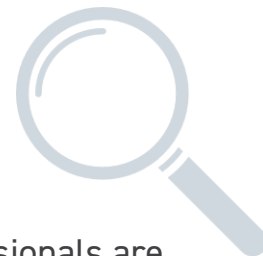


**STUDENT ACTIVATION**

## Public Outreach and Communications



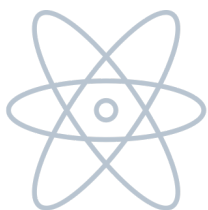
### OVERVIEW

Public Outreach and Communications professionals are the voice of organizations and companies. It's their job to plan, develop, and implement communication in a way that the public will understand. Public Outreach and Communications professionals who work for a STEM organization may, for example, educate people about a pressing topic, alert the public about a recent discovery, or promote awareness of their organization. How each message is communicated depends on the intended audience and the information that needs to be shared. For this reason, the responsibilities of this career are varied and may include developing strategic communication plans, organizing events, creating press releases and handling media requests, managing social media accounts and advertising, communicating with the public during times of crisis, and more.



### EVALUATE YOUR INTEREST

- I like working with others.
- I enjoy multitasking.
- I thrive when I solve problems under pressure.
- I enjoy public speaking.
- I enjoy working with words, and I like crafting messages for others.






# Public Outreach and Communications

STUDENT ACTIVATION (CONTINUED)



## CAREER CONNECTION

<b>How does this career affect me?</b>	<b>What are some other similar careers?</b>	<b>How does this career affect the world?</b> 
<p>Whenever you learn about a scientific development, hear about the release of a new product, or see a campaign that is asking you to take action, there is a Public Outreach or Communications professional behind the message. Every day, you receive messages—through the news, social media, and advertising. When Public Outreach and Communications Professionals have put thought into their messaging, it will resonate with you and may prompt you to change your opinion, take a stand, or learn something. As a member of the public on the receiving end of this message, be sure to evaluate the source before you decide if it should influence your thoughts or actions!</p> 	<p><b>Public Relations Specialists</b> work exclusively to promote and protect an organization's positive image, as well as increase recognition of their brand.</p> <p><b>Outreach Specialists</b> manage and implement programs that educate and/or support the public. An Outreach Specialist focused on STEM education, for example, may help a science organization or museum reach teachers with important content!</p> <p><b>Social Media Managers</b> develop strategy and content for a company or organization's social media accounts. The purpose of an organization's social media may be to educate and inform, change public opinion, or market/advertise a particular product or brand.</p>	<p>Public Outreach and Communications professionals not only have the power to inform the public about important issues, but they also have the power to create change. Educating communities about infectious disease prevention, creating campaigns about the dangers of smoking, and teaching the public about the importance of natural gas and oil in every day life are just a few examples of the varied messages that STEM Public Outreach and Communications professionals may create. In addition to figuring out what information is relevant to audiences around the world, these professionals must also determine the most effective way to share these important messages!</p> 

## TAKE ACTION

- Choose a STEM issue important to you and educate your community about it. Be strategic: Figure out who would benefit from learning about this issue and what exactly is important for them to know. Then craft a message that will capture their interest and spread the news!
- Select a STEM subject that is beneficial for younger students to understand (e.g. online safety, energy conservation, coding, etc.) and create a plan that will help students at a local elementary school learn about this topic.
- Determine a small change that your school community could make that would yield big results. Select a target audience and develop a communications plan that explains how you will inspire this change!