**Sample Messaging for an “At Your Own Pace” STEM + Families Science Festival**

**Short Summary of Event (“Elevator Pitch”)**

The STEM + Families Science Festival program allows elementary students and their families to explore STEM through hands-on activities. Families will do hands-on activities like launching a rocket and making Martian jelly. {Insert PTA Name} is offering families materials to participate in STEM + Families Science Festival activities from your home at your own pace. By doing these activities, families can learn more about STEM.  [Insert Signup Details] to get more information!

**Sample Messaging for Instagram, Facebook and Twitter**

**Announcement & Invites**

* Students and families! Your PTA is offering interactive and fun activities exploring **S**cience, **T**echnology, **E**ngineering and **M**ath and where it can take you. The STEM + Families Science Festivalincludes fun activities! We hope you’ll join us!   [Insert Signup Details].
* Want to complete a STEM night at home? The {your PTA’s name} is offering materials and support to families so you can have fun and complete science activities easily from your home, at a time that’s convenient for you! [Insert Signup Details] to get more information!
* Want your scholar to make Martian jelly? We hope you’ll join us for this fun and interactive program! [Insert Signup Details] to get more information!
* Get together with your family and at your pace and participate in different STEM activities.
* Did you know? STEM careers are growing faster than all other fields. Join {Your PTA’s name} and explore STEM with your family. [Insert Signup Details] to get more information! #PTAProud #HowWePTA
* Did you know? Kids who love LEGOs, video games or catching bugs are all good candidates for future STEM careers. Join {Your PTA’s name} and participate in our STEM + Families Science Festival program to explore STEM with your family. #PTAProud #HowWePTA
* You don’t have to be a rocket scientist to help your child get on the path to a rewarding STEM career. Join {Your PTA’s name} to explore STEM with your family. [Insert Signup Details] to get more information! You can participate in the program at your pace. #PTAProud #HowWePTA

**Soliciting Volunteers**

* Do you get excited about empowering {your PTA’s name} students for future success? We are currently looking for volunteers for our STEM + Families Science Festival program. Send us a message or email for more information! #PTAProud #HowWePTA

**Recapping the Event**

* Thanks to all who joined us for {your PTA’s name}’s Science Festival program. Together we are inspiring and empowering our students to reach for the stars! #PTAProud #HowWePTA

**Tips for Posting on Social Media**

* Make sure to tag **@NationalPTA** and use our official hashtags **#HowWePTA and/or #PTAProud** in all your tweets. And, don’t forget to have people tag your PTA when they post about their experience!
* Craft a catchy, conversational post. Use bright colors and graphics to keep people’s interest and attention. By asking questions, soliciting feedback, posting pictures and asking your readers to share your post, you are far more likely to get more families excited about STEM!
* Be as concise as possible, keeping in mind that most readers won’t read lengthy text.
* Ask your school and affiliated groups to re-post your original Facebook message.