

SEASON THREE - 2022

X-STEM ALL ACCESS

MARKETING &
OUTREACH
RECAP

Featuring the
Coolest Minds
in STEM



PRESENTED BY:



U.S. AIR FORCE



USSF™

Discovery

2022 Media & Partnership Impressions

X-STEM All Access
Impressions for 2022

9,203,867

USASEF Media
Impressions

2,863,660

Media Partnership
Impressions

4,849,689

Discovery/Sci Channel

Email blasts: 1,794,689

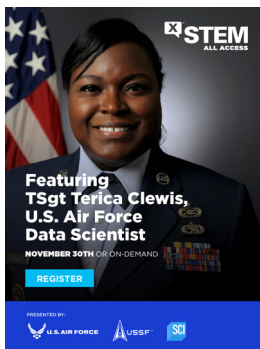
In Program Messaging: 1,581,000

In Program Examples: [IPM 1](#) / [IPM 2](#)

Innovation & Tech Today

STEM Today Issue: 350,000

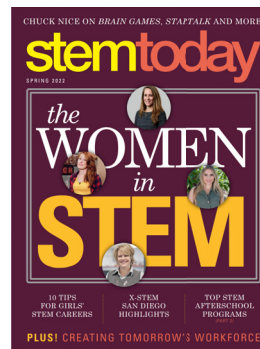
Read the Issue [here](#).



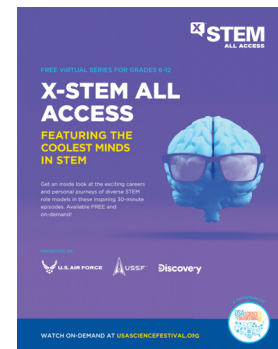
Email



Email



Cover



Full Page Ad

DiversityComm Publications

Full page ads: 849,000

PocketLab Notebook

Email blasts: 66,000

Teen Life Media

Email blasts: 209,000

Emails: [Email 1](#) / [Email 2](#)

USASEF Email & Newsletter

Total Impressions: 2,585,441

Title 1 school outreach emails: 6200

Internal email list: 868,339

(registration, access links to new episodes, reminders)

Newsletter features 1,710,902

USASEF Website

Total Impressions: 55,119

(Home page feature, Landing page,

Registration page, On-demand page)

Episode Views in 2022

Total views all seasons in 2022: 223,100

Season One views : 8,100

Season Two views: 71,900

Season Three views: 143,100

2022 Social Media

Total Social Media Impressions

1,490,518

Sample Social Posts & Ads:

USASEF Social:

USASEF posts/stories: 412,200

Shared by USASEF ambassadors & others: 477,741

Facebook/Instagram advertising: 600,577

Twitter:

Airbus in the U.S.- @AirbusInTheUS- 63.8K

Tracy Fanara, Ph.D.- @inspectorplanet- 15.2K

Kate Flight Test Engineer- @theplaneKate- 5,481

Tamara Robertson, Agent of G.I.R.L.- @tlynnr85- 5,385

WeTeach_CS- @weteachcs- 3,588

Jay Flores- @JayFlores2032- 2,490

Kevin J DeBruin- @rocketdebruin- 2,248

Rosie Santiago- @Rosielivenlearn- 1,626

Josh Willis- @omgnasa- 1,575

Instagram:

Joan Marie- @yourfemaleengineer- 83K

We Are Airbus- @weareairbus- 37K

Lauren Romeiro- @laurenromeiro333- 33K

Jay Flores- @jayfloresinspires- 32K

Kevin J DeBruin- @kevinjdebruin- 21K

Justin J. Shaifer- @mr.fascinate- 18K

Dr. Tracy Fanara- @inspectorplanet- 16K

Dr. Yasmine Daniels- @classychemist- 11K

Tamara Robertson- @therealtamararobertson- 10K

