

Smashing Stereotypes Toolkit 2025



This toolkit contains

- Information about the 2025 campaign and how to support it
- Content schedule for 2025 profiles
- Video content schedule
- Ideas for sharing your own smashing stereotypes story
- Sample social and digital posts for individuals
- Sample social and digital posts for organisations
- A quote from the BSA
- Information about British Science Week



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 entrenched 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 2025 launches Friday 7 March

Please amplify the campaign using this toolkit from Fri 7 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 behind-the-scenes photography of people working in tech start-ups, the beauty industry, driving the net zero agenda and more!

#SMASHING
STEREOTYPES

PEARL
AYEM

Physical climate
scientist



#SMASHING
STEREOTYPES

DR SOPHIE
MEEKINGS

Speech neuroscientist



Content schedule for 2025 profiles

All profiles will go live on the Smashing Stereotypes pages on Friday 7 March. However, we will highlight each individual featuring in the 2025 campaign on a different day during British Science Week.

To ensure we make the biggest splash, **please only post about your 2025 profile(s) and Smashing Stereotypes content on or after the day we highlight them on social media:**



Fri 7 March	Launch of campaign and trailer	Weds 12 March	Nile Henry
Sat 8 March	Dr Nic Bonne	Fri 13 March	Andre Skepple
Sun 9 March	Pearl Ayem	Sat 14 March	Bex Sutton
Mon 10 March	Dr Sophie Meekings	Sun 15 March	Kay Pirali
Tue 11 March	Tendai Taruvinga	Mon 16 March	Wrap up

Video content

We're bringing you more short films and social media clips bringing the stories of some of this year's Smashing Stereotypes profiles to life. They'll reveal how they came to be in STEM, how they've followed their passions, and the stereotypes they've 'smashed' along the way.

You'll learn more about:

Dr Nic Bonne

Vision impaired astronomer

Dr Sophie Meekings

Speech neuroscientist

Pearl Ayem

Physical climate scientist

Tendai Taruvinga

Plant-based food maker

Nile Henry

Founder, motorsports & green tech social enterprise

Andre Skepple

Education app developer



The films will be available on our [YouTube channel](#) and social media platforms.



How to get involved



01 Share our #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 [#BSW25](#). We'll be resharing and highlighting as many as we can!



[@ScienceWeekUK](#)



[@ScienceWeekUK](#)



[@BritishScienceAssociation](#)



[@BritSciAssoc](#)



[@BritSciAssoc](#)



[@BritishScienceAssociation](#)

More ways to get involved

03 Give science lessons, events or workshops a Smashing Stereotypes twist



We're creating a new classroom resource! We're compiling the 2025 profiles into an easy-to-use Google Slides deck for you to share in classrooms and beyond.

Keep an eye out on our website and the British Science Week socials for its launch...

www.britishscienceweek.org/smashing-stereotypes



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> **#BSW25**



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> **#BSW25**



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> **#BSW25**



Download your Smashing Stereotypes assets here.

A quote from the BSA



Official hashtag: [#SmashingStereotypes](#)

Hannah Russell, Chief Executive, British Science Association (BSA), says:

“There are almost ten million (9.4m) people working in STEM industries, and we use British Science Week to celebrate the UK’s science, research and innovation workforce. The story of underrepresentation in these fields is well known, but it does not make the figures any less stark. By showcasing fantastically inspiring stories of people working in science who come from backgrounds that are underrepresented in our sector, we hope to show that science can be for everyone.

“A new poll we commissioned to mark British Science Week, found that nearly three quarters of UK adults (73%) believe that a good science education is vital for young people’s future job prospects and their daily lives. However, it is imperative that young people from all backgrounds believe that science is ‘for them’ and that we begin to tackle the demographic inequity.

“This year we are calling on STEM businesses and institutions to celebrate and highlight the diversity within their workforce, and to share how they are working towards a more diverse and inclusive sector. We want to reach young people across the UK and inspire more of them to consider a future in science, research and innovation because they can see people who might look like them represented in that workforce”.



Download your Smashing Stereotypes assets [here](#).

Sample social media posts for individuals

Download your Smashing
Stereotypes assets here.

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> [#BSW25](#)



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](#)] [#BSW25](#)

[#SMASHING
STEREOTYPES](#)

**DR NIC
BONNE**

Vision impaired
astronomer



[#SMASHING
STEREOTYPES](#)

**NILE
HENRY**

Founder, motorsports &
green tech social enterprise




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> [#BSW25](#)

 At [insert company name], we are in [#STEM](#) by 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> [#BSW25](#)



Download your Smashing Stereotypes assets here.

About 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 8-7 March 2025. 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.

British Science Week is funded by UK Research & Innovation and various other partners, including Royal Observatory Greenwich, this year's Major Partner.

Share your British Science Week updates via Twitter [@ScienceWeekUK](#), Facebook 'Science Week UK', Instagram [@britishscienceassociation](#) and TikTok [@britsciassoc](#).

Official hashtag: [#SmashingStereotypes](#)

British Science Week Twitter: [@ScienceWeekUK](#) | British Science Association Twitter: [@BritSciAssoc](#) | British Science Association Bluesky: [@britsciassoc.bsky.social](#)



Thank you to our partners



For more information contact kushie.amin@britishscienceassociation.org
www.britishscienceweek.org/smashing-stereotypes | #SmashingStereotypes