

## Qi STEAM Academy Social Media Modernization

### **Project Background:**

As Qi STEAM Academy continues to grow, the need for rebranding and realigning with core organizational missions is essential. Not only will these updates provide a sense of community, but they operate as a relatable platform for advertising new initiatives and STEAM techniques.

### **Project Goals:**

- Rebrand design to correlate with all social media platforms and website
- Promote teacher engagement and involvement
- Share teacher-created content and lessons
- Gain feedback from users
- Create community spaces for STEAM teachers

### **Target Audience:**

The Qi STEAM Academy target audience consists of young teachers between the ages of 25-45 years old. They crave community, innovative STEAM teaching concepts, and inventive classroom resources. Modernizing the social media platforms allows Qi STEAM Academy to host a gathering for teachers and fills the primary need for the target audience.

### **Benefits:**

Promoting teacher-created content, encouraging engagement, and increasing valuable feedback is the desired outcome for social media modernization. Qi STEAM Academy will become the premier hub for teacher-shared content by building a community for the target audience. New teachers are looking for ways to grow and engage with like-minded educators. With enough collective engagement, viewers will recognize they can share their innovative ideas on the Qi STEAM Academy social media platforms and receive feedback and recognition from fellow teachers.

### **Instagram**

The Qi STEAM Academy Instagram is the best platform for teacher engagement. Teachers trust other teachers, and Qi STEAM Academy will utilize Instagram to influence followers to share their successes. To create a collective brainstorming space for teachers, Qi STEAM Academy will share fellow educators' narratives, ideas, and strategies.

The Qi STEAM Academy Instagram account will reflect its innovative and fun purpose with a fresh new look while remaining tasteful and on brand. The Qi STEAM Academy signature colors display throughout the design without being too obvious.



## SEO and Keywords

**Hashtags:** #QiSTEAMAcademy #STEMeducation #STEAMeducation #Education #STEAM #STEM #Teachers #Teachersunite #Teachertime #Teach #iteach #Tuesdaytakeover #Takeovertuesday

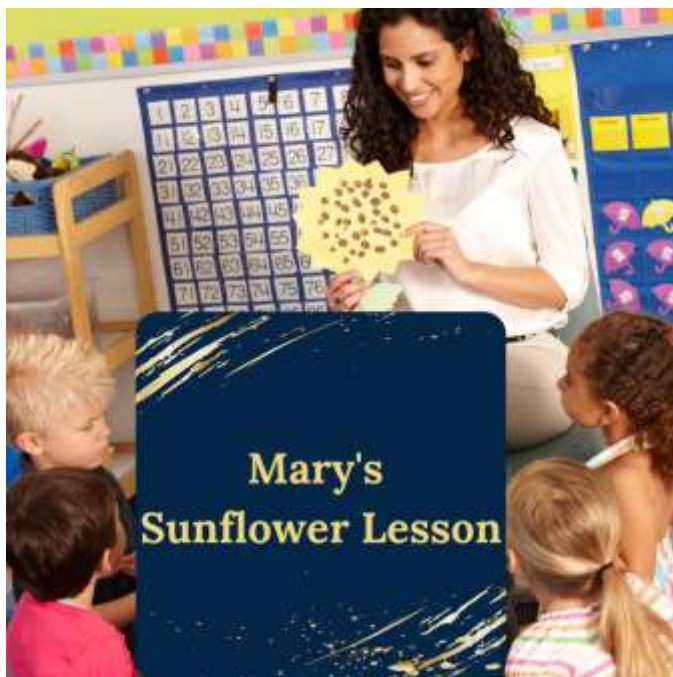
**Keywords:** STEAM, STEM, learn, engage, contest, giveaway, survey, free, free supplies, interview, teacher chat, Q&A, lessons, lesson plans.



New Tuesday Takeover! Kassie is a STEAM educator from Boston, and she is giving us an inside look at her classroom. Design, organization, and variety are all her classroom keys to success.

Click the link below to have Kassie walk you through her classroom and gain some helpful tips and tricks for student engagement!

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Spring is here, and so are opportunities for valuable science lessons! Mary from San Francisco shares her creative STEAM sunflower lesson plan, sure to engage your students.

Click the link below!

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## Facebook

The Qi STEAM Academy Facebook will aim to engage with and learn from the viewers. The giveaway post entices the reader to enter the contest by completing the survey. This accomplishes two goals: giving Qi STEAM Academy valuable information on the reader's demographic and wants and providing a gift to supportive followers. The interview with live Q&A furthers engagement and allows STEAM teachers to communicate and share ideas. This will address the severe lack of teacher engagement on the current Qi Learning and Research Group social media platforms. The Qi STEAM Academy Facebook color, theme, and design will remain consistent and reflect its inventive and exciting intentions.

Giveaways, contests, and community are three areas that will entice the Qi STEAM Academy to share their ideas. This is a great way to give followers the feeling that their opinions matter and they are an integral part of the Qi STEAM Academy brand.

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In need of new supplies?! Qi STEAM Academy wants to give two of you a \$500 gift card to the supply store of your choice!

Fill out the survey linked below and tell us all about your classroom and STEAM lessons. Yep, that's it! Free supplies are on their way.

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Join us for a STEAM teacher chat on Wednesday night! We will interview Georgette Yakman, the founder and CEO of STEAM Edu, on her experience in the field and then invite all of you to ask live questions!

We cannot wait to hear your thoughts and ideas. Register for free at the link below.

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