

Diversity, Equity and Inclusion Virtual Advocacy Days 2020 Social Media Toolkit

Join the Earth and space sciences community from 15-26 June to ask your members of Congress to support diversity, equity and inclusion (DEI) in science. Use this toolkit and the graphics provided to post on all your social media accounts and let your legislators know how important DEI in science is to society's future.



Suggested social media “asks”

The following are items we will ask members of Congress to act on (“asks”). Please use these asks in your social media posts. You can find Twitter handles for members of Congress [here](#).

Senators:

Support of two bills:

- “Combating Sexual Harassment in Science Act of 2019”
- “STEM Opportunities Act of 2019”

Suggested social media posts:

ASK #1: Support diversity in STEM by moving the bill out of committee.

Sample tweets:

Harassment has no place in #STEM. Please support S.1067 – the Combating Sexual Harassment in Science Act of 2019 and help move this bill to the full Senate. [#AGUVirtualAdvocacy](#)

Women & minorities interested in #STEM careers are disproportionately lost at nearly every educational transition & every career milestone. Stop losing talent by supporting S. 2579 – the STEM Opportunities Act! [#AGUVirtualAdvocacy](#)

Target audience:

- All Senate HELP Committee members

Social media graphics: [\[link to download\]](#)



ASK #2: Thank you for supporting diversity in STEM and cosponsoring the bill.

Sample tweets:

Thank you [\[insert twitter handle here\]](#) for cosponsoring the Combating Sexual Harassment in Science Act! It is time to put an end to #harassment in #STEM. [#AGUVirtualAdvocacy](#)

As a scientist and a constituent, thank you to [\[insert twitter handle here\]](#) for cosponsoring S. 2579 – the STEM Opportunities Act of 2019! Your support helps to begin to stem the loss of valuable #STEM talent and to build a stronger, more diverse scientific workforce. [#AGUVirtualAdvocacy](#)

Target audience:

- Cosponsors of the Combating Sexual Harassment in Science Act
- Cosponsors of the STEM Opportunities Act

Social media graphics: [\[link to download\]](#)



ASK #3: Support diversity in STEM by cosponsoring the bill.

Sample tweets:

Harassment has no place in #STEM. Please sign on to S. 1067 – the Combatting Sexual Harassment in Science Act of 2019. #AGUVirtualAdvocacy

Women and minorities interested in #STEM careers are disproportionately lost at nearly every educational transition and at every career milestone. Help address this loss of talent and investment by supporting S. 2579 the STEM Opportunities Act. #AGUVirtualAdvocacy

Target audience:

- Any senator not already cosponsoring the bill. See above for co-sponsors.

Social media graphics: [\[link to download\]](#)

18%* of women of color report skipping professional events because they did not feel safe attending.

Let's take action.

AGU
ADVANCING EARTH AND SPACE SCIENCE

*Statistical trend on harassment and diversity practices. Source: EEOC, 2017. DOI: 10.1002/2017.11.00296

SUPPORT THE
COMBATTING SEXUAL
HARASSMENT IN
SCIENCE ACT OF 2019
SENATE BILL 1067

JAGUVIRTUALADVOCACY

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SENATE BILL 1067

JAGUVIRTUALADVOCACY

Only 10% of Earth science PhDs are awarded to people of color

Let's change that.

AGU
ADVANCING EARTH AND SPACE SCIENCE

Source: National Science Foundation, 2015. DOI: 10.1002/2017.11.00296

SUPPORT THE
STEM
OPPORTUNITIES
ACT OF 2019
H.R. 2528

JAGUVIRTUALADVOCACY

Representatives:

Support of one bill:

- The “Rural STEM Education Act”

Suggested social media posts:

ASK #1: Support diversity in STEM by passing the bill.

Sample tweet:

The 60 million Americans who live in #rural communities are significantly underrepresented in #STEM jobs, which tend to be higher-paying and more secure. Help build a robust scientific workforce inclusive of rural Americans by voting for HR 4979, the Rural STEM Education Act. #AGUVirtualAdvocacy

Target audience:

- All representatives

Social media graphics: [\[link to download\]](#)



ASK #2: Support diversity in STEM by bringing the bill to a vote.

Sample tweet:

The 60 million Americans who live in #rural communities are significantly underrepresented in #STEM jobs, which tend to be higher-paying and more secure. Help build a robust scientific workforce inclusive of rural Americans by supporting HR 4979, the Rural STEM Education Act. #AGUVirtualAdvocacy

Target audience:

- Speaker Nancy Pelosi (D-CA)
- Majority Leader Steny Hoyer (D-MD)

Social media graphics: [\[link to download\]](#)



ASK #3: Thank you for supporting diversity in STEM and cosponsoring the bill.

Sample tweet:

Thank you **[insert twitter handle here]** for cosponsoring HR 4979 – the Rural STEM Education Act of 2019! This bill is an important start to leveling the playing field for #rural students. Your support will help to strengthen our future scientific workforce. #AGUVirtualAdvocacy

Target audience:

- Cosponsors of the bill

Social media graphics: [\[link to download\]](#)



Hashtags

Official event hashtag:

Use the hashtag **#AGUVirtualAdvocacy** on all your social media posts to help us track responses and outreach to government officials.

Additional hashtags:

These hashtags can be used to add to the larger conversation. [Note: This is not an exhaustive list.]

#STEMdiversity | #WomenInSTEM | #WomenInScience
| #BlackandSTEM | #LatinxandSTEM | #AsianinSTEM
| #POCinSTEM | #BAMEinSTEM | #LGBTQSTEM
| #QueerInSTEM | #OutinSTEM | #TransInSTEM |
#NativeInSTEM | #IndigenousSTEM | #DisabilityInSTEM |
#DiversityandInclusion

Social media tips

General social media tips

- Find your legislators' social media handles and follow them on Twitter and Facebook.
 - Unsure of who your legislators are? The following online tools can help:
 - Find Your Representative
 - Find Your Senators
- Tag your legislators in your posts by using the "@" symbol before typing their social media username on the applicable platform. For example, on Twitter, AGU's handle is @theAGU, on Facebook, @AmericanGeophysicalUnion and on Instagram, @americangeophysicalunion.

Twitter tips

- Twitter is a great platform for real-time engagement.
- Keep it short. Members of Congress and their staff members are busy so short, relevant and impactful posts will get the most attention. The text of your tweet must be less than 280 characters (including spaces).
- Use a hashtag like #constituent to identify yourself as a resident of your legislator's state or district.
- When you have room in the tweet, please tag AGU's Science Policy account: @AGUSciPolicy.

- Be engaging but informative.
- Use easily understandable infographics and photos.
- Help amplify other scientists' messages by clicking the "retweet" button and add your own comment to the original tweet. Make sure what you are retweeting is something you agree with, is on topic and is from a legitimate source.
- Thank your representative. If you agree with something they have done, tell them! It signals that they should continue to fight for an issue.
- Do not engage with accounts that are posting negative or trolling tweets on these issues.

Facebook tips and sample post

- Facebook is a good way for scientists and science communicators to connect with a number of audiences and is a great platform to share links to articles, websites or photos with more detail.
- Post photos and videos directly to the public Facebook profiles of your legislators, when applicable.

Sample Facebook post:

Teaching at a college in a #rural community, I understand the importance of bringing #STEM education to all parts of the U.S. The Rural STEM Education Act will help improve #education from an early age in our community. Thank you to Senator **[insert name]** for endorsing this piece of legislation.

Instagram tips and sample post

- Instagram is a good way for scientists and science communicators to connect with a number of audiences and is a great platform to share photos with more detail and links to articles or websites.
- Post photos and videos to your Instagram profile and tag your legislators, when applicable.

Sample Instagram post to accompany a photo:

Only 10% of PhDs are awarded to people of color. Senator **[insert name]**, thank you for supporting the STEM Opportunities Act, which will make it easier for POC to succeed in STEM #ThisIsWhatAScientistLooksLike

Social media frame

Overlay these frames on pictures you share on Facebook during the event.

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

