

## **State of the Field Report Social Toolkit**

This toolkit was created to help you share the release of the *State of the Field: Data Science and Data Literacy Education in K–12* report. Below, you'll find background information, content, and resources you can use across your social media channels. Feel free to adapt this content as needed!

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### **Background:**

The *State of the Field: Data Science and Data Literacy Education in K–12* report highlights the challenges and opportunities in preparing students for success in a data-driven world. Despite the growing need for data skills, only **3% of K–12 students** were exposed to data science education in the 2022–23 school year.

With nearly **1 in 4 jobs** requiring data science skills, there's a critical need to integrate data science into K–12 education. This report provides actionable insights to address this gap, including the development of a grade-by-grade learning progression for K–12 data science education, set to launch in February 2025.

### **Campaign Message:**

Data science education opens doors to higher education, high-paying careers, engaged communities, and thriving democracies. Let's ensure every student has access to the skills they need to succeed in an increasingly data-driven world.

Together, we can bridge the gap and prepare students for the future!



## **Important Dates:**

- **December 12, 2024:** Report Launch
  - **February 17–19, 2025:** DSE K–12 Research to Practice Conference
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## **Resources to use:**

- **One-Pager Summary:** Use [this document](#) to share key findings from the report with your network. [Download here](#)
- **Launch Video:** Watch Sean Sukol, DS4E's Data & Policy Analyst, share his passion for data science education and why it matters. [Watch here](#)

## **Social Media Content**

- **Hashtag:** Use **#DS4Everyone** and **#StateofTheField** on all social media posts
- **Social Media Accounts to tag in your posts:**
  - Data Science 4 Everyone
    - Twitter: [@dsforeveryone](#)
    - LinkedIn: [@DataScience4Everyone](#)
    - Instagram: [@DataScience4Everyone](#)

## **Twitter/X**

The *State of the Field* report is here!

Did you know?

- Only **3% of students** had access to data science education last year.
- Yet **1 in 4 jobs** requires these skills.

Let's bridge the gap. Read the report today!

<https://bit.ly/stateofdse>

#StateofTheField #DS4Everyone

## LinkedIn

### LinkedIn Post:

It's here! The *State of the Field: Data Science and Data Literacy Education in K–12* report is live! 📄

Key findings:

- Only 3% of K–12 students were exposed to data science education last year.
- 1 in 4 jobs requires these skills.

Let's ensure every student has access to data science education. Read the report and share it with your community! <https://bit.ly/stateofdse>  
#DS4Everyone #FutureReady #StateofTheField

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## Newsletter Item

**Subject Line:**  **The State of Data Science Education Report Is Here!**

### Body:

We're excited to share the release of the *State of the Field: Data Science and Data Literacy Education in K–12* report!

### What you'll learn:

- Only **3% of K–12 students** were exposed to data science in 2022–23.
- **1 in 4 jobs** requires data science skills.
- Other nations are investing in data science pathways while the U.S. risks falling behind.

Use our [one-pager summary](#) to share key findings with your network.

 Read the full report here: <https://bit.ly/stateofdse>