



IF/THEN®

# CHAMPIONS NETWORK

## IF/THEN® Champions Network

### *Members Media Toolkit*

#### **Welcome to the IF/THEN® Champions Network!**

You've joined a supportive community of ASTC science centers, allied members, and individuals committed to celebrating women innovators and advancing gender equity in STEM.

A partnership between [ASTC](#) and the [National Girls Collaborative Project](#) (NGCP), the IF/THEN® Champions Network is an extension of the larger [IF/THEN® Initiative](#) supported by Lyda Hill Philanthropies.

This media toolkit offers details for sharing information about your membership, as well as guidelines for organizational members using the IF/THEN® Champions Network logo on your website and in other materials.

Let us know if you have any questions by reaching out to Kata Lucas at [klucas@ngcproject.org](mailto:klucas@ngcproject.org).

## Social Media Handles

### ASTC

Facebook: @ScienceCenters  
X (Twitter): @ScienceCenters  
Instagram: @sciencecenters  
LinkedIn: @sciencecenters

### IF/THEN® Initiative

Facebook: @IfThenInitiative  
X (Twitter): @IfThenSheCan  
Instagram: @ifthenshecan  
LinkedIn: @ifthenshecan

### Project Partner: National Girls Collaborative Project

Facebook: @NGCProject  
X (Twitter): @NGCProject  
Instagram: @NGCProject  
LinkedIn: @national-girls-collaborative

## IF/THEN® Norms & Best Practices

In project communications, please always include the “rights reserved” symbol next to IF/THEN®.

For brevity, *IF/THEN® Champions Network* can be shortened to just *Champions Network* as needed.

## Guidance for Individual Membership Posts

Feel free to share about your membership in the IF/THEN® Champions Network by using the sample social media post below. You can also share future posts using IF/THEN® resources (e.g. from the IF/THEN® Project Library) or otherwise tying back to the project. **Please note that the IF/THEN® Champions Network logo is for use by organizational members.**

Exciting news: I am proud to be an official member of the @IfThen Champions Network! This membership underscores my commitment to advancing gender equity in STEM and inspiring the next generation of women innovators.

Thank you to project partners @ScienceCenters and @NCGProject!

#GenderEquityInSTEM #IFTHENChampions #IfThenSheCan

## Logo Use – For Organizational Members

For organizational members only, we will provide IF/THEN® Champions Network logos for use in digital and print materials. You can find these files in your welcome email.

As an exclusive organizational benefit, we invite you to publish these logos on your website to illustrate your membership status and demonstrate your institution's commitment to gender equity.

You are also welcome to incorporate logos into social media posts announcing your membership, making use of IF/THEN® resources (e.g. from the IF/THEN® Project Library), or otherwise tying back to the project. **These logos should not be altered.** Please contact [klucas@ngcproject.org](mailto:klucas@ngcproject.org) if you have questions about using either logo.

You are also welcome to use the logos in print content inspired by the project or created as part of your membership commitment—but are not required to do so.

## Sample Messages Organizational Members Announcing Champions Network Membership

*Please include one of the following hashtags in your social media posts:*

- #ThisIsWhatAScientistLooksLike
- #IfThenSheCan
- #GenderEquityInSTEM
- #IFTHENChampions
- #GenderEquityInSTEM

### Newsletter language:

Exciting News: [Institution name] has joined the IF/THEN® Champions Network [LINK], a nationwide initiative to advance gender equity in STEM! This membership demonstrates our commitment to inspire and support the next generation of women innovators and connects us with resources to help our community thrive. We also look forward to exclusive funding opportunities for new programs and exhibits centering gender equity. Stay tuned for more to come!

### Facebook:

[Institution name] is now a proud member of the IF/THEN® Champions Network! 🎉 Supported by @ScienceCenters and @NCGProject, this nationwide @IfThen Initiative is dedicated to enhancing gender equity in STEM fields. Our membership status provides access to professional development workshops for [Institution] staff as well as

funding opportunities to support future programs and exhibits to help enrich our impact. Join us in cheering on women in STEM and stay tuned for updates!  
#GenderEquityInSTEM #IFTHENChampions

#### LinkedIn:

We're proud to announce our membership in the IF/THEN® Champions Network, supported by @ScienceCenters in partnership with @NGCProject and funded by Lyda Hill Philanthropies. This membership demonstrates our commitment to advancing women innovators in STEM and promoting gender equity throughout the field. The network offers extensive resources for our team, including professional development workshops for staff and funding opportunities for future programs and exhibits to help further our mission.

As we integrate these resources, we look forward to driving meaningful change and empowering the next generation of women leaders in STEM. Stay tuned for updates!

#GenderEquityInSTEM #IFTHENChampions #ThisIsWhatAScientistLooksLike

Exciting news: we're proud to be official members of the @IfThen Champions Network! This membership underscores our commitment to advancing gender equity in STEM and inspiring the next generation of women innovators.

Thank you to project partners @ScienceCenters and @NCGProject!

#GenderEquityInSTEM #IFTHENChampions #IfThenSheCan

#### X (Twitter):

Big news! We've joined the IF/THEN® Champions Network to boost gender equity in STEM! This partnership opens up amazing resources and opportunities for growth. Excited to empower more women in STEM! #GenderEquity #WomenInSTEM #IFTHENChampions

[Institution name] is proud to join forces with the IF/THEN® Champions Network! This move amplifies our efforts to empower women in STEM fields across the board. We're ready to dive into the wealth of resources membership offers. Stay tuned for more! #GenderEquity #WomenInSTEM #IFTHENChampions

Exciting update: We're now part of the IF/THEN® Champions Network! Looking forward to leveraging this partnership to advance gender equity and inspire and support the next generation of women innovators. #IFTHENChampions #WomenInSTEM