**Accounting is STEM: social media and newsletter posts**

Join us in promoting the profession’s efforts to recognize accounting as a STEM field. Use the suggested social media posts and newsletter blurbs below or create your own posts using the hashtag **#AccountingIsSTEM.** To learn about other ways to get involved, visit [www.aicpa-cima.com/stem](http://www.aicpa-cima.com/stem).

**Graphics**

[Download](https://www.dropbox.com/scl/fo/rnqox9ys4bsa4ff9rx4cl/h?rlkey=zwbnrcoeczlxh7imf6jmplb9p&dl=0) ready-made images for LinkedIn, Facebook, Instagram, and X.

  

**Suggested social media posts**

Accountants harness math and technology to solve complex issues, empower communities, and drive trust in financial markets. Learn why accounting should be designated as an official STEM field. [www.aicpa-cima.com/stem](http://www.aicpa-cima.com/stem) #AccountingIsSTEM

From AI to data analytics, technology continues to revolutionize the accounting profession. Explore how recognizing #accounting as a STEM field will help open doors for the next generation. <https://politi.co/3m3Fjr8> #AccountingIsSTEM

Spark excitement about a career in #accounting! Recognizing accounting as a STEM field will help expose K-12 students to the profession. [www.aicpa-cima.com/stem](http://www.aicpa-cima.com/stem) #AccountingIsSTEM

Diversifying the CPA pipeline is more important than ever. That’s why I support two bipartisan bills that would provide K-12 students from all backgrounds with access to #accounting education. <https://bit.ly/3QLBwds> #AccountingIsSTEM

Investing in STEM education can help strengthen the accounting pipeline, encourage innovation, and bolster economic opportunity. It’s time to designate #accounting as a STEM field. <https://politi.co/3m3Fjr8> #AccountingIsSTEM

99% of #accounting firms say STEM-related skills like data analysis and critical thinking are vital for new hires. Learn about ongoing efforts to recognize accounting as a STEM field. [www.aicpa-cima.com/stem](http://www.aicpa-cima.com/stem) #AccountingIsSTEM

Employees in STEM careers tend to out-earn their peers, making an average salary of $100,900. By establishing #accounting as a STEM field, the profession can unlock more in-demand jobs for more people. <https://politi.co/3m3Fjr8> #AccountingIsSTEM

Nearly 60 accounting programs have already received an official STEM designation from the federal government. Learn about profession-wide efforts to expose more students to a career in accounting and finance. <https://bit.ly/3G0zFw6> #AccountingIsSTEM

**Suggested newsletter blurbs**

**Help advocate for bipartisan STEM bills**

Two [bipartisan bills](https://bit.ly/3QLBwds) would allow existing K-12 STEM grant funding to be used for accounting education, with a focus on improving access for underrepresented students. Consider asking your U.S. senator or congressional representative to cosponsor the bipartisan bills before Congress. Check the House bill ([H.R. 3541](https://www.congress.gov/bill/118th-congress/house-bill/3541/cosponsors)) and Senate bill ([S. 1705](https://www.congress.gov/bill/118th-congress/senate-bill/1705/cosponsors)) to see if your representatives have already signed on as cosponsors, then use these [templated letters](https://www.dropbox.com/scl/fi/r3h7bon74728298ef7hbm/STEM-Letters-to-Congress.docx?rlkey=xwmpcjj89lq1xex4ji1x2hicx&dl=0) to get started. To learn more about profession-wide efforts to secure STEM designation, visit [www.aicpa-cima.com/stem](http://www.aicpa-cima.com/stem).

**New AICPA resources promote accounting in STEM**

Digital tools continue to transform how the workforce tackles a range of challenges. From data analytics to machine learning, CPAs increasingly use STEM skills to improve audits, assess fraud risk, and automate business processes, among other services. You can help introduce the next generation to a rewarding career in accounting by advocating for federal STEM designation. The AICPA’s new [STEM toolkit](https://www.dropbox.com/scl/fo/oe09etd2dkr0c21vopwbl/h?rlkey=ldc334lnline4y6n5g4a2liin&dl=0) includes helpful outreach materials, explainer articles, infographics, and social media posts. To learn about other ways to get involved, visit [www.aicpa-cima.com/stem](http://www.aicpa-cima.com/stem).