

# 2013 SURVEY-BASED EVALUATION OF Chandra on Twitter



## CHANDRA TWITTER HAS SHOWN

**1,301**

Total Gained Followers from 12/17/13 - 01/17/14

**46,427**

Total Followers on 01/17/14

Of the participants that were polled:

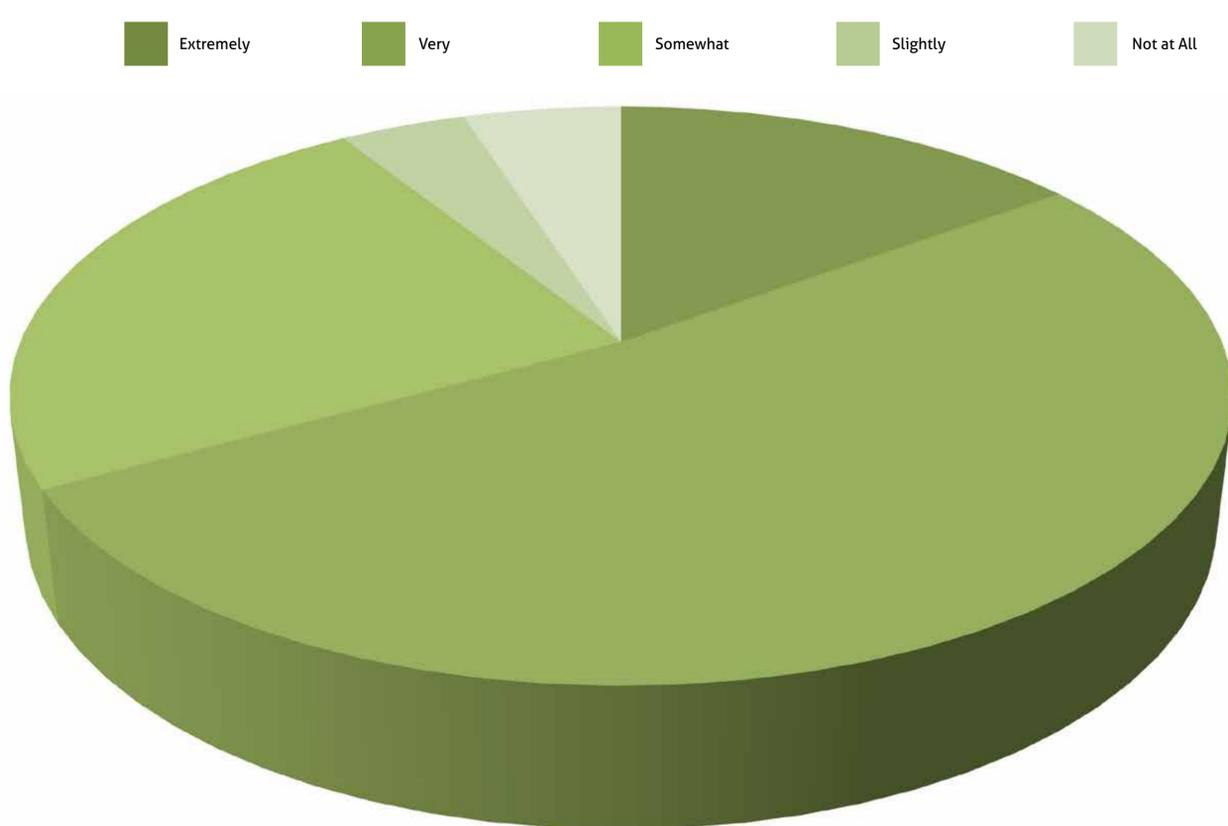
**69%** Read Chandra Tweets Frequently/Daily

**56%** Follow Links From Chandra Tweets Frequently/Daily

**51%** Occasionally Share Chandra-related Posts or Images by Retweeting

Participants were asked:

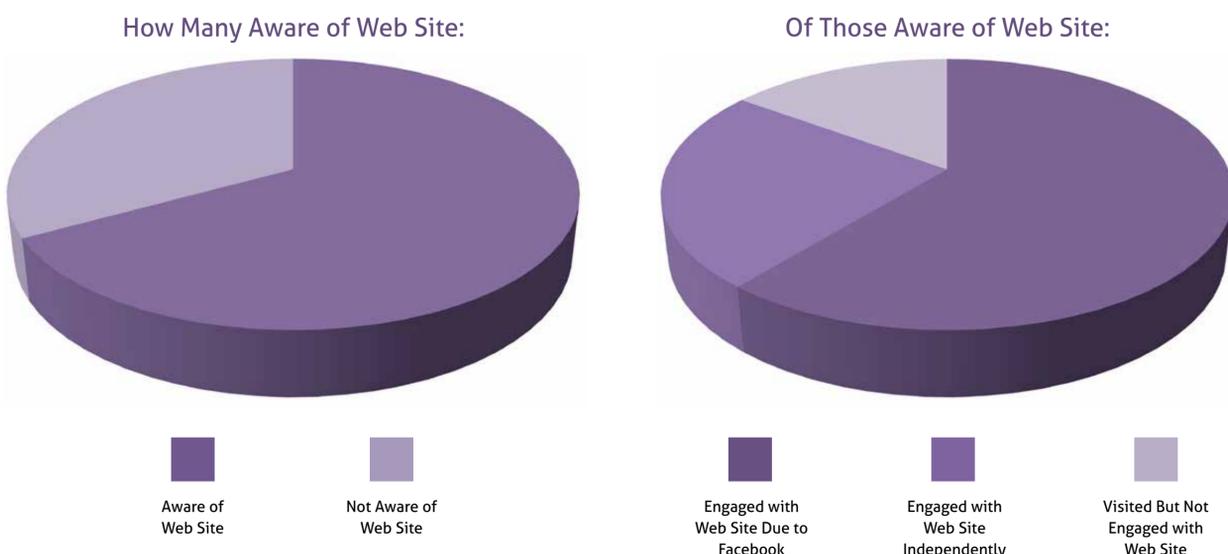
## HOW INFORMATIVE IS CHANDRA'S TWITTER?



“I’m very happy with programs like the Chandra Observatory that use a ‘push’ service like Twitter that sends content to my timeline, rather than me going to a site to find it. Keep up the great work, it’s much appreciated!”

Participants were asked:

## HOW OFTEN DO YOU ENGAGE WITH CHANDRA'S WEB SITE?



“Chandra is one of the best Universe related organization that I prefer to follow, along with ESO, NASA & Scientific American. Congratulations!! We are a small part of the Universe!”

Survey & analysis by GOODMAN RESEARCH GROUP, INC. November 2013

Infographic by NASA/CXC/Chandra EPO group/M.Weiss, K.Arcand.

[HTTP://CHANDRA.SI.EDU](http://chandra.si.edu)