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O08 - Communicating Astronomy Through Social Media: The Astronomical Diary Video Series

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Astronomical events occur throughout the year, yet many remain unnoticed due to limited access to reliable, timely, and easy-to-understand astronomy information. To enhance public engagement, the DOST-PAGASA Space Science and Astronomy Section produces the Astronomical Diary Video Series, a monthly astronomy video presentation derived from the agency's Astronomical Diary Press Release and published on the official DOST-PAGASA Facebook page.

Launched in February 2021, the series features upcoming astronomical events visible from the Philippines, including meteor showers, planetary conjunctions, lunar phases, eclipses, and other notable celestial phenomena. Using the open-source planetarium software Stellarium, together with narration, graphics, animation, and video editing, each episode simulates the night sky and provides practical observing guidance to help viewers appreciate and observe these events.

To date, approximately 65 episodes have been published, providing students, educators, amateur astronomers, and the general public with accessible and reliable astronomy information. This presentation describes the development and production workflow of the Astronomical Diary Video Series, from script adaptation and sky simulation to video production and dissemination through social media. It also discusses the use of regular monthly video presentations as a digital science communication strategy for improving public access to astronomy information and enhancing public engagement with astronomy.

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