



Celebrating the diverse people
and careers in science & engineering

#SMASHING STEREOTYPES

@ScienceWeekUK

2022 digital toolkit

About Smashing Stereotypes

Celebrating the diverse people and careers in science and engineering!

While there are well-documented challenges with diversity in science, technology, engineering, and maths (STEM), the people and roles that make up this varied sector are more diverse than the all-too-well-known societal stereotype of lab coats, goggles, and conical flask might suggest.

The annual Smashing Stereotypes campaign, which runs during British Science Week, encourages STEM employees and researchers to share stories about their day-to-day work. The British Science Association (BSA) wants to showcase the diversity of the STEM workforce, the broad range of jobs and careers available, and that scientists are just like you.

We believe that identifying, nurturing, and showcasing diverse role models is crucial to help break down misconceptions and barriers about who can be a scientist, and what they do.



Smashing Stereotypes 2022

The Smashing Stereotypes campaign will return for the third time for this year's British Science Week.

This year, more individuals and teams working in STEM will be profiled than ever before, creating a collection of over 30 Smashing Stereotypes stories. From chefs to product designers and engineers to fitness professionals, this year's campaign aims to challenge long-standing stereotypes and encourages more young people, from all backgrounds, to see themselves as scientists.

Each **#SmashingStereotypes** profile will tie into this year's British Science Week theme of 'Growth', delving into experiences of personal growth, role models that helped each of the featured profiles grow their careers, and the growth they would like to see in their industry.



For the first time ever, we're releasing short films showcasing a selection of our Smashing Stereotypes profiles and their stories - revealing why they've chosen a career in STEM, how they've followed their passions, and the stereotypes they've 'smashed' along the way.





How to get involved



01.

Share our #SmashingStereotypes assets

- Choose from a collection of over 30 individual and team Smashing Stereotypes profiles to share, including [downloadable digital assets found here](#), and written profiles found on the [Smashing Stereotypes webpage](#).
- Share our 3 new films showcasing Smashing Stereotypes profiles and their stories, available from Thursday 17 March on [the BSA's YouTube channel](#).

02.

Encourage people to share their #SmashingStereotypes story

- Share how you or your team are Smashing Stereotypes on social media by posting a photo, video, or simply telling us, using: [#SmashingStereotypes](#), [#BSW22](#), and [@ScienceWeekUK](#).

We'll be resharing and highlighting as many as we can!

New films

We're releasing short films showcasing a selection of our Smashing Stereotypes profiles and their stories - revealing why they've chosen a career in STEM, how they've followed their passions, and the stereotypes they've 'smashed' along the way. We've featured:

Harshnira Patani

Senior Scientist in Drug Discovery, MSD

Forging your own path into a science career

Donna Gowland

Continuous Improvement Manager, 3M

An unconventional route into finding a dream STEM career

Pearce Jarrett

Machine Learning Engineer, Founder & CEO, Gwaan

Pioneering the future of fitness



The films will be available on our [YouTube channel](#).



Sample social media posts

Below are social media posts you could use:

Twitter

Celebrate the diverse people & careers in science & engineering with [@ScienceWeekUK](#)'s [#SmashingStereotypes](#) campaign!

With over 30 stories to delve into, the campaign aims to encourage young people, from all backgrounds, to see themselves as scientists.

 <http://bsa.sc/smashing-stereotypes>

...

From chefs to product designers, the different careers in science are endless🌐

[@ScienceWeekUK](#)'s [#SmashingStereotypes](#) campaign celebrates the diverse people & careers in science & engineering by sharing their stories.

Check out [name] profile here: [\[profile link\]](#)

Official hashtag: [#SmashingStereotypes](#)

British Science Week Twitter: [@ScienceWeekUK](#) | British Science Association Twitter: [@BritSciAssoc](#)



Downloadable Smashing Stereotypes assets can be found [here](#).

Sample social media posts

Below is a social media post you could use:

Facebook

Celebrate the diverse people & careers in science & engineering with @ScienceWeekUK's #SmashingStereotypes campaign!

With over 30 stories to delve into, the campaign aims to challenge long-standing stereotypes and encourages more young people, from all backgrounds, to see themselves as scientists.

To find out more about the Smashing Stereotypes campaign, including ways to get involved, visit: <http://bsa.sc/smashing-stereotypes>

And don't forget to share how you or your team are #SmashingStereotypes on social media by using the official hashtag!



Downloadable Smashing Stereotypes assets can be found [here](#).

Official hashtag: #SmashingStereotypes

British Science Week Facebook: [@ScienceWeekUK](#) | British Science Association Facebook: [@BritishScienceAssociation](#)

Sample social media posts

Below is a social media post you could use:

Instagram



📢 Celebrate the diverse people & careers in science & engineering with @ScienceWeekUK's #SmashingStereotypes campaign!

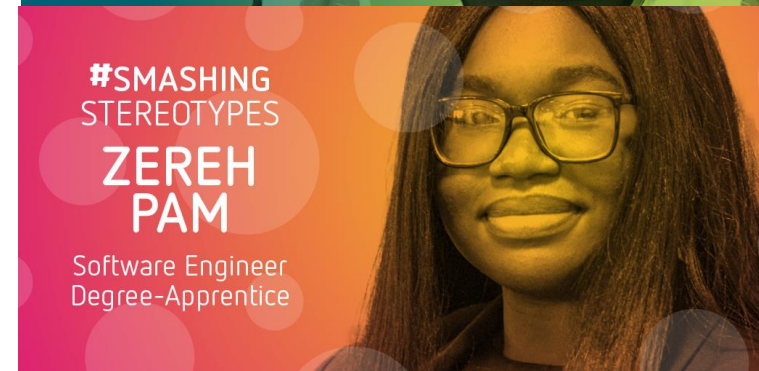
👉 With over 30 stories to delve into, the campaign aims to challenge long-standing stereotypes and encourages more young people, from all backgrounds, to see themselves as scientists.

👁️ To find out more, visit: <http://bsa.sc/smashing-stereotypes>

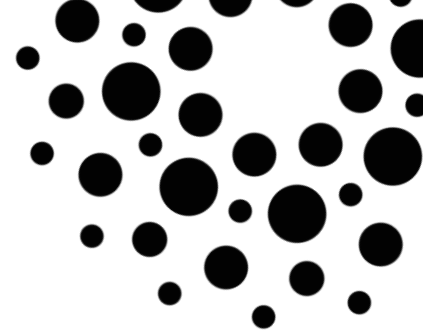
💬 And don't forget to share how you or your team are #SmashingStereotypes on social media by using the official hashtag!

Downloadable Smashing Stereotypes assets can be found [here](#).

Official hashtag: #SmashingStereotypes
British Science Association Instagram: [@BritishScienceAssociation](#)



Sample social media posts (cont.)



Below are social media posts you could use:

Get involved

Do you work in [#STEM](#) but in a non-traditional way?

From lab coats to [#WFH](#) in your PJs, we want people to see that scientists are a mixed bunch, with a broad range of careers.

Share how you're [#SmashingStereotypes](#) as part of the [@ScienceWeekUK](#) campaign! <http://bsa.sc/smashing-stereotypes>

...

Check out this film of [name] [#SmashingStereotypes](#) as part of the [@ScienceWeekUK](#) campaign, celebrating the diverse people and careers in science and engineering [\[video link\]](#)

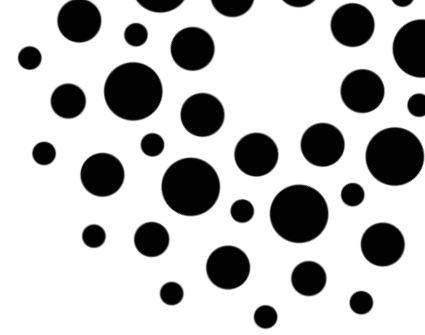
To find out more, visit: <http://bsa.sc/smashing-stereotypes>



Downloadable Smashing Stereotypes assets can be found [here](#).

Official hashtag: [#SmashingStereotypes](#)
British Science Week Twitter: [@ScienceWeekUK](#) | British Science Association Twitter: [@BritSciAssoc](#)

About



British Science Week

British Science Week is a ten-day national celebration of science, technology, engineering and maths – featuring fascinating, entertaining and engaging events across the UK. Each year thousands of events are held in locations across the country, including local libraries, schools, museums and galleries.

British Science Week is supported by principal partners, UK Research & Innovation and science-based technology company, 3M.

This year's theme is 'Growth' and to celebrate this, we're partnering with the National Farmers' Union to provide live lessons from a real farm, TheDadLab will be conducting some exciting experiments over on his YouTube channel and our #SmashingStereotypes campaign returns with more inspiring profiles of 'scientists' across the UK.

Our activity packs (downloaded over 100,000 times last year) are free resources for schools and communities to get involved in science in their own spaces.

To find out more, visit: www.britishscienceweek.org and follow @ScienceWeekUK

British Science Association

The British Science Association (BSA) wants to see a future where science is more relevant, representative, and connected to society. The BSA develops science engagement programmes for audiences underrepresented in, and underserved by, science.

The BSA's mission is to address and remove structural and system-wide barriers, bringing more voices into the conversation and enabling more people see science as a relevant part of their lives. The BSA are striving for a future where everyone is represented and has their voice heard on the issues that matter to them.

The BSA was established in 1831 and is a registered charity organising major initiatives across the UK, including British Science Week; the British Science Festival; For Thought; the CREST Awards, and community engagement programmes. The BSA work with, convene, and seek to influence business leaders, policy makers, scientists, community leaders, teachers, and other public groups.

For more information, visit www.britishscienceassociation.org

Official hashtag: [#SmashingStereotypes](#)

British Science Week Twitter: [@ScienceWeekUK](#) | British Science Association Twitter: [@BritSciAssoc](#)

Thank you

britishscienceweek.org/smashing-stereotypes

#SmashingStereotypes



Supported by:

