

Sandia Labs' social networks

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Summary

Because Sandia National Laboratories’ audiences, customers, and stakeholders — whether employees, potential employees, congressional members and their staff, agency officials, media, prospective partners, industry collaborators, or taxpayers in general — are using social media, it’s imperative that Sandia be where they are. Social media and social networking sites offer direct channels for engaging with these audiences that complement “traditional” public relations efforts and contribute to the Sandia Labs’ broader business goals.

There are numerous ways Sandia Labs is using social media, including:

- Public relations – Creating greater awareness and contributing to a positive perception of Sandia’s image, its work, and relationship with the community.
- Recruiting – Due to the prevalent use of social networks by those under 35, these sites are a valuable adjunct to recruiting efforts. They offer another way for Sandia to create brand awareness, and connect the corporate identity, by way of professionals and newly hired “spokespeople,” with prospective employees. Participating in such sites also enhances Sandia’s reputation as a cutting-edge research lab.
- Crisis communications – Social networks are extremely effective for disseminating information quickly. The speed at which news is now communicated and shared requires that companies responsibly harness these tools to inform their workforce and the public in the event of an emergency.
- Thought leadership/issue education – Among the reasons companies and subject matter experts participate in social media is because it provides a means to showcase their expertise, market/cultural trend awareness, industry relevance, and engage with audiences. Sandia is uniquely equipped to leverage this potential due to the abundance of unique experts at the Labs, as well as the synergy this approach has with broader business development efforts.

Building and maintaining strong social media presences requires significant dedication from the operator, who integrates into his day-to-day workflow content planning, development, monitoring, and responding to and engaging with audiences. Because resources are limited, it is also imperative that these efforts strategically align with Sandia’s core business goals.

Effectiveness and results are measured in audience growth, content engagement, and prevailing sentiment of Sandia as cultivated by the corporate presences. Supplemental metrics measurement tools are used to gather, track and interpret these analytics.

Sandia Labs maintains official [corporate presences](#) on the following social networks:

Facebook.com/SandiaLabs	Youtube.com/SandiaLabs
Twitter.com/SandiaLabs	plus.google.com/+SandiaGov/
Flickr.com/SandiaLabs	linkedin.com/company/sandia-national-laboratories
Instagram.com/SandiaLabs	storify.com/SandiaLabs/

Social Media at Sandia National Laboratories

Strategy & Content Planning

Sandia National Laboratories maintains an official corporate presence on several social networking sites: Twitter, YouTube, Flickr, Facebook, Google+, Instagram, and LinkedIn. An authorized staff member in Public Relations & Communications maintains these accounts on behalf of Sandia. These networks offer alternative channels for increasing Sandia's visibility and reaching and engaging with targeted audiences, including the news media, potential new hires, elected officials, and the general public.

Planning for Sandia's social presence began in 2007, before most other US national laboratories. A strategic plan was developed, which exercises a content criteria, phased growth approach for each network before expanding to additional sites. This plan is reevaluated quarterly and evolves based on the emergence of new networks, changes in existing networks, and lessons learned and results observed through performance analytics.

In addition, the strategic plan includes:

- Broad objectives for social media use:
 - Reach and engage broad audiences with the story of Sandia's work
 - Reinforce branding messages and Sandia's core business goals
 - Build upon Sandia's reputation as a premiere national science and engineering research and development laboratory, providing "exceptional service in the national interest"
 - Provide additional outlets to communicate with broad audiences and disseminate news, including alerts and emergency notifications
- Evidence supporting the business value of enterprise social media presences
- Sandia's various uses for social media with accompanying strategy statements and tactic examples: general PR, recruiting, crisis communications, thought leadership, etc.
- Ownership and responsibility: Public Relations & Communications' social media operator (one staff member) manages these channels and content. Due to the nature of Sandia's work — national security, research and development — all content undergoes a rigorous prior review and approval process.

- Approach: Quality over quantity. Strategically, Sandia understands it is better to have a select, intentional number of strong social presences rather than a proliferation of weak ones.
- Individual network guidelines: Sandia maintains official corporate presences, owned and operated by Public Relations & Communications' designated social media staffer, on several social networking sites. Organizations within Sandia wishing to be featured on the enterprise social media collaborate with the social media operator to identify and develop relevant, medium-appropriate content. Considerations assessed during content development include:
 - Does this support the interests of Sandia? How does it add value? Content should positively represent Sandia, its people, and its programs, while keeping in mind the informal nature of social media.
 - Content should be of interest to a broad audience and tell a complete story, or support a news release or other Sandia publication about the Labs' work.
 - Would the organization be comfortable providing this information to the news media?
 - Does this posting contain any sensitive, confidential, classified, proprietary information, or personally identifiable information? Is there an accumulative intelligence effect created in conjunction with other information previously posted?
 - Accuracy and quality are essential: as a taxpayer-funded institution, Sandia's social media **must** be operated to the highest standards, and precision of content is vital to maintaining public trust in our digital credibility (any mistakes should be acknowledged and corrected immediately).
- Guidelines for cultivating and maintaining an editorial calendar: by planning Sandia's social media activity in the context of broader national themes, holidays, anniversaries, and events, the content is more effectively engaging to a general audience. This calendar's forward-looking methodology also ensures a reliable, constant content stream, regardless of the regularity of internally generated news releases, publications, multimedia, etc., while still allowing the flexibility to accommodate spontaneous events.

- Monitoring procedures and response plan: Sandia’s social media staff member performs 24/7 monitoring of social media networks for activity around keywords related to the Labs’ work and current events, as well as direct interactions through our enterprise accounts. Strategically, we aim to foster conversation within our online communities, but the operator’s tactics for social media interactions are responsively determined by the nature of those dialogues (e.g., a comment containing obscene, indecent, or profane language may be deleted in line with our comment moderation [guidelines](#), whereas a comment asking for additional info may be referred to a news release, corporate webpage, or subject matter expert).
- Official accounts and usage guidelines for the workforce (including tips and corporate policy): Official feeds are listed at http://www.sandia.gov/about/social_media/. Resources guiding the social media etiquette of employees are available via a dedicated, internal website.
- Criteria for determining expansion to future social venues: Prior to engaging in any new social media presences, the social media operator should first evaluate and address any gaps in the existing presences (e.g., audience, capabilities, growth, etc.), then develop a comprehensive strategy for effectively using the newly proposed venue:
 - Is there an audience (or target demographic) that can be reached through a new venue that is not being reached through an existing presence?
 - Does a venue offer a new technology platform for telling the “story” of the Labs’ work (e.g., video, unique content sharing, interactivity, etc.)?
 - Benchmark what competitors, industry partners, and equivalent organizations are doing on similar networks, while keeping in mind parent agency and contractual boundaries (e.g., Sandia is contractually prohibited from using paid/promoted posts on social media).
 - What content strategy processes are necessary for regularly delivering medium-appropriate content via the new venue, and how does this content differ from content delivered via existing social media?
 - Assess the effectiveness and audience sentiment of the content on a newly launched presence and use this feedback to inform the content strategy.

- Security practices and response plans: In keeping with operational standards designed to preserve the public’s trust in Sandia’s digital credibility, multiple levels of best practices are detailed for the prevention of a compromise of a social media presence, as well as a plan for the recovery of accounts and subsequent response to a compromise, should it ever occur.
- Records retention: the plan establishes a routine schedule and process for the archival of social media content. This also provides guidance on the documentation and removal of inappropriate content on social media accounts, if a user were to violate the presences’ commenting policy.

Execution

Sandia National Laboratories is one of three nuclear security laboratories in the United States. Due to the nature of our work as a national security laboratory, to *“provide exceptional service in the national interest,”* Sandia has a relatively conservative approach to social media.

That said, Sandia’s social media operator successfully works within the unique national lab environment to provide a wealth of information to audiences and create meaningful relationships with more than 50,000 social followers on a 24-hour, 7-days-a-week basis.

These interactions include everything from promoting and repurposing news releases and announcements, the Labs’ world-renowned photography and video, to direct messaging, and managing full campaigns, chats and contests (see samples).

Day-to-day execution includes an editorial calendar used to manage content from a variety of sources across the Labs, coordinating news releases with national or international social trends, and planning long-term campaigns. This calendar requires flexibility, and since it is managed in the communications office, it allows for repositioning a piece of content to participate in a relevant trending discussion, or in the event of an emerging issue.

As any social media practitioner can attest, success is as much about knowing when to reply and engage, as about knowing when to not. This delicate balance, including the need for all external communications to be reviewed for classification concerns, is a responsibility taken with meticulous care and expertise.

We believe the following examples speak for themselves:

- [Sampling of Noteworthy Followers](#)
 - Defense & Industry
 - Government agencies & organizations
 - Political figures
 - Academia
 - Business, Partnerships, Media, & Misc.

- [Campaigns & Highlights](#)
 - Fuel Cell “Hangout” with the Department of Energy, UC Davis, and General Motors
 - Top engaged Gov content on Twitter
 - Leading voice in subject area
 - Industry-related, trending, and current event/holiday topic engagement
 - Amplifying the story of the work and the people of Sandia Labs
 - Take our sons and daughters to work day
 - National remembrance
 - News Release promotion
 - Prominent mentions
 - National Lab Day event promo

Results and Examples

Sandia was one of the first US Department of Energy labs to establish guidelines, policies, and processes for official enterprise use of social media. Other national labs and government agencies in the midst of developing social media presences and governance often consult the input and guidance of Sandia’s social media operator.

Sandia’s social media has experienced steady organic growth in audience and engagement (Sandia is prohibited from using paid promotions on social media), resulting in one of most effective presences in the DOE national labs complex.

A small sampling of prominent followers out of more than 50,000 (across networks) includes the following:

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www.moog.com/sdg

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UK · nnl.co.uk

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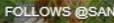


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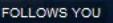


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 **Sandia Labs** via Google+ · 1 month ago
In case you missed our researcher Daniel Dedrick's fuel cell chat with **+U.S. Department of Energy** last week, be sure to check it out here!

Reply · 2  

Home > Live Discussion on Energy 101: Fuel Cells

Live Discussion on Energy 101: Fuel Cells

January 16, 2014 - 3:59pm

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You Asked, We're Answering Your Fuel Cell Questions

Video: Watch the Clean Cities Google+ Hangout

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Editor's Note: Thanks to everyone who participated in our Google+ Hangout on Energy 101: Fuel Cells. We got a lot of great questions, and our experts talked about everything from the future of fuel cell vehicles and how they're being used as backup power to the efficiency benefits of fuel cells and how California is making fuel cell innovation a priority. If you missed the Hangout or want to check it out again, you can watch a recording of it above.

Rebecca Matutka
Digital Communications Specialist,
Office of Public Affairs

Join us on Thursday, January 16, at 2 p.m. ET for Energy 101 – the first in a new series of Google+ Hangouts about energy basics. Pulling together experts from the Energy Department's National Laboratories, academia and industry, the Energy 101 Google+ Hangout series cover everything you need to know about specific energy topics while answering your questions.

The first Energy 101 Hangout, which will be streamed on energy.gov/live and the Energy Department's Google+ page, will focus on fuel cells. Once thought of as a niche technology, fuel cells are now becoming more mainstream as we transition to an economy powered by energy. In 2012 alone, the fuel cell market grew by 34 percent, with nearly 30,000 units shipped worldwide.

As the fuel cell market continues to grow, the technology has the potential to change the way we use energy in everything we do – from how we ship products to how we power our homes and cars. Whether you want to know about how fuel cells work or when fuel cell electric vehicles will hit the road or how much fuel cells could reduce carbon pollution, now is your chance to ask the experts.

Joining the live discussion will be:

- **Dr. Sunita Satyapal**, Director of the Energy Department's Fuel Cell Technology Office. Satyapal can answer questions about how fuel cells work, growth in the market and the Energy Department's role in advancing the technology.
- **Daniel Dedrick**, Manager of Hydrogen and Combustion Technologies at Sandia National Laboratories. Dedrick can discuss Sandia's fuel cell research, applications fuel cells can be used, and how the technology will help increase our energy security and reduce carbon pollution.
- **Anthony Eggert**, Executive Director of the UC Davis Policy Institute for Energy, Environment and the Economy. Eggert can talk about the future of fuel cells in transportation and accelerating the transition to cleaner, more efficient transportation.
- **Charlie Freese**, Executive Director of Global Fuel Cell Activities at General Motors. Freese can answer questions about GM's work to develop commercially viable fuel cell electric vehicles, lessons he has learned from managing one of the world's largest fleets of fuel cell vehicles and how industry is working to develop a hydrogen infrastructure.

You can submit your fuel cell questions in advance and during the Hangout by emailing newmedia@hq.doe.gov, posting in the comments on the Energy Department's Facebook page or Google+ event, or tweeting @ENERGY using #askEnergy101. We look forward to answering your questions!

Share Tweet +1 Plus



Energy Department @ENERGY

Follow

#askEnergy101 & @SandiaLabs
your fuel cell Qs. Be sure to tune in
Thurs at 2pm ET for the answers
go.usa.gov/ZfGV

Reply Retweet Favorite More

RETWEETS 6 FAVORITES 2



2:26 PM - 14 Jan 2014

1000 Independence Ave. SW
Washington DC 20585
202-586-5000

ABOUT THIS SITE
Web Policies
Privacy
No Fear Act
Information Quality
Open Gov
Accessibility

ENERGY
Budget
Directs
Request
FOIA
Inspect
Privacy
Small B



Sandia National Labs @SandiaLabs · Jan 16

In case you missed Daniel Dedrick's #cleanenergy fuel cell chat with @ENERGY today, check it out here: youtube.com/watch?v=41Nb6j...

View media

Reply Retweet Favorite More



Retweeted by Sandia National Labs



Energy Department @ENERGY · Jan 16

Starting soon → #Cleanenergy experts are answering your fuel cell Qs energy.gov/live #askEnergy101 pic.twitter.com/mrka2XU8PD

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Sandia National Labs @SandiaLabs · Jan 16

Hangout with us & @ENERGY today at 2 p.m. ET to hear Sandia's Daniel Dedrick talk fuel cell research & applications go.usa.gov/Z6FV

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Sandia National Labs @SandiaLabs · Jan 15

Sandia researcher Daniel Dedrick will talk fuel cells in tomorrow's @ENERGY Hangout, Energy 101, at 2 p.m. ET go.usa.gov/Z6FV

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You might like Sandia Labs.

Hide

Sandia Labs shared U.S. Department of Energy's photo.

Join us today at 2 p.m. ET and hear Sandia's Daniel Dedrick discuss fuel cells and learn everything you need to know about this clean energy technology. Watch the event at www.energy.gov/live.



U.S. Department of Energy

about 2 months ago

Fuel cells have the potential to change the way we use energy in everything we do – from how we ship products to how we power our homes and cars. Join us today at 2 p.m. ET for a live discussion on Energy 101: Fuel Cells to learn everything you need to know about this clean energy technology.

Have questions for our experts? Post them below in the comments or using [#askEnergy101](https://twitter.com/askenergy101), and be sure to watch the event at www.energy.gov/live



about 2 months ago

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670 people saw this post

670 People Reached

15 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS

15 Likes 0 Comments 0 Shares

FROM LIKES, COMMENTS & SHARES

0 Likes 0 Comments 0 Shares

TOTAL

15 Likes 0 Comments 0 Shares

7 Post Clicks

0 Photo Views 0 Link Clicks 7 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts 0 Report as Spam 0 Unlike Page



Sandia Labs

Shared publicly - Jan 22, 2014

#FuelCell

In case you missed our researcher Daniel Dedrick's fuel cell chat with +U.S. Department of Energy last week, be sure to check it out here!



+2



Sandia National Labs shared a link.

January 16, 2014

In case you missed Daniel Dedrick's fuel cell chat with U.S. Department of Energy today, check it out here:



Energy 101: Fuel Cells

Once thought of as a niche technology, fuel cells are now becoming more mainstream as we transition to an economy powered by clean energy. In 2012 alone, the...

1,014 people reached

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26

Top engaged Gov content on Twitter

Follow @GreatGovTweets

Measured Voice

Great Gov Tweets

Using data to highlight great government communication.
From Measured Voice.

#6

This was the 6th most engaging Tweet from U.S. government Twitter accounts on July 16, 2014.

Within its first day, this tweet received

94 retweets

23 favorites

and reached a potential

85,046 people

Other top U.S. government tweets on July 16, 2014:

5

by @Interior

7

by @NASAJuno

Like 0 Tweet 1 Share 0 +1 0



Sandia National Labs @SandiaLabs

Follow

The #Nuclear Age began this day in 1945 with the first atomic detonation at the Trinity site near Alamogordo, NM.

3:40 PM - 16 Jul 2014

Follow @GreatGovTweets

Measured Voice

Great Gov Tweets

Using data to highlight great government communication.
From Measured Voice.

#8

This was the 8th most engaging Tweet from U.S. government Twitter accounts on December 23, 2014.

Within its first day, this tweet received

96 retweets

29 favorites

and reached a potential

630,900 people

Other top U.S. government tweets on December 23, 2014:

7

by @NWSTallahassee

9

by @usnatarchives

Log In Tweet 1 Share 0 +1 0



Sandia National Labs @SandiaLabs

Follow

#OnThisDay in 1947 the transistor was first demonstrated, opening the door to a digital future wrd.cm/13tr3j

9:04 AM - 23 Dec 2014 Bell Labs and WIRED

144 RETWEETS 59 FAVORITES

Retweet Like Star

Great Gov Tweets

Using data to highlight great government communication.
From Measured Voice.

#15 This was the 15th most engaging Tweet from U.S. government Twitter accounts on March 14, 2014.

Within its first day, this tweet received

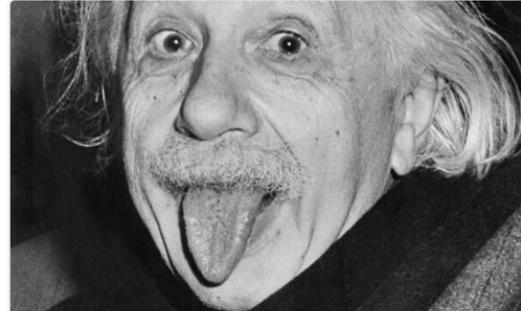
- 65 retweets
 - 22 favorites
- and reached a potential
- 70,312 people

Other top U.S. government tweets on March 14, 2014:

14 by @USFWSNews

16 by @usosce

Tweet 1 Share 0 +1 0



Sandia National Labs @SandiaLabs

Not only is 3/14 #PiDay, it's the birthday of one of the most influential physicists: happy 135th, Albert #Einstein!

11:52 AM - 14 Mar 2014

75 RETWEETS 27 FAVORITES

Write Great Tweets

Measured Voice helps you write great social-media messages in a distraction-free environment with metrics that matter.

Sign up for a free 30-day trial

Sandia National Labs

Posted by Sandia Labs [?] · March 14, 2014

Not only is 3/14 Pi Day, it's the birthday of one of the world's most influential physicists: happy 135th, Albert Einstein!

2,466 people reached

Boost Post

Like · Comment · Share

97 4 30 Shares

Sandia National Labs @SandiaLabs

Not only is 3/14 #PiDay, it's the birthday of one of the most influential physicists: happy 135th, Albert #Einstein!

pic.twitter.com/ZePKTp8Wt0

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RETWEETS 76 FAVORITES 26

11:52 AM - 14 Mar 2014

Flag media

Leading voice in subject area

Edition: UK US AU Sign in Beta About us ▾ Subscribe ▾

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Sustainable design hub

From Guardian Sustainable Business

SUPPORTED BY

Twitter list: who's saying what on materials science?

We've selected some interesting tweeters on material science and would like you to add to the list. Who do you look to for insight on material innovation?

[Add your ideas here](#)

Jenny Purt
theguardian.com, Tuesday 11 March 2014 17.42 EDT
[Jump to comments \(2\)](#)

Material science is a fascinating field that is constantly progressing and innovating. From institutes to universities, scientists to publications, Twitter is full of insight into the latest happenings and offers an array of information for both the scientifically-minded and those who'd just like to know a little more.

We've pulled together a list of some interesting tweeters in the field but would like you to help us develop it. Who do you rate on material science in the Twittersphere? Tell us [here in the comments](#) and let us know your thoughts on the list below!

Twitter list: materials science

@SandiaLabs
Sandia National Laboratories' twitter feed provides intelligent insight in to how science, technology, and engineering can help build a better world.

Sandia National Labs
@SandiaLabs

[Follow](#)

Collaborating with Sandia scientists, @NREL turns to fermentation & algae protein to create the #biofuels of tomorrow bit.ly/1fk4tl6

5:53 PM - 24 Feb 2014

5 RETWEETS 4 FAVORITES

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[Tweet](#) 105

[+1](#) 3

[Share](#) 4

[Email](#)

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- [» Children's rights and business](#)
- [» Circular economy](#)
- [» Communication](#)
- [» Fashion blog](#)
- [» Finance](#)

The bike that makes lampshades
Get fit, make a lampshade and learn about the value of stuff. Design student Mark Colliass explains how

Sustainable Business
@GuardianSustBiz

Following

.@argonne @SandiaLabs @BerkeleyLab are all on our top #material #science twitter list. Who would you add? ow.ly/uwHLA

[Reply](#) [Retweet](#) [Favorited](#) [More](#)

The Guardian

g

Twitter list: who's saying what on materials science?
We've selected some interesting tweeters on material science and would like you to add to the list. Who do you look to for insight on material innovation?

[View on web](#)

RETWEET
1

FAVORITES
4

6:40 PM - 12 Mar 2014 Flag media



Sandia Labs

August 4 · Edited ·

We're among some great company rounding out the top three on LinkedIn's list of "most sought-after government employers" with fellow U.S. Department of Energy labs, Los Alamos National Laboratory and Pacific Northwest National Laboratory - PNNL.

If you haven't already checked us out on LinkedIn, drop on by here: <http://iinkd.in/QldAO1>.



The 15 Most Sought-After U.S. Government Employers on LinkedIn

4,842 People Reached

153 Likes, Comments & Shares

124 Likes | 100 On Post | 24 On Shares

5 Comments | 0 On Post | 5 On Shares

24 Shares | 21 On Post | 3 On Shares

364 Post Clicks

0 Photo Views | 79 Link Clicks | 285 Other Clicks

NEGATIVE FEEDBACK

2 Hide Post | 1 Hide All Posts

0 Report as Spam | 0 Unlike Page

The 15 Most Sought-After U.S. Government Employers on LinkedIn

Sohan Murthy August 4, 2014

87 Tweet
Share



If you work for a government agency and you always wondered who strongest talent brand on LinkedIn, we have the answer for you.

We analyzed the way our members interact with government employer (page views, employee profile visits, and so on) and a clear list of the emerged.

Here they are:

1. Los Alamos National Laboratory
2. Sandia National Laboratories
3. Pacific Northwest National Laboratory
4. JPL (NASA's Jet Propulsion Laboratory)
5. Consumer Financial Protection Bureau
6. Defense Intelligence Agency
7. Peace Corps

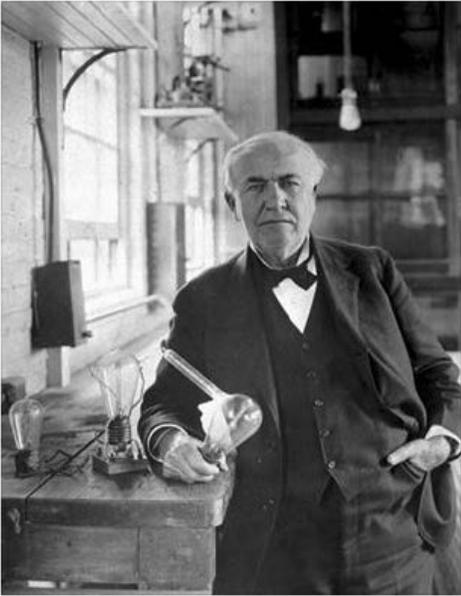
LinkedIn Total Followers

	Sandia National Laboratories	22,589
	Los Alamos National Laboratory	19,118
	Argonne National Laboratory	14,719
	Oak Ridge National Laboratory	14,497
	Lawrence Livermore National Laboratory	12,992

Industry-related, trending, and current event/holiday topic engagement

Sandia National Labs
February 11, 2014 · 🌐

"To invent, you need a good imagination and a pile of junk."
Happy birthday to Thomas #Edison, born 167 years ago on Feb. 11, 1847.



2,709 people reached Boost Post

Like · Comment · Share · 🍊 91 🗨️ 5 ➦ 42

2,709 People Reached

225 Likes, Comments & Shares

158 Likes	91 On Post	67 On Shares
25 Comments	8 On Post	17 On Shares
42 Shares	42 On Post	0 On Shares

118 Post Clicks

66 Photo Views	0 Link Clicks	52 Other Clicks ¹
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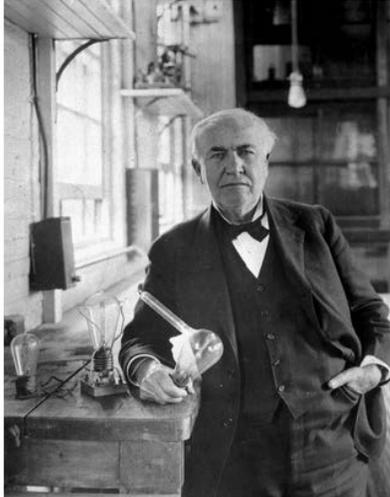
NEGATIVE FEEDBACK

0 Hide Post **0** Hide All Posts

Sandia National Labs
@SandiaLabs

"To invent, you need a good imagination and a pile of junk."
Happy birthday, Thomas #Edison!
pic.twitter.com/mKUxBo8ruj

👤 Reply 🗑️ Delete ⭐ Favorite ⋮ More



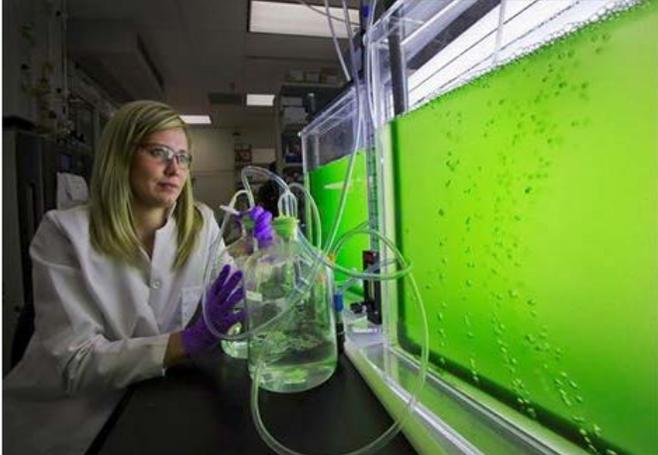
RETWEETS 21 **FAVORITES** 6



6:02 PM - 11 Feb 2014 Flag media

Sandia National Labs
March 17, 2014 · 🌐

Happy St. Patrick's Day! We can't be sure if algae is Irish, but this biofuel research lab at Sandia is looking festively green nonetheless.



1,628 people reached Boost Post

Like · Comment · Share · 🍊 68 🗨️ 5 ➦ 14

Sandia National Labs
January 2 at 8:29am · 🌐

Ever wonder how #snowflakes get their amazing shapes? Learn the #science behind these cool crystals with American Chemical Society's Reactions.



02:07

9,088 people reached

Boost Post

Like · Comment · Share · 👍 85 🗨️ 2 ➦ 83

9,088 People Reached

330 Likes, Comments & Shares

207 Likes	85 On Post	122 On Shares
33 Comments	2 On Post	31 On Shares
90 Shares	83 On Post	7 On Shares

356 Post Clicks

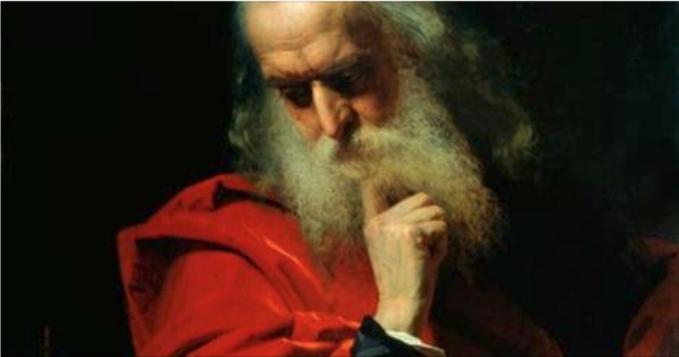
154 Clicks to Play ⓘ	1 Link Clicks	201 Other Clicks ⓘ
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Sandia National Labs
February 15, 2014 · 🌐

Happy 450th birthday to physicist, mathematician, astronomer and philosopher #Galileo Galilei (and why he matters now more than ever).



Galileo Matters More Than Ever on His 450th Birthday
On the 450th anniversary of his birth, the modern world and science still owes a debt to Renaissance genius Galileo.
NEWS.NATIONALGEOGRAPHIC.COM

1,188 people reached

Like · Comment · Share · 👍 60 🗨️ 1 ➦ 19

1,188 People Reached

114 Likes, Comments & Shares

86 Likes	60 On Post	26 On Shares
9 Comments	1 On Post	8 On Shares
19 Shares	19 On Post	0 On Shares

6 Post Clicks

0 Photo Views	6 Link Clicks	0 Other Clicks ⓘ
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NEGATIVE FEEDBACK

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Sandia National Labs
@SandiaLabs

Happy 450th birthday to physicist, mathematician, astronomer and philosopher #Galileo Galilei! bit.ly/1caJCUj

↩ Reply 🗑 Delete ★ Favorite ⋮ More

RETWEETS 22	FAVORITES 9	
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4:32 PM - 15 Feb 2014



Sandia National Labs

November 19, 2014 · 🌐

Nearly 400 turkeys were donated by Sandia employees this week to the Roadrunner Food Bank of New Mexico and will go to hungry families this holiday season. — via KRQE News 13



Sandia workers donate 400 turkeys to food bank

ALBUQUERQUE (KRQE) - Sandia National Laboratories employees are making sure families in need have a plentiful Thanksgiving. They've donated close to 400 turkeys to the Roadrunner Food Bank. The birds and all the fixings will find their...

KRQE.COM

2,159 people reached

Boost Post

Like · Comment · Share · 👍 142 🗨️ 6 ➦ 3

2,159 People Reached

175 Likes, Comments & Shares

159 Likes 142 On Post 17 On Shares

8 Comments 6 On Post 2 On Shares

8 Shares 3 On Post 5 On Shares

32 Post Clicks

0 Photo Views 32 Link Clicks 0 Other Clicks ⓘ

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts
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Sandia National Labs

December 24, 2014 at 9:08am · 🌐

What began as two scientists buying new shoes for local kids rather than holiday gifts for each other has grown into a proud Sandia Labs tradition.

Learn more at <http://1.usa.gov/ZGRtoY>.



3,970 people reached

Boost Post

Like · Comment · Share · 👍 113 🗨️ 5 ➦ 20

3,970 People Reached

195 Likes, Comments & Shares

155 Likes 113 On Post 42 On Shares

17 Comments 5 On Post 12 On Shares

23 Shares 20 On Post 3 On Shares

170 Post Clicks

64 Clicks to Play ⓘ 4 Link Clicks 102 Other Clicks ⓘ

NEGATIVE FEEDBACK

4 Hide Post 2 Hide All Posts
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Sandia National Labs

December 18, 2014 at 8:38am · Edited [?] ·

The holiday spirit is alive and well at Sandia: Community Involvement coordinated a drive to provide gifts for more than 450 foster children through the NM Children, Youth and Families Department (CYFD).



5,460 people reached

Boost Post

Like · Comment · Share · 149 7 26

5,460 People Reached

477 Likes, Comments & Shares

407 Likes	149 On Post	258 On Shares
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42 Comments	7 On Post	35 On Shares
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28 Shares	26 On Post	2 On Shares
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156 Post Clicks

156 Photo Views	0 Link Clicks	0 Other Clicks
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NEGATIVE FEEDBACK

5 Hide Post	1 Hide All Posts
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Sandia National Labs

May 16, 2014 ·

For more than half of his 50 years at Sandia, Dick Spalding has ridden his bicycle to work almost every day. When Dick signed on at the Labs, President Kennedy had just taken office and the Soviet Union had just erected the Berlin Wall. #BikeToWorkDay



1,893 people reached

Boost Post

Like · Comment · Share · 128 3 4

1,893 People Reached

153 Likes, Comments & Shares

138 Likes	128 On Post	10 On Shares
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7 Comments	3 On Post	4 On Shares
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8 Shares	4 On Post	4 On Shares
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74 Post Clicks

53 Photo Views	0 Link Clicks	21 Other Clicks
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NEGATIVE FEEDBACK

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Amplifying the story of the work and the people of Sandia Labs

Sandia Labs
September 2 · 🌐

Scientists at Sandia Labs are partnering up with other national labs and institutions to develop the most complete climate change and Earth science computer models yet. — via KOAT.



CLIMATE CHANGE COMPUTER
Sandia Labs Tracking Climate Change
KOAT.COM | BY KOAT

2,309 people reached [Boost Post](#)

Like · Comment · Share · 👍 60 🗨️ 3 ➦ 11

2,309 People Reached

98 Likes, Comments & Shares

77 Likes	60 On Post	17 On Shares
7 Comments	3 On Post	4 On Shares
14 Shares	11 On Post	3 On Shares

87 Post Clicks

0 Photo Views	10 Link Clicks	77 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Sandia National Labs
May 23, 2014 · 🌐

This week Sandia Labs recognized young women for academic excellence through its 23rd annual Math & Science Awards. The event honors the young women for their academic achievements, but it's also about introducing them to successful women scientists and the many career paths available in math and science. The award is given to young women in their junior year of high school so they can include it on their college and scholarship applications. — with Congressman Eric Swalwell, Assemblymember Joan Buchanan, and Representative Jeff Denham.



2,987 people reached [Boost Post](#)

Like · Comment · Share · 👍 99 🗨️ 4 ➦ 13

2,987 People Reached

137 Likes, Comments & Shares

120 Likes	99 On Post	21 On Shares
4 Comments	4 On Post	0 On Shares
13 Shares	13 On Post	0 On Shares

230 Post Clicks

63 Photo Views	0 Link Clicks	167 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
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Sandia National Labs @SandiaLabs

A history of impactful women: check out this great #WomensHistoryMonth #timeline from @Energy: 1.usa.gov/1f0paXE pic.twitter.com/II7IXLj552

Reply Delete Favorite More



RETWEETS 9

FAVORITES 4

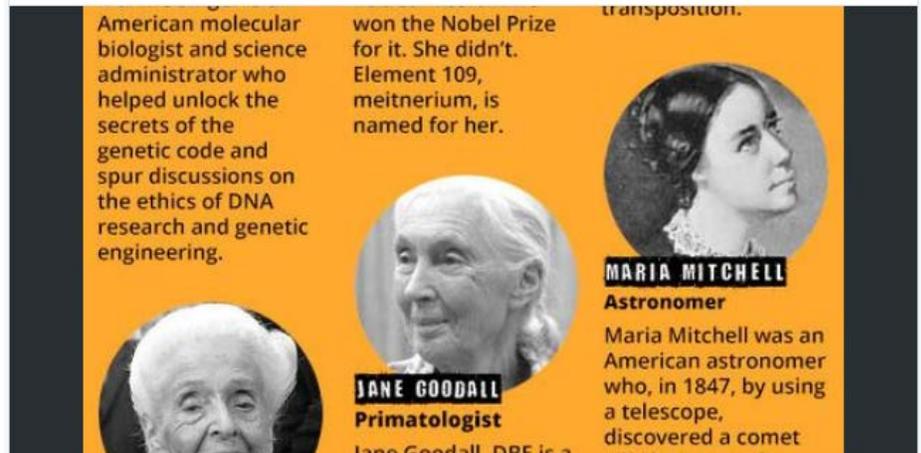


10:21 AM - 28 Mar 2014



Sandia National Labs @SandiaLabs · Mar 21

In honor of Women's History Month: 12 amazing women who've rocked #science! bit.ly/1laBUyY via @LiveScience



14 6

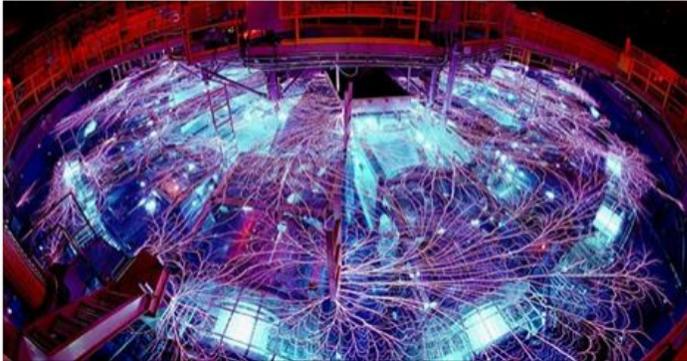
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Sandia National Labs

January 5 at 12:48pm · 🌐

Using a giant pulsed power science machine, Sandia researchers have recreated the conditions inside the Sun to help us better understand how it works. — via NPR



Scientists Bring The Sun Down To Earth To Learn How It Works

In Albuquerque, scientists have been re-creating pieces of the sun right here on Earth. They've created these solar samples to resolve a mystery about the way...

NPR.ORG | BY ALL THINGS CONSIDERED

3,516 people reached

Boost Post

Like · Comment · Share · 🍷 165 🗨️ 6 ➦ 63



3,516 People Reached

354 Likes, Comments & Shares

252 Likes | **165** On Post | **87** On Shares

32 Comments | **6** On Post | **26** On Shares

70 Shares | **63** On Post | **7** On Shares

91 Post Clicks

0 Photo Views | **91** Link Clicks | **0** Other Clicks ⓘ

NEGATIVE FEEDBACK

2 Hide Post | **0** Hide All Posts
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Sandia Labs

August 21 · 🌐

The U.S. Department of Energy is bringing together Sandia Labs and 13 other institutions in a collaborative project to develop the most complete #climate and Earth science computer models yet.



New project is the ACME of computer science to address climate change

High performance computing researchers at Sandia National Laboratories are working with the Department of Energy (DOE) and other national laboratories...

SHARE.SANDIA.GOV

2,585 people reached

Boost Post

Like · Comment · Share · 🍷 61 🗨️ 1 ➦ 19

2,585 People Reached

123 Likes, Comments & Shares

88 Likes | **61** On Post | **27** On Shares

12 Comments | **1** On Post | **11** On Shares

23 Shares | **19** On Post | **4** On Shares

71 Post Clicks

0 Photo Views | **6** Link Clicks | **65** Other Clicks ⓘ

NEGATIVE FEEDBACK

4 Hide Post | **0** Hide All Posts
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Sandia National Labs

September 3, 2014 · Edited ·

Physicist Mark Boslough recently spoke with *Physics Today* about his passion for asteroids, what climate change means for national security, and what it's like conducting research at Sandia Labs.



A passion for asteroids

Atmospheric nuclear tests can reveal a lot about exploding asteroids.

SCITATION.AIP.ORG | BY TONI FEDER

1,310 people reached

Boost Post

Like · Comment · Share · 46 2 2

1,310 People Reached

64 Likes, Comments & Shares

54 Likes 46 On Post 8 On Shares

4 Comments 2 On Post 2 On Shares

6 Shares 3 On Post 3 On Shares

53 Post Clicks

0 Photo Views 7 Link Clicks 46 Other Clicks

NEGATIVE FEEDBACK

1 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page



Sandia National Labs added 2 new photos.

September 5, 2014 · *

Sandia's Rob Mitchell and Vipin Gupta are set to speak at this weekend's TEDxABQ event.

Vipin's talk will focus on Sandia's microscale photovoltaics effort, popularly known as "solar glitter" for the tiny size of the individual photovoltaic cells. The innovative micron-sized particles are formed in semiconductor foundries with the same methods used to mass-produce computer chips and MEMS devices.

Robert will speak about his nonprofit, non-Sandia organization, "Healing Heroes..." [See More](#)



1,631 people reached

Boost Post

Like · Comment · Share · 40

1,631 People Reached

65 Likes, Comments & Shares

53 Likes 40 On Post 13 On Shares

4 Comments 0 On Post 4 On Shares

8 Shares 0 On Post 8 On Shares

175 Post Clicks

9 Photo Views 2 Link Clicks 164 Other Clicks

NEGATIVE FEEDBACK

1 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page



Sandia National Labs

@SandiaLabs

Historical fun for #ThrowbackThursday! Stop by our new interactive #timeline of Sandia's story 1.usa.gov/1hEgIQ3



History [View as list](#)

A Bold Heritage
Sandia National Laboratories' roots lie in World War II's Manhattan Project, which built the world's first atomic bombs.

[+ Show more](#)

1940 1944 1945 1946 1947 1948

- Site set Request for Manhatt Properties and personnel of establish Engineer District to ul the Manhattan Project Alamoce Sakon Sea Test Base transferred to the AEC
- Aerial survey of First postwar nuclear tests bombing range done by Z Division Lutas, New M
- Paul J. Larsen a leadership of Z I
- 1940s Roger Warner named le Robert Henderson took c Personnel surveillance weapon s

RETWEETS 7 FAVORITES 3



2:28 PM - 10 Apr 2014



Sandia National Labs

January 20 at 10:14 am

Advanced scientific research machines like Sandia's Z Machine help us better understand the universe. Some of them happen to look really stunning as well.



8 Mind-Blowing Scientific Research Machines

Borexino, a solar neutrino experiment, recently confirmed the energy output of the sun has not changed in 100,000 years. Its large underground spherical detector contains 2,000 soccer-ball-sized photomultiplier tubes.

WWW.NI.COM

2,925 people reached

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2,925 People Reached

179 Likes, Comments & Shares

136 Likes 128 On Post 8 On Shares

1 Comments 1 On Post 0 On Shares

42 Shares 41 On Post 1 On Shares

120 Post Clicks

0 Photo Views 120 Link Clicks 0 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post 1 Hide All Posts
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Take our sons and daughters to work day – April 24

Sandia Labs
 April 24 at 11:35am · 🌐

To all the future scientists and engineers joining us for Take Your Sons and Daughters To Work Day today, welcome to Sandia Labs!



Like · Comment · Share · 👍 105 🗨️ 7 ➦ 11

1,363 People Reached

143 Likes, Comments & Shares

124 Likes **105** On Post **19** On Shares

8 Comments **7** On Post **1** On Shares

11 Shares **11** On Post **0** On Shares

141 Post Clicks

80 Photo Views **0** Link Clicks **61** Other Clicks ⓘ

NEGATIVE FEEDBACK

0 Hide Post **0** Hide All Posts
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Sandia National Labs added 7 new photos to the album: Daughters and Sons to Work & Earth Day — at **Sandia National Labs**.
 April 29, 2014 · 🌐

On Thursday, April 24, Sandia welcomed 1,500 students to the Labs for combined Earth Day and Take our Daughters and Sons to Work Day events. Ranging from grades 5-12, the students had an opportunity to both learn about Sandia's mission and see STEM careers in action.



1,215 people reached Boost Post

Like · Comment · Share · 👍 63 🗨️ 1 ➦ 1

1,215 People Reached

67 Likes, Comments & Shares

63 Likes **63** On Post **0** On Shares

3 Comments **1** On Post **2** On Shares

1 Shares **1** On Post **0** On Shares

2,374 Post Clicks

940 Photo Views **0** Link Clicks **1,434** Other Clicks ⓘ

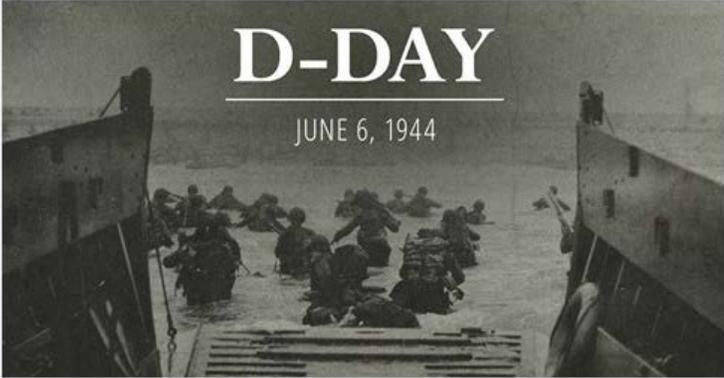
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National remembrance

Sandia National Labs shared a link.
Posted by Sandia Labs [?] · June 6, 2014

70 years ago today, 160,000 Allied troops landed along a 50-mile stretch of heavily-fortified coastline to fight Nazi Germany on the beaches of Normandy, France.



[Home | D-Day | June 6, 1944 | The United States Army](#)
www.army.mil

The U.S. Army remembers June 6, 1944: The World War II D-Day invasion of Normandy,...

1,816 people reached Boost Post

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Sandia Labs
September 11

9/11 - We remember the lives lost and heroes made.



Like · Comment · Share 32

130 people like this.

Patrick Perno This says it all!
September 11 at 8:28am · Unlike · 1

Robin Brunt Thank you ALL for your service.
September 11 at 9:04am · Like

Vince Harden Thank you
September 11 at 9:16am · Like

Mary Bare add my ths, also
September 11 at 10:54am · Like

Roberto Bentancur Es el Recuerdo y sus consecuencias....lo que imposibilitarán, que vuelva a ocurrir!!!
[See Translation](#)

Sandia National Labs
November 11, 2014 · Edited

The amazing story of two veterans who discover that years prior to working together at Sandia Labs, they had fought together on the battlefield. — via Albuquerque Journal. #VeteransDay



It's a very small world

Colleagues at Sandia National Laboratories discovered they were both part of the same incredible battle at school campus in Iraq in 2005. After making the connection, the two war veterans became close friends.

ABQJOURNAL.COM

2,992 people reached Boost Post

Like · Comment · Share 80 2 4

2,992 People Reached

114 Likes, Comments & Shares

97 Likes	80 On Post	17 On Shares
3 Comments	2 On Post	1 On Shares
14 Shares	4 On Post	10 On Shares

79 Post Clicks

0 Photo Views	79 Link Clicks	0 Other Clicks
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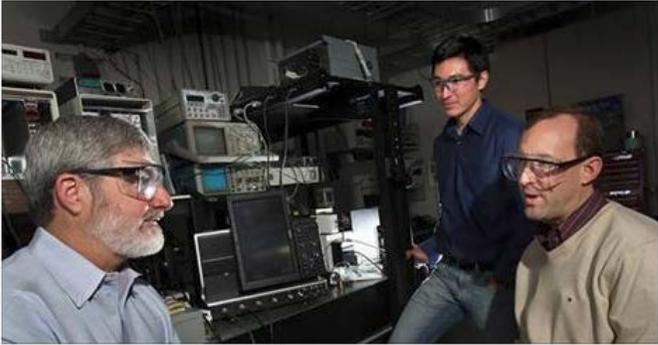
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News Release promotion

Sandia National Labs
July 11, 2014 · 🌐

Three Sandia innovations have been named as among the year's most outstanding advances in applied technology by R&D Magazine.



Sandia researchers win three R&D 100 awards
Sandia National Laboratories researchers — competing in an international pool of universities, corporations and government labs — captured three R&D 100 Awards in this year's contest.

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2,854 people reached Boost Post

Like · Comment · Share · 👍 86 🔄 16

2,854 People Reached

147 Likes, Comments & Shares

126 Likes	86 On Post	40 On Shares
5 Comments	0 On Post	5 On Shares
16 Shares	16 On Post	0 On Shares

114 Post Clicks

0 Photo Views	33 Link Clicks	81 Other Clicks ⓘ
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NEGATIVE FEEDBACK

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Sandia National Labs
August 19, 2014 · 🌐

By studying 23 "perfect heists" in the banking, art and jewelry worlds, Sandia researchers have put together a report that offers lessons for how the Energy and Defense departments can better protect our vital national security assets.



Sandia report draws lessons learned from 'perfect heists' for national security
In 2003, the unthinkable happened at Belgium's Antwerp Diamond Center. Thieves broke into its reputedly impenetrable vault and made off with hundreds...

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1,379 people reached Boost Post

Like · Comment · Share · 👍 29 🔄 4

1,379 People Reached

43 Likes, Comments & Shares

34 Likes	29 On Post	5 On Shares
0 Comments	0 On Post	0 On Shares
9 Shares	4 On Post	5 On Shares

38 Post Clicks

0 Photo Views	8 Link Clicks	30 Other Clicks ⓘ
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Timeline Photos



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Sandia Labs
 Sandia chemical engineer Nancy Jackson is being honored today by AAAS - The American Association for the Advancement of Science - with the 2013 Science Diplomacy Award for her work to help ensure that chemicals are used safely and kept secure around the world. Congratulations, Nancy!

<http://1.usa.gov/XCbFQX>

Like · Comment · Share · Edit · February 15

50 people like this.

6 shares

Jeff Church Congrats pretty lady. Thank u for all u do .
 February 15 at 10:33am · Unlike · 1

Caren Garcia Great work Nancy!
 February 15 at 3:40pm · Unlike · 1

ام حتمار حساري congratulations
 April 1 at 3:05am · Like

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Sandia National Labs

@SandiaLabs

Using computer models, a Sandia **#geoscientist** studies soil contaminants & how to keep them out of **#drinkingwater** 1.usa.gov/1dKZb18

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RETWEETS 13 FAVORITE 1



8:30 AM - 28 Jan 2014



Sandia Labs

April 15 · Public

Congratulations to our four researchers honored at The White House today with the highest honor bestowed by the US Government on professionals in the early stages of their research careers: the Presidential Early Career Awards for Scientists and Engineers.



Inspiring the Next Generation of Innovators: President Obama Honors the Nation's Cutting-Edge...

A group of leading researchers were honored yesterday at the White House...

WHITEHOUSE.GOV

2,990 people reached

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2,990 People Reached

99 Likes, Comments & Shares

85 Likes	74 On Post	11 On Shares
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4 Comments	2 On Post	2 On Shares
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10 Shares	4 On Post	6 On Shares
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151 Post Clicks

0 Photo Views	85 Link Clicks	66 Other Clicks
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NEGATIVE FEEDBACK

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Timeline Photos

Back to Album · Sandia Labs's Photos · Sandia Labs's Page

Previous · Next



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Sandia Labs
Sandia physicist Clark Highstrete is the new commander of the New Mexico Air National Guard 150th Fighter Wing at Kirtland Air Force Base. He says the post is the ultimate test of what a traditional, part-time Guard member can accomplish.

Read more: <http://1.usa.gov/10hft00>
Like · Comment · Share · Edit · May 6

35 people like this. Top Comments ▾

1 share

Write a comment...

Grant Bennett What "flavor" C-130 is that behind the commander?
Like · Reply · May 6 at 2:18pm

Sandia Labs We passed your question along to Col. Highstrete and he tells us this is an HC-130P/N "King" used for combat rescue missions. You can check out a fact sheet about the aircraft here: <http://1.usa.gov/11Wv0A4>.



Factsheets : HC-130P/N King
www.af.mil

Like · Remove Preview · 2 · May 9 at 3:59pm

Write a reply...

Vasil Sidorov Good event and good photo!
Like · Reply · July 13 at 7:41am

Roberto Bentancur Necesitamos algunos.....!!
We need some...! (Translated by Bing)
Like · Reply · May 7 at 8:54am

Smarter Every Day
@smartereveryday

Follow

The fact that @SandiaLabs favorited this makes me SO HAPPY #GeekingOut
pic.twitter.com/AACXSDkK5X

Reply Retweet Favorite More



Smarter Every Day @smarterev... 10h
This is a confidence limit computer from 1959. It computes the limit of your confidence.



14 26

Sandia National Labs @SandiaLabs

U.S. @Energy labs dedicated to securing a peaceful and free world through #science and #technology. Follows, RTs and mentions ≠ endorsements.



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5:43 PM - 18 Jun 2014

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Sandia National Labs @SandiaLabs · Jun 18
@smartereveryday absolutely; if you're going to be computing confidence limits, you can't get more legitimate than using our '59 slide rule.
Details Reply Retweet Favorite More

iwishiknew @iishiknew · Jun 18
@smartereveryday @SandiaLabs One of the reasons that I love twitter, it puts you in direct contact with people you admire/respect.
Details Reply Retweet Favorite More

Prominent mentions



Lockheed Martin 
@LockheedMartin

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Over the past 60 years our employees at @SandiaLabs have been making a difference in their community:
lmt.co/1nWpHtS #LM1mImpact

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2	4			

9:20 AM - 15 Aug 2014



Cornell Engineering
@CornellEng

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Stephanie Hansen receives DOE Early Career award bit.ly/1pjGXy3

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 **Sandia National Labs**

DOE Early Career award won by Sandia researcher Stephanie Hansen

ALBUQUERQUE, N.M. — A \$2.5 million, five-year Early Career Research Program award from the Department of Energy's (DOE) Office of Science has been won by Sandia National Laboratories researcher...

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1	

6:34 PM - 15 Aug 2014 [Flag media](#)



Scott Hensley 
@scotthensley

Who needs a 401(k)? "The Perfect Heist: Recipes from Around the World," analysis by @SandiaLabs. 1.usa.gov/1pHVNYP HT @blambrecht

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1	2			

9:08 AM - 19 Aug 2014

Retweeted by Sandia National Labs

 **Popular Science** @PopSci · Jan 3
 Sandia Natl Labs fiber-optic network: Speed: 10 Gbps. Scale: 265 buildings. Size: Half-inch fiber. Cost: \$15 million pops.ci/1IF6oVm

[Collapse](#) Reply Retweet Favorite More

RETWEETS	FAVORITES
18	11

9:16 AM - 3 Jan 2014 · Details

 **Tom Udall** ✓
 @SenatorTomUdall [Follow](#)

Innovative companies like ATA=what can happen when we support @SandiaLabs & #techtransfer; @sbagov @MITLL were wise to give it top honors

Reply Retweet Favorite More

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4	1

3:27 PM - 16 Apr 2014

 **Senate HSGAC Chair** ✓
 @SenateHSGAC [Follow](#)

A recent study from @SandiaLabs could help @TSA officers perform better security checks at airports. Read more: bit.ly/1i3374C

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1:43 PM - 21 Apr 2014

 **U.S. Army RDECOM** ✓
 @RDECOM [Follow](#)

Sandia National Laboratories: IED detector developed by Sandia Labs being transferred to Army go.usa.gov/9GsR

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7	1

9:44 AM - 27 Jun 2014



Energy Department 
@ENERGY



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The national climate assessment features authors from @ORNL, @SandiaLabs, @BerkeleyLab, @PNNLab & @NREL go.usa.gov/kuqR #ActOnClimate

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12



3:15 PM - 6 May 2014



FLC
@federallabs

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@SandiaLabs recent #IED detector transfer to the @USArmy demonstrates the life-saving benefits of #technologytransfer ow.ly/yH5e4

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8:10 AM - 2 Jul 2014



ABQ Journal Business
@BizABQ

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DOE, Sandia pioneer #solar energy concept abqjournal.com/422734/biz/doe ... #abq #albuquerque #nm #newmexico @SandiaLabs @AREVAGroup

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FAVORITE
1



8:48 AM - 30 Jun 2014



AZ State University 
@ASU



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.@ASUCTI students are working with @SandiaLabs to build a robotic sensor that scans a room for potential threats: bit.ly/1hjwi2G

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6



6:05 PM - 24 Apr 2014



Frank Klotz
@FrankKlotzNNSA



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#IEEE awards outstanding contributions to #nuclear & plasma sciences by @SandiaLabs scientist 1.usa.gov/Ukwsy9

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1:59 PM - 21 Jul 2014



Martin Heinrich
@MartinHeinrich



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Another example of the groundbreaking research taking place at @SandiaLabs in New Mexico. @nprnews: npr.org/2014/12/30/374...

Reply Retweeted Favorited More

NPR News

Scientists Bring The Sun Down To Earth To Learn How It Works

By NPR News @nprnews

Using a giant pulsed powered machine in New Mexico, researchers have recreated the conditions inside the Sun, and their results help reconcile theoretical models with how the Sun behaves.



View on web

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10:46 AM - 5 Jan 2015

National Science Fdn retweeted



Sandia National Labs @SandiaLabs · Dec 23

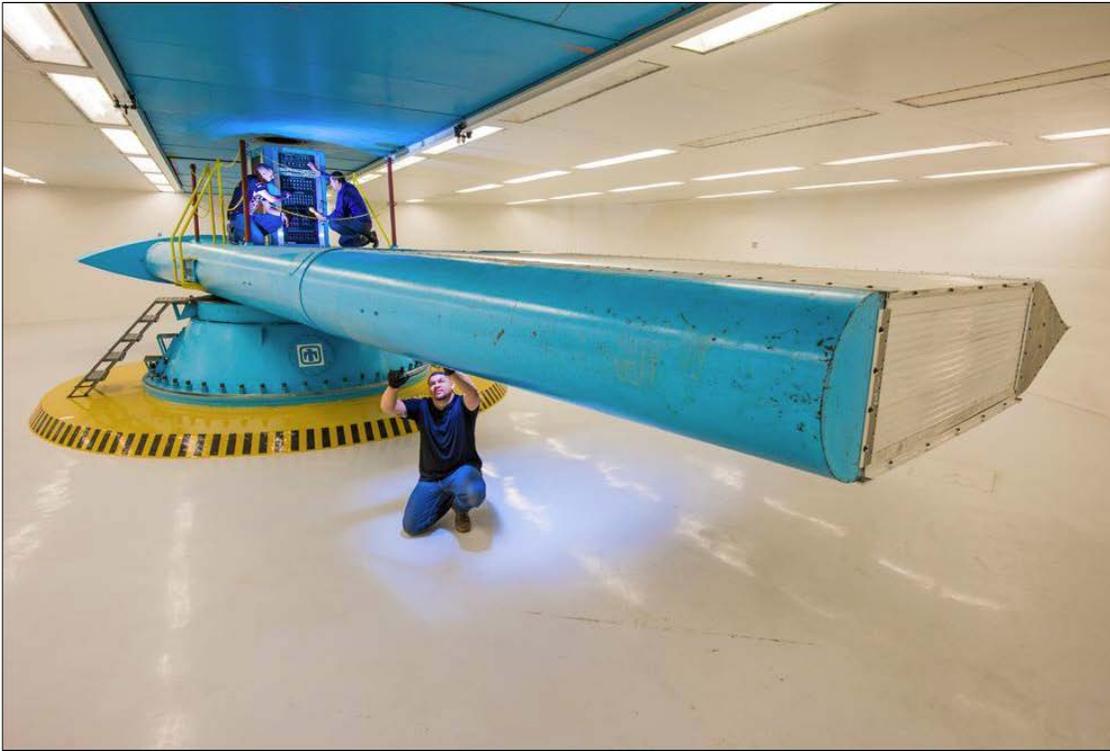
#OnThisDay in 1947 the transistor was first demonstrated, opening the door to a digital future wrd.cm/13txr3j

Bell Labs and WIRED



Reply Retweeted 144 Favorited 60 More

View more photos and videos



U.S. Department of Energy
May 20, 2014 · Edited · 🌐

#PhotoOfTheWeek: Sandia's Centrifuge Test Complex

Sandia National Labs is home to the state-of-the-art Centrifuge Test Complex, with both indoor and outdoor centrifuges designed to simulate environments and situations with high inertial forces, like atmospheric reentry and jet aircraft acceleration. This photo shows the 29-foot-radius indoor centrifuge that's housed in an underground, te... See More

Unlike · Comment · Share

👍 Sandia National Labs, Ravi Kumar Reddy, Russell Grant Appling, James Hampton and 61 others like this.

💬 32 shares

👤 Sandia National Labs · Thanks, U.S. Department of Energy!
Commented on by Sandia Labs (?) · May 23, 2014 at 4:53pm · Like

👤 Elizabeth Arnold Cool!
May 24, 2014 at 3:03pm · Like

⋮

👤 Write a comment... 🗨️



#PhotoOfTheWeek: Sandia's Centrifuge Test Complex go.usa.gov/8Kdj via @ENERGY #bigscience

🌐 View translation



RETWEETS 9 FAVORITES 2



4:56 PM - 23 May 2014

Sandia National Labs shared U.S. Department of Energy's photo.
May 24, 2014 · 🌐

The state-of-the-art Centrifuge Test Complex at Sandia Labs is the U.S. Department of Energy's #PhotoOfTheWeek.



U.S. Department of Energy

#PhotoOfTheWeek: Sandia's Centrifuge Test Complex

Sandia National Laboratories are home to the state-of-the-art Centrifuge Test Complex, with both indoor and...

See More

1,939 people reached

Boost Post

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Sandia Labs via **Engadget**

June 10 at 12:01pm · 🌐

This wearable sensor created at Sandia Labs can tell you when you're dehydrated.



Wearable sensor can tell you when you're dehydrated

Summer is the ideal time to frolic out in the sun, but there's always the risk that you'll neglect the amount of water that you're taking in. Sandia National Labs...

ENGT.CO

3,170 people reached

Boost Post

Unlike · Comment · Share · 👍 117 🗨️ 7 ➦ 32

3,170 People Reached

167 Likes, Comments & Shares

118 Likes | **117** On Post | **1** On Shares

12 Comments | **12** On Post | **0** On Shares

37 Shares | **32** On Post | **5** On Shares

129 Post Clicks

0 Photo Views | **27** Link Clicks | **102** Other Clicks ⓘ

NEGATIVE FEEDBACK

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Sandia National Labs via **Popular Science**

October 23, 2014 · 🌐

Developed for America's special forces, Sandia Labs has created a new sniper scope that, with the press of a button, adjusts focus.



Sandia Labs Reveals New Sniper Sight [Video]

The lens borrows from eyeball mechanics for effortless changes in focus.

POPSCI.COM

3,948 people reached

Boost Post

Like · Comment · Share · 👍 123 🗨️ 2 ➦ 58

3,948 People Reached

184 Likes, Comments & Shares

123 Likes | **123** On Post | **0** On Shares

3 Comments | **2** On Post | **1** On Shares

58 Shares | **58** On Post | **0** On Shares

205 Post Clicks

0 Photo Views | **144** Link Clicks | **61** Other Clicks ⓘ

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Natassja Leyba
@NatassjaL_KOAT

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Schools across NM are getting free computers thanks to Sandia Labs. #KOAT
pic.twitter.com/Uo2Z2KEfie

Reply Retweet Favorited More



11:51 AM - 5 May 2014



Illinois MBA
@IllinoisMBA

Follow

Way to go Shirley '14 @IllinoisMBA! She's headed to @SandiaLabs after graduation this weekend.

Reply Retweet Favorited More



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2:57 PM - 16 May 2014

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Reply to @IllinoisMBA



Sandia National Labs @SandiaLabs · May 16
@IllinoisMBA fantastic!

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Sandia Labs shared a link.
February 6

Learn more about the #science of Sandia's Z machine, and how the research done there benefits astronomers and physicists alike in this recent podcast and radio series by StarDate.



Z Machine | StarDate Online
stardate.org

Joel Lash manages the world's largest X-ray machine. It doesn't look for broken bones or bad teeth, though. Its main job is to help maintain America's nuclear weapons. But some of its time has also been devoted to basic physics — understanding the properties of matter in extreme...

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73 1 14

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Boost Post



Mayor Richard Berry
@Mayor_Berry

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Just signed an MOU w/ @SandiaLabs reaffirming our commitment to partnering on critical issues for our city & nation.
pic.twitter.com/HyMkNf9fYa

Albuquerque, NM

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3

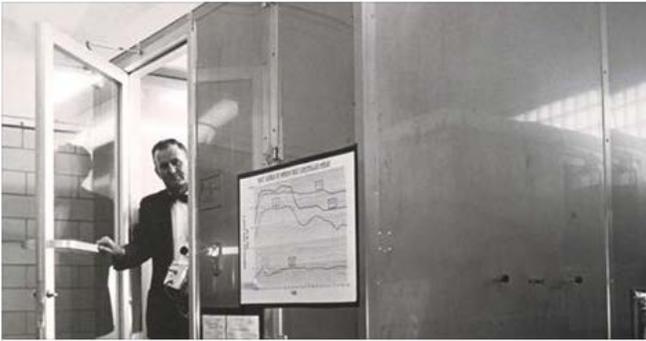


3:33 PM - 11 Jun 2014

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Sandia National Labs via **The Atlantic**
 October 27, 2014 · 🌐

The story behind the first truly effective clean room, created by Sandia's Willis Whitfield, which made modern electronics — such as smartphones — possible: "I thought about dust particles. Where are these rascals generated? Where do they go?"



Without Clean Rooms, There'd Be No Smartphones

When you're making a tiny electronic system, dust particles can be destructive.

THEATLANTIC.COM | BY SARAH LASKOW

1,798 people reached

Like · Comment · Share · 👍 63 💬 1 ➦ 28

1,798 People Reached

92 Likes, Comments & Shares

63 Likes	63 On Post	0 On Shares
1 Comments	1 On Post	0 On Shares
28 Shares	28 On Post	0 On Shares

36 Post Clicks

0 Photo Views	29 Link Clicks	7 Other Clicks ⓘ
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Senator Martin Heinrich

Like Page

Yesterday at 10:50am · 🌐

Another example of the groundbreaking research taking place at **Sandia National Labs**:



Scientists Bring The Sun Down To Earth To Learn How It Works

Using a giant pulsed powered machine in New Mexico, researchers have recreated the conditions inside the Sun, and their results help reconcile theoretical models with how the Sun behaves.

NPR.ORG | BY ALL THINGS CONSIDERED

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👍 Sandia National Labs, Michael J. Padilla, George Alderson, Lenore Green and 14 others like this.



The Associated Press @AP · Apr 26

Scientists have created a take-home fertility test for men that measures sperm quality: apne.ws/1ioYoet

Details

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Sandia National Labs ✓
@SandiaLabs

Following

Scientists from Sandia Labs have created a take-home fertility test for men that measures sperm quality: apne.ws/1ioYoet via @AP

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6



4:57 PM - 26 Apr 2014

! Thanks
am

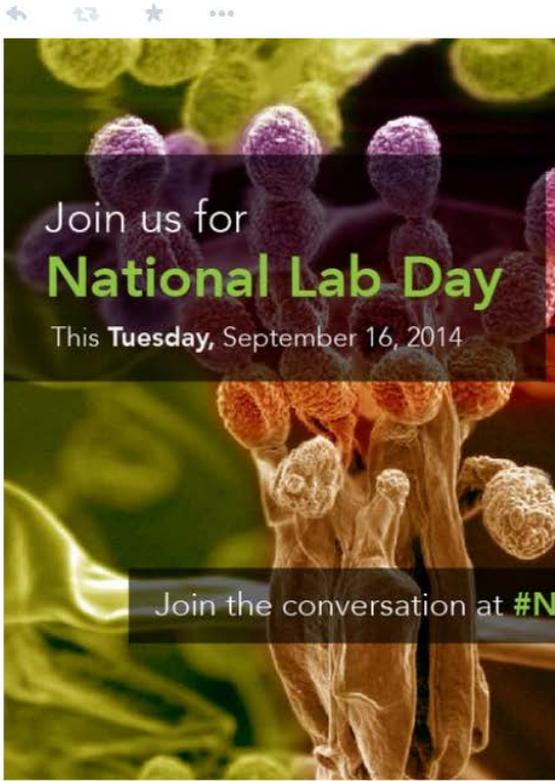
generated power in the future?



Sandia National Labs @SandiaLabs

Tuesday is #NatLabDay! Join the convo w/ Sec @ErnestMoniz, @LosAlamosNatLab, @PNNLab & more! 1.usa.gov/1wmKUyY

LLNL, Brookhaven Nat'l Lab, Berkeley Lab and 7 others



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FAVORITE 1



4:12 PM - 15 Sep 2014

National Lab Day event promo Washington, DC



U.S. Department of Energy

September 16, 2014 · 🌐

Across the country, our 17 #NationalLabs are performing cutting-edge research every day to keep us safe, increase our efficiency, and improve our understanding of the world around us. Today we're celebrating their great work using #NatLabDay.



86 likes, 4 comments, 29 retweets



Ernest Moniz @ErnestMoniz

Following

Today I'm proud to celebrate @Energy's 17 National Labs at #NatLabDay. Learn about the Labs → energy.gov/labs

RETWEETS 80 FAVORITES 45



10:34 AM - 16 Sep 2014

Ernest Moniz  @ErnestMoniz
#NatLabDay was fascinating -- and a huge success. Check out photos from the day: go.usa.gov/pnEz pic.twitter.com/ci6jFUq9Jm
Retweeted by @SandiaLabs
[View on Twitter](#)

MichelleLujanGrisham  @RepLujanGrisham
Great to celebrate **#NatLabDay** and important contributions of @SandiaLabs, @LosAlamosNatLab & other @ENERGY labs pic.twitter.com/3JGh7MtVIO
Retweeted by @SandiaLabs
[View on Twitter](#)

Sandia National Labs  @SandiaLabs
Entrepreneur & Sandia team to bring life-saving vaccine to far reaches of the world 1.usa.gov/1feOgPd **#NatLabDay** pic.twitter.com/ckYuf0q9lc
[View on Twitter](#)

Sandia National Labs  @SandiaLabs
Sandia's pocket-size #anthrax detector makes testing safer, easier, faster, cheaper 1.usa.gov/1isLQRP **#NatLabDay** pic.twitter.com/3xJ2IAi2Cc
[View on Twitter](#)

Sandia National Labs  @SandiaLabs
#NatLabDay: Sandia tech could create a U.S. supply of a disease tracking #medical isotope 1.usa.gov/1p9jzAV pic.twitter.com/aHzPEEPXPD
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symmetry magazine @symmetrymag
The US national laboratories, all in one interactive map: symmetrymagazine.org/labsmap/ **#NatLabDay** pic.twitter.com/w9W1DhLRU
Retweeted by @SandiaLabs
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LosAlamosNationalLab @LosAlamosNatLab
Nanotech cancer detection gets a look from Sec @ErnestMoniz at **#NatLabDay**! #CINT @SandiaLabs 1.usa.gov/1qVFQWp pic.twitter.com/Zv3AfJs15S
Retweeted by @SandiaLabs
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Sandia National Labs  @SandiaLabs
#NatLabDay: Sandia researchers model predicted #solar use based on variables such as price, savings & environment 1.usa.gov/1qZBwUS
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Tom Udall  @SenatorTomUdall
Proud 2 recognize **#NatLabDay** 2 highlight critical science, tech & security advances by @SandiaLabs, @LosAlamosNatLab & other @ENERGY labs
Retweeted by @SandiaLabs
[View on Twitter](#)

Sandia National Labs  @SandiaLabs
#NatLabDay: Sandia's terahertz sensors could replace #MRI machines with handheld cameras bit.ly/1q4X03R pic.twitter.com/NXtoC5FyxO
[View on Twitter](#)

Sandia National Labs  @SandiaLabs
#NatLabDay: Sandia Labs' #IED bomb-detecting tech joins the Army bit.ly/1m6Ah4s #UAV pic.twitter.com/DliwCwjru
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Sandia National Labs  @SandiaLabs
#NatLabDay: Sandia engineers study the most effective ways to use #solar photovoltaic arrays 1.usa.gov/1gayryi pic.twitter.com/IVm56tygfz
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Sandia National Labs  @SandiaLabs
Scientists at Sandia developing a brain-like #computer that runs on the power of a 20-watt light bulb bit.ly/1oasTr5 **#NatLabDay**
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Ernest Moniz  @ErnestMoniz
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Retweeted by @SandiaLabs
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#NatLabDay: From the atomic level to full-scale components, Sandia works to improve our understanding of #materials bit.ly/1kHrCou
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#NatLabDay: Sandia study verified the potential for hydrogen fueling infrastructure gizm.ag/1ngnj5a #energy pic.twitter.com/0fx07geOaL
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Showcase set to feature Sandia technologies that have commercial appeal 1.usa.gov/1sgXIYo #entrepreneurship #techtransfer **#NatLabDay**
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It's **#NatLabDay**! Join us as we share the story of our work in science, energy & national security throughout the day: bit.ly/1DeXJoj
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Tuesday is **#NatLabDay**! Join the convo w/ Sec @ErnestMoniz, @LosAlamosNatLab, @PNNLab & more! 1.usa.gov/1wmkUpY pic.twitter.com/aitgipUfeg
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