



Coffee Break
SERIES

Season One

Premiered in 2021

PRESENTED BY:



MARKETING & OUTREACH

RECAP REPORT



Coffee Break Series Media Reach

Total Media Impressions from the Spark of STEM Coffee Break Series

2.97M Impressions*

Impressions Breakdown:

1.8M

Facebook Ads

781K

USASEF Newsletter

393K

USASEF Social Media
Accounts

FB Ad Statistics:

13

Number of ads

1.8M

Impressions from ads

2,923

Clicks to registration page/
YouTube playlist

ACCOUNTS OF THOSE WHO SHARED SCIFEST POSTS WITH LARGE FOLLOWINGS:

Twitter:

MATHCOUNTS- @MATHCOUNTS: 4,750

George Mason University College of Science-
@GMU_COS: 2,046

Learning Undefeated- @LearningUNDFTD: 1,131

Spark 101- @Spark101STEM: 1,129

Instagram:

Dr. Erica Colon- @nittygrittyscience: 25.9K

Hip Hop M.D.- @hiphopscienceshow: 14.4K

Prof. Kelly Knight- @kellythescientist: 11.3K

Jonte Lee- @jonterlee: 5,511

Mr. Science- @hookedonscience: 3,007

George Mason University College of Science-
@mason_science: 1,505

Coffee Break Series Sample Media


USA Science & Engineering Festival
Sponsored · 🌐

Take a coffee break with us!

SPARK OF STEM | *Coffee Break* SERIES

DECEMBER 9
12pm PT / 3pm ET
(or watch on-demand)

PROF. KELLY KNIGHT
Forensic Scientist



Create a mock crime scene in your classroom

Prof. Kelly...
Foren...

WATCH MORE

SPARK OF STEM | *Coffee Break* SERIES

NOVEMBER 11
12pm PT / 3pm ET
(or watch on-demand)

JASON LINDSEY
"Mr. Science" Hooked on Science

Jason Lind...
Jaso...

WATCH MORE

USA Science & Engineering Festival
Sponsored · 🌐

Extend your coffee break with multiple episodes on-demand!

SPARK OF STEM | *Coffee Break* SERIES

EXTEND YOUR COFFEE BREAK AND BINGE WATCH ON-DEMAND

[HTTPS://YOUTU...](https://youtu...)
Take a Coffee Break!


WATCH MORE

USA Science & Engineering Festival
Sponsored · 🌐

Join host Maynard Okereke, "Hip Hop M.D.", for 15 minutes of FREE fun and engaging STEM ...See more

SPARK OF STEM | *Coffee Break* SERIES

TAKE A COFFEE BREAK WITH US



Educators, join us for 15-minute "sparks" of inspiration for teaching STEM in the classroom.

THURSDAYS:
Nov 11, Nov 18, Dec 2, Dec 9, Dec 16 (or watch on-demand)

[HTTPS://YOUTU...](https://youtu...)
Grab your coffee and join us!

WATCH MORE

You Retweeted **Learning Undefeated** @LearningUNDFTD · Dec 2, 2021 ...

TODAY, 3 PM Eastern! Level up your classroom activities to engineering design challenges. Tune in to learn an adaptable framework to make any activity into an engineering challenge! buff.ly/3cpQdPt #SparkofSTEM @USAScienceFest

SPARK OF STEM | *Coffee Break* SERIES

DECEMBER 2
12pm PT / 3pm ET
(or watch on-demand)

JENNIFER COLVIN
Learning Undefeated

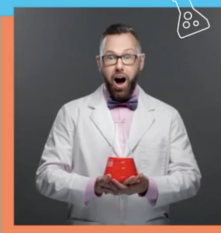


Engineering Design Challenges for Every Classroom

SPARK OF STEM | *Coffee Break* SERIES

NOVEMBER 11
12pm PT / 3pm ET
(or watch on-demand)

JASON LINDSEY
"Mr. Science," with Hooked on Science



Join us to learn holiday STEM activities for the classroom

usasciencefest and hookedonscience
Paid partnership

usasciencefest 🌟 Calling all educators! Join us tomorrow at 12pm PT / 3pm ET to hear from Jason Lindsey (@hookedonscience) aka "Mr. Science" with Hooked on Science! Jason will be demonstrating four #science #experiments that #teachers can use in the #classroom to get their #students excited about #STEM and the upcoming #holidays! 🌟

🌟 So grab your #coffee ☕ and join host, Maynard Okereke (@hiphoscienceshow) a.k.a.

100 views
NOVEMBER 10, 2021

Add a comment... Post

FREE

SPARK OF STEM

Coffee Break

SERIES

Binge on 15-minute episodes of inspiration for teaching STEM in the classroom!

WATCH HERE

