



ST Math[®]

Social Media Quick Start Guide for Educators

Welcome to the Flock!

stmath.com



Welcome to the Flock!

Thank you for taking the time to read through this guide on using social media! As you become immersed in all things ST Math, you'll quickly see that our online community is full of amazing creators that love celebrating Jiji culture all year long.

These slides will take you through the basics of interacting with us on social media, plus some quick tips to get your content off the ground.



This guide will cover:

- Getting connected with ST Math + MIND Research
- Tagging + hashtags
- Teacher examples
- Posts you can share now

Follow Us

We're everywhere! Click the links below to follow us on social media:



[@stmath](#)



[@stmath](#) and
[@MIND Research](#)



[MIND Research](#)
[Institute](#)



[MIND Research](#)
[Institute](#)



[@stmath](#)

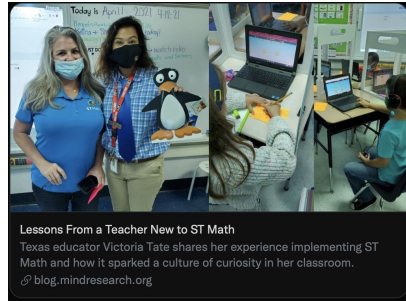
Request to join the
[ST Math School](#)
[Community](#)

What Should I Share on Social?



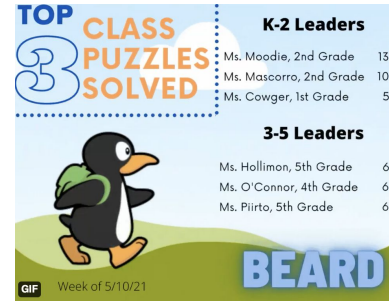
Jiji Culture

Share how you build Jiji culture in your classroom* and beyond. Take pictures of Jiji out and about at your school.



MIND Blog

You can search the [MIND Blog](#) for articles on our program efficacy, neuroscience research, success stories, and more!



Student Usage

Are you tracking ST Math usage or have you started a school-wide challenge to reach a certain number of puzzles? Tell us about it!



Celebrations

Highlighting milestones on social media is a fun way to spotlight all the hard work that your school or district is doing. It can be the amount of puzzles, minutes, you name it! Make sure to tag us.*

*Please defer to your school or district's social media policy about photographing students.

Tagging and Hashtags



Tag us when you post anything about ST Math. That way we can better share your content with the community.

Tag us by typing “@stmath” in your captions.



Hashtags help other ST Math users find your posts!

Use #STMath



ST Math state hashtags are great for connecting with other users in your local area.

#STMathTX, #STMathMA, #STMath(State Abbreviation)

Instagram Examples

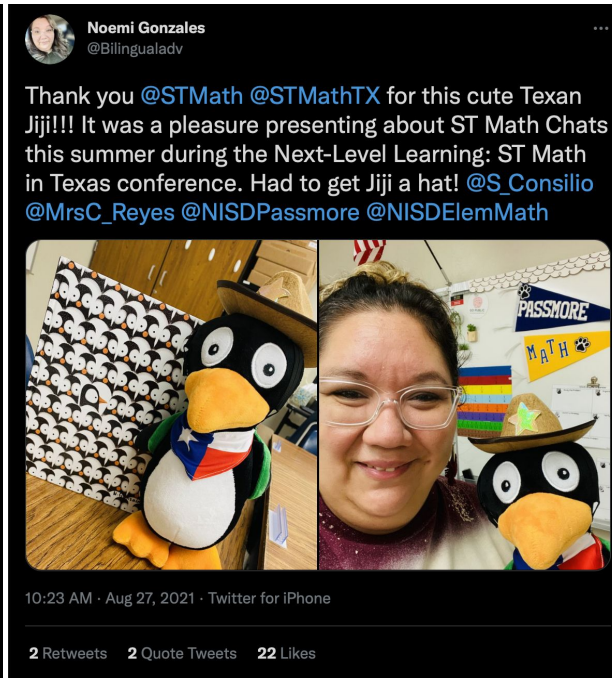
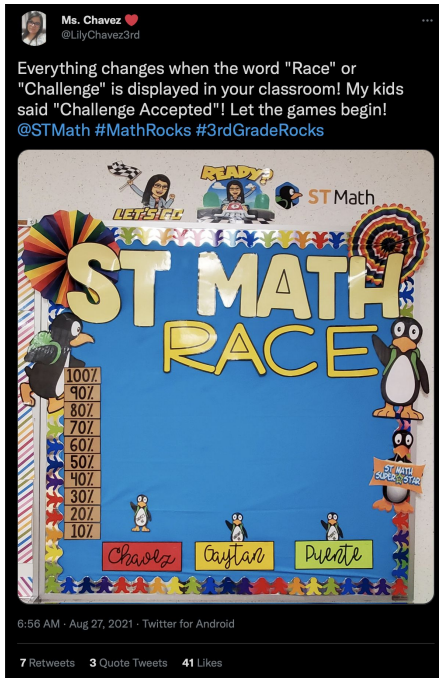


These are Instagram examples from Ms. Lamoureux and Mrs. Reid. The visually-driven nature of Instagram opens up a world of fun ways to build excitement around ST Math.

Their posts consistently receive great engagement because they:

- Post frequently
- Tag **@stmath** and school accounts
- Use relevant hashtags
- Use Instagram Stories, Reels and IGTV

Twitter Examples



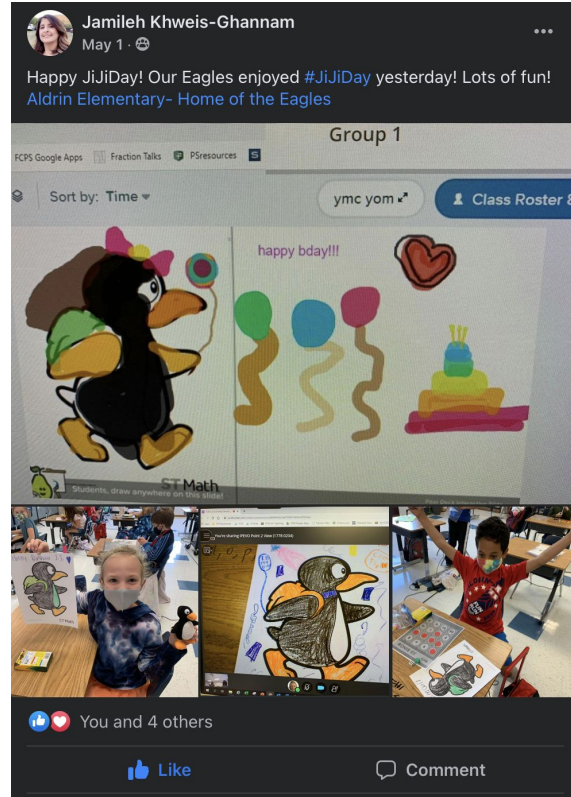
Ms. Chavez and Mrs. Gonzales are very active Twitter users. We love seeing their creativity shine!

Their posts consistently receive great engagement because they:

- Tweet frequently
- Tag @STMath + use relevant hashtags
- Incorporate ST Math + Jiji swag
- Participate in ST Math contests
- Include fun photos of themselves, their classroom and students*

*Please defer to your school or district's social media policy about photographing students.

Facebook Examples



Our [ST Math School Facebook Group](#) is a great place to connect with other teachers and share your classroom culture.

Ask to join today!

LinkedIn Examples



MIND Research Institute

6,610 followers

4d · 🌐

Texas educator Victoria Tate shares her experience implementing ST Math and how it sparked a culture of curiosity in her classroom. <https://bit.ly/3DJSN5> ...see more



Lessons From a Teacher New to ST Math

blog.mindresearch.org · 4 min read

👍👎❤️ 14



Insightful



Comment



Share



Send



MIND Research Institute

6,610 followers

1w · 🌐



We love seeing teachers like Mrs. Mandalia get into the ST Math spirit!

[#STMathB2S](#) [#BackToSchool](#)

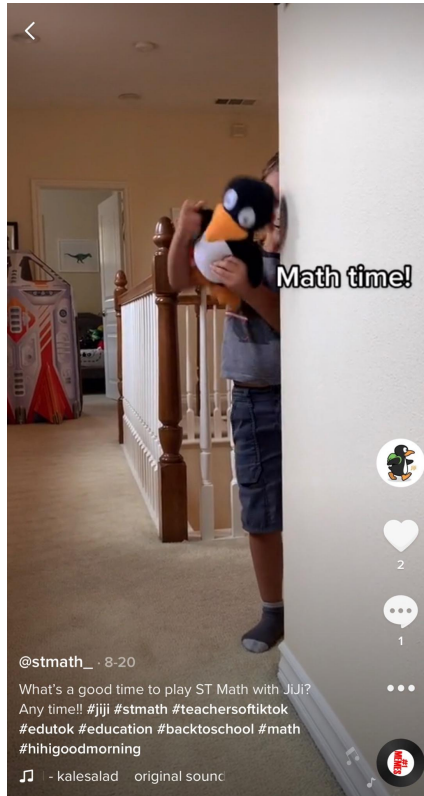
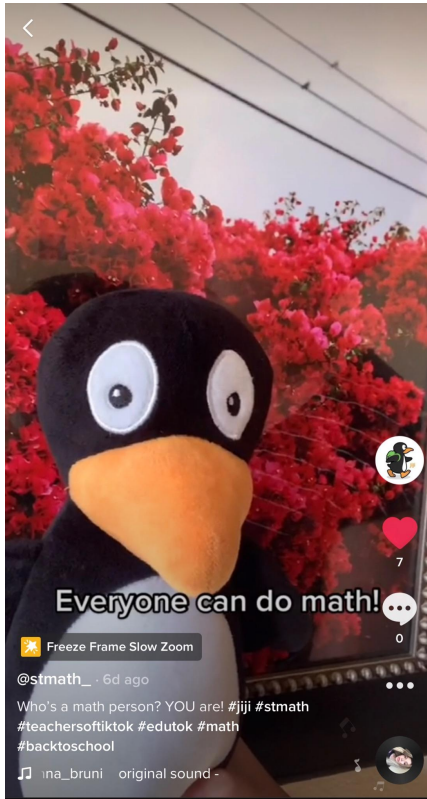
...see more



LinkedIn is a wonderful platform for connecting with professionals in the education space.

ST Math is always looking for user-generated content and educators who are interested in contributing to our [blog](#).

TikTok Examples



We are building our TikTok following and we need your help!

Make sure to follow our account [@stmath_](#) and like, comment and share our latest content.

Already using TikTok? Create some fun math videos and tag us.

A decorative blue header at the top of the page, featuring a pattern of white line-art icons representing various mathematical tools and concepts, such as a ruler, compass, pencil, and calculator.

Posts You Can Share Now

Creativity is key to getting more traction on your posts and social media accounts. But don't overthink it!

If you need some quick, go-to posts to help you get started, check out the attached [ST Math Easy Share Sheet](#).

Resources

Email Us:

- information@mindresearch.org

Download:

- [Adult Media Release Forms](#)
- [Child Media Release Forms](#)
- [Instagram Takeover Guidelines](#)