

Marketing for a Science Fair

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What is the goal?

- Get students excited about science
- Get more kids participating
- Raise awareness about the event
- Highlight student projects
- Build a community

How to reach that goal?

- Social Media
- Media/ PR

Social Media



Instagram:

Visual

You can tell a story



Twitter:

Give updates

Interactives/ fast
support

High reach



LinkedIn:

Business oriented

Find volunteers



Facebook:

Brand awareness

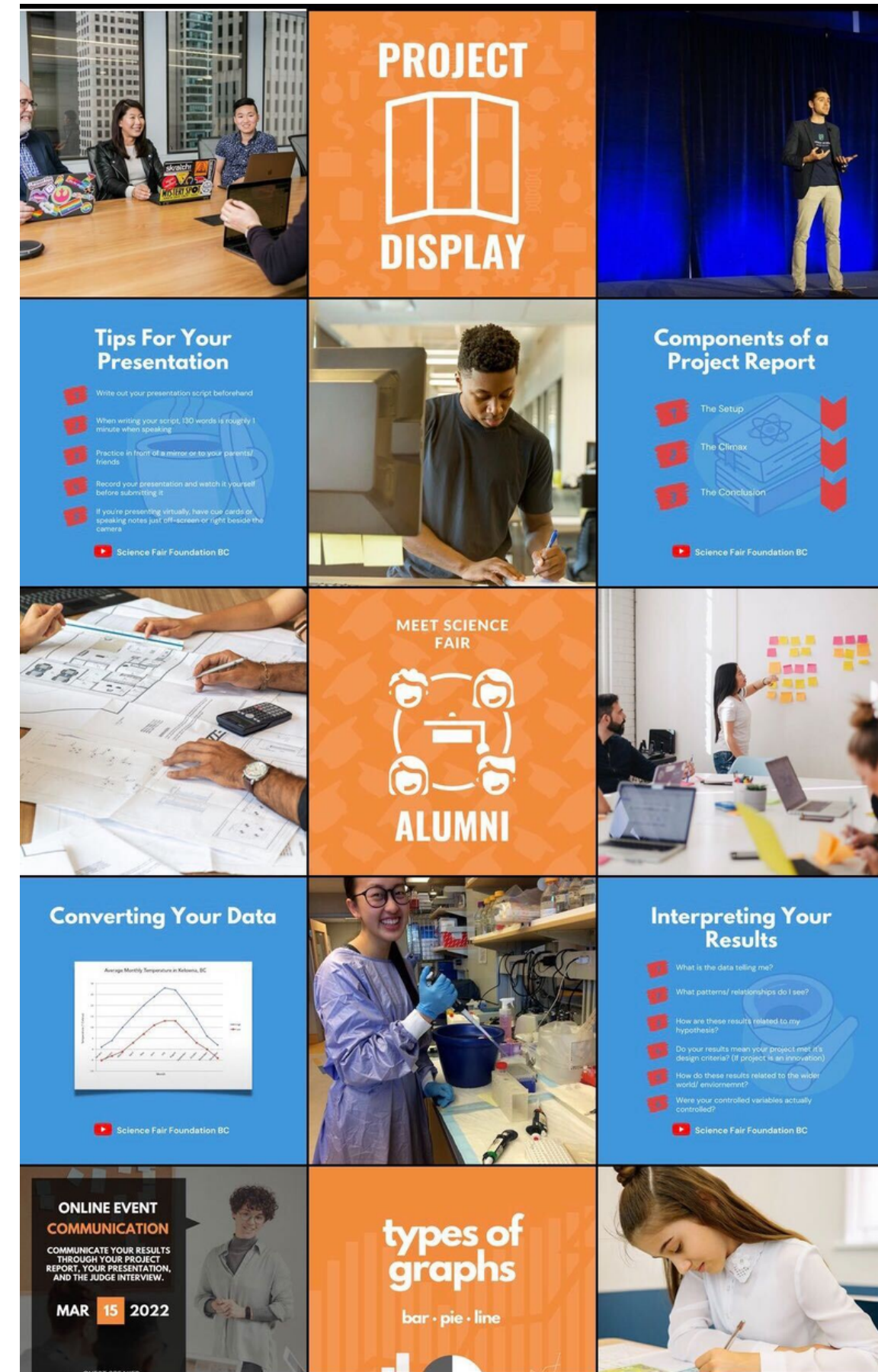
largest platform

MARKETING FOR SCIENCE FAIRS



- Post aesthetically pleasing photos/ graphics
- Provide useful information to followers
- Use it as a platform to promote upcoming events

Tip: Use websites like Unsplash, Pexels, and Canva to help you create better content.



MARKETING FOR SCIENCE FAIRS



- Lets you share information quickly
- Start conversations with your target audience
- Connect with other regions/ organizations in a similar field

Good accounts to follow:

@ScienceWorldTR, @ubcscience, @ysc_sjc



Science Fairs BC
@sciencefairsbc

...

@goufv was awarded the Community Matters Award for their integral role in organizing the @fvrsf!

Thank you UFV for your support in helping students reach their scientific potential! 🧪

#BCTech #STEM #STEMeducation #STEMforKids



12:01 PM · Jul 21, 2022 · Gain Platform

||| View Tweet analytics

1 Retweet 9 Likes

MARKETING FOR SCIENCE FAIRS



- Great tools for science fairs as so many people involved are on this app
- Perfect platform to find volunteers
- Connect with other business professionals



Science Fair Foundation of British Columbia

79 followers

2w • Edited •

The West Kootenay Regional Science Fair is currently looking for friendly and enthusiastic volunteers to help us organize our annual youth STEM event taking place in April, 2023.

Please check the website link below for a list of roles needed for this year. A successful Criminal Record Check (Vulnerable Sector) may be required for some positions.

If you're interested in organizing the West Kootenay Regional Science Fair for 2023, or would like more information, please contact info@sciencefairs.ca

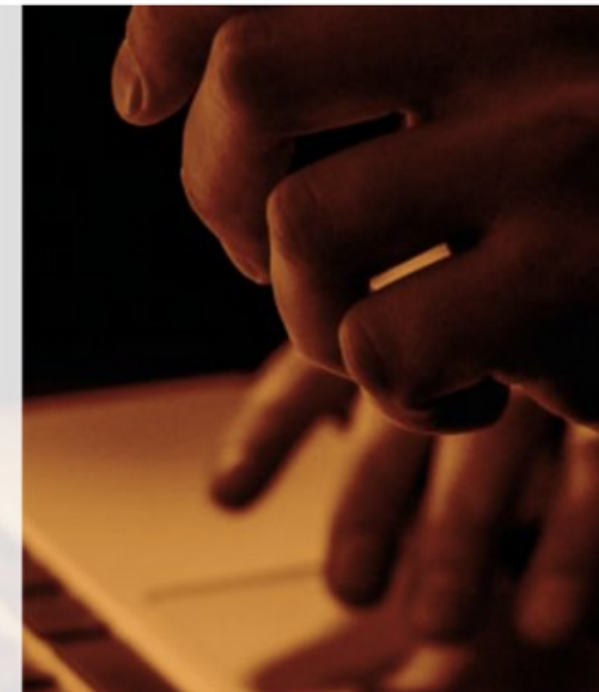
* Locals from Nelson, BC encouraged to sign up! *

<https://lnkd.in/efN-Ar68>

[#opportunity](#) [#volunteer](#) [#stem](#) [#stemeducation](#) [#stemlearning](#) [#stemcareers](#)

West Kootenay

Volunteer Positions



MARKETING FOR SCIENCE FAIRS



- Largest platform
- A wide variety of demographics are on Facebook
- Great for providing updates
- Some use a second website

**Science Fair Foundation BC**
Published by GAIN · September 21 at 12:00 PM · 

Two former [Youth Innovation Showcase](#) finalists Ethan Chan and Lyra Fletcher made history this month being 2 of 6 student to receive Canada's largest [#STEM](#) scholarship from the [University of British Columbia](#) !

Congratulations Ethan and Lyra for your hard work paying off and we look forward to seeing where it takes you in the future.

Read the article below.  ... [See more](#)





[GIVE.UBC.CA](#)

Students at the University of British Columbia receive Canada's largest Science, Technology, Engineering and Math (STEM) scholarship - giv...

153
People reached

11
Engagements

–
Distribution score

Boost post

 6

 Like

 Comment

 Share





Comment as Science Fair Foundation BC



How often to Post?

Start posting when registration is LIVE!

BEFORE THE EVENT

- 1-2 times a week
- 2-3 times a week leading up to the event

DURING THE EVENT

- Every day

AFTER THE EVENT

- 1-2 times a week

What to Post?

BEFORE THE EVENT

- Provide updates
- Deadlines
- Promote event
- Important dates

DURING THE EVENT

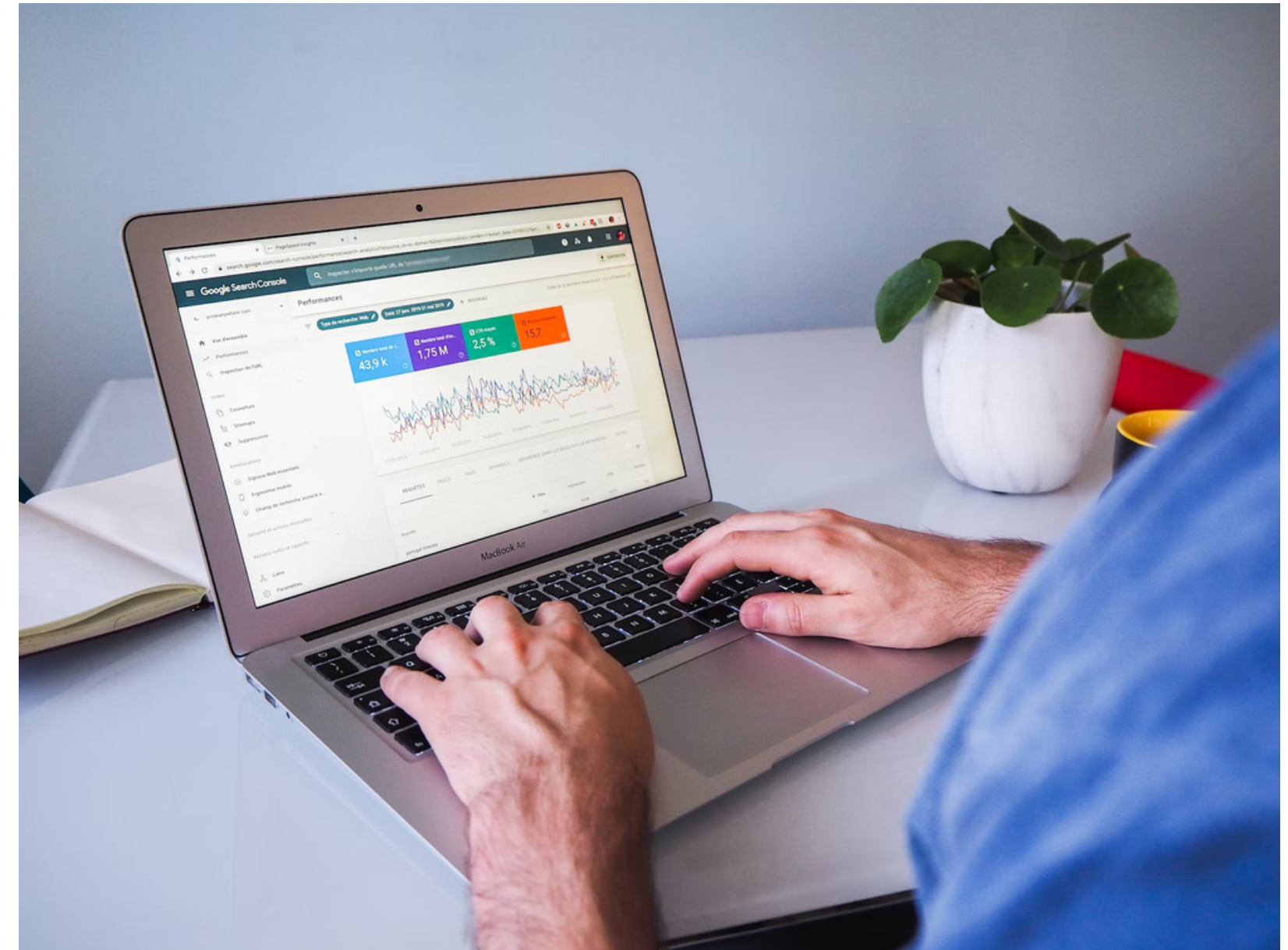
- Use stories to your advantage
- Showcase the event

AFTER THE EVENT

- Showcase projects
- Provide updates on success stories
- Tease the next year

Why PR?

- Exposure
- Credibility
- Search Engine Optimization (SEO)



When to pursue PR?

- When you have a unique angle
- Student success stories
- Getting into event listings

How to pursue PR?

- If you have media connections you can contact directly
- Otherwise it's best to go to a professional to help get you coverage

Be picture perfect beforehand:

- Taking good photos is integral to getting published in media
- Make sure when you take photos they're landscape orientation (check photos)
- Have good lighting
- Media articles can get rejected over something as simple as a bad photo



Any
Questions?