PARTNER SOCIAL MEDIA TOOLKIT

Dear Beckman Foundation OC Community Grants Partner,

We are excited to have you as a local partner in "supporting young scientists today for tomorrow's breakthrough discoveries"!

Organizations like yours provide important and innovative STEAM activities, projects, and events to the Orange County, California area that are especially aligned with the goals and spirit of the Foundation laid out by Dr. and Mrs. Beckman nearly 50 years ago. We hope our enthusiasm about your efforts is contagious and you'll be inspired to share about our partnership with your community circle.

To help promote your recent grant, we are offering this Beckman Foundation Partner Social Media Toolkit containing suggested content for *Instagram*, *LinkedIn*, and *X*. This toolkit is designed to help you make the most of your time as a Beckman Foundation Community Partner and to amplify your youth STEAM-focused work, sharing it with your employees, peers, and others.

As you review this social media toolkit, please keep in mind that the examples provided are suggestions. You may prefer to customize some of these examples to better fit the needs of your organization and audience, and we encourage that.

See you online!

Graphics
Use the Beckman Foundation logo and shareable graphics when promoting your OC Community Grants partnership. We've got a Dropbox folder ready for you to download *here*.

Please use #BeckmanLocal and #STEAM in your communications. If you tag @BeckmanFoundation, we can respond to your communications. While Instagram does not support links within post captions, they can be added to your organization's bio and direct followers there. If you prefer to write your own posts, Instagram captions can contain up to 2,200 characters and include hashtags and emojis; photos and graphics should be square.

Sample Instagram Posts

Example Instagram Post 1: The support we provide to youth now will enable them to succeed in the future. That's why [Organization Name] is partnering with the Arnold and Mabel Beckman Foundation to promote youth #STEAM opportunities in the Orange County, CA area. Through a recent OC Community Grant, we'll be providing engaging hands-on science and math activities that encourage curiosity as well as student-driven exploration and learning. Check our bio for a link to learn more. #BeckmanLocal

Example Instagram Post 2: We're honored and excited to partner with the Arnold and Mabel Beckman Foundation to increase diversity in science. [Organization Name] is putting a recent OC Community Grant to work empowering change, link in bio. #STEAM #BeckmanLocal

Example Instagram Post 3: We look forward to supporting the next generation of scientists, using technology to engage youth in #STEAM through our partnership with the Arnold and Mabel Beckman Foundation. Link in bio. #BeckmanLocal

Example Instagram Post 4: [Organization Name] enables young learners to discover Orange County through a closer look at the science behind [seismology, robotics, space, sustainability, or agriculture], thanks to an OC Community Grant with the Arnold and Mabel Beckman Foundation. Link in bio. #STEAM #BeckmanLocal

Example Instagram Post 5: [Organization Name] is partnering with the Arnold and Mabel Beckman Foundation to promote the Beckmans' legacy of technology innovation and leadership in Orange County through youth #STEAM [events, activities, or projects]. Link in bio. #BeckmanLocal
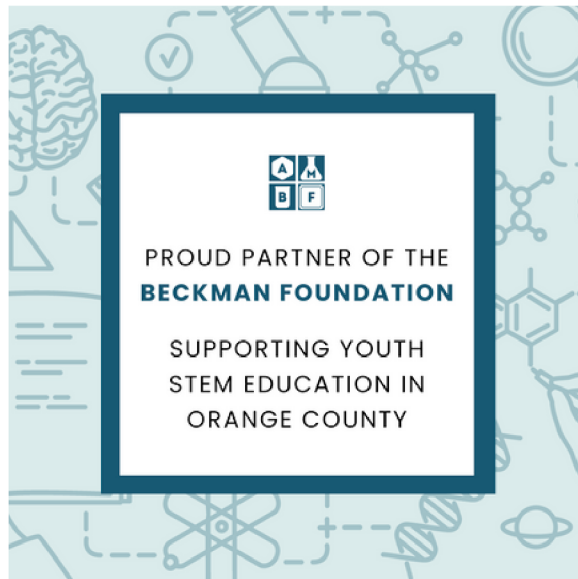
949.560.4232

pr@beckman-foundation.org

Instagram Graphics 1080 px x 1080 px

Proud Partner of the
Beckman Foundation

Supporting Youth
STEM Education in
Orange County

BECKMAN OC COMMUNITY
GRANTS RECIPIENT
ORGANIZATION

#BECKMANLOCAL

PROUD PARTNER OF THE
BECKMAN FOUNDATION

SUPPORTING YOUTH
STEM EDUCATION IN
ORANGE COUNTY

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in Please tag us in your post by inserting the '@' symbol and typing out "Arnold-and-Mabel-Beckman-Foundation", a dropdown box with the tag will show up, select 'Arnold and Mabel Beckman Foundation' for your post. Use the hashtags #STEAM and #BeckmanLocal whenever possible. If you prefer to write your own posts, LinkedIn users enjoy catchy, timely content combined with images or rich media. You can engage your audience by mentioning people, using hashtags, and keeping longer posts somewhere around 500 words. Including video? Keep it between 30 seconds and 2 minutes, max.

Sample LinkedIn Posts

Example Post 1: [Organization Name] is a proud partner of the Arnold and Mabel Beckman Foundation, working together to promote #STEAM opportunities in the Orange County, CA area. Learn more about how we're engaging youth in hands-on science and math activities to encourage curiosity and student-driven exploration and learning: [Link] #BeckmanLocal

Example Post 2: We're honored and excited to partner with the Arnold and Mabel Beckman Foundation to increase diversity in science. Learn more about how [Organization Name] is putting a recent OC Community Grant to work: [Link] #STEAM #BeckmanLocal

Example Post 3: We look forward to supporting the next generation of scientists, using technology to engage youth in #STEAM through our partnership with the Arnold and Mabel Beckman Foundation. Learn more: [Link] #BeckmanLocal

Example Post 4: [Organization Name] enables young learners to discover Orange County through a closer look at the science behind [seismology, robotics, space, sustainability, or agriculture], thanks to an OC Community Grant with the Arnold and Mabel Beckman Foundation. Details: [Link] #STEAM #BeckmanLocal

Example Post 5: [Organization Name] is partnering with the Arnold and Mabel Beckman Foundation to promote the Beckmans' legacy of technology innovation and leadership in Orange County through youth #STEAM [events, activities, or projects]. Learn more: [Link] #BeckmanLocal

📞 949.560.4232

✉️ pr@beckman-foundation.org

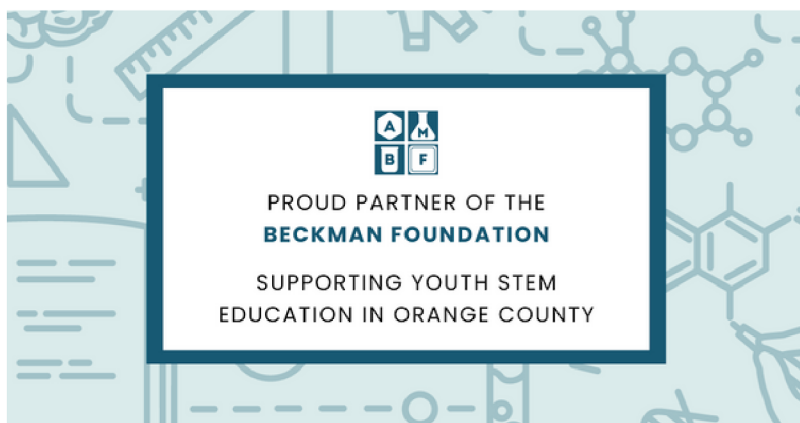**LinkedIn Graphics** 1200 px x 627 px

Proud Partner of the
Beckman Foundation

Supporting Youth STEM
Education in Orange County

BECKMAN OC COMMUNITY GRANTS
RECIPIENT ORGANIZATION

#BECKMANLOCAL

PROUD PARTNER OF THE
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SUPPORTING YOUTH STEM
EDUCATION IN ORANGE COUNTY

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STEM Education in
Orange County

X Please use #BeckmanLocal and #STEAM in your communications. Tag @BeckmanFnd, so we can respond and retweet your communications to our followers as well. If you prefer to write your own posts, X users prefer compelling content that uses visuals, upper and lowercase text (avoid all caps), links, and no more than two hashtags. Posts can support a 280 character count, max.

Sample Tweets

Example Tweet 1: [Organization Name] is partnering with Beckman Foundation to promote youth #STEAM opportunities in the OC, encouraging curiosity and student-driven exploration through hands-on science and math: [Link] #BeckmanLocal

Example Tweet 2: We're honored and excited to partner with Beckman Foundation to increase diversity in science with the support of a recent OC Community Grant: [Link] #STEAM #BeckmanLocal

Example Tweet 3: We can't wait to support the next generation of scientists through partnership with Beckman Foundation, using technology to engage youth in #STEAM! [Link] #BeckmanLocal

Example Tweet 4: [Organization Name] enables young learners to discover the OC through a closer look at the science behind [seismology, robotics, space, sustainability, or agriculture], with an OC Community Grant from Beckman Foundation: [Link] #STEAM #BeckmanLocal

Example Tweet 5: [Organization Name] is partnering with Beckman Foundation to promote the Beckmans' legacy of technology innovation + leadership in the OC through youth #STEAM [events, activities, or projects]: [Link] #BeckmanLocal

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X Graphics 1600 px x 900 px

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Education in Orange County

**BECKMAN OC COMMUNITY GRANTS
RECIPIENT ORGANIZATION**

#BECKMANLOCAL

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