

# #GIRLSLeadSTEM

Social Media Activation Toolkit



[www.girlsleadstem.org](http://www.girlsleadstem.org)

# About



## #GirlsLeadSTEM

Launched in June 2022, #GirlsLeadSTEM is a national public awareness campaign to elevate the diverse voices of young women and girls in STEM, especially those who are marginalized.

# How to Join



Post relevant content on social media, using the hashtag #GirlsLeadSTEM, throughout the month of October 2023.

# More Information

Sign up for our newsletter and for more resources at [www.girlsleadstem.org](http://www.girlsleadstem.org)



# What is STEM?

STEM is an acronym that refers to the fields of science, technology, engineering and math. #GirlsLeadSTEM celebrates, but is not limited to those areas of study.

**Less than  
50% of high  
school girls  
know a  
woman  
working in  
STEM**

**Neha Murad**  
Calico Life Sciences  
Computational  
Biologist

MATH MODEL OF TRANSPLANTED KIDNEY

$$\frac{dH_S}{dt} = -\chi_{(E_K \rightarrow E_K^*)} \tilde{\beta} H_S E_K - \chi_{(V \rightarrow V^*)} \beta H_S V$$
$$\frac{dV}{dt} = \chi_{(V \rightarrow V^*)} \beta H_S V - \delta H_S H_I - \chi_{(E_V \rightarrow E_V^*)} \delta_{EH} E_V$$
$$\frac{dS}{dt} = S V - \chi_{(V \rightarrow V^*)} \beta H_S V$$

# Role Models Matter

**Women make up almost half the U.S. workforce, however only represent 26% of the computer and math careers and 16% of engineers**

**Role models help girls see themselves in STEM roles, helping to dispel negative stereotypes**

["Creating Connections with Role Models: The Power of Collaboration." Techbridge Girls. 2014.](#)

[The State of Girls and Women in STEM. National Girls Collaborative Project. 2022](#)

**Jaye Gardiner**  
Fox Chase Cancer  
Center Postdoctoral  
Researcher



**#GIRLSLEADSTEM**

**#GIRLSLEADSTEM**



**Allison Fundis**  
Chief Operating  
Officer Ocean  
Exploration Trust

# Call to Action



**Find your content -**  
existing events, stories,  
STEM experiences,  
programs, resources, fun  
STEM facts, etc.



**Share on social  
media using  
#GirlsLeadSTEM**



**Change the  
narrative about  
who can lead STEM!**



**Samantha Porter**  
Archaeologist,  
Digital  
Preservation  
Specialist

**#GIRLSLEADSTEM**

**#GIRLSLEADSTEM**



**Jessica Esquivel**  
Particle Physicist



Highlighting ✨

# Youth Voice

#GirlsLeadSTEM is a campaign focused on elevating the voices and stories of girls and young women in STEM.

Opportunities to share quotes and stories that highlight youth voices is highly encouraged.

Leverage your existing programs, events and content to share youth stories. ✨

“

*Have a listening ear to what young girls are telling them and how they feel and just encourage them to go for it... I think that will really help them because I hope this will help.*

- Emerald, Million Girls Moonshot Flight Crew Member, shares advice to adults to support more girls in STEM. ✨



# Content Ideas

Ideas, examples and stories for possible content during October 2023 for #GirlsLeadSTEM



## Inspiring Voices

Highlight the diversity of girls and women leading STEM to change the narrative and show *all* girls what's possible.

### Sample Tweet or Caption:

"There are just so many problems that could be solved using engineering. I definitely want to create new things that have not been created." - Maddie, Moonshot Flight Crew #GirlsLeadSTEM

THIS is what a scientist looks like!  
Learn more about @IfThenSheCan  
ambassadors at  
<https://bit.ly/3QQuNxt>  
#GirlsLeadSTEM



## Events & Programs

Don't re-invent the wheel. Now is the time to promote existing events - past, present and future - that champion girls in STEM!

### Sample Tweet or Caption:

Join us to watch the Artemis I re-entry on Oct. 10 at 11:53am ET as we celebrate paving the way toward putting the first woman and person of color on the moon. #GirlsLeadSTEM



## Statistics

Give your audiences more context for the current state of STEM for girls and women.

### Sample Tweet or Caption:

Latina, Black, and Indigenous women represent less than 10% of the STEM workforce. It's time to change that. Learn more at @ngcproject <https://bit.ly/3QJzaKx> #GirlsLeadSTEM



## Resources

Share important resources to get your followers prepared to close the gender and racial gap in STEM.

### Sample Tweet or Caption:

Black, Indigenous, and Latina girls are empowered when they belong. When girls feel like they belong in STEM spaces, they engage more deeply in STEM programs, stay in them longer, and eventually persist into STEM careers. @techbridgegirls #GirlsLeadSTEM



## Mission Unstoppable

Twitter: [@CBSUnstoppable](https://twitter.com/CBSUnstoppable)  
Instagram: [@CBSUnstoppable](https://www.instagram.com/CBSUnstoppable)  
TikTok: [@CBSUnstoppable](https://www.tiktok.com/@CBSUnstoppable)

## Geena Davis Institute

Twitter: [@geenadavisorg](https://twitter.com/geenadavisorg)  
Instagram: [@geenadavisorg](https://www.instagram.com/geenadavisorg)  
LinkedIn: [Geena Davis Institute on Gender in Media](https://www.linkedin.com/company/geena-davis-institute-on-gender-in-media)

## IF/THEN<sup>®</sup>, an Initiative of Lyda Hill Philanthropies

Twitter: [@IfThenSheCan](https://twitter.com/IfThenSheCan)  
Instagram: [@IfThenSheCan](https://www.instagram.com/IfThenSheCan)  
TikTok: [@IfThenSheCan](https://www.tiktok.com/@IfThenSheCan)  
LinkedIn: [IF/THEN](https://www.linkedin.com/company/if-then)

## STEM Next / Million Girls Moonshot

Twitter: [@STEMNext](https://twitter.com/STEMNext), [@girlsmoonshot](https://twitter.com/girlsmoonshot)  
Instagram: [@girlsmoonshot](https://www.instagram.com/girlsmoonshot)  
LinkedIn: [STEM Next Opportunity Fund](https://www.linkedin.com/company/stem-next-opportunity-fund)

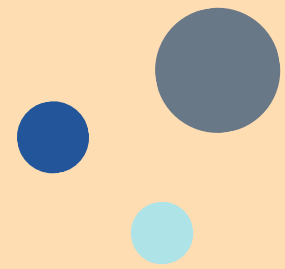
## National Girls Collaborative Project

Twitter: [@ngcproject](https://twitter.com/ngcproject)  
LinkedIn: [National Girls Collaborative](https://www.linkedin.com/company/national-girls-collaborative)  
Instagram: [@ngcproject](https://www.instagram.com/ngcproject)

## Techbridge Girls

Twitter: [@techbridgegirls](https://twitter.com/techbridgegirls)  
Instagram: [@techbridgegirls](https://www.instagram.com/techbridgegirls)  
LinkedIn: [Techbridge Girls](https://www.linkedin.com/company/techbridge-girls)  
TikTok: [@techbridgegirls](https://www.tiktok.com/@techbridgegirls)

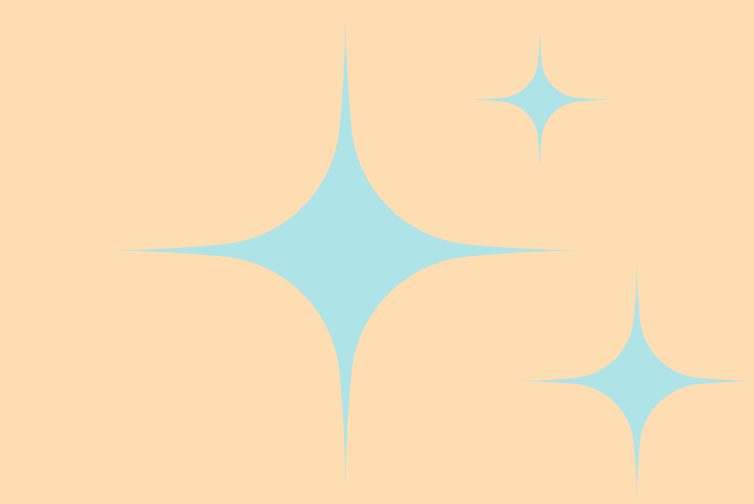
**Accounts  
to Tag**



# THANK YOU!

A special thanks for joining us.

#GirlsLeadSTEM Coalition





**#GIRLSLeadSTEM**