



## Appalachian STEM Academy 2022 Application Promotion

### Announcement – Thursday, January 20

ARC will publicly announce the Appalachian STEM Academy applications in a release about our summer learning opportunities. We ask that you kindly hold all promotion until our press release is distributed at **2:00 pm ET**. Our social media posts will follow the release and publish shortly after on LinkedIn, Twitter and Facebook. Please help share those posts!

### Application Promotion – January 20 to March 4

For promotion leading up to the application deadline on March 4, we've drafted posts you can easily share on your social media platforms. We understand social media voices are unique, so please adapt as you see fit. We just ask that you tag ARC (especially on Twitter), so we can like or share your content.

Please tag ARC, ORAU and ORNL in your posts. All handles and links to platforms are provided below.

	ARC	ORAU	ORNL
Facebook	<a href="https://www.facebook.com/ARCgov">@ARC.gov</a>	<a href="https://www.facebook.com/OakRidgeAssociatedUniversities">@OakRidgeAssociatedUniversities</a>	<a href="https://www.facebook.com/OakRidgeNationalLaboratory">@Oak.Ridge.National.Laboratory</a>
Twitter	<a href="https://twitter.com/ARCgov">@ARCgov</a>	<a href="https://twitter.com/ORAU">@ORAU</a>	<a href="https://twitter.com/ORNL">@ORNL</a>
LinkedIn	<a href="https://www.linkedin.com/company/appalachian-regional-commission">@appalachian-regional-commission</a>	<a href="https://www.linkedin.com/company/orau">@ORAU</a>	<a href="https://www.linkedin.com/company/oak-ridge-national-laboratory">@oak-ridge-national-laboratory</a>
Instagram		<a href="https://www.instagram.com/orautogether">@orautogether</a>	<a href="https://www.instagram.com/oakridgelab">@oakridgelab</a>

For graphics to accompany your social media posts, [check out this folder](#).

## Facebook, LinkedIn & Instagram

### Informational + General Promotion

The Appalachian STEM Academy is an immersive, all-expenses-paid learning opportunity for Appalachian students and teachers 🧑🎓 Many participants are from economically distressed areas and often gain their first exposure to applied science through this program 🧑🎓 Apply by March 4 at [www.arc.gov/summerstem](http://www.arc.gov/summerstem)

What connects Appalachian students and teachers with award-winning scientists? 🧑🎓 The Appalachian STEM Academy! Now in its 33rd year, this free learning experience is a gateway to science, math and computer education 🏫 Apply by March 4 at [www.arc.gov/summerstem](http://www.arc.gov/summerstem)

### Tailored to Potential Applicants

Are you an Appalachian student or teacher who's interested in science? Mad for math? Crazy for computers? 🏫 Then the Appalachian STEM Academy is for you! Apply by March 4 for this free learning opportunity through our partners at **ORAU!** [www.arc.gov/summerstem](http://www.arc.gov/summerstem)

Since 1990, more than 1,200 Appalachian students and teachers – many coming from economically distressed areas – have graduated from the Appalachian STEM Academy. 🧑🎓 🧑🎓 Are you next? Apply by March 4 for a free learning opportunity to work with award-winning scientists through our partners at **ORAU!** [www.arc.gov/summerstem](http://www.arc.gov/summerstem)

Calling all middle schoolers, high schoolers and high school teachers in Appalachia! 🗣️ The Appalachian STEM Academy is a free opportunity to work on science, math and computer projects with award-winning scientists at **Oak Ridge National Laboratory** 🏫 Apply by March 4 at [www.arc.gov/summerstem](http://www.arc.gov/summerstem)

## Twitter

### Informational + General Promotion



The Appalachian STEM Academy is a free learning opportunity for #Appalachia's students & teachers 🧑🎓 Many participants are from economically distressed areas & gain their first exposure to applied science through @orau 🧑🎓 Apply by March 4! [www.arc.gov/summerstem](http://www.arc.gov/summerstem)



What connects students & teachers from 210 #Appalachian counties w/ award-winning scientists? The Appalachian STEM Academy! Now in its 33rd year, it's a key gateway to science 🏫 math & computer education in #Appalachia 🏫 Apply by March 4! [www.arc.gov/summerstem](http://www.arc.gov/summerstem)

### Tailored to Potential Applicants

Are you a student or teacher in #Appalachia who's interested in science? 🧑🎓 Mad for math? 🏫 Crazy for computers? Then check out the Appalachian STEM Academy! Applications for this free learning opportunity are due March 4 [www.arc.gov/summerstem](http://www.arc.gov/summerstem)

Since 1990, more than 1,200 #Appalachian students & teachers – many coming from economically distressed areas – have graduated from the Appalachian STEM

Academy   Are YOU next? Apply by March 4 for this free learning opportunity!  
[www.arc.gov/summerstem](http://www.arc.gov/summerstem)

Calling all middle school students, high school students & high school teachers in #Appalachia!  Interested in learning about #STEM?  Apply for this free learning opportunity to work w/ award-winning scientists through **@ORNL!** Deadline is March 4  
[www.arc.gov/summerstem](http://www.arc.gov/summerstem)