



# STEM Women

## PROMOTIONAL KIT

Supporting partners



Major supporter



Australian Government  
Department of Industry,  
Innovation and Science

STEM Women is an online directory of women in Australia working in science, technology, engineering and mathematics (STEM). STEM Women aims to promote gender equity in STEM by showcasing the breadth of scientific talent in Australia, enabling a diverse range of women to be offered exciting opportunities to progress their careers and personal capabilities.

The Australian Academy of Science developed the directory in partnership with the CSIRO, Science & Technology Australia, and the Australian Science Media Centre, with financial support from the Australian Government.

**This toolkit will support your promotion of STEM Women to your networks. The aim is to encourage women to sign up, and individuals and organisations to recognise STEM Women as a useful tool for achieving their diversity goals.**

With your help, STEM Women will be the most comprehensive and widely utilised database of women in STEM in Australia.

## STEM Women website

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Our web address is [www.stemwomen.org.au](http://www.stemwomen.org.au)

## IMAGES AND VIDEOS

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A selection of branded images has been uploaded to Google Drive for you to use in your promotions.

[See the images](#)

A short video featuring Australia's Women in STEM Ambassador, Professor Lisa Harvey-Smith, is available for you to share on social media, show at events, and embed on your website. [See the video on YouTube.](#)

## NEWSLETTER

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Sample newsletter copy that speaks to both expert and seekers. [See a newsletter banner](#)

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The Australian Academy of Science has launched a new resource for gender equity toolkits—STEM Women—an online directory of women in Australia working in STEM.

Developed in partnership with CSIRO, Science & Technology Australia and the Australian Science Media Centre with financial support from the Australian Government, STEM Women aims to promote gender equity by showcasing the breadth of STEM talent in Australia.

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STEM Women enables a diverse range of women to be offered exciting opportunities to progress their careers and personal capabilities through such things as conference and speaking invitations, committee and board requests and award nominations.

STEM Women is a resource built for both experts and seekers.

Expert profile creation is quick through social media login and a streamlined sign up process. Integration with CSIRO|Data61 Expert Connect allows an expert's research and media activity to be updated in real time, removing the time needed to continuously update individual profiles.

Seekers can search for experts based on expertise, location, interested opportunities and other diversity attributes. Experts can be shortlisted throughout the search process and messaged directly through STEM Women.

STEM Women is a platform developed to increase the representation of all women at all stages of their STEM career, whether in academia or industry. For details on how to share STEM Women through your own networks, contact [hello@stemwomen.org.au](mailto:hello@stemwomen.org.au)

Visit [stemwomen.org.au](http://stemwomen.org.au) to connect with opportunities.

## SOCIAL MEDIA

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Below are some example social posts that you may wish to use in your promotion of STEM Women. Please feel free to create individual posts unique to your audiences.

[See accompanying images for Twitter, Facebook, Instagram and LinkedIn](#)

Use #STEMWomenAus and tag the Australian Academy of Science and partners wherever possible:

	AUSTRALIAN ACADEMY OF SCIENCE	SCIENCE & TECHNOLOGY AUSTRALIA	CSIRO	AUSTRALIAN SCIENCE MEDIA CENTRE
FACEBOOK	<a href="#">@AustralianAcademyofScience</a>	<a href="#">@ScienceAU</a>	<a href="#">@CSIROnews</a>	<a href="#">@AusSMC</a>
TWITTER	<a href="#">@science_academy</a>	<a href="#">@ScienceAU</a>	<a href="#">@CSIROnews</a>	<a href="#">@AusSMC</a>
INSTAGRAM	<a href="#">@ausacademyofscience</a>		<a href="#">@csirogram</a>	
LINKEDIN	<a href="#">Australian Academy of Science</a>	<a href="#">Science &amp; Technology Australia</a>	<a href="#">CSIRO</a>	<a href="#">Australian Science Media Centre</a>

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## FACEBOOK AND LINKEDIN

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📣 Attention women in STEM!

Create a STEM Women profile today. Be discovered for exciting career-advancing opportunities and help showcase the breadth of STEM talent in Australia.  
[stemwomen.org.au](http://stemwomen.org.au)

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STEM Women is a place for all women in STEM to be discovered and offered exciting career advancing opportunities.

Connect with this exciting project today to help increase the visibility of women across all areas of STEM.

[stemwomen.org.au](http://stemwomen.org.au)

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Looking for...

👤 conference speakers?

📁 new board members?

🗣️ an expert opinion?

Be sure to search STEM Women to discover a huge array of women working in STEM to help achieve your diversity goals.

[stemwomen.org.au](http://stemwomen.org.au)

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## TWITTER

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#STEMWomenAus is a place for all #WomenInSTEM to be discovered and offered exciting career-advancing opportunities.

Developed by the @Science\_Academy in partnership with @ScienceAU @CSIROnews @AusSMC

Connect with opportunities today.

[stemwomen.org.au](http://stemwomen.org.au) #AusWomenInSTEM

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📣 Attention #WomenInSTEM

Create a #STEMWomenAus profile today. Be discovered for exciting career-advancing opportunities and help @science\_academy in partnership with @ScienceAU @AusSMC @CSIROnews showcase the breadth of STEM talent in Australia.

[stemwomen.org.au](http://stemwomen.org.au) #AusWomenInSTEM

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Be sure to search #STEMWomenAus to discover a huge array of women working in STEM to help achieve your diversity goals.

[stemwomen.org.au](http://stemwomen.org.au) #WomenInSTEM #GenderEquity

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# CONTACT

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Thank you for supporting STEM Women. If you have any questions or need assistance, please get in touch.

Madison Hartill-Law

Women in STEM Project Officer

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