

## 2021 STEMconnector Annual Summit

### *Social Media Tool Kit*

Thank you for participating and being part of the STEMconnector through your participation in the 2021 STEMconnector Annual Summit.

This Social Media Toolkit serves as a handy guide for all the hashtags, important links, logos, and other social media content and tools that will help us strive to further our common goal of supporting a diverse STEM talent pool.

#### **Goals for this tool kit are to:**

- Build excitement about the Summit
- Promote the speakers and the organizations participating in the event
- Highlight the importance of broadening participation across underrepresented groups in STEM to address the current and future STEM talent crisis

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#### **General Event Information**

- 2021 STEMconnector Annual Summit
- December 8, 2021
- Join us virtually by registering here: <https://2021-stemconnector-annual-summit.heysummit.com/>

#### **Connect with STEMconnector**

STEMconnector & MWM Social Media Accounts, Summit Hashtags

- Connect with @STEMconnector on [Twitter](#), [Facebook](#), [LinkedIn](#), and [Instagram](#) on social media and on our website here: [stemconnector.com](http://stemconnector.com).
- Connect with @MillionWMentors on [Twitter](#) and [Facebook](#) on social media and on our website here: <https://www.stemconnector.com/>
- Include the official Summit hashtag in all social media posts:  
**#STEMconnectorSummit2021**
- Other hashtags that are encouraged to be used include #STEM #FutureOfSTEM #STEMEducation #DiversityInSTEM #STEMCareers

## Sample Posts

The following tips, suggested posts, and sample tweets should serve only as a guideline for your social media content, and we strongly encourage you to adapt these sample posts to the style and voice you like to use on social media. Just make sure to use the hashtag **#STEMconnectorSummit2021**, tag other participants' social media accounts when talking about them, add photos to enhance your content, and link to more information whenever possible!

### Summit Speaker Promotion Post:

[I'm/Our/.@Speaker Handle] is speaking at the @STEMconnector #STEMconnectorSummit2021 on Dec 8th about [insert panel or keynote topic] to advance understanding of the current and future #STEM talent crisis. [Event Link + Graphic]

[I'm /Our Title + @Speaker Handle/ I'm excited to hear @Speaker Handle] is speaking about [insert panel name or topic] today at the @STEMconnector Summit! Follow #STEMconnectorSummit2021 to learn about how we can broaden participation across underrepresented groups in #STEM! #DiversityInSTEM [LINK / GRAPHIC]

### General Posts:

I'm registered and excited to attend the #STEMconnectorSummit2021! Join me and other @STEMconnector members in [learning about/sharing/engaging with] best-practices for assessing the impact & improving of our #STEM investments! Hear keynotes from top industry leaders from companies like @3M, @walmart, @FIU and @MicronTech. #FutureOfSTEM [LINK / GRAPHIC]

[I'm/We're/.\*@Participant Handle] here for the #STEMconnectorSummit2021 to join w/ other @STEMconnector members in [learning about/sharing/engaging with] best-practices for assessing the impact & improving of our #STEM investments! #FutureOfSTEM [LINK / GRAPHIC]

[I'm/We're/.\*@Participant Handle] headed to the #STEMconnectorSummit2021 to learn from & share with others in the @STEMconnector movement, who are addressing the current and future #STEM talent crisis. #STEMEducation [LINK / GRAPHIC]

[I'm/We're/.\*@Participant Handle] headed to the @STEMconnector #STEMconnectorSummit2021 to further our common goal of supporting a diverse #STEM talent pool by unlocking innovations that will help us overcome shared challenges facing society and the planet. #DiversityInSTEM [LINK / GRAPHIC]

[I'm/We're/\*.@Participant Handle] joining the #STEMconnectorSummit2021 on Dec. 8th with other @STEMconnector members to discuss the need to broaden participation across underrepresented groups in #STEM. [Link / Graphic]

[I'm/We're/\*.@Participant Handle] joining the #STEMconnectorSummit2021 on Dec. 8th with other @STEMconnector members and guests to learn, network, and share ideas via dynamic presentations and panel discussions. [Link / Graphic]