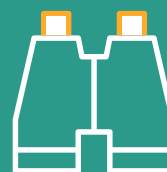
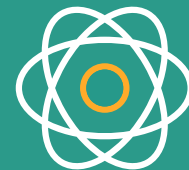
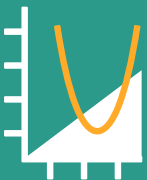


Science Votes the Future Social Media Toolkit

Science is a critical issue in the upcoming U.S. election. Yet, in the 2018 election, only 34% of STEM students voted. Ahead of the 2020 U.S. election, AGU launched **Science Votes the Future** to encourage scientists to go to the polls and increase scientists' engagement in policy.

This toolkit provides sharable graphics and sample posts you can use on social media channels, including Twitter, Facebook and Instagram, to help amplify the importance of science in shaping policy and encourage others in your community to vote. This toolkit also provides tips for engaging on social media. Whether you are reaching legislators, fellow scientists or members of the science-interested public, increasing awareness of the importance of science within policymaking is critical to the future of the scientific enterprise.



Suggested social media posts

For engaging with candidates:

Climate change has made extreme weather events more likely. @NOAA reported 14 weather & climate disaster events with losses exceeding \$1 billion each across the U.S. in 2019. How will you make our community more resilient to these hazards, [Insert candidate Twitter handle]? **#ScienceVotesTheFuture**

Only 15% of geoscience doctorates are awarded to people of color. As a scientist, I know it's critical to create inclusive environments in **#STEM**. Tell me about your science platform, [Insert candidate Twitter handle]. **#ScienceVotesTheFuture** <http://ow.ly/ebkS30r1ePj>

As a scientist, I understand the important role science plays in our society. Research helps protect our planet while keeping us healthy, safe and secure. What's your science platform, [Insert candidate Twitter handle]? **#ScienceVotesTheFuture**

For encouraging your community to vote and talk to candidates about science:

Did you know **#STEM** students were the least likely group to vote in 2018? Let's make science part of this election & change the world for the better. Speak up for science this year because **#ScienceVotesTheFuture**. Visit sciencevotesthefuture.org for more info! **#VoteForScience**

Want to change the world? VOTE! And tweet at your candidates to make sure they know what's important to you. Speak up for science this election year with tools and information at sciencevotesthefuture.org. **#ScienceVotesTheFuture**

Get involved in this year's election. Request a virtual meeting to tell candidates what matters to you and VOTE! Speak up for science this election year with the tools and information at sciencevotesthefuture.org! **#VoteForScience #ScienceVotesTheFuture**

Need help getting in contact with your candidates? @theAGU has an easy online form that shows your candidate's contact information, including Twitter account, email and phone number. Fill it out at **#ScienceVotesTheFuture**: <https://p2a.co/9oaQvld>

Sign @theAGU's pledge to vote this election season to support **#science**: <https://p2a.co/wLy5U1e>. Continuous funding is needed for research into how climate, pollution & hazards shape human & ecological health and a **#sustainable future**. **#ScienceVotesTheFuture**

Women & minorities interested in **#STEM** careers are disproportionately lost at nearly every educational & career milestone. Join me in signing @theAGU's pledge to speak up & vote to encourage greater **#DiversityAndInclusion** in STEM! <https://p2a.co/wLy5U1e> **#ScienceVotesTheFuture**

Hashtags to use:

These are just a few examples of the hashtags that can be used to add to the larger conversation on social media.

#ScienceVotesTheFuture

#STEMVoter or **#STEMMVoter**

#SciencIsEssential

#VoteForScience

#VoteScienceStrong

Social media tips

Twitter

- Keep it short. Concise, relevant and impactful posts will get the most attention. The text of your tweet must be less than 280 characters (including spaces).
- Use easily understandable graphics and photos, such as the images provided in this toolkit.
- Do not engage with accounts that are posting negative or trolling tweets on these issues.
- When you have room in a tweet, please tag AGU: @theAGU and @AGUSciPolicy.
- Include the Twitter handle of a candidate when trying to engage them on Twitter.

Facebook

- Facebook is a good way for scientists and science communicators to connect with several audiences. It is also a great platform to share links to articles, websites or photos with more detail.
- You can add a **constituent badge** to your profile which may help candidates see your posts.
- Sample Facebook post:
 - Only 15% of geoscience doctorates are awarded to people of color, according to a study in Nature Geoscience. As a scientist, I understand the importance of creating inclusive environments in STEM. Not only does greater diversity benefit everyone, it also helps us solve the challenges our society faces. I am a STEM voter this election season. Sign @AmericanGeophysicalUnion's Science Votes the Future pledge and join me in speaking up for science at the polls! <https://p2a.co/wLy5U1e>

Instagram

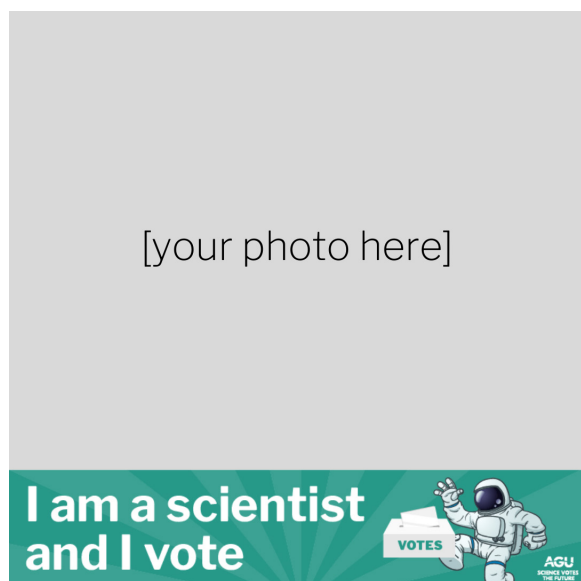
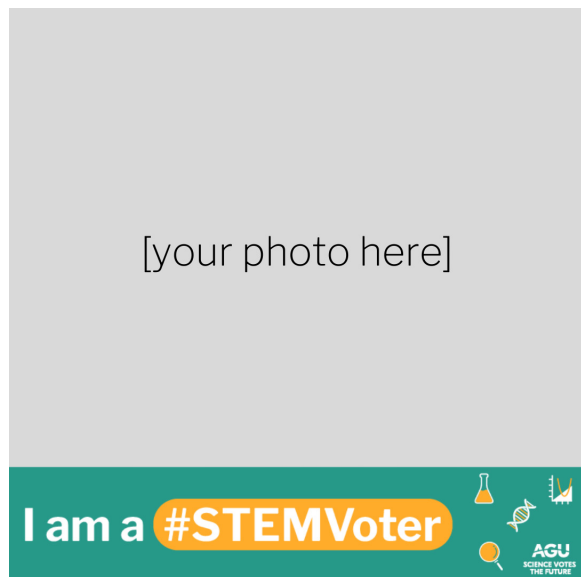
- Instagram is a good way for scientists and science communicators to connect with a number of audiences. It is also a great platform for sharing photos with a link in your bio to articles and websites with more detail.
- Sample Instagram post:
 - As a scientist, I understand the important role science plays in our society. Research helps protect our planet while keeping us healthy, safe and secure. I am a #STEMVoter and I plan to use my voice and my vote to support science this election season. See the link in my bio to pledge to vote with AGU! @americangeophysicalunion #ScienceVotesTheFuture #STEMMVoter #SciencelsEssential #VoteForScience #VoteScienceStrong
- List this URL in your Instagram bio: <https://p2a.co/wLy5U1e>.



Social media frame

Overlay these frames on pictures you share on Facebook.

[\[link to download\]](#)



Five ways to engage

Share these images with the sample social media posts above to encourage your followers to engage with their candidates this election season.

[\[link to download\]](#)

