



**#NYCSTEM**

**Spring STEM Institute  
April 7-9, 2015**

**SCHOOLS.NYC.GOV**



Are you ready? Spring STEM Institute starts TODAY! Use #NYCSTEM and join the conversation: [on.nyc.gov/19Tlnej](http://on.nyc.gov/19Tlnej)



RETWEETS 6 FAVORITES 7



8:55 AM - 7 Apr 2015

## Spring STEM Institute

With generous support from the GE Foundation, the NYCDOE's Department of STEM is excited to offer the first of three STEM Institutes, for teacher teams over the 2014 – 2016 school years.

During the first three-day Spring STEM Institute, which will take place at Stuyvesant High School from April 7 to April 9, 2015, teacher teams will have an opportunity to:

- Develop a shared understanding of the important features of STEM education
- Develop an awareness of different approaches to STEM education
- Build their leadership capacity to support STEM education within their school communities
- Build an ongoing theme-based collaborative community of schools to support STEM education

## Spring STEM Institute.

Creating expectation before the event and motivating people to participate.

 **City of New York**   
@nycgov

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 **Engineering is Elem.**  
@EIE\_org

We are thrilled to be @ #NYCSTEM this week! We're leading a TEI for educators and @CunninghamEiE is giving a keynote! [hubs.ly/y0GrKx0](https://hubs.ly/y0GrKx0)

 **Linda Curtis-Bey**  
@LCurtisBey

#NYCSTEM First STEM Institute starts tomorrow. Can't wait! @NYCSchools

Kelli Wells



 **Grow to Learn NYC**  
@GrowtoLearnNYC

We are excited to participate in the Spring STEM Institute next week (April 7-9)! Join the conversation using #NYCSTEM [goo.gl/F2JbcL](https://goo.gl/F2JbcL)

 **Christine Cunningham**  
@CunninghamEIE

Excited to meet NYC teachers at the #NYCSTEM Spring Institute next week! Bring your #engineering questions! #STEM

 **GE Foundation**   
@GE\_Foundation

Tomorrow kicks off the Spring #STEM Institute at @NYCSchools. We are proud to support STEM skill-building initiatives in NYC. #NYCSTEM

# #NYCSTEM



## Partners.

Building, maintaining and improving partnerships through social media to engage our audience and amplify our message.



## Partners.

Social media channels facilitate new ways of tapping into “partners”.

It is important to view *business* relations in a new, more social way



## Influencers.

Engaging with STEM influencers allows us to increase awareness, create STEM advocates, increase reputation and help amplifying our message.

 **Linda Curtis-Bey**  
@LCurtisBey

Following

#NYCSTEM Amazing first day! Thank you, All!



 **Linda Curtis-Bey**  
@LCurtisBey

Following

#NYCSTEM - Talking about Cycling to school at the NYC STEM Institute!

 **Kelli Wells**  
@KelliL.Wells

Follow

Excited to be at the STEM Institute #NYCSTEM. Proud to be your partner @NYCSchools

 **Kelli Wells**  
@KelliL.Wells

Follow

STEM is not just one thing- it's a set of strategies to help students apply concepts and skills to solve meaningful problems. #NYCSTEM

 **Kelli Wells**  
@KelliL.Wells

Follow

At its core, #STEM is about the identification of a problem and the critical thinking needed to tackle those questions. @NYCSchools #NYCSTEM

 **Christine Cunningham**  
@CunninghamEIE

Follow

#NYCSTEM Takeaway #1: Engineering activities for K - 5 students can be consciously designed so they interest/engage ALL children. #STEM

 **Christine Cunningham**  
@CunninghamEIE

Follow

Looking forward to meeting NY teachers at #NYCSTEM tomorrow. Bring your questions about elementary #engineering! #STEM

 **Christine Cunningham**  
@CunninghamEIE

Follow

#NYCSTEM Takeaway #2: Engineering activities re-frame failure as a good thing-- something you learn from. Kids learn to be persistent. #STEM

**NYC Public Schools** @NYCSchools

We have to ensure our students are ready for the next step. Retweet if you agree with Chancellor Fariña! #NYCSTEM

“Rigorous CTE and STEM programs have a tremendous ability to engage our students and prepare them for success in college and careers. It’s so critical to have industry and higher education partners on board for this important work.”  
Chancellor Carmen Fariña

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**NYC Public Schools** @NYCSchools

Science  
Technology  
Engineering  
Mathematics  
#STEMmatters! Follow the conversation using #NYCSTEM

Linda Curtis-Bey

“Science, Technology, Engineering, and Mathematics (STEM) education is the integration of important core subjects that students need to know in order to be successful and competitive in a 21st century global economy.”  
Linda Curtis-Bey, Ed.D.  
Executive Director of STEM, Office of Curriculum, Instruction & Professional Learning  
NYC Schools

**#NYCSTEM**  
SCHOOLS.NYC.GOV

**NYC Public Schools** @NYCSchools

#DYK: 300 teachers & school leaders representing 100 schools are in #NYCSTEM. Join the conversation!

Kelli Wells and GE Foundation

“As both community members and future employers of today’s students we understand how crucial it is for them to graduate high school with the skills they need to succeed.”  
Kelli Wells  
Executive Director of Education and Skills for the GE Foundation

**#NYCSTEM**  
SCHOOLS.NYC.GOV

# Influencers.

Key individuals to share key messages. They are advocates of our work.



**Kelli Wells**  
@KelliWells FOLLOWS YOU

Executive Director of Education and Skills for @GE\_Foundation. Building partnerships to address employability related to the skills gap.

Fairfield, CT  
gefoundation.com  
Joined July 2011

Tweet to Message



**Linda Curtis-Bey**  
@LCurtisBey FOLLOWS YOU

Joined May 2010

Photos and videos

Tweet to Message



**Christine Cunningham**  
@CunninghamEIE FOLLOWS YOU

Founder/director of Engineering is Elementary (EIE), award-winning Pre-K-12 engineering curriculum project. Promoting access and equity in STEM ed for ALL kids.

Museum of Science, Boston  
eie.org

**Adalíz Gonzalez** @SweetAngel

Chancellor Carmen Fariña on #STEM as the way children are interested to learn #NYCSTEM @GE\_Foundation @KelliLWells



## Participants.

Using social media to engage participants is an opportunity to let them sharing their experience, broaden participation, share information and have fun. It is a global experience.



# The numbers.

April 7, 2015

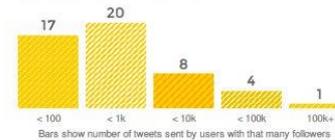
ESTIMATED REACH

341,138

ACCOUNTS REACHED

EXPOSURE

625,814 IMPRESSIONS



April 8, 2015

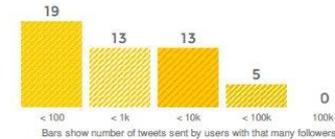
ESTIMATED REACH

108,182

ACCOUNTS REACHED

EXPOSURE

364,824 IMPRESSIONS



April 9, 2015

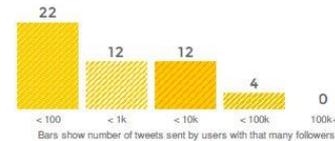
ESTIMATED REACH

92,793

ACCOUNTS REACHED

EXPOSURE

345,050 IMPRESSIONS



# Understanding the numbers.

*Based on Tweet-Reach report.*

## Reach

This number represents the estimated number of **unique Twitter accounts** that received tweets about your search query (#NYCSTEM).

Think of reach as the size of your *maximum unique potential audience*.

## Exposure

Exposure is the number of *overall potential impressions* generated by tweets in this report. That's the **total number of times tweets were delivered to timelines**, including repeats. And since replies are only delivered to common followers' timelines, they calculate them as a single impression.

The exposure bar graph breaks down how many tweets were sent to users with that many followers.

## Impressions

When we say "impression", we mean that **a tweet has been delivered to the Twitter stream of a particular account**. Not everyone who receives a tweet will read it, so you should consider this a measure of potential impressions. Both reach and impressions should be treated as directional metrics to give you an idea of the overall exposure the tracked term received. Use these metrics to get a sense of the size of your potential audience.

# Storify-ing the conversation

Capturing #NYCSTEM best moments.  
Our digital storytelling.

[Storify - April 7, 2015](#)

[Storify - April 8, 2015](#)

[Storify - April 9, 2015](#)

 NYC Public Schools   
@NYCSchools

Great 2nd day at #NYCSTEM! Thanks for joining the conversation! Check out our @Storify recap > [bit.ly/1lty2Vb](http://bit.ly/1lty2Vb)

 Storify





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