



2025 Media Toolkit

Updated: February 27th, 2025

What is Citizen Science Month?

Citizen Science Month is a month-long, global celebration of the people, projects, and perspectives powering public engagement in scientific research. While SciStarter connects people to projects year-round, each April, we partner with scientists, educators, community organizations, companies, media, and more than 500,000 volunteers to generate One Million Acts of Science! [See CitSciMonth 2024 Outcomes and Results.](#)

What is an Act of Science?

An "Act of Science" refers to participation in activities that contribute to scientific research, also known as citizen science. Anyone can join! By sharing local observations, we help scientists answer important questions. In April, Acts of Science expand beyond research participation: attend events, join projects that accelerate medical research, analyze images, share nature photos, or use your smartphone to monitor the environment. All these actions count! It's easy and rewarding for you and science!

Resource Links and Folders

[CitSciMonth 2025 Press Release](#) | [Kickoff Video – 00:40 \(free with attribution\)](#) | [Kickoff Video with narration – 1:00 \(free with attribution\)](#) | [Posters and Signs](#) | [Flyers and Postcards](#) | [Images owned by SciStarter \(free with attribution\)](#) | [One Million Acts of Science logo \(multiple file types\)](#) | [Project Leader Email Template](#)

NEW SciStarter Ambassadors

Connect with a [certified SciStarter Ambassador](#) for expert advice or assistance in facilitating your citizen science programs. If there isn't one nearby, you can also encourage your local volunteers to [take the training](#) and become certified Ambassadors, bringing citizen science to your community.

Promote Your Involvement

For social media posts related to "One Million Acts of Science," please use the following @handles when tagging partners. For Instagram: adding partners (like @SciStarter) as "collaborators" tends to consistently amplify engagement. When you send a "collaborator request" to another user, and they accept it, the post or reel will appear on both your profile and theirs. Adding collaborators is done during the post creation process.

Custom Partner Graphic (Canva Template): <https://scistarter.org/go/CSM2025-partner-graphic-template>

HANDLES

SciStarter: @SciStarter on [Facebook](#), [X/Twitter](#), [Instagram](#), [LinkedIn](#), [YouTube](#), @SciStarter.org on [TikTok](#)

School for the Future of Innovation in Society at ASU: on [LinkedIn](#) @SFISatASU on [Facebook](#),

@ASU_SFIS on [X/Twitter](#) & [Instagram](#)

Assoc. for the Advancement of Participatory Sciences: @AAPSciences on [X/Twitter](#), [Facebook](#), & [LinkedIn](#)

HASHTAGS

Always include #OneMillionActsofScience

- #CitizenScienceMonth, #CitizenScience, #ParticipatoryScience, #CommunityScience
- #STEM, #scienceiscool, #scienceprojects, #astronomy, #space, #scicomm, #research, #libraries
- Hashtags related to your topic/project or institution

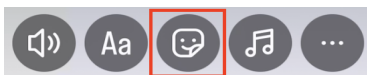
Example Text for Social Media Posts

Recommended graphics: Partnership Graphic Template , Image 1 , Image 2 , Image 3 , see more options here .		
	Facilitators	Project Leaders
Recruit Volunteers before April	Join us and @SciStarter this #CitSciMonth in #OneMillionActsOfScience Who: Thousands of people What: 1,000,000 Acts of Science in 1 month Where: Anywhere in the world! When: April 2024 Why: Support researchers in gathering and analyzing data to make a difference Learn more at citizensciencemonth.org [or Insert your organization link]	We've partnered with @scistarter and hundreds of other #CitizenScience projects to encourage our volunteers to join a global effort to log #OneMillionActsOfScience this April! Don't miss out! Learn about [project name] and how you can impact [scientific research aim]! Learn more at citizensciencemonth.org [or insert your project link]
	Join us in the global effort to collect #OneMillionActsOfScience during the month of April. Learn how and celebrate with us at OneMillionActsOfScience.org	Join us to be part of #OneMillionActsOfScience during April. You can [describe task] to help us [describe objective]. Sign up: [project link].
Promote Programs and Events	[Insert Institution] is presenting a FREE event open to anyone interested in learning how to turn curiosity into action through the global effort to collect #OneMillionActsOfScience. Join us to explore [insert theme or focus of event]. Learn more at [event link].	We're aiming for [# Acts of Science or some other motivator] this April as part the #OneMillionActsOfScience effort this #CitizenScienceMonth! Join us [on a date, other brief instruction] to ["meet the team," "make an impact," etc]. Start here: [link to project or event]"
Promote a Goal	Join [insert institution or "us"] on [date] as we rally to hit our community goal of [choose a #] ["classifications" or "analyses", etc] towards [project] as part of #OneMillionActsOfScience with our partner @SciStarter. [End with instructions to join]	Join [project] on [date] as we rally to hit our goal of [#][classifications/analyses/contributions/etc] towards [topic/research goal] as part of #OneMillionActsOfScience with our partner @SciStarter. Get started at [name and link to your project].
Celebrate April Successes	Amazing! [institution] and friends added [#] Acts of Science by [describe activity] as part of #OneMillionActsOfScience! There's still time to do more: https://citizensciencemonth.org [or organization page link]	Our community of participants in [Name of project] added [total #] of Acts of Science to the collective goal of #OneMillionActsOfScience this month! Well done, team! There's still time to get involved at citizensciencemonth.org

How to Add SciStarter Stickers to Instagram Posts:

Step 1: Navigate to Instagram and create the story or reel to be posted.

Step 2: Select the "stickers" icon located on the top menu.



Step 3: Type "scistarter" into the search bar and select from one of the available CitSciMonth Stickers.

Questions? Please contact Emma@SciStarter.org



Saving outdated line: Share our Citizen Science Month promo post (Find it here on [Facebook](#), [Instagram](#), [LinkedIn](#), [X](#)) from your accounts!