**Social Media Tools for**

**International Science Center & Science Museum Day**

***Hashtag to Use—***

**#ISCSMD**

***Background for You—***

*Thank you for your help in highlighting your organization’s key role in this worldwide event and for helping to involve your followers, fans, members, donors, supporters, elected officials, and allies who cannot make it to your location during your festivities!*

On Friday, November 10, the world’s science centers and science museums—the most influential collective force for engaging the public with science, technology, and related civic decision making—will, together with their hundreds of thousands of daily visitors, celebrate International Science Center & Science Museum Day (ISCSMD).

The multi-point event will include exhibitions, programs, and special events at science-learning institutions on all the Earth’s inhabited continents as part of World Science Day for Peace and Development, an annual bridge between science and society run by the United Nations Educational, Scientific and Cultural Organization (UNESCO).

ISCSMD activities at locations across the time zones will all focus on the UN’s 17 Sustainable Development Goals (SDGs), which seek to end poverty, fight inequalities, and tackle climate change, while ensuring that no one is left behind.

Your institution’s participation—and those of your social media followers—is a key component of creating a united international effort to raise awareness and encourage action towards global sustainability, focusing on the Sags, which seek to end poverty, fight inequalities, and tackle climate change, while ensuring that no one is left behind.

***Space-Saving Links—***

 ISCSMD website: goo.gl/kGzwE8

 ISCSMD map with your location: goo.gl/E1s8nx

 Sustainable Development Goals: goo.gl/xnpV7x

***-more-***

***Sample Post to Accompany Teaser and Day-Of Photos and Videos—***

We’re on the map! ***[Name of your organization]*** & you are part of International Science Center & Science Museum Day #ISCSMD goo.gl/E1s8nx

***Sample Posts to Accompany Photos/Videos—***

Visit us today; join in Int'l ScienceCenter & ScienceMuseum Day with other science fans all over the globe #ISCSMD goo.gl/E1s8nx

Around the world today and here in ***[Your city/state/region/country]***, people are exploring ***[science and technology/STEM/STEAM/\_\_\_\_\_\_]*** at science centers ***[centres/museums]*** like ours. #ISCSMD goo.gl/E1s8nx

[Name of your organization] and our visitors are taking action on ***[Goal #, short form goal name from list at www.un.org/sustainabledevelopment/sustainable-development-goals/]*** #ISCSMD #SustainableDevelopmentGoals ***[or use shorter #SDGs]*** goo.gl/xnpV7x

Help change the world! At ***[Name of your organization]*** we’re ***[description of your activity for visitors]*** today, on #ISCSMD goo.gl/kGzwE8

On every continent today, people are discovering the power of individuals and science centers ***[centres/museums]*** like ours. #ISCSMD goo.gl/E1s8nx

Come join in! ***We’re [description of your activity for visitors]*** today, on #ISCSMD goo.gl/kGzwE8

Working together on ***[Goal #, short form goal name from list at www.un.org/sustainabledevelopment/sustainable-development-goals/]*** at ***[Name of your organization]*** on #ISCSMD #SustainableDevelopmentGoals ***[or use shorter #SDGs]*** goo.gl/xnpV7x

Visit ***[Name of organization]*** today and be counted with the world’s science/technology lovers on #ISCSMD goo.gl/kGzwE8

***ISCSMD Partners to Tag in Twitter Photos/Videos—***

@UNESCO UNESCO

@SustDev UN Sustainable Development

@UNDP UN Development

@ASPAC2012 Asia Pacific Network of Science & Technology Centres (ASPAC)

@Ecsite European Network of Science Centres and Museums (ECSITE)

@NAMESnetwork North Africa and Middle East Science Centers Network (NAMES)

@ncsmgoi National Council of Science Museums/Government of India (NCSM)

#RedPOP Network for the Popularization of Science and Technology in Latin America and the Caribbean (RedPOP)

@SAASTEC Southern African Association for Science and Technology Education Centres (SAASTEC)

@ScienceCenters Association of Science-Technology Centers (ASTC)