



STATE OF STEM: ACHIEVING A SUSTAINABLE STEM WORKFORCE

Thank you for participation in STEMconnector's [State of STEM: Achieving a Sustainable STEM Workforce Summit!](#) This social media toolkit will help amplify your involvement in the summit, highlight your commitment to STEM education and workforce advancement, and be a handy guide for hashtags, handles, logos, and other social media tools used to maximize our communication goals for the Summit.

First steps:

- Connect with @STEMconnector on [Twitter](#), [Facebook](#), [LinkedIn](#), and [Instagram](#) on social media and on our website here: <http://www.stemconnector.com>
- Use and follow #STEMconnectorSummit2018 & [#TheStateOfSTEM](#) for the latest updates on the Summit & the State of STEM report
- Check the agenda, speaker info, Social Media Directory (located at the bottom), and logistical details on the Summit landing page: <https://www.stemconnector.com/may-18-summit-landing-page/>
- Preview the agenda- complete with panel and session information here: [Agenda](#)
- Access the Dropbox link for other media to enhance your social media posts and other digital content https://www.dropbox.com/sh/runx5j03mcf4qyw/AADMcvcYis6OhzHuMrE_WxopVa?dl=0

Centered around the most pervasive gaps in STEM talent, STEMconnector's State of STEM Summit will provide members with opportunities to see themselves within the larger STEM ecosystem and gain new clarity on solutions that are making actual impact in STEM talent development across the nation and world. The day will feature a variety of formats including presentations, panels, fireside chats, and interactive work sessions. Held at the United States Institute of Peace in DC, this Summit is open to STEMconnector members on Friday, May 18th from 8:30am-4:00pm ET.

Social Media Post Timeline

Pre-event goals:

- Create awareness and drive interest to the goals of the Summit, your participation in the event, and the release of The State of STEM report.
- Encourage participation and registration for STEMconnector members to attend (this event is only open to STEMconnector members- full list found here: <https://www.stemconnector.com/membership/sponsors-partners/>)

Post-event content:

- Share pictures (we will have a photographer on-site), stories, recaps, and key takeaways from the event (either original content or re-sharing ours)

Sample Social Media Posts for Organizations

The following suggested posts should serve as a guideline for social media content, combined with graphics and links to maximize impact and provide information to readers. Please feel free to adapt these to the style and voice you like to use on social media- just make sure to use the hash-tag **#STEMconnectorSummit2018**

Twitter

Looking forward to attending the #STEMconnectorSummit2018 on May 18th in DC to discuss how the entire #STEM ecosystem is needed to address talent gaps [link to landing page: <https://www.stemconnector.com/may-18-summit-landing-page/>]

Cannot wait to join other @STEMconnector members to gain clarity on solutions making an impact on #STEM talent development! #STEMconnectorSummit2018

I'm excited for the release of #TheStateOfSTEM Report at the #STEMconnectorSummit2018 on 5/18 in DC!

Honored to be representing [organization handle] at @STEMconnector's #TheStateOfSTEM Summit on May 18th in DC. I am ready to share ideas for achieving a sustainable #STEM workforce with their members!

Facebook

Cannot wait for the #STEMconnectorSummit2018 in Washington, DC on Friday, May 18th! Thrilled to join other STEMconnector members in discussing how the entire #STEM ecosystem must work together to address talent gaps. [link/graphic]

Excited to listen to STEMconnector members speak about solutions that are making an impact on #STEM talent development at the #STEMconnectorSummit2018 on May 18th in DC- and to get a first glance at their #TheStateofSTEM report! [link/graphic]

Looking forward to attending @STEMconnector #TheStateOfSTEM Summit on May 18th in DC at @USIP to talk about the larger #STEM ecosystem and how we all play a part in finding solutions to developing #STEM talent [link/graphic]

Social Media Directory

Below please find a directory of Twitter handles for all the speakers at the 2018 STEMconnector Summit.

Link:

<https://www.dropbox.com/sh/runx5j03mcf4qyw/AADMcvcYis6OhzHuMrEWxopVa?dl=0>

Important Links:

Content pieces:

- Landing Page: <https://www.stemconnector.com/may-18-summit-landing-page/>

Name	Title	Organization	Personal Handle	Org. Handle	Session
STEMconnector				@STEMconnector	
Erin White	Senior Director, Product Development & Research	STEMconnector	@ErinWhiteDC	@STEMconnector	State of STEM Overview
Kathleen Martinez	Senior Director of Nat'l Strategic Relationships	BP	@kathleen_Mtz	@BP_America	Importance of the Moment
Edwin Link	National VP, Educational Foundations & Academic Innovations	Boys & Girls Clubs of America	@Edwin_Link	@BGCA_Clubs	Gap 1: Fundamental Skills Conversational Case Study
Viyas Sundaram	Chief Revenue Officer	Snag	@ViyasSundaram	@Snag	

Yvonne Thomas	Director, Global Programs	Microsoft Philanthropies	@ymthomas	@msphilanthropic	
Bill Taylor	VP, Community Engagement	NAF		@NAFCareerAcad	Gap 1: Fundamental Skills Fireside Chat
Suzie Koonce	Community Engagement Manager	Lenovo North America	@SuzieKoonce	@lenovo	
Matt Sigelman	Founder & CEO	Burning Glass Technologies	@mattsigelman	@Burning_Glass	Data Insights Moment
Juan Salgado	Chancellor	City Colleges of Chicago	@ChancellorJuan	@ChiCityColleges	Gap 2: Postsecondary Keynote
Berta de Pablos-Barbier	President	Mars Wrigley Confectionary US	@BertadePablos	@MarsGlobal	Lunch Keynote
Quardean Lewis-Allen	Founder & CEO	Made in Brownsville		@MadeinBville	Gap 3: Geographic Conversation
Jasmine Bowie	Program Director	Brownsville Community Justice Center		@courtinnovation	
Raquan Graham	Lead Associate	Brownsville Community Justice Center		@courtinnovation	
Charmane Johnson	Director	DoD Policy for Special Emphasis Programs		@DeptofDefense @DoDNews	Federal Government Insights Moment
Umran Beba	Global Diversity, Engagement Talent Officer	PepsiCo	@umranbeba	@PepsiCo	Gap 4: Demographic Panel
Astad Dhunjisha	Chief Inclusion and Diversity Officer and Global Lead for Talent Acquisition, Inclusion, Diversity and Compliance	Monsanto		@MonsantoCo	
Alison Bazil	Co-Chair Ford STEAM Council	Ford Motor Company		@Ford	
Jan Geldmacher	President	Sprint Business	@JanGeld	@sprint @sprintbusiness	Technology Insights Moment
Shayne Evans	Managing Partner	The Academy Group	@Shayne419	@AcademyChi	Gap 5: Belief Conversation
Halleemah Nash	Chief Partnerships Officer	The Academy Group	@halleemah	@AcademyChi	
Taaha Mohamedali	Director of College Attainment	The Academy Group		@AcademyChi	
Balaji Ganapathy	Head of Workforce Effectiveness	Tata Consultancy Services	@musafirbala	@TCS_na	Executive Summary of Community-Driven Practices

					to Close Multiple Gaps
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