

ABSTRACT AND BIOGRAPHY

21st Century Connections: Making Sense of Social Media Tools

Twitter? Blog? Wiki? In an environment of complex project teams and demanding timelines, you may wonder whether any of these new-fangled “social media” tools that are in the news will help you and your team do a better job delivering project results.

- What in the world is a wiki and why would I ever want to use one?
- What does a blog have to do with a NASA project?
- Aside from my teenager, who cares about Twitter?

This introduction to social media is a great way to get your feet wet with some of these new terms and tools. For example, we’ll talk about what the difference is between a blog and a wiki. We’ll look at some examples of NASA projects that benefit from using blogs, wikis or Twitter. Most importantly, we’ll spend some time talking about how a small or medium-sized project might evaluate whether to use one, many or none of these new ideas.

Although there are many commercial tools available and in use across the agency, this talk emphasizes NASA-sponsored tools that are freely available within the Agency.

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Maura Fujieh has worked with NASA research programs and projects for six years in the area of planning and project controls. She has outside experience in IT system development, earned value, supply chain, training and sales planning. She currently develops project planning tools for 10 projects and 3 programs within the Aeronautics Research Mission Directorate. In the past year, she had responsibility for rolling out APT (Analysis, Planning & Tracking) a NASA web-based planning and analysis tool currently used across ARMD and the four Aeronautics Centers.