

TEACHER DELIGHT

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Branding Your STEM Program on LinkedIn: Creating a STEM Community

The Internet connected families and friends during the COVID-19 pandemic, and now it is doing the same for students and STEM professionals across the globe! Social media is a valuable tool for marketing everything your STEM school or classroom has to offer. No matter what grades your school serves, highlighting a strong commitment to STEM subjects can only benefit your enrollment and community outreach efforts. Join us as we walk through how to build an effective LinkedIn presence and how students can use LinkedIn to connect to post-secondary STEM colleges, careers and industries!

Presentation Target:

High School

Presenter(s):

1. Jennifer Caligan, STEM Coordinator, Cabarrus County Schools
2. Stetson Patton, Social Media Management and Consulting, Cabarrus County Schools