



SBIR · STTR  
America's Seed Fund

# Alumni & Grantee Tool Kit

As a National Science Foundation Small Business Innovation Research (SBIR)/ Small Business Technology Transfer (STTR) alum or grantee, you are the face of the program. We hope that you'll continue to share your success with us for many years to come, and that you'll help us maximize awareness of the SBIR/STTR program to the public & small businesses.

## GENERAL DIGITAL TIPS

Whether you're promoting your company or acting as an ambassador for NSF SBIR/STTR, here's food for thought ...

- Have a purpose – how do you want to use each channel? Create a strategy.
- Use your platform regularly and personally. Your content should add value and encourage participation.
- Keep posts short & platform relevant.
- Proofread content.
- Link to other content. Use URLs, link shorteners and hashtags.
- Use photos & video! Crop and edit for each platform.

## USE THE NSF LOGO



As a grantee, you're encouraged to use the NSF Logo on your website and marketing materials. The NSF Logo has been called a "stamp of approval" from many investors. Use it with pride!

- Visit <http://www.nsf.gov/policies/logos.jsp> for the current version & usage guidance.

## SPREAD THE WORD ABOUT NSF

Whatever platform you choose, spreading the word about the program as a grantee or former grantee will be incredibly powerful. In your own words, address any one of the following topics to help others learn about the SBIR/STTR and decide if it is right for them:

- How has NSF SBIR/STTR helped your business?
- Why would you recommend the NSF SBIR/STTR program?
- What valuable resources did NSF SBIR/STTR provide?
- Share quick facts about the program (like funding amounts, how to apply, etc.).

## TAG US!

Are you sharing great news about your company? Consider tagging NSF SBIR or NSF in your social media post. We'd love to share your news too!

- @NSFSBIR
- @NSF
- #NSFFunded

THANK YOU! YOUR SUPPORT OF NSF SBIR/STTR IS GREATLY APPRECIATED.