**

Please include our @-tag and the hashtag **#CatchTheUniverse** in your posts!

### 1. General/everything!

Graphics options: |

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#### **Suggested text (feel free to adapt!)**

I’m so excited to see @VRubinObs release its Education and Public Outreach program to the world! There are lots of new products for anyone to explore and learn about Rubin.

I’m especially excited about [CHOOSE ONE: the new website, the education resources, the animated videos, the #SpaceSurveyors game]! #CatchTheUniverse

<https://rubinobservatory.org/news/universe-to-you>



## 2. Website

Graphics options: [Website demo movie](#) | Website\_promo.png | Website\_infocard\_ENG.jpg

### **Suggested text (feel free to adapt!)**

Check it out—@VRubinObs has a new website!

You can find information about Rubin and its science, education resources for classrooms, and even a web-based game that teaches how Rubin will study the night sky 🧐 #CatchTheUniverse

: [rubinobservatory.org](https://rubinobservatory.org)

## 3. Space Surveyors

Graphics options: [Gameplay movie](#) | SpaceSurveyors.png | SpaceSurveyors\_infocard\_ENG.jpg

### **Suggested text (feel free to adapt!)**

Ever wondered how @VRubinObs will scan the sky? Now you can play a game to learn!



Play #SpaceSurveyors to figure out how to capture as many night sky objects as you can with a simulated Rubin.

My high score is [INSERT HERE]—can you beat me? #CatchTheUniverse

: [spacesurveyors.app](https://spacesurveyors.app)



## 4. Rubin Voices

Graphics options:  RubinVoices\_promo.png |  RubinVoices\_illustration.png


### **Suggested text (feel free to adapt!)**

Meet some of the people making @VRubinObs a reality!

#RubinVoices celebrates the diversity of people who make the observatory and its science possible—including trading cards and soundbites to help you see AND hear folks like you!  
#CatchTheUniverse

: [rubinobservatory.org/voices](https://rubinobservatory.org/voices)

## 5. Formal Education Resources

Graphic options:  FormalEducation\_promo.png

### **Suggested text (feel free to adapt!)**

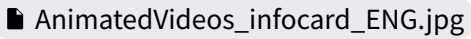
If you're a teacher of intro astronomy, I think you'll like this new resource from @VRubinObs!

Check out these free, classroom-ready interactive experiences—complete with all the resources you need to put them into action! #CatchTheUniverse

: [rubinobservatory.org/education](https://rubinobservatory.org/education)



## 6. Animated Videos

Graphic:  | 

### **Suggested text (feel free to adapt!)**

Want to learn about @VRubinObs but would rather watch a video instead of reading text on a webpage? Check out this series of 2-minute animated videos about Rubin Observatory and its science! #CatchTheUniverse

: [https://www.youtube.com/playlist?list=PLPINAcUH0dXbEQbSMDSKilynCN\\_KdEVyy](https://www.youtube.com/playlist?list=PLPINAcUH0dXbEQbSMDSKilynCN_KdEVyy)