

# Smashing Stereotypes

## Digital Toolkit 2026



# 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 societal stereotype of lab coats, goggles, and conical flasks might suggest.

The Smashing Stereotypes campaign from the British Science Association (BSA), which runs during British Science Week, encourages people in STEM to share stories about their day-to-day work. The BSA wants to showcase the diversity of the STEM workforce, the broad range of jobs and careers available, and that science can be for anyone.

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 2026 launches Monday 2 March

Please amplify the campaign using this toolkit from Mon 2 March. Read our next slide for the schedule of profiles.

This year's highly anticipated campaign will feature more stories showcasing the brilliantly diverse people and careers in science than ever before, with more short films, interviews, and photography of people working in data and artificial intelligence, medical isotopes and sustainable fashion!



#SMASHING  
STEREOTYPES

**ANJOLA  
ADEBOWALE**

Data & AI Consultant  
at Microsoft

A smaller version of the Smashing Stereotypes logo is visible in the bottom right corner of the profile card, overlaid on the image of Anjola Adebowale.

#SMASHING  
STEREOTYPES

**IRENE  
MBUTU-AUSTIN**

Nuclear Medicine Technologist  
and PhD student at  
King's College London

A smaller version of the Smashing Stereotypes logo is visible in the bottom right corner of the profile card, overlaid on the image of Irene Mbutu-Austin.

# Content schedule for 2026 profiles

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All profiles will go live on the Smashing Stereotypes pages on Monday 2 March. However, we will highlight each individual on a different day in the lead up to and during, British Science Week.

To ensure we make the biggest splash, **please only post about your profiles and Smashing Stereotypes content on or after the day we highlight them on social media:**



Mon 2 March	Mohammed Essa	Sat 7 March	Rugile Sestokaite
Tues 3 March	Daniel Clarke	Sun 8 March	Ayesha Mustafa
Weds 4 March	Dedun Oyenuga	Mon 9 March	Anjola Adebawale
Thurs 5 March	Irene Mbutu-Austin		
Fri 6 March	Ros Jackson		

# How to get involved



## 01 Share the #SmashingStereotypes stories



Browse our collection of almost 50 individual and team Smashing Stereotypes profiles on the [Smashing Stereotypes webpage](#) and share them using our [downloadable social media assets here](#).



Check our series of films showcasing Smashing Stereotypes profiles and their stories on the [British Science Association's YouTube channel](#).

## 02 Share your #SmashingStereotypes story



Share how you or your team are Smashing Stereotypes on social media by posting a photo, a video, or simply telling us, using the hashtags [#SmashingStereotypes](#) and [#BSW26](#). We'll be resharing and highlighting as many as we can!



[@BritSciAssoc](#)



[@BritishScienceAssociation](#)



[@BritSciAssoc](#)



[@BritishScienceAssociation](#)



# Sample social media posts for individuals



Official hashtag: **#SmashingStereotypes**

## Share your Smashing Stereotypes story

Do you work in science but in a non-traditional way? Scientists can wear lab coats and work with test tubes, but they can also sit in front of a laptop in their pyjamas. We're a mixed bunch and we want people to see that.

Whether it's a post on LinkedIn, to recording a TikTok - join us to celebrate the many different examples of scientists and their careers by sharing your job title, and how you're **#SmashingStereotypes**. Here are some prompts for inspiration...

 My **#STEM** job is a [insert job role], and I'm **#SmashingStereotypes** every day by [insert the stereotype that you challenge]. For more stories from individuals and teams that challenge long-standing stereotypes, visit the **#SmashingStereotypes** campaign. <http://bsa.sc/smashing-stereotypes> **#BSW26**

 I work as a [insert job role] and the most interesting part of my job is [insert reason]. Interested in where a career in science could take you? Check out the **#SmashingStereotypes** campaign to explore the diverse people and careers in **#STEM**. <http://bsa.sc/smashing-stereotypes> **#BSW26**

 The societal stereotype about science that I'd like to smash is [insert stereotype]. Check out the **#SmashingStereotypes** campaign to delve into the misconceptions and barriers about who can be a scientist, and what they do. <http://bsa.sc/smashing-stereotypes> **#BSW26**



# Sample social media posts for individuals

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Official hashtag: **#SmashingStereotypes**

Did any of the Smashing Stereotypes stories resonate with you? Spread the word!



Check out this film of [insert name] **#SmashingStereotypes** as part of the British Science Week campaign, celebrating the diverse people and careers in science and engineering [[video link](#)]

Inspired? See more of the campaign here: <http://bsa.sc/smashing-stereotypes> **#BSW26**



From tech start-up founders to cosmetics, the different careers in science are endless 🌍

British Science Week's **#SmashingStereotypes** campaign celebrates the diverse people and careers in science and engineering, sharing their stories to inspire us all. Check out [insert name] profile here: [[insert profile link](#)] **#BSW26**



# Sample social media posts for organisations



Official hashtag: **#SmashingStereotypes**

## Share your mission and vision

How is your organisation working to challenge long-standing stereotypes about those working in science? Why is this important to achieve your mission and vision? Or perhaps, you could share the ways in which the organisation embraces the diversity of people and careers within the sector. Here are some sample prompts to get you going:

-  At [insert company name], we believe that celebrating the diverse people and careers in science is important because [insert reasoning that relates to your mission/vision]. **#SmashingStereotypes**. Find out more about British Science Week's Smashing Stereotypes campaign <http://bsa.sc/smashing-stereotypes> **#BSW26**
-  At [insert company name], we're celebrating the diversity of people and careers in the sector by [insert ways your organisation champions diversity]. Learn more about British Science Week's Smashing Stereotypes campaign <http://bsa.sc/smashing-stereotypes> **#BSW26**



# About British Science Association and British Science Week

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## British Science Week

British Science Week, run by the British Science Association (BSA), is an annual ten-day celebration of science, technology, engineering and maths (STEM). This year it's taking place 6-15 March 2026.

British Science Week provides a platform to stimulate and encourage educators, science communicators, businesses, cultural institutions and the general public to produce and participate in STEM events and activities. Anyone can organise an event or activity, and the BSA helps organisers plan by providing free activity and support resources.

To download our free activity packs, learn more about our grant funding schemes, and find out what's on near you, visit [www.britishscienceweek.org](http://www.britishscienceweek.org).

British Science Week is funded by UK Research & Innovation and various other partners, including Urenco, Illumina and King's College London.

Share your British Science Week updates via Twitter @ScienceWeekUK, Instagram @britishscienceassociation and TikTok @britsciassoc.

## British Science Association

The British Science Association was founded in 1831 and is a registered charity. It works with partners across the UK to bring people and science together and create a future where science is more relevant, representative, and connected to society. The British Science Association advocates for a more inclusive science community and aims to improve young peoples' experiences of science in their education. It works with community groups and grassroots organisations to give them opportunities to be involved in science. And it showcases the work of researchers and academics through events and activities, including the British Science Festival.

For more information, visit [www.britishscienceassociation.org](http://www.britishscienceassociation.org)

Official hashtag: [#SmashingStereotypes](https://twitter.com/SmashingStereotypes)



Thank you to our partners

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For more information contact [kushie.amin@britishscienceassociation.org](mailto:kushie.amin@britishscienceassociation.org)  
[www.britishscienceweek.org/smashing-stereotypes](http://www.britishscienceweek.org/smashing-stereotypes) | #SmashingStereotypes