



Asteroid Day Regional Coordinator Guide (ADRCG)

*NOTE: This document is a living document (e.g. a work in progress) and so please review and share directly the link provided rather than downloading this document. Under **Tools** menu in google doc you can select translate to create a new document in your language.*

A regional coordinator can be an individual or an organisation that acts as the official Asteroid Day representative within a specific region (eg. Italy, Chile, Brazil, US East Coast, S. Africa etc.). All regional coordinators are volunteers and do not get paid by Asteroid Day Global (ADG) for their work.

Important Details & Links:

Grig Richters' (co-founder) email: Grig@asteroidday.org

Our Resources page: <http://asteroidday.org/resources/>

Our Regional Coordinator Resources page: <http://asteroidday.org/regional-coordinators/>

Our Event Guide with link to the Event registration form: <http://asteroidday.org/event-guide/>

Official Asteroid Day logo in various formats: <http://asteroidday.org/ad-logo/>

[Regional Coordinator Calls Archive](#)

[Tutorials for Regional Coordinators](#)

A FREE MEDIA KIT TO HELP YOU BUILD A MEDIA CAMPAIGN

As an Asteroid Day Regional Coordinator you should:

1. Ensure that several events are held within your region on or around June 30. Grig Richters from Asteroid Day Global (ADG) will be your point of contact.
2. Contact relevant educational institutions like Museums, Universities and Astronomical societies within your region and invite them to organise an event on or around June 30. [Here is a tutorial](#) how Grig would go about finding such institutions.
3. You would be the go-to contact for your specific region for event organisers, the public and the media.
4. Join our weekly teleconferences. We are recording every session. The archive is [here](#).
5. Create a regional social media account e.g. "[Asteroid Day Italy](#)" (at least Facebook and Twitter). Post on a regular basis (at least once a month). From March to June 30th 2017 weekly posts about Asteroid Day and asteroid content to engage your community. Try to repost some of the key content from Asteroid Day Global. If you can't handle this then please try to recruit someone who can help with this.
6. Please only use Asteroid Day graphics that are properly branded. Find our official logo, [here](#).

Recommended:

1. Create a wikipedia article about Asteroid Day in your own language because Wikipedia ranks very high on search engines and will help to increase visibility. [Here](#) is the main Asteroid Day wikipedia page.
2. Add Asteroid Day to any relevant public calendar listings. Many newspapers list annual events.
3. Create a network of media contacts who can be sent regular email updates to.
4. If you can't deal with everything yourself then we recommend **you recruit an assistant to help with some of the tasks.**
5. If you run a large region it might be a good idea to split it up into different territories and get multiple institutions or individuals to run each region.

Asteroid Day Global will provide you with:

1. You can either create your own website and manage it yourself like [Asteroid Day Greece](#) or Grig can setup a dedicated page on the asteroidday.org website like this: <http://asteroidday.org/mexico>. You can download the website content which needs to be translated [here](#) and once you translate it, send it back to Grig and he will publish it for you. Please contact Grig if you have any questions.
2. The four co-founders will send a video message which will help you promote Asteroid Day within your region. If you need subtitles then please use a free software [like this one](#).
3. Contact Grig for your own firstname.lastname@asteroidday.org email address. This will gain you access to your own [Google Drive](#) which B612 is kindly providing us with. As Asteroid Day Global works mainly with Google products we recommend you use them, too. Chrome is the preferred and best browser to use if you want to use the Google enterprise or [Google Suite](#).
4. Asteroid Day Global will supply you with a variety of templates, resources, learning materials, press kits etc. which you can translate into your own language.
5. Asteroid Day Global will organise regular webcasts for regional coordinators to discuss and link up on a regular basis. Bi-monthly.
6. Please note that Asteroid Day Global can not provide any financial support.
7. Please note that Brian May is extremely busy and will not be able to travel anywhere or be called upon for local events. Brian's role is to support the global effort that is largely press related.
8. You can always screen the film 51° North free of charge at any event. Please let us know if you are planning to do so. If you plan on showing the film to an audience that does not speak English or Spanish you may need to create your own subtitles. We can give you access to the main text files.

Social Media Guidelines:

- Share content that Asteroid Day is sharing or has shared in the past. All content that Asteroid Day shares goes through a very rigorous approval process. All scientific content is approved by the Asteroid Day Expert Panel.
- Avoid posting about things related to asteroid mining and for-profit content as our message is about asteroid discovery and we want to keep our messaging focused on discovery.
- Asteroid Day Global is not responsible for any content shared via any regional profile.

How to build a social media following:

- If you are already connected to existing astronomy networks then invite all your contacts to “Like” or follow your Asteroid Day social page.
- Reach out to any astronomy groups on social media and invite their members.
- You can request (but we can’t guarantee) ADG to post something for you through the global network.

Building a media list:

- We will provide you with a media alert and press release in the weeks/days leading up to Asteroid Day. You can translate this and submit it to your local media outlets.
- Create a spreadsheet containing all media contacts and emails of journalists within your country or region who have previously covered astronomy related news. Make sure you connect with them on platforms like Facebook, Twitter and LinkedIn (or others) to keep in touch. Email them directly and let them know about Asteroid Day. Get them excited.

Outreach to Events:

- Be smart. Don’t just spam your entire mailing list with information about your local Asteroid Day. Identify Universities that have an astronomy department and reach out directly to the Department head or an astronomy teacher. Reach out to your local astronomy clubs and get them excited about Asteroid Day.
- [Here is a list of “all” observatories](#) across the globe (might be incomplete). We recommend you contact those in your region.
- Highlight any local events that are hosting something on Asteroid Day. You help them build interest in their event by doing this.
- We will be able to provide you with a variety of resources which you can make available for each event. Listed here: <http://asteroidday.org/resources>
- If there is an astronaut/cosmonaut in your region then we might be able to help you put in touch with them via the Association of Space Explorers.