

# Building an Online Presence for Seeds4STEM

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Location: Seeds4STEM



Over 67% of the US economy is dependent on workers in STEM (science, technology, engineering, math) careers. Unfortunately, youth often lose interest in STEM during their formative years, third to eighth grade, and will not pursue a STEM career. The start-up company Seeds4STEM aims to provide facilitated STEM experiences to 3rd to 8th graders to keep them involved and interested in STEM. The purpose of this project was to support Seeds4STEM in aspects of early non-profit development, particularly in building an online presence through using social media and their webpage. Building an online social media presence entailed thirteen posts on Instagram and Facebook, focusing on the company's message. Best practices show engagement increases when posts have a uniting theme; we found engagement



increased when posts had a similar look. We also found that using STEM-related hashtags boosts the number of views. Work on the website incorporated learning website development techniques and researching website practices to make the website appealing to children and parents. Other contributions included putting together a spreadsheet of grants opportunities and working with Seeds4STEM's Executive Director on the steps for forming a non-profit. Seeds4STEM has now reached over 1,400 people with their message.

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