

Leap into Science: *Social Media Tool Kit*

As a member of the Leap into Science National Network, we ask that you help us to increase the awareness of this project through the use of social media platforms such as Facebook, LinkedIn, Twitter and Instagram.

This document should serve as a guide to speaking about Leap into Science on social media platforms and includes a variety of resources and sample recommended posts. You know what resonates with your audiences best, so feel free to highlight different aspects of the program that best serve their needs.

For questions relating to social media and Leap into Science, please contact Jillian Clark (jclark@fi.edu).

Social Media Handles and Hashtags

For all posts, please include the hashtag **#LeapintoScience**

- **Facebook**
 - The Franklin Institute: [facebook.com/TheFranklinInstitute](https://www.facebook.com/TheFranklinInstitute)
 - The National Girls Collaborative Project: [facebook.com/ngcproject](https://www.facebook.com/ngcproject)
- **Twitter**
 - The Franklin Institute: @TheFranklin / twitter.com/thefranklin
 - The National Girls Collaborative Project: @ngcproject / twitter.com/ngcproject
- **Instagram**
 - The Franklin Institute: @FranklinInstitute / [instagram.com/franklininstitute](https://www.instagram.com/franklininstitute)
 - The National Girls Collaborative Project: @ngcproject / [instagram.com/ngcproject](https://www.instagram.com/ngcproject)

Logo & Picture Usage in Posts

Feel free to share the Leap into Science Logo in social media posts, and on any newly created program materials. Additionally, we have provided a folder of sample photos you can use, that we will add to over the course of the project. You can access this folder [here](#). Each photo is provided in a rectangular and square crop, for use across social media platforms.

We encourage you to use your own photos as well. If you are using your own photos, please ensure that you have signed photo releases for the individuals in the photos.

Fast Facts

When including history about Leap into Science in posts, use the following fast facts:

- “Leap” should always be written **lowercase**; it is not an acronym.
- Leap into Science originated in **2007** through a partnership between The Franklin Institute Science Museum and the Free Library of Philadelphia.
- Leap into Science is generously funded by the **National Science Foundation**.
- The Leap into Science National Network Initiative is a partnership between [The Franklin Institute](#), the [National Girls Collaborative Project](#), and the [Institute for Learning Innovation](#).
- The Leap into Science National Network initiative is funded from 2017-2021
- The National Network is currently active in **six** states: Arizona, New Jersey, Oregon, Tennessee, Washington, and West Virginia.

History of Leap into Science

Leap into Science originated in 2007 through a partnership between The Franklin Institute and the Free Library of Philadelphia, with funding from the National Science Foundation (NSF). The goal of the original project was to engage underserved children and families across Philadelphia in science and literacy learning, by training library staff to lead programs in their branches. From 2010-2017, with additional funding from NSF and the Institute of Museum and Library services, Leap into Science expanded to 11 new pilot cities to test and refine a larger set of curriculum and training resources with underserved families living in urban communities.

Leap into Science National Network Initiative

From 2017-2021 with funding from National Science Foundation, The Franklin Institute, the National Girls Collaborative Project, and the Institute for Learning Innovation will lead a national dissemination of Leap into Science through state partnerships between informal institutions such as museums, libraries, out-of-school time organizations (state leadership teams). Using a train-the-trainer approach, qualified state leaders will collaboratively offer training and support to informal educators in their states, and these educators will lead programs for a broad and diverse audience of children nationwide. The Leap into Science National Network Initiative aims to reach over 500,000 children and adults from underserved rural and urban communities across 15 states by 2021.

Sample Social Media Posts

| | Twitter | Facebook/LinkedIn/Google+ | Instagram |
|--|---|--|---|
| Anytime | We are excited to be a part of #LeapintoScience with @TheFranklin and support science and literacy learning! Learn more: http://bit.ly/leapscience | We are excited to support science and literacy through our work with Leap into Science and The Franklin Institute! Learn more: http://bit.ly/leapscience | We are excited to be a part of #LeapintoScience with @FranklinInstitute to support science and literacy learning for children and families! Learn more at http://leap.fi.edu |
| To advertise educator trainings | Join us for a free #LeapintoScience educator training about leading science and literacy programs for children and families! Learn more: http://bit.ly/leapscience | [Insert Organization] is pleased to offer a free training in #LeapintoScience workshops. Join us and learn how you can integrate hands-on science activities and literacy for children and families at your site! Learn more: http://bit.ly/leapscience | Join us for a free #LeapintoScience educator training about leading science and literacy programs for children and families! Learn more at http://leap.fi.edu |
| To advertise workshops for children and families | [Insert Organization] is pleased to offer a FREE #LeapintoScience [insert theme] workshop for [insert audience] . Join us to explore the science of [insert theme] through hands-on activities and children's books! Learn more: [insert sign-up link] . | [Insert Organization] is pleased to offer a FREE #LeapintoScience [insert theme] workshop for [insert audience] . Join us to explore the science of [insert theme] through hands-on activities and children's books! Learn more: [insert sign-up link] . | [Insert Organization] is pleased to offer a FREE #LeapintoScience [insert theme] workshop for [insert audience] . Join us to explore the science of [insert theme] through hands-on activities and children's books! Learn more: [insert sign-up link] . |
| Leading up to National Leap week, February 24 - March 2, 2019 | Join us as we celebrate all things science and literacy during National #LeapintoScience week with @TheFranklin, February 24 - March 2, 2019. http://bit.ly/leapscience | Join us as we celebrate all things science and literacy during National #LeapintoScience week with The Franklin Institute, February 24 - March 2, 2019. Learn more: http://bit.ly/leapscience | Join us as we celebrate all things science and literacy during National #LeapintoScience week with @FranklinInstitute, February 24 - March 2, 2019. Learn more at http://leap.fi.edu |

Example Social Media Post

[Tweet from WA State Library](#)