



talkSTEM launched the #herSTEMlens movement to celebrate the discovery of Science, Technology, Engineering, and Math (STEM) world around us. Walk around and explore our themed galleries: & Fitness, Food, and Outdoor. What STEM moments women from around the world have shared and share your thoughts, questions, and STEM moments of your own media using #HerSTEMlens. You might even show up in these galleries for others to explore and enjoy.

## #herSTEMlens Upcoming Exhibition Refresh Dates & Awareness Themes



MARCH 14 (PI DAY!)  
WOMENS HISTORY MONTH



APRIL 9  
EARTH MONTH



MAY 7  
MENTAL HEALTH  
AWARENESS MONTH

### WHAT IS #HERSTEMLENS?

Her STEMlens is a freely accessible virtual exhibition and social media movement. #herstemlens submissions are photos and short videos contributed by female-identifying students, teachers and STEM professionals where they share their unique and fun stem moments in their everyday lives.

### WHAT IS A REFRESH?

#herSTEMlens is a virtual exhibition that has been running continuously since February 11 through May 31. Each month, we will add new photos and videos to the exhibition, so there will always be something new to see! The theme for each month is an opportunity to create awareness and help to close the STEM gap – but submissions in ALL categories (Outdoors, Food, Sports, and Art) will be accepted at all times.

**OUR GOAL:** Impact at least **10,000 children**

### HOW CAN YOU HELP?

- Attend the virtual exhibition and comment
- Share the campaign on your social media (more information [here](#))
- Encourage girls to post their own #herSTEMlens (more information [here](#))
- **Please note!** This month's theme is to help spread awareness, but we are accepting ALL types of STEMlens submissions.

### REACH

- Total Social Followers: 96.2k  
Across Facebook, Twitter, Instagram for talkSTEM & sponsors
- Cision Press Release Reach: 6M
- Unique Daily Users: 3k

### PLANS

- Virtual Exhibition runs through May 31
- Promotion via
  - Social media
  - Public relations
  - Guest blogs
  - Google Ads
  - Sponsor promotions

### SPONSORS



Founding Partner: Comerica Bank



Community Partner: National Girls Collaborative Project



Community Partner: ChickTECH



Community Partner: Nepris



Community Partner: Maier Math Foundation

SHOW HER THAT **EVERY** GIRL IS A STEM GIRL!