**Below, please find some suggested dates and topics and visual assets for social media posts, along with sample copy for the different topics. Feel free to personalize these messages with information about your own involvement in the challenge or leave them as is!**

**Asset Location:** <https://drive.google.com/drive/folders/1PxSYbhpZAprjYThvfMdf32n6WnrCBcxv?usp=sharing>

**December 6: Challenge Launch (Or Postpone Post until Mon, Dec 9)**

**Asset:** timeline.png

**Key message: The 2020 Spark!Lab Dr. InBae and Mrs. Kyung Joo Yoon Invent It Challenge is accepting entries!**

**FB sample copy:** We're proud to take part as sponsors in the 2020 Spark!Lab Dr. InBae and Mrs. Kyung Joo Yoon Invent It Challenge, which is accepting entries now through April 10, 2020! This 9th annual competition, created by @cricketmedia and @lemelsoncenter, encourages kids to learn the invention process and develop a passion for #STEM while tackling real-world problems. Learn how your students can participate: <https://bit.ly/38f93W4> #IIC2020

**Twitter sample copy:** We’re proud to take part as sponsors for the 2020 Spark!Lab Dr. InBae and Mrs. Kyung Joo Yoon Invent It Challenge, created by @cricketmediainc and @SI\_Invention. This 9th annual competition is accepting entries now through April 10, 2020! Learn how your students can participate: https://bit.ly/38f93W4 #IIC2020

**January 3: This year’s challenge**

**Asset: 2020 banner.jpg**

**Key message: The Invent It Challenge is an authentic hands-on learning experience, complete with free curriculum and resources.**

**FB sample copy:** The 9th annual Spark!Lab Dr. InBae and Mrs. Kyung Joo Yoon Invent It Challenge is open for entries! Imagine a #STEM project that students love so much they’re willing to miss recess for it. Start 2020 with an authentic, proven hands-on learning experience, complete with FREE curriculum and resources from Smithsonian and Cricket Media: https://bit.ly/38f93W4  #IIC2020

**Twitter sample copy:** The 9th annual Spark!Lab Dr. InBae and Mrs. Kyung Joo Yoon #InventItChallenge is open for entries! Start 2020 with an authentic, hands-on learning experience, complete with FREE curriculum & resources provided by @SI\_Invention and @cricketmediainc: https://bit.ly/38f93W4

**January 17: What Is the Invent It Challenge?**

**Asset: InventItChallenge V2.mp4**

**Key message: What is the InventItChallenge? A chance for kids to get excited about STEM and learn the invention process.**

**FB sample copy:** What is the #InventItChallenge? A chance for kids to get excited about #STEM, learn the invention process, and engage in meaningful problem-solving. Teachers and homeschooling parents can rely on a free, high-quality curriculum from Smithsonian experts and a trusty 7-step invention plan for a guaranteed empowering learning experience. Discover this year’s challenge: https://bit.ly/38f93W4 #IIC2020

**Twitter sample copy:** What is the #InventItChallenge? A chance for kids to get excited about #STEM and learn the invention process, and engage in meaningful #problemsolving. Discover this year’s challenge: <https://bit.ly/38f93W4> #IIC2020

**January 31: Classroom project**

**Asset: FigTeamAll.jpeg**

**Key message: Entire classrooms often enter the Invent It Challenge, a highlight of the year for teachers, students, and parents alike.**

**FB sample copy:** #FridayPhoto! This middle school team created an innovative vertical indoor garden for the 2019 Spark!Lab Dr. InBae and Mrs. Kyung Joo Yoon Invent It Challenge! Entire classrooms often enter the #InventItChallenge, whether individually, in small groups, or as one team. The high-quality, free curriculum provided by the Smithsonian and Cricket Media—and working on a STEM performance task that’s genuinely meaningful-- make participating a highlight of the year for students, educators, and parents alike. Check out this year’s challenge and get involved at: https://bit.ly/38f93W4

**Twitter sample copy:** #FridayPhoto! This middle-school team from NJ created a vertical indoor garden for the 2019 Challenge! Working on a meaningful project together makes the challenge the highlight of the year for students, educators, and parents. Get involved: https://bit.ly/38f93W4 #IIC2020

**February 7: Smithsonian and prizing**

**Asset: Video: SocialMediaShort2020.mp4**

**Key message: The Invent It Challenge is a rewarding, once-in-a-lifetime learning experience for students and teachers—the prizes, including a trip to the Smithsonian, are just a bonus!**

**Suggested FB copy:** “It’s a once-in-a-lifetime opportunity!” Meet past winners as they visit Washington, DC; see their invention prototypes displayed in the Smithsonian’s @lemelsoncenter; receive a patent consultation with @uspto.gov; and much more! But for teachers, parents, and students, everyone who completes the challenge is a winner! Students who participated in the Invent It Challenge said they learned more from it than any other experience in school while applying their STEM skills in a practical application. It’s not too late to join this year’s challenge: <https://bit.ly/38f93W4> #IIC2020

**Suggested Twitter copy:** Students who participated in the #InventItChallenge said they learned more from it than any other experience in school! Meet some of last year’s winners as they see their invention prototypes displayed in the Smithsonian’s @SI\_Invention! Learn more: https://bit.ly/38f93W4

**February 14: Sketch It**

**Asset: Video, Social Media Short 2.mp4**

**Key message: Creating an invention doesn’t happen overnight, but the Invent It Challenge guides students through the invention process every step of the way.**

**FB sample copy:** Creating an invention doesn’t happen overnight! Students who participate in the Spark!Lab Dr. InBae and Mrs. Kyung Joo Yoon Invent It Challenge are guided every step of the way with tips, free resources, and a handy 7-step invention process. See the sketches that led to a winning invention in this behind-the-scenes chat with 2018 winner Paige! Make the #InventItChallenge part of your #STEM curriculum: https://bit.ly/38f93W4 #IIC2020

**Twitter sample copy:** Creating an invention doesn’t happen overnight, but the #InventItChallenge guides students every step of the way! See the sketches that led to a winning invention in this #behindthescenes chat. Make the challenge part of your #STEM curriculum: https://bit.ly/38f93W4

**February 21: Homeschool parents quote**

**Asset: Clean water invention (1).jpg**

**Key message: Teachers and homeschool parents agree that the Invent It Challenge is an empowering opportunity for their students**

**Suggested FB copy:** Teachers and homeschool parents rave about how the Spark!Lab Dr. InBae and Mrs. Kyung Joo Yoon Invent It Challenge brings together #STEM topics to empower and engage students. Home school parent Erika says, “I see them experiencing something that I didn’t growing up. They are solving real-world challenges. They see that their ideas are valid.” Supported by resources from Smithsonian’s @lemelsoncenter and @cricketmedia, the #InventItChallenge fits into any classroom or homeschool curriculum. Get involved: https://bit.ly/38f93W4 #IIC2020

**Suggested twitter copy:** From a #homeschoolparent: “I see them experiencing something that I didn’t growing up. They are solving real-world challenges. They see that their ideas are valid.” Incorporate the #InventItChallenge into your #STEM classroom or #homeschool curriculum: https://bit.ly/38f93W4

**March 6: Key Steps**

**Asset: Invent-It-2020-EntryGuide-7-Steps.jpg**

**Key message: Smithsonian’s 7-step Invention Process supports kids to become inventors through the Invent It Challenge.**

**FB sample copy:** Every year, students document their use of Smithsonian’s 7-step #Spark!Lab Invention Process to brainstorm new inventions and solve global problems. Since then, thousands of kids around the globe have tried their hands at inventing through the Challenge, and many have gone on to patent their ideas! Join the 2020 Spark!Lab Dr. InBae and Mrs. Kyung Joo Yoon Invent It Challenge: https://bit.ly/38f93W4 #IIC2020

**Twitter sample copy:** Thousands of kids worldwide have completed the Spark!Lab Dr. InBae and Mrs. Kyung Joo Yoon Invent It Challenge, using the 7-step Spark!Lab invention process to brainstorm inventions and solve global problems. Many go on to patent their ideas! Join the #InventItChallenge: https://bit.ly/38f93W4

**March 20: Refining the invention**

**Asset: Video, Social Media Short 3.mp4**

**Key message: Students participating in the Invent It Challenge are learning the invention process as they get ready to submit their creations!**

**Suggested FB copy:** "I had always thought that you had an idea and then you built the finished product... but during the invention process, I realized that you have to make a prototype and test it and make tweaks and it takes a while.” Kids around the world are discovering a passion for #STEM in an authentic, hands-on learning experience beloved by kids and teachers alike! Entries for the #InventItChallenge are due on April 10. Where are your students in the invention process? <https://bit.ly/38f93W4> #IIC2020

**Suggested Twitter copy:** "During the invention process, I realized that you have to make a prototype and test it and make tweaks and it takes a while!" Where are your students in the 7-step #inventionprocess? Entries for the #InventItChallenge are due April 5! <https://bit.ly/38f93W4> #IIC2020

**April 3: One week left**

**Asset: atwork.jpg**

**Key message: Even the youngest students can participate in and benefit in the Invent It Challenge!**

**Suggested FB copy:** Caution: inventors at work! Even the youngest elementary students can follow the Spark!Lab process to make their own inventions—and lifelong memories! A teacher says, “My previous students tell me that they learned more from the IIC than any other experience in elementary school—and that they are still using the skills they learned into middle school and high school!”! Entries for the 2020 Dr. InBae Yoon Invent It Challenge are due in just one week! Submit entries or just learn about the challenge here: <https://bit.ly/38f93W4> #IIC2020

**Suggested Twitter copy:** Caution: inventors at work! Even the youngest elementary students can follow the Spark!Lab process to make their own inventions—and lifelong memories! Entries for the 2020 Invent It Challenge are due in just one week! Learn more: <https://bit.ly/38f93W4> #IIC2020

**April 10: Entries due today**

**Asset: 2020 banner.jpg**

**Key Message: Entries are due today! We hope you and your students have enjoyed the process!**

**Suggested FB Copy:** Entries for the 2020 #InventItChallenge are due TONIGHT! We look forward to seeing all of the innovative ideas created by young inventors. This challenge honors the legacy of an inspiring inventor, the late Dr. InBae Yoon, who had over 200 U.S. patents to his name and believed, like we do, that everyone is inventive. We hope you and your students have enjoyed the process of sketching, tinkering, and prototyping as much as Dr. Yoon did! What was your students’ favorite part of the #IIC2020? Submit entries here: https://bit.ly/38f93W4

**Suggested Twitter Copy:** Entries for the 2020 #InventItChallenge are due TONIGHT! We, with @cricketmediainc and @SI\_Invention, hope you and your students have enjoyed the invention process as much as we do! What was your students’ favorite part of the #IIC2020? Submit inventions: https://bit.ly/38f93W4

**Important URLS and Social Media usernames:**

Invent It Challenge Website: [https://inventitchallenge2020.epals.com/](https://inventitchallenge2019.epals.com/)

Cricket Media website: <https://cricketmedia.com>

Cricket Media Facebook: @cricketmedia

Smithsonian Lemelson Center Facebook: @lemelsoncenter

Cricket Media Twitter: @CricketMediaInc

Smithsonian Lemelson Center Twitter: @SI\_Invention

Cricket Media LinkedIn: @cricketmedia

Cricket Media Instagram: @cricketmediainc

Smithsonian Lemelson Center Instagram: @si\_invention

**Important facts about the Invent It Challenge:**

* In its 9th annual year
* Partnership between Cricket Media and the Smithsonian Institution’s Lemelson Center for the Study of Invention and Innovation
* Open to students ages 5-18, individually or in teams
* Challenge opens December 6, 2019 and entries are due April 10, 2020
* This year’s challenge invites kids to think about aging populations around the world and then create an invention that improves access to healthy food for everyone, everywhere, every day
* Allows true application of STEM skills through hands-on, engaging inventing
* Provides high-quality FREE inventing curriculum and resources from Smithsonian and Cricket Media
* Anyone can become an inventor!

**QUOTES FROM TEACHERS:**

“My previous students tell me that they learned more from the IIC than any other experience in elementary school—and that they are still using the skills they learned into middle school and high school.”

“IIC is the highlight of the year!”

“As a teacher- the IIC is the most rewarding experience I’ve had!”

“IIC makes it easy; kids want to work on the IIC project- even during recess periods”

“It’s empowering to the children by researching and addressing a problem that they really care about and then take it through the IIC’s great framework that helps structure their thinking and actions.”

“When kids are going to share with an authentic audience, they really give their best effort.”

“It’s wonderful, as it aligns with my planning. It takes what may seem like unrelated performance tasks and bring it all together, working on something that is genuinely meaningful to them.”

“It prepares kids for 21st century skills: work awareness, entrepreneur literacy, civic literacy via a platform to innovate and share work with peers across the world.”

““The students enjoyed inventing a solution to a problem. They worked hard on building an invention. And they enjoyed showcasing their inventions ... The greatest benefit to the Invent It Challenge is that it forces students to use so many skills. They must brainstorm ideas, research [and] create an actual product that solves a problem.” – LINDSAY, Teacher from Missouri

**QUOTES FROM STUDENTS:**

“The thing I enjoyed the most was the idea of my invention coming to life … and the hope that other would benefit from it!” – Ravindu, 2019 Invent It Challenge Winner

“I advise everybody to do this challenge because it’s such a rewarding and exciting learning experince!” – Ravindu, 2019 Invent It Challenge Winner

“I learned that I can invent something and help save the world by changing it. I hope to make more inventions like this, and I have the courage to do that now!” – Kavi, 2018 Invent It Challenge Winner from California

“I had always thought that you had an idea and then you built the finished product... but during the invention process, I realized that you have to make a prototype and test it and make tweaks and it takes a while." – Paige, 2018 Invent It Challenge Winner

“When people see a problem, they want to fix it, they want to do something about it. It just showed how you have to be persistent, you have to keep trying, you have to find a problem, but you have to keep trying on ways to fix it.”- Ariana, 2018 Invent It Challenge Winner

**QUOTES FROM PARENTS:**

“They were able to explore and learn about things that were outside of the general curriculum. We’re not talking about core classes here. We’re talking about taking what we’re learning in the core curriculum and looking at the bigger picture, applying how we’re learning about Science, how we’re learning about Technology. … It was a real invaluable experience.” – Rachel, Homeschool parent of 2018 Invent it Challenge Team Winner from Missouri

“I see them experiencing something that I didn't growing up. They are solving real-world challenges," she said. "They see that their ideas are valid." – Erika, Homeschool parent of 2019 Invent It Challenge Team Winner