

# The strategy and implementation of the Hayabusa2 outreach activities during the phase of the near asteroid operation

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The outreach activities for Hayabusa2 was great success due to frequent updates of information with the maximam transparency. Good access to video clips, and images contributed to increase the number of news articles and the visibility in media. Direct communication by using social media added a human dimension to the mission. Telling the risks openly helped the public to understand the challenge and difficulties of the space mission.

In this talk, we will describe our overall strategy and its implementation for the outreach activities of the phase of near asteroid operation of Hayabusa2. Analysing news articles and social media activities, we will share results, and lessons learned to utilize our experience for future missions.

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