SME Increases Social Media Venues

Adds new MEC Pinterest Page for Educators

The Minerals Education Coalition (MEC) of the Society for Mining, Metallurgy & Exploration Inc. (SME) continues to pursue new ways to inform the public about its outreach and resources. MEC now has a Pinterest page at www.pinterest.com/mineralseducationcoalition. According to Omnicore, five percent of all referral traffic to websites comes from Pinterest. Also, in a survey of teachers that visited MEC’s booths at the 2016 regional NSTA conferences, 30% of the teachers that responded to the question indicated that they use Pinterest in their teaching, curriculum or planning – a greater percentage than those who use Twitter or Facebook. The new page is the next step in gaining greater exposure to teachers, students and the general public for MEC’s materials and resources. Check us out on Pinterest and become a follower!

As the premier educational program of the SME Foundation, MEC designs and distributes K-12 education and public outreach materials promoting an awareness and appreciation of the mining and minerals industries in everyday life. For more information about MEC, please visit www.MineralsEducationCoalition.org.

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SME is a professional society (nonprofit 501(c)(3) corporation) whose members represent all professions serving the mining, minerals and underground construction industries in more than 100 countries. SME members include engineers, geologists, metallurgists, educators, students and researchers. SME advances the worldwide minerals community through information exchange and professional development.

For more information, contact Jackie Dorr, Communications Manager, 303-948-4244 or dorr@smenet.org.

SME exists to be the premier resource and advocate for the mining community.
For further details, see www.smenet.org