

The talkSTEM organization actively fosters engagement through social media. We create content, curate content, and invite people to join us in creating their own walkSTEM content. In doing so we are building a growing community of likeminded individuals who are connecting science, technology, engineering, arts, and mathematics to their lived experiences.

Facebook	<ul style="list-style-type: none"> Total reach of 460,000 (includes reach by partner organizations) engagement rate of 6-10% per post
Twitter	<ul style="list-style-type: none"> Total reach 380,000 (includes reach by partner organizations) engagement rate of 2-5%
Instagram	<ul style="list-style-type: none"> Total reach of 220,000 (includes reach by partner organizations)
Digital Forum	<ul style="list-style-type: none"> 418 subscribers
talkstem.org	<ul style="list-style-type: none"> 700 - 1000 visitors per month 70% are new visitors between 18-44 years of age 31% of visits come from organic search 15% of visits come from social media
STEAM Challenges	<ul style="list-style-type: none"> 250 Fall and Summer STEAM Challenge subscribers



6

WAYS YOU CAN #TALKSTEM

1

READ OUR BLOG

www.talkstem.org

2

CONNECT WITH US ON SOCIAL

Facebook: talkstem

Twitter : @talkingstem

Instagram: @talkingstem

3

SHARE OUR CONTEST

Share the How #IwalkSTEM contest with your friends via social media

4

JOIN OUR CLOSED FACEBOOK GROUP

By invite only - walkSTEM Docents.

5

USE #ILEADWALKSTEM IN YOUR POSTS

And share on social media

6

SUBSCRIBE TO OUR NEWSLETTER

Via our website talkstem.org to stay updated with the latest in talkSTEM and walkSTEM.

TALKSTEM UTILIZES SOCIAL MEDIA TO EXPAND THE TALKSTEM COMMUNITY.