



2018 DC STEM Summit Media Toolkit

This brief toolkit was designed to help highlight your commitment to improving access to high-quality STEM education and the work we have done together in workforce advancement, sharing of best practices in and out of the classroom, and efforts to inform and advocate for students and families. We hope that you will use this guide to maximize our message as we come together at the Summit to engage and elevate STEM in DC.

Before the Summit



Visit the Summit website to find out more about the session strands at www.dcstemnetwork.org/stem-in-dc/stem-summit-2018/

Make sure you register for the Summit to save your spot!

Suggested Social Media Text:

 "Join me and other DC STEM leaders at the #DCSTEMSummit on Tuesday, Dec. 11, 2018! Find out more at dcstemnetwork.org"

 "Excited to explore the future of DC and STEM workforce pathways at the #DCSTEMSummit. See you on Tuesday, Dec. 11, 2018!"

 "Find best practices for building and sustaining the district's STEM pipeline at the #DCSTEMSummit! Explore the session strands at dcstemnetwork.org"

 "Can't wait to be inspired by our student and community STEM leaders at the #DCSTEMSummit on Tuesday, Dec. 11, 2018! Find out more at dcstemnetwork.org"

During the Summit:

- Engage in interactive displays, sessions, and exhibits.
- Live tweet and tag @DCSTEMNetwork.
- Promote the session you are participating in, and how this relates to your organization's mission, programming or STEM strategies.
- Post about connections you make with STEM partners—highlight exhibits, new friends you've met at the summit, or a student STEM experience.

Better Together:

Use #DCSTEMSummit to see updates on the Summit and promote the posts of network partners and ambassadors. Magnify the reach of the collective experience and the goals of the summit by working with your network partners by tagging @DCSTEMNetwork on your social media postings.