

## Social Media Action Pack

Making STEM a priority in every state under the new Every Student Succeeds Act (ESSA) can help ensure all our children have the opportunity to not only receive a great education, but also to pursue the college or career pathway of their choice.

The STEM community—fueled by partners like you—is working to help make that happen. Our goal is to ensure that great STEM teaching and great STEM learning are priorities in states across the nation under ESSA.

**Social media is an important part of the Every Student Succeeds With STEM campaign**, as it helps us expand our reach to more audiences, grow our followers, amplify our message, and share information. Social media activity will help us both grab the attention of key grassroots leaders and engage a larger group of STEM-invested stakeholders in spreading the word to prioritize STEM in ESSA state plans.

This **Social Media Action Pack** provides you with tools and tips to amplify the Every Students Succeeds with STEM effort and its messages on social media. This Action Pack contains the following sections:

- [How to get involved](#)
- [Social media tools \(campaign hashtag and Twitter handle\)](#)
- [Sample Twitter posts](#)
- [Sample Facebook + LinkedIn posts](#)
- [Tips for posting and engaging on social media](#)
- [Social media graphics](#)

With these resources, you can easily share content about the campaign on your organization's and your own social media channels to amplify the messages. In addition to using these tools, we recommend engaging with others on Twitter throughout the day – this could include liking or retweeting posts from others rallying around the same effort. This can help further the conversation around the campaign, which will incite others to get involved.

Together, we can get great STEM learning for all students. Thank you for your efforts!

## How to get involved

Join the conversation to help spread the word and encourage key leaders to take action. Here are some ways that you can get involved on social media to get the word out about the campaign.

- **Share your own content:** We have written sample posts for you to use on your organizational or personal social media channels.
- **Share our campaign graphics:** We have attached a variety of graphics specific to the campaign that you can share and attach to your posts. Some of them have statistics or information about STEM education, while others have more direct calls to action around the campaign.
- **Follow @Success\_STEM on Twitter:** This is the official Success with STEM Twitter account. Tag us in your tweets and retweet some of our posts.

## Social media tools

We want to make sharing the Success With STEM message on social media as easy as possible. Here, you will find some key tools to help you do so – including sample posts you can copy and paste and shareable social graphics.

First things first. Here are the foundations of the effort's social media platform.

- Campaign Twitter handle: @Success\_STEM
- Campaign website: <http://www.successwithstem.org/>
- Campaign hashtag: #SuccessWithSTEM
- Shareable social media graphics: [Download here](#) + find them at the end of this document.

## Tips for posting and engaging effectively on social media

These tips will help you make the most of your social media efforts.

- **Upload graphics:** We recommend attaching a campaign graphic to each of your posts about the campaign across Facebook, Twitter, or LinkedIn.
  - [Find tips for uploading photos on Facebook here.](#)
  - [Find tips for uploading photos on Twitter here.](#)
- **Tag key leaders in your state:** On Twitter and Facebook, we recommend tagging key leaders in your state, such as your [Governor or State Chief School Officer](#). Nearly all Governors have public Facebook and Twitter profiles that you can tag in your posts to call on them to act.

- **Include additional hashtags on Twitter:** When possible, in addition to the main campaign hashtag (#SuccessWithSTEM), we recommend including other hashtags in your tweets related to the field. Some of the most popular relevant hashtags are #STEM, #STEMed, and #ESSA. While including hashtags can help increase the reach of your posts, we do not recommend including more than 2-3 hashtags in a single tweet.
- **Be conversational and proactive:** If someone responds to one of your social media posts about the campaign, respond and direct them to the Success With STEM website (<http://www.successwithstem.org/>) with more information. If someone on Twitter tags you in a tweet about the campaign, respond to them saying thank you and/or retweet their tweet on your own profile. Additionally, you can search the #SuccessWithSTEM hashtag on Twitter and proactively like or retweet posts from others talking about the campaign.
- **Time your posts:** We find that tweets sent out in the morning and late afternoon hours (during commuting hours) typically perform the best. With that in mind, we suggest posting most of those tweets within those hours. Additionally, tweets that are sent out during the weekdays typically receive higher engagement levels, especially within the education community.

## Sample Twitter posts

- General campaign posts:
  - Help us make #STEM education a priority for ESSA state plans in every state! #SuccessWithSTEM <http://www.successwithstem.org/>
  - #STEMed helps students develop the critical thinking & problem-solving skills they need to succeed. #SuccessWithSTEM <http://www.successwithstem.org/>
  - #STEM education creates opportunities for all students to be the leaders of tomorrow. #SuccessWithSTEM @Success\_STEM <http://successwithstem.org>
  - Join #SuccessWithSTEM and help make STEM a priority in your state #ESSA plan. @Success\_STEM <http://www.successwithstem.org/>
- Posts aimed at making policymakers aware of campaign
  - Together, we can tell leaders that quality STEM education should be a priority for our students. #SuccessWithSTEM <http://www.successwithstem.org/>
  - State leaders can make a difference in our students' futures. Prioritize #STEM in your ESSA plan. #SuccessWithSTEM <http://www.successwithstem.org/>
- Posts aimed at engaging teachers specifically
  - #STEM teachers are key in helping today's students become tomorrow's leaders. #SuccessWithSTEM <http://www.successwithstem.org/>
  - Prioritizing #STEM education under ESSA means supporting our STEM teachers, too! Get involved with #SuccessWithSTEM. <http://www.successwithstem.org/>

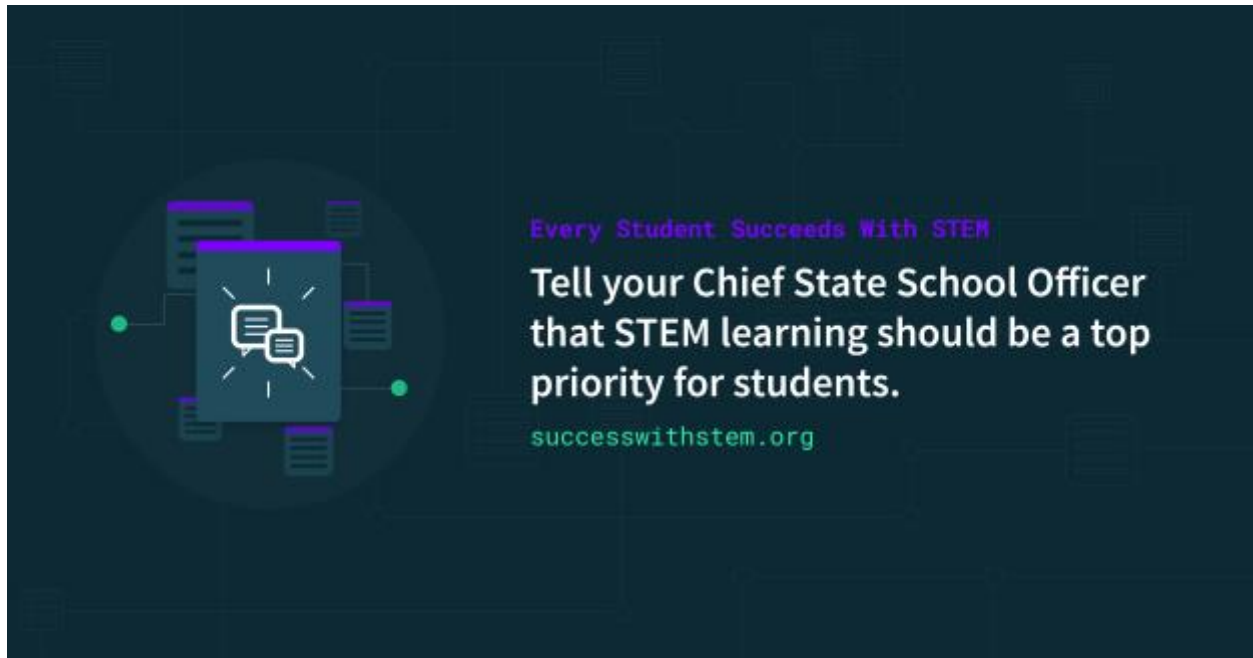
## Sample Facebook or LinkedIn posts

- General campaign posts:
  - Help us make STEM education a priority for ESSA state plans in every state! See how you can get involved at [successwithstem.org](http://www.successwithstem.org/). #SuccessWithSTEM
  - STEM education helps students develop the critical thinking and problem-solving skills they need to succeed. #SuccessWithSTEM <http://www.successwithstem.org/>
  - STEM education opens doors for all students to be the innovators and problem-solvers of tomorrow. #SuccessWithSTEM <http://www.successwithstem.org/>
  - Join #SuccessWithSTEM and help encourage your state leaders to make STEM learning a priority in your state ESSA plan. <http://www.successwithstem.org/>
- Posts aimed at making policymakers aware of campaign:
  - Together, we can tell leaders that quality STEM education should be a priority for our students. Share this post to spread the word! #SuccessWithSTEM <http://www.successwithstem.org/>
  - State leaders have the power to make a difference in our students' futures. We urge you to make STEM a priority in your ESSA plan. #SuccessWithSTEM <http://www.successwithstem.org/>
- Posts aimed at engaging teachers:
  - STEM teachers are crucial in helping today's students become tomorrow's leaders. Help us make sure STEM education and support is a priority for ESSA plans in every state. #SuccessWithSTEM <http://www.successwithstem.org/>
  - Prioritizing STEM education under ESSA state plans means supporting our STEM teachers, too! Get involved with #SuccessWithSTEM. <http://www.successwithstem.org/>

## Social Media Graphics

You can find four partner-focused graphics, as well as five general campaign graphics, [here](#).

Aimed at engaging grassroots leaders:



Aimed at engaging general audience:





Every Student Succeeds With STEM

**STEM teachers are inspiring the next generation of innovators and problem-solvers. Tell your state leaders to prioritize STEM learning in state ESSA plans.**

[successwithstem.org](http://successwithstem.org)

Aimed at engaging teachers:



Every Student Succeeds With STEM

**STEM education prepares kids with the critical thinking and problem-solving skills they need to succeed in school, work and life. Prioritize STEM in state ESSA plans.**

[successwithstem.org](http://successwithstem.org)