

August - STEM Bright by Text Newsletter Article and Social Media Content

Newsletter Article

Digging into STEM. Your Baby is a Budding Scientist!

Curiosity is an attribute we must cultivate in our children. Early discoveries, trial and error and tactile explorations are actually the building blocks of science, technology, engineering and math STEM for short. The world needs more creative people and believe it or not, there are ways to aid your child in developing these valuable skills before they can even walk! The vast majority of brain development takes place during the first three years of life, so why not pave the way for your baby to become a biochemist while we're at it. We've got some tips and information to help you understand and encourage your baby's STEM capabilities.

The first year presents tremendous opportunity to get your child thinking critically in their unique way.

1. Have conversations with your newborn and respond by mimicking her sounds and facial expressions. Describe her actions out loud as often as possible.
2. Count your little one's body parts, such as fingers and toes, to start associating numbers that represent objects in her environment.
3. Rolling, crawling and moving around are all trial and error for your baby so make sure he has room to move. Your soon-to-be toddler is learning science!

Here are some tips to make your toddler tech-savvy with less reliance on screens and TV!

1. According to the American Academy of Pediatrics (AAP), even educational programs on TV aren't as enriching as real life, such as figuring out how a toy works, playing games, or singing songs and dancing with you. That doesn't mean that technology doesn't serve a purpose. [Learn how to leverage screen time to build your relationship with your child and help her gain skills.](#)
2. Children are curious and they want to use all their senses to explore the environment. Go out in nature and find shapes and textures in your child's environment. Offer three-dimensional shapes for her to explore and sort.
3. Purchase or make your own toys that let children create patterns, build, count and sort. Focus on toys that develop children's physical, cognitive, academic, musical and artistic skills. Select puzzles with pictures that can probe deeper thinking and question development.

Help your preschooler understand basic science principles with these activities and concepts!

1. Estimating how much a container can hold then measuring to find out teaches children basic skills that apply in math and in science. Hands on activities like this help children understand underlying concepts such as volume and mass.
2. Learning to assign one number to each object as you count is an important concept for children to grasp. Using children's age as the basis for counting helps them develop this skill as they grow..
3. Learning about speed helps children understand their world. This [PBS video](#) shows how six different animals move slow, medium or fast. You can also demonstrate speed by playing a game like Simon Says with your child. Demonstrate slow, medium and fast movements when Simon says.

Get more parenting tips, games, and other resources, based on the age of your child, sent right to your cell phone 2-5 times a week for FREE with [Bright by Text](#). Text BRIGHT to 274448 to sign up!

* Message and data rates may apply. Text STOP to 274448 to stop. Text HELP to 274448 for help.

Social Guidelines and Content

Here are some sample social media posts to promote Bright by Text in conjunction with STEM tips. Feel free to use and modify them to fit your social media tone and voice, but please keep the content the same.

Don't forget to watch Bright by Three's [Facebook](#), [Twitter](#), and [Instagram](#) and share our posts from there as well.

On Facebook when there is a bit.ly link included with the post, we recommend letting the bitly link pop up and link to the Bright by Text landing page. Then, insert the signup link below.

On Instagram, you will need to add a photo for each. Feel free to use the photo from the landing page or one of the ones included with this content. Don't forget to tag Bright by Text in the posts so we can like and share them too!

Facebook and Instagram

1. Estimating how much a container can hold, then measuring to find out, teaches your preschooler basic skills that apply in math and in science. Hands on activities like this help your child understand underlying concepts such as volume and mass. For more helpful tips sign up sign up for Bright by Text from @Bright by Three <https://brightbytext.org/>
2. Have conversations with your newborn and respond by mimicking her sounds and facial expressions to encourage her curiosity. Describe her actions out loud as often as

possible. For more helpful tips, try Bright by Text from @Bright by Three

https://app.brightbytext.org/web_signup

3. Children are curious and they want to use all their senses to explore the environment. Go out in nature and find shapes and textures in your child's environment. Offer three-dimensional shapes for her to explore and sort. For more fun learning games, sign up for Bright by Text from @Bright by Three. <https://brightbytext.org/>
4. Learning about speed helps preschoolers understand their world. This [PBS video](#) shows how six different animals move slow, medium or fast. You can also demonstrate speed by playing a game like Simon Says with your child. Demonstrate slow, medium and fast movements when Simon says. For tips like these from PBS and other trusted partners, sign up for Bright by Text from @BrightbyThree. https://app.brightbytext.org/web_signup

Twitter

1. Estimating how much a container can hold, then measuring to find out, teaches preschoolers basic skills that apply in math and in science. Hands on activities like this help kids understand bigger concepts. For more helpful tips sign up for Bright by Text from @BrightbyThree. <https://brightbytext.org/>
2. Encourage a newborn's natural curiosity by having conversations with her. Respond by mimicking her sounds and facial expressions. Describe her actions out loud as often as possible. For more helpful tips, try Bright by Text from @Bright by Three! https://app.brightbytext.org/web_signup
3. Children are curious and they want to use all their senses to explore the environment. Go out in nature and find shapes and textures. Offer three-dimensional shapes for children to explore and sort. For more fun learning games, sign up for Bright by Text from our partner @BrightbyThree. <https://brightbytext.org/>
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