



MORE INFORMATION ABOUT CRITERIA #4: SOCIAL MEDIA

As you've seen in the competition packet, Criteria #4 in the Battle of the Brains rubric is focused on Social Media. It reads: **The exhibit's STEM concepts are expressed as examples of social media posts for Facebook, Twitter, Instagram, etc.** We wanted to offer some more detail to aid your understanding.

- You DO NOT need to post anything on social media to fulfill this requirement.
- You DO NOT need a social media account to fulfill this requirement.
- You DO need to show examples of what you would post on social media to encourage people to visit your exhibit, and to communicate the STEM topics your exhibit teaches. Two or more strong examples (total, not for each social media outlet) will help you earn the most points.
- You may mock up posts with pictures or post on social media and use a screenshot in the proposal. But it isn't necessary to do so. Well-written text-only posts are sufficient.

EXAMPLES OF SOCIAL MEDIA POSTS

For these examples, we'll be using the Science On a Sphere exhibit at Science City. Remember, you just need two or more examples in total, not for each social media outlet.

Examples of Facebook or Instagram Posts

- Post #1: Science On a Sphere offers a world's worth of information — literally! This @ScienceCityKC exhibit uses computers and 360-degree video projections to illustrate our favorite big, blue marble: Earth. #STEM #earthscience
- Post #2: The Science On a Sphere exhibit gives visitors a completely new #STEM perspective. With one touch, see the Titanic sitting on the bottom of the ocean, the path of Hurricane Irma, real-time satellite images of our planet and more! #ScienceCityKC #BOTBKC
- Post #3: From weather patterns to tectonic shifts, Science On a Sphere at @ScienceCityKC makes #earthscience extraordinary. More than 500 data sets cover the entire world of #STEM, including information about space, temperature changes and light pollution. #BOTBKC

Examples of Twitter Posts (or Tweets)

- Tweet #1: What did Hurricane Irma look like from above? Find out at Science On a Sphere, which displays planetary data on a six-foot diameter sphere. #STEM #ScienceCityKC
- Tweet #2: The world is full of #STEM wonders! Visitors can visualize weather patterns and more #earthscience on a giant globe at Science On a Sphere.
- Tweet #3: It's a world's worth of science projected onto a massive sphere. Science On a Sphere brings earth science alive for visitors. #BOTBKC