



Boys and Girls Club of East Scarborough
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The Boys and Girls Club of East Scarborough – Equity through Tech Social Media Kit

What is Equity through Tech?

The Equity through Tech campaign strives to provide BIPOC youth in our community with opportunities through STEM. Within the East Scarborough community 39.6% of youth do not finish high school, and only 19% of youth pursue secondary education. At ESBGC, we recognize that with education, access, and equity our children and youth will gain the confidence to pursue careers in STEM spaces. Equity through Tech is raising awareness around the representation of BIPOC in STEM related fields, providing STEM tools and resources to diminish the constant barrier of inaccessibility, and the development of cultural normalities of BIPOC in STEM through programs and education. Our hope is that we can create a pathway through STEM focused solutions that give our young people in the community the confidence to achieve their dreams.

As we launch the campaign, we need your support to help raise funds so we can fulfill our commitment to the community. We ask that you do so by exploring the sample posts below designed to fit the audiences across various social media platforms. Our social media strategy will help spread the word and support our fundraising efforts.

Must do's:

1. Tag ESBGC
2. Add the fundraising portal link
3. Use hashtag #equitythroughtech

Twitter Post:

@esbgc has officially launched their latest campaign Equity through Tech that focuses on providing BIPOC youth with opportunities through STEM. By supporting the campaign you will be creating a pathway through STEM for the youth in our community. To learn more about our campaign click the link below:

<https://www.esbgc.ca/campaigns-and-events/be-boundless>

Facebook Post:

@ESBGC has officially launched their Equity through Tech campaign! The Club is providing BIPOC youth with opportunities through STEM. By breaking barriers, they will provide children and youth the confidence to pursue careers in STEM, spaces for opportunities, access to tools and resources, and STEM related programs. Equity through Tech is raising awareness around the representation of BIPOC in STEM related fields. Let's help our children and youth by providing grassroots STEM-based solutions for worldwide change!

<https://www.esbgc.ca/campaigns-and-events/be-boundless>

LinkedIn Post:

The Boys and Girls Club of East Scarborough has launched their Equity through Tech campaign and we need your support. The campaign strives to provide BIPOC youth with opportunities through STEM. The Club is breaking barriers by providing children and youth the confidence to pursue careers in STEM spaces through opportunities, access to tools and resources, and STEM related programs.

Through programming, opportunities to pursue careers in STEM, and access to tools and resources, our children and youth will be able to create representation and diminish the constant barrier of inaccessibility. Let's help our children and youth by providing grassroots STEM-based solutions for worldwide change!

Support our campaign by clicking visiting <https://www.esbgc.ca/campaigns-and-events/be-boundless> today to learn more!

Instagram Post:

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