



AMPLIFY TOOL: Sharing Your STEAM Story Online

Social media can help you recruit members, celebrate wins, and show your community what you're building. This toolkit gives you content ideas, safety tips, and a posting strategy.

What to Post

Behind the scenes: Show your team working, building, problem solving

Celebrations: Share wins, competitions, achievements

Recruitment: Post when you need new members or volunteers

Education: Teach people something cool about STEAM

Gratitude: Thank sponsors, teachers, supporters

Hashtag Strategy

Use a mix of big and small hashtags:

- Your team/club name: #[YourSchool]Robotics
- STEAM hashtags: #STEAMeducation #Robotics #Coding
- Local hashtags: #NYC #NYCSchools
- Program hashtags: #FLL #FTC #FRC

Aim for 5 to 10 hashtags per post.

Safety Rules

- Never share your school address or specific location
- Get permission before posting photos of other students
- Don't share personal contact information
- Keep your account public only if an adult approves
- Report any weird or inappropriate messages



Posting Schedule

Don't post every day. Aim for 2 to 3 times per week.

Best times: After school (3pm to 6pm) or weekends (10am to 2pm)

Engagement Tips

- Reply to comments within a few hours
- Follow and engage with other STEAM accounts
- Ask questions to get people talking
- Share other teams' successes too
- Don't stress about likes. Focus on connecting with real people.