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](#).

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- @jayfioresinspires- 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