

National Aeronautics and
Space Administration

Get Ready for the
**2024 | Total Solar
eclipse**
Social Media Toolkit

The 2024 Total Solar Eclipse

Social Media Toolkit



A total solar eclipse occurs when the Moon passes between the Sun and Earth and briefly covers the full disk of the Sun. This reveals the Sun's wispy, white outer atmosphere, called the corona.

On April 8, the Moon's shadow will sweep across the United States, as millions will view a total solar eclipse. It will travel through Mexico, cross the United States from Texas to Maine, and exit North America along Canada's Atlantic coast. There won't be another U.S. eclipse spanning coast to coast until 2045. Skywatchers outside of North America won't be able to see the total solar eclipse, but are welcome to watch virtually on plus.nasa.gov.

Four Things to Know About This Eclipse:

- 1** The path of totality will be a wider, more populated path than the 2017 eclipse. An estimated 31.6 million people live in the path of totality this year.
- 2** This eclipse will have a longer time in totality than 2017, lasting up to 4 minutes and 28 seconds.
- 3** During the 2024 eclipse, the Sun will be near or in a solar maximum, causing heightened solar activity such as the chance to see a coronal mass ejection, streamers along the corona, and prominences coming off the Sun.
- 4** NASA is funding several research initiatives during the 2024 eclipse that will study the Sun and its influence on Earth. You can help!

How to Watch

You're invited to join us and participate in this breathtaking celestial event. Watch from anywhere in the world. We will provide live broadcast coverage on April 8 from 1 p.m. to 4 p.m. EDT (1700 to 2000 UTC) on NASA+, NASA TV, NASA.gov, the NASA app, and on YouTube: go.nasa.gov/Eclipse2024Live

Get Involved

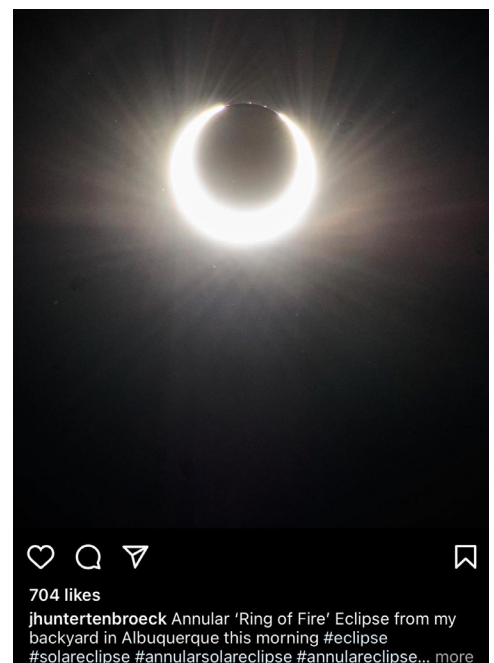
Four Ways to Get Involved:

- 1** Contribute to NASA science! Join us in learning more about our Sun, Earth, and the effects of a total solar eclipse with fun science projects available for any skill level. go.nasa.gov/DoEclipseScience
- 2** Host a watch party: Round up your friends and family, and witness this breathtaking celestial event together. **Don't forget to wear your specialized eclipse glasses safe for solar viewing.** go.nasa.gov/3PmkZg9
- 3** Set a reminder to watch the live broadcast with us on April 8, 2024, at 1 p.m. EDT. Available on NASA+, YouTube, X, Facebook, Twitch and DailyMotion. go.nasa.gov/Eclipse2024Live
- 4** Join the conversation using #Eclipse. Share your photos and videos on social media using the hashtag.

Social Media Messaging Suggestions

- Pardon me as I nerd out! Catch the solar eclipse on April 8 🌑
Remember: stay safe with eclipse glasses, a solar filter, or even a pinhole projector. You can find your viewing time at go.nasa.gov/EclipseExplorer. If you're not in the path, you can watch NASA's live broadcast from 1 – 4 p.m. EDT on April 8 at NASA.gov or on YouTube! Who's watching the #eclipse with me?
- The #eclipse has started! If you don't have eclipse glasses, don't worry! You can use a colander and see the progress of the eclipse. Just look at the shadow it casts on the ground, and you'll see the "missing" part of the Sun.
- We went to our friends place for a bit, then to my parents' house where dad had his telescope set up with a solar filter and live-streamed the @NASA feed! #Eclipse

Example Social Media Posts



Social Media



Accounts

@NASA



@NASASun



@NASASolarSystem



Hashtag

#Eclipse

Helpful links

Eclipse Overview: go.nasa.gov/Eclipse2024

Eclipse Preparation: go.nasa.gov/EclipsePrep

Eclipse Safety: go.nasa.gov/Eclipse2024Safety

Eclipse Map: go.nasa.gov/Eclipse2024Map

Eclipse Path: go.nasa.gov/EclipseExplorer

Eclipse Live Coverage in English and Spanish: go.nasa.gov/Eclipse2024Live

Eclipse Telescope Feed: go.nasa.gov/436la3n