

# STEM EXCHANGE

PRESENTED BY DOD STEM

## Social Media Toolkit

Thank you for participating in the **DoD STEM Technical Exchange** (“STEM Exchange 2025”). This Social Media Toolkit is your go-to guide for key event resources, including hashtags, links, images, social media accounts, and sample social media posts. Our goal is to help amplify the mission of accelerating STEM talent development to support national security.

### Toolkit Objectives

This toolkit is designed to:

- Build excitement for **STEM Exchange 2025**
- Highlight speakers and participating organizations
- Drive event attendance
- Showcase the power of partnerships in advancing STEM talent development across sectors, regions, and roles

### General Event Information

- **Event:** STEM Exchange 2025
- **Dates:** September 22-23, 2025
- **Location:** The Westin DC Downtown in Washington, DC
- **Website:** <https://dodstem.us/stemexchange2025/>

### Hashtags, Links, and Social Media Accounts

- **Primary Hashtag:** #STEMExchange2025 (Please use in all posts)
- **Other Hashtags:** #DoDSTEM, #PathwaysToProgress
- **Tag Us:** @DoDSTEM on LinkedIn, Facebook, Instagram, and X (Twitter)

## Social Media Post Suggestions

Use the sample language in this toolkit as a starting point to craft your own posts.

Personalize content to match your voice and audience and be sure to:

- Include the hashtag **#STEMExchange2025**
- Tag fellow participants and partners where relevant
- Enhance posts with images or videos
- Link to additional resources when possible

### Speaker Posts:

[I'm/Our @SpeakerHandle is] speaking at DoD STEM's **#STEMExchange2025** on Sept 22-23 about [insert session or topic], focused on growing a strong, skilled STEM workforce to support our national security mission. Excited to join leaders across education, government, and industry as we share strategies that open more pathways into STEM.

[I'm/Our @SpeakerHandle is] speaking today at **#STEMExchange2025** about [insert session topic]. Excited to be part of this year's conversation on *Pathways to Progress* and how we can expand opportunities in STEM through strong partnerships and shared action.

[I'm/Our @SpeakerHandle is] speaking at **#STEMExchange2025** today on [insert session or topic]. Looking forward to the conversation and to learning from others who are helping students gain the skills, support, and opportunities to succeed in STEM.

### General Posts:

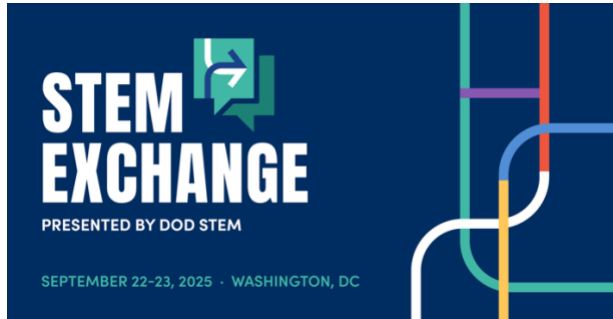
[I'm/@ParticipantHandle is] heading to **#STEMExchange2025** on Sept 22-23 to join others working to expand STEM opportunities and collectively build STEM talent ready to support the national security mission.

[I'm/@ParticipantHandle is] joining DoD STEM at **#STEMExchange2025** to exchange ideas and learn from programs driving real impact in STEM education and workforce development.

Leaving **#STEMExchange2025** with new ideas, deeper connections, and a shared commitment to helping more students succeed in STEM. Grateful to all the partners working to move this mission forward.

## Social Media Images

[Download image for LinkedIn](#) (162 KB)



[Download image for Facebook and Instagram](#) (219 KB)



[Download image for X/Twitter](#) (191 KB)

