

## Presenter Tips for Outreach

### **Before the event:**

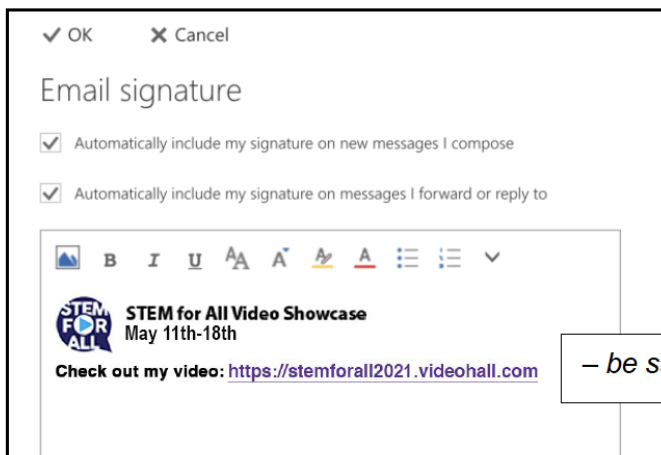
- Let your network know that you are participating in the 2021 Video Showcase by sharing the link (<https://stemforall2021.videohall.com/>) on your organization's website, Facebook, Twitter, and LinkedIn, or by email with your stakeholders, colleagues, researchers, practitioners, and students.
- Download and customize the presenters' [press release](#) and share it with your institution's communications department.
- Prompt your organization's communication department to take advantage of our [social media toolkit](#) which will provide them with social media posts and graphics, along with a flyer and teaser video.

### **During the event:**

- Use the share links that are on your presentation page to automatically create a thumbnail of your video and a customizable post that links directly to your video.



- When posting to social media, be sure to use the hashtag #STEMvideohall as well as other popular hashtags. (for a helpful list of hashtags: <http://www.gettingsmart.com/2017/07/education-hashtags-teachers-edleaders>.)
- Create an email signature to include in all of your correspondence during the week of the event. (The signature graphic can be found in [the social media toolkit](#))



- Send a calendar invite to your staff, board, and organization as a reminder to participate. Don't forget to include a link to your presentation page!
- Email relevant associations and organizations that you are a member of to help spread the word.
- Encourage all of your networks, followers, friends and neighbors to participate in the Video Showcase.