

To: Social Media Managers

Greetings!

On March 23-27, 2017, The National STEM Collaborative is hosting the second annual Women of Color STEM Entrepreneurship Conference at GateWay Community College in Phoenix, AZ.

The conference is a collaborative effort to advocate for increased participation of women of color in entrepreneurship experiences and small business enterprise; to advance entrepreneurship education and entrepreneurial student engagement; and to transform the ways that entrepreneurship is viewed, taught and experienced in higher education.

We encourage you to post, tweet and retweet about #NSTEMC2017 in the days leading up to and during the conference. We also ask that you please share this email with your designated social media manager. More details regarding the schedule, keynotes, and educational offerings are available at cgest.asu.edu/2017conference.

Thank you for your continued support of initiatives that expand opportunities and increase resources for underrepresented groups in STEM. Please let us know if you have any questions.

All our best,

Center for Gender Equity in Science and Technology at Arizona State University

SOCIAL MEDIA GUIDELINES

- Join the conversation by using **#NSTEMC2017** on Twitter and Facebook.
- Follow **@CGEST_ASU** on Twitter or like **@CGESTASU** on Facebook to get the latest posts. Retweet/share #NSTEMC2017 posts. Posts are scheduled for the following dates: weekly from 1/16 - 3/5 and daily until the conference and on March 23-25 with live tweets and posts throughout the day
- Utilize branded images by downloading from <https://cgest.asu.edu/2017conference/mediakit>