

**Launch Party Kit Social Media Package**  
**Landsat Data Continuity Mission (LDCM)**



**What is Landsat?**

The Landsat Program is a series of Earth-observing satellite missions jointly managed by NASA and the USGS. Landsat satellites have been consistently gathering data about our planet since 1972. They continue to improve and expand this unparalleled record of Earth's changing landscapes for the benefit of all. The Landsat Data Continuity Mission (LDCM) will become the 8<sup>th</sup> satellite in the Landsat series and is launching from Vandenberg Air Force Base, California in February 2013.

**Messages:**

- LDCM continues the Landsat program's critical role in monitoring, understanding and managing the land resources needed to sustain human life such as food, water and forests. As our population surpasses seven billion people, the impact of human society on the planet will increase. Because the Landsat program provides the longest continuous record of Earth's land observed from the high vantage point of space, LDCM is uniquely poised to monitor those impacts as well as environmental changes in the future.
- LDCM data will be used to determine the amount of food that will be available to markets and consumers every year at the local, national, and international level. LDCM data will allow us to locate and determine the extent of cultivated fields planted in major crops across the globe, to monitor crop development throughout the growing season, and to assess the condition and state of pastures and rangelands. This information will be used to predict food production, make commodity forecasts, help farmers decide on planting and field management, and anticipate famine and plan relief.
- The amount of water used for crop irrigation will be measured with LDCM data on a field-by-field basis nationally and globally. Water resource agencies will use the information to manage water consumption, adjudicate water rights disputes, anticipate and mitigate shortages, and plan for future needs
- The world's shrinking forests will be monitored with LDCM data., LDCM will be used to identify and determine the extent of natural and human forest disturbance, to assess forest recovery from disturbance or the conversion to other land uses, and to assess the condition and maturity of forests. LDCM data will be critical for assessing the productivity and biodiversity of both natural and managed forest ecosystems. The

continuity, accessibility, and authority of LDCM data will aid international efforts to accurately determine the amount of carbon stored in global forests, captured in growing forests, and released by forest disturbance.

- LDCM will aid disaster recovery. LDCM in conjunction with the Landsat data archive will provide a pre-disaster image and a post-disaster image wherever disasters occur across the globe. These image pairs will allow emergency responders and disaster management agencies to assess the extent of the damage, identify areas in greatest need of assistance, allocate resources, and plan mitigation efforts.
- LDCM will reveal the footprint of a growing population across the landscape. LDCM will observe land surface change at the local level with images collected over the globe. Thus, land use and its change will be assessed and managed by local communities with LDCM data while the changes will also be evaluated at the national and international level to evaluate cumulative impacts.
- LDCM will observe causes and consequences of climate change across the continents of the Earth. Climate changes the land surface and land surface change in turn feeds back to the climate system. LDCM will provide unbiased observations ecosystem composition, species migration, biodiversity, coastal boundaries, glaciers, ice sheets and other conditions of the land surface that may respond to climate change.
- Unrestricted access will be available for LDCM data along with the rest of the Landsat data archive. The USGS Earth Resources Observation Systems (EROS) Data Center will continue to distribute all of the Landsat data in its archive for free including LDCM data. The LDCM data products will be backward compatible with earlier Landsat data in terms of format, spectral coverage, and cartographic registration.
- Over 3 million Landsat images, each covering approximately 12 thousand square miles of the Earth's land surface, are readily available to users from the USGS Landsat archive and LDCM will add images to that archive at rate of at least 400 images per day.
- LDCM will fuel and advance research in all areas of Earth science concerned with the nature, properties, and dynamics of the land surface including the social sciences. The consistency, rigorous calibration, scale, longevity, and extent of the Landsat record is an unparalleled source of information that will be enhanced by the LDCM. Acquiring scientific insight about the nature of land change contributes to a deeper understanding of Earth system science.

- The Landsat Data Continuity Mission will be the most technologically advanced satellite in the Landsat series. LDCM takes advantage of evolutionary advancements in detector and sensor technologies to improve performance and increase reliability. The result is an LDCM satellite observatory with fewer moving parts and more sensitive instruments than the previous Landsat satellites.

## Posts for Facebook or Twitter

**Countdown to launch** – All highlighted sections should be replaced with links to your local launch party website or event page. Also, please keep in mind that Launch dates can shift. As soon as the launch date shifts, adjust by inserting this post in the countdown:

***Post for delay in launch:** Launches rarely happen on time LDCM has moved its launch date! It's now scheduled to launch (insert date and time). <http://ldcm.nasa.gov/>*

**L-30:** T-minus 30 days til launch! Can't make it? Come to our Launch Party & join in the fun! [<shortened link to local launch party>](#)

**L-29:** Landsat 5 lasted 29 years. In 29 days LDCM launches. Celebrate history come to our launch party! [<shortened link to local launch party>](#)

**L-28:** The countdown has started. But launches can slip. Do you think LDCM will launch on time?

**L-27:** What changes has Landsat captured? Find out in Landsat's Greatest hits <http://go.nasa.gov/TsBEft> #Landsat

**L-26:** In over 40 years the Landsat mission has seen a lot of history. <http://go.nasa.gov/TsAmlg> #Landsat

**L-25:** 25 days left to launch! Don't miss it. Come to our launch party! [<shortened link to local launch party>](#) #Landsat

**L-24:** Landsat is used in agriculture, education, business, science, and government. How does Landsat benefit you? <http://go.nasa.gov/T09xXs>

**L-23:** 23 days left! Countdown to launch with USGS! <http://landsat.usgs.gov/>. LDCM is a collaborative mission between USGS and NASA! #Landsat

**L-22:** Landsat Data Continuity Mission will renew the research of the last forty years. Join the party! <http://go.nasa.gov/UaFsCj>

**L-21:** 21 days left to launch! Don't miss it. Come to our launch party! [<shortened link to local launch party>](#) #Landsat

**L-20:** More than 20 nations on 6 continents operate local receiving stations for Landsat data in partnership with the USGS. #Landsat

**L-19:** Since 1972 Landsat satellites have collected information about Earth from space. Celebrate history in the making! [<shortened link to local launch party>](#)

**L-18:** Irrigation uses 80% of fresh water in the Western U.S. Landsat is an impartial tool for managing water. <http://go.nasa.gov/TOabV4>

**L-17:** Ever looked at satellite view on a map? Landsat is used globally to map the land. <http://go.nasa.gov/VKk99f>

**L-16:** Free data for a free society! <http://go.nasa.gov/VKlRr4>

**L-15:** 15 days left to launch! Don't miss it. Come to our launch party! [<shortened link to local launch party>](#)

**L-14:** Landsat sees the human fingerprints on the landscape. See change in Dubai <http://go.nasa.gov/WorGJB> What do you think LDCM will see?

**L-13:** What goes into building a satellite? Engineering the future & building on Landsat's legacy <http://go.nasa.gov/WooU7b>

**L-12:** Data from Landsat makes the longest record of the Earth's surfaces as seen from space: #Landsat

**L-11:** 11 days left to launch! Don't miss it. Come to our launch party! [<shortened link to local launch party>](#)

**L-10:** 10 days left to launch! LDCM has a design life of 5 years, but carries enough fuel for 10 years. <http://go.nasa.gov/TYDWGa>

**L-9:** In January of 2009, all Landsat data were set free! Make your own free Landsat image <http://landsatlook.usgs.gov/>

**L-8:** 8 days until launch! LDCM will be renamed Landsat 8 in orbit! Celebrate with us! [<shortened link to local launch party>](#) #Landsat

**L-7:** Landsat 7 soon will not be alone. 7 days until LDCM launch!  
<http://go.nasa.gov/VeGhc2> #Landsat

**L-6:** Landsat 5 launched in 1984. ! <http://go.nasa.gov/VeGeNh> Now almost 29 years later the next Landsat will launch. T-6 days.

**L-5:** Landsat 5 retired this year 5 days until the new Landsat launches to orbit! <http://go.nasa.gov/TsACk8> #Landsat

**L-4:** 4 days to launch! Watch it with us! Come to our launch party  
<shortened link to local launch party> #Landsat

**L-3:** 3 days to launch! Watch it with us! Come to our launch party  
<shortened link to local launch party> #Landsat

**L-2:** 2 days to launch! LDCM has 2 science instruments - OLI and TIRS. Learn more <http://go.nasa.gov/TYEzzu> #Landsat

**L-1:** 1 more day to launch! Watch it with us! Come to our launch party  
<shortened link to local launch party> #Landsat

**L-0:** LDCM launches today at 10 AM PST! Watch it with us! Come to our launch party <shortened link to local launch party> and join the conversation #Landsat!

**Many of the posts from the countdown can be used without being used in a countdown. Pick and choose posts that are relevant to you and your party and share! Let all your friends know what is Launching and how to join the party.**