



# NSHSS

Be Honored. Be More.



## Media Kit

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**About NSHSS**



# ABOUT NSHSS

**Your partner in expanding access to  
high achievers**

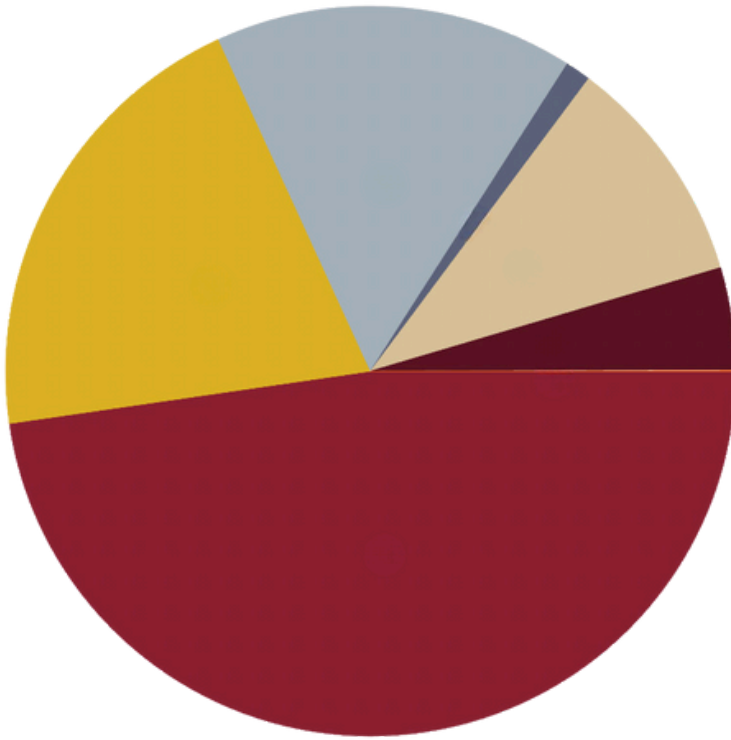
Co-founded by Claes Nobel and with a highly diverse membership, we recognize and empower high-achieving students. We strive to provide academic and leadership opportunities that promote scholarship, leadership, and community service to our members.



NSHSS is a distinguished academic honor society committed to recognizing and serving the highest-achieving student scholars in more than 26,000+ high schools across 170+ countries. With access to valuable resources and a network of more than 2 million+ exceptional peers spanning high school, college, and career, NSHSS scholars embody academic dedication and outstanding leadership in their schools, workplaces, and communities.

# ABOUT OUR MEMBERS

Let's break down the **numbers**



**White/Caucasian 42%**

**Latino/Hispanic 18%**

**Black/African American 14%**

**Asian/Asian**

**American/Pacific Islander 9%**

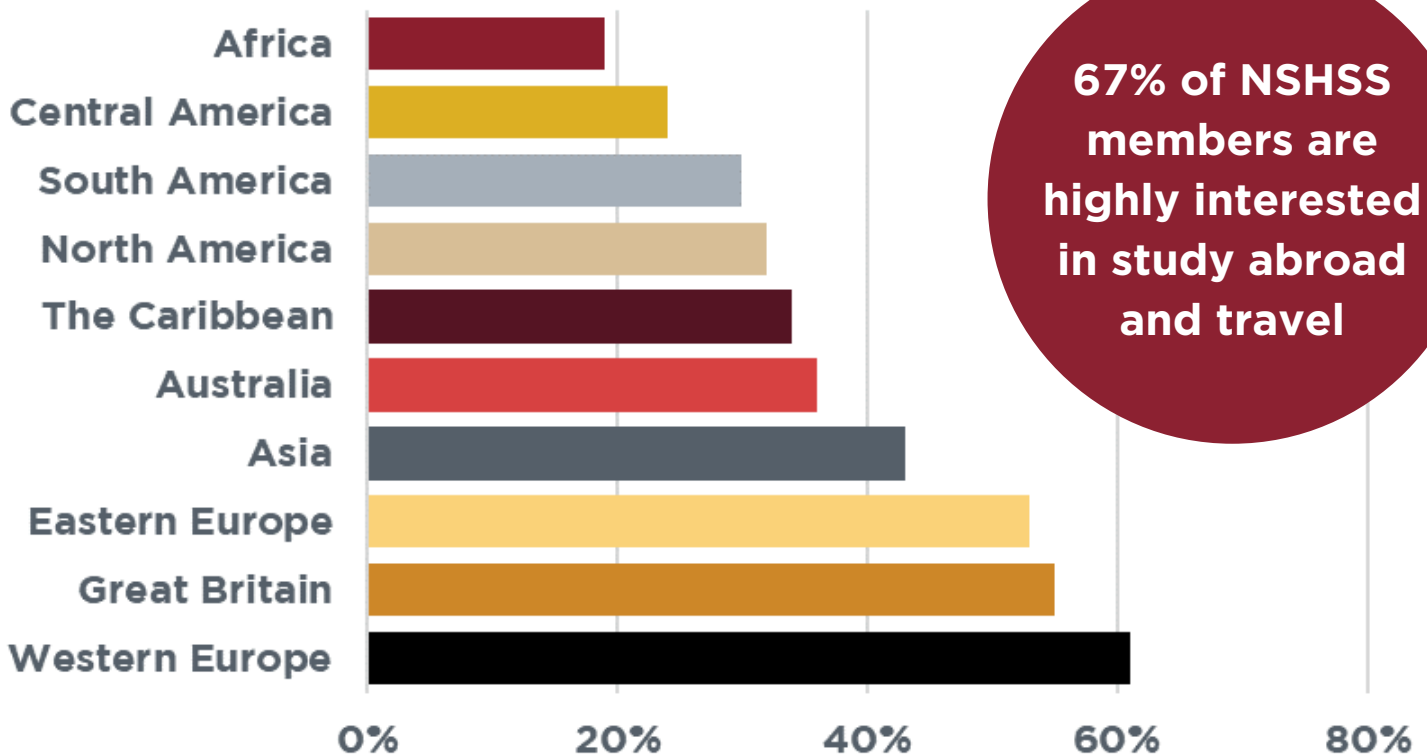
**Prefer not to respond 4%**

**Multiracial 1%**

**Other .02%**

**58% Non-white**

**22% First-generation**



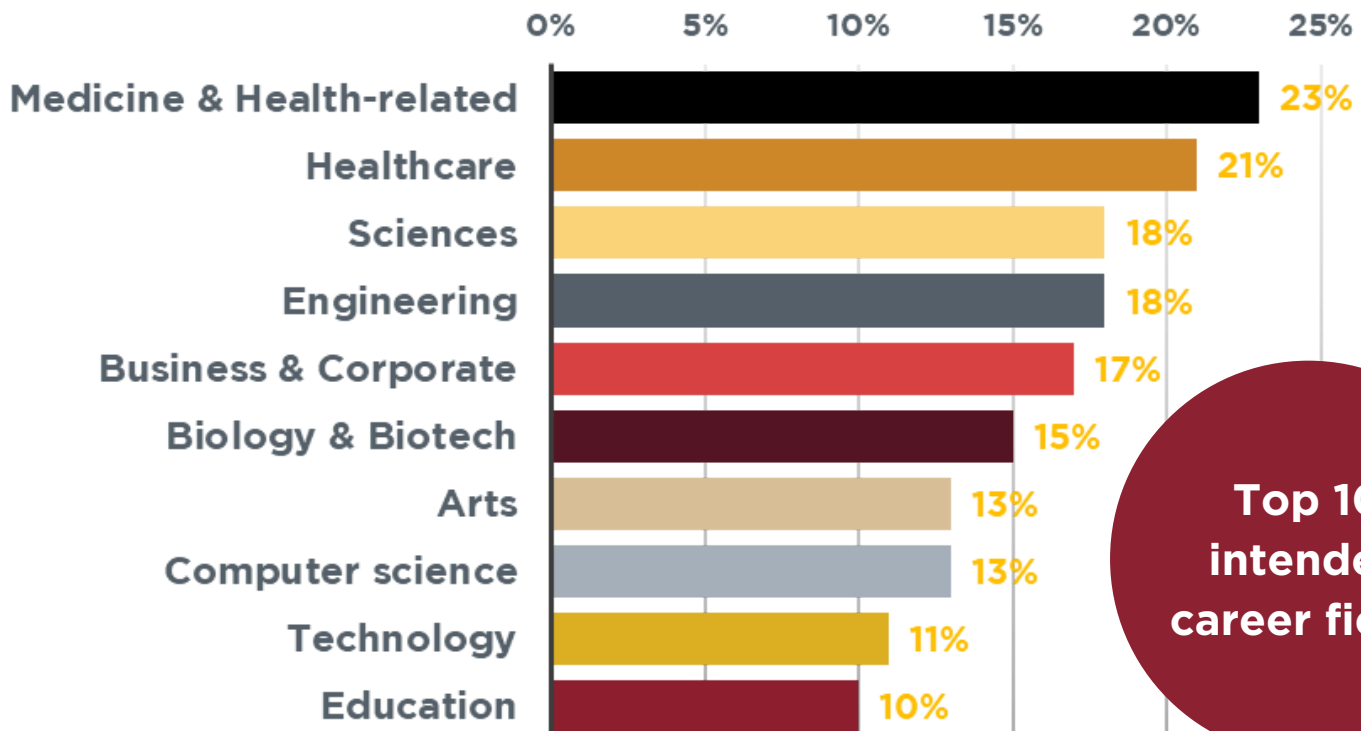
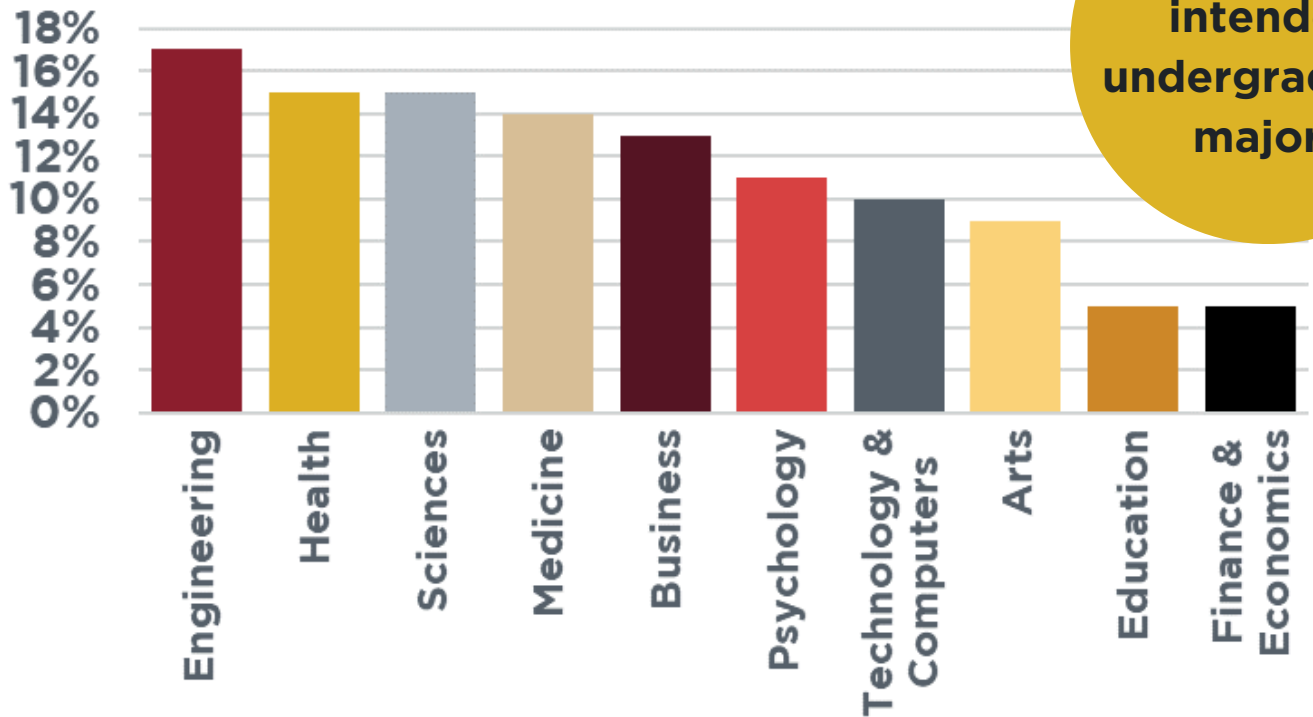
**67% of NSHSS members are highly interested in study abroad and travel**



# ABOUT OUR MEMBERS

Let's break down the **numbers**

Top 10  
intended  
undergraduate  
majors



Top 10  
intended  
career fields

# MEMBER TOUCHPOINTS

**High-impact** channels to reach students, parents, graduates, and educators

## DIGITAL TOUCHPOINTS

Press Release/  
Member  
Announcement

Social Media  
Channels

Custom  
Partner's  
Page

Dedicated  
Partner  
Emails

Blog

Webinars

Member  
Dashboard

Scholars  
Connect  
Podcast

## IN-PERSON TOUCHPOINTS

Leadership  
Programs

Scholarships

Be More  
Grants

Scholar's  
Days

Member  
Events

College  
and Other  
Tours





# SOCIAL FOOTPRINT AND DIGITAL ENGAGEMENT

## Broad and Deep Engagement



### SOCIAL @NSHSS

Total followers across platforms: 175K+  
Total annual impressions: 14.7M+



### PARTNERS POST

Facebook: 2,550 avg. impressions  
Instagram: 3,700 avg. impressions  
TikTok: 1,539 avg. plays



### EMAIL

Active subscribers (current students,  
former students, parents, and educators):  
1,913,442



**ANNUAL WEBSITE  
TRAFFIC**  
**3.8M+**  
**(30% returning)**



### Overall Partners Page Traffic (Average Monthly):

Views: 2,626

#### Engagement Metrics:

Engagement time/user: 41s  
Engaged sessions: 1,060  
Clicks: 2,960

#### Key Traffic Sources:

Organic Traffic: 48.92%  
Direct: 33.27%

#### Domain Metrics:

Domain Authority: 56

### Member Dashboard Partner Traffic (Average Monthly):

Views: 17,308

#### Engagement Metrics:

Engagement time/user: 41s  
Engaged sessions: 10,300  
Clicks: 8,988

#### **Webinar stats:**

##### Average:

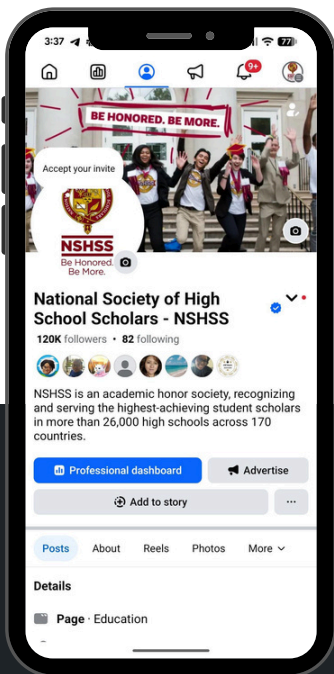
Registrations: 468  
Attendance rate: 36.1%

# SOCIAL MEDIA

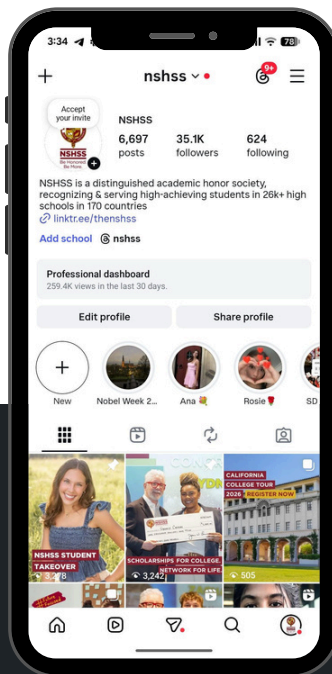
## Custom partner posts

- NSHSS is active on all major social media platforms with a substantial following and high engagement
- **Instagram Takeover Opportunity:**
  - You can conduct an Instagram takeover featuring live content on NSHSS IG stories
- **Coordinated Social Media Posts:**
  - Separate posts on Facebook, Instagram, and TikTok will be coordinated using the content that you provide
  - These posts will align with the dedicated partner emails

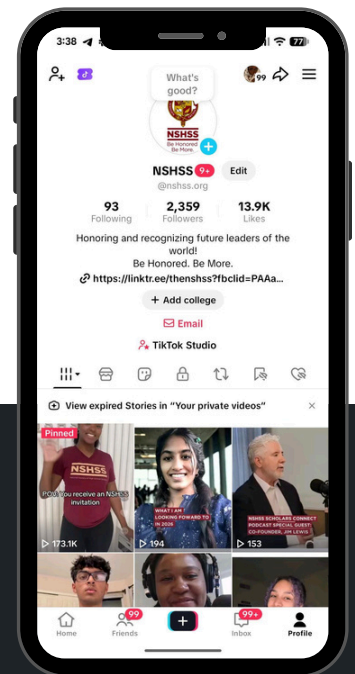
**HIGH-INTENT  
ENGAGEMENT:**  
6.3 link clicks, 5.3  
saves, 6.6 shares  
(Avg per Post)



Facebook



Instagram



TikTok



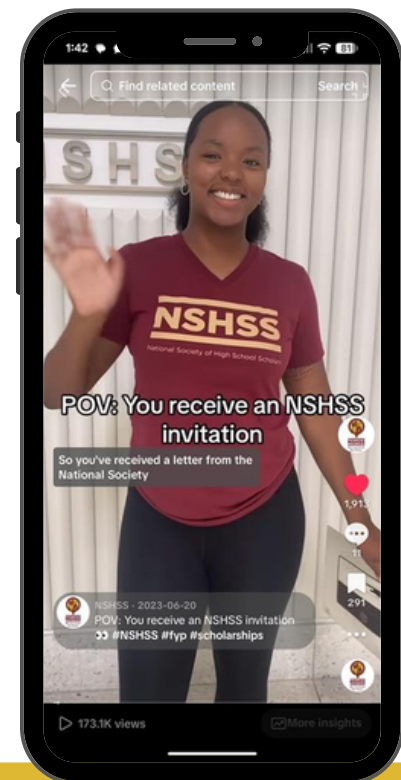
# VIDEO CONTENT

Short-form video is **the #1 content format** across social media right now

Platforms are prioritizing video in-feed, meaning Reels and TikTok consistently earn more reach, more discovery, and more watch-time than static posts.

NSHSS video placements allow you to show up in a format that feels native, authentic, and high-performing for students and families—especially when paired with a clear CTA and story-driven messaging.

Video is the strongest driver of reach right now—**13.44M impressions in 2025** and nearly **300K video views**.



Video-first campaigns helped drive **13.44M total impressions in 2025 (+15.1% YoY)**

TikTok **engagement rate went up +86% YoY**

# PRESS RELEASE/MEMBER ANNOUNCEMENT

## Announces your organization through unique opportunities for brand visibility

We will showcase your organization's accomplishments and position you as an education and youth empowerment supporter. Official press releases offer unique opportunities for brand visibility among a targeted demographic of students, educators, and parents.

NSHSS gained strong media recognition with 200+ placements since 2023. Our stories about scholarship winners, surveys, events, and partner programs are showcased in top national, regional, print, and broadcast outlets. We're sought after by renowned journalists for op-eds and thought leadership. Partners aligning with our brand benefit from this exposure, and we're open to collaborating on themed surveys, scholarships, or events tied to impactful occasions like Women's History and Earth Day.

### FEATURED IN:

over ~35% of our media placement are national



Forbes



BUSINESS  
INSIDER

FORTUNE



[View recent stories](#)



# CUSTOM PARTNER'S PAGE

## Customized exposure and message

We will work with you to customize a landing page that will provide extensive information and your value proposition to students.

A dedicated page on the website significantly elevates your organization's visibility among a targeted audience of high-achieving students, educators, and other potential partners.

### Universities

#### Summer Pre-College Scholars Program at University of California, Berkeley

Berkeley Summer Sessions

University of California, Berkeley is home to some of the world's greatest minds, leading more than 130 academic departments and 80 interdisciplinary research units addressing the world's most pertinent challenges.

NSHSS handpicks its partners carefully, searching for colleges and universities that directly align with our mission to provide the best resources for our members and their families. We may receive compensation from our partners, at no cost to you.

#### Summer Pre-College Scholars Program

Discover courses to meet and ignite your desire to learn this summer at UC Berkeley. Berkeley Summer Sessions offers highly motivated rising juniors and seniors the opportunity to experience college life at UC Berkeley. Take college-level courses with Berkeley students, and participate in co-curricular activities and college exploration workshops. Residential, commuter, non-credit, and virtual tracks are available.

Learn more about UC Berkeley's residential, commuter, non-credit, and virtual programs for high school students.

**HIGHLY DISCOVERABLE:**  
**48.92% of traffic comes**  
**from Organic Search**

### Educational Organizations

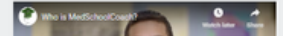
#### MedSchoolCoach

The MedSchoolCoach Pre-Med Coach program provides personalized, year-long mentorship for high school students aspiring to become physicians. Through tailored support from College Advisors and Physician Advisors, students build standout applications for competitive colleges and MD/DO programs while aligning their experiences with long-term medical goals.



NSHSS handpicks its partners carefully, searching for nonprofits, organizations, and companies that directly align with our mission to provide the best resources for our members and their families. We may receive compensation from our partners, at no cost to you.

Working together to



### Nonprofit Organizations

#### NSHSS Members: Lead, Serve, and Support St. Jude Children's Research

Honoring our history. Inspiring our future.

St. Jude Leadership Society is a membership of high-performing students who share a passion for leadership, service, and community.

Through this meaningful shared experience, SLS members will focus their time and energy on critical leadership principles that will lead to their success in career and life.



**Leadership Development**  
Members participate in a series of leadership development sessions that engage a variety of community and corporate leaders. All sessions are inspired by St. Jude founder Danny Thomas and focus on leadership traits like good citizenship, gratitude, grit, integrity, empathy, and courage.

**Networking and Mentorship**  
Throughout their journey members work with their mentors, usually a parent, to leverage their passions, skills, and networks to build and execute a fundraising strategy. Through this experience, SLS members learn how to manage a project from start to finish and they have an opportunity to exercise all that is learned through their leadership development sessions.



# DEDICATED PARTNER E-MAILS

## Co-branded email to members, parents, or educators

We will craft this co-branded email together to get the right message to members and promote your organization.

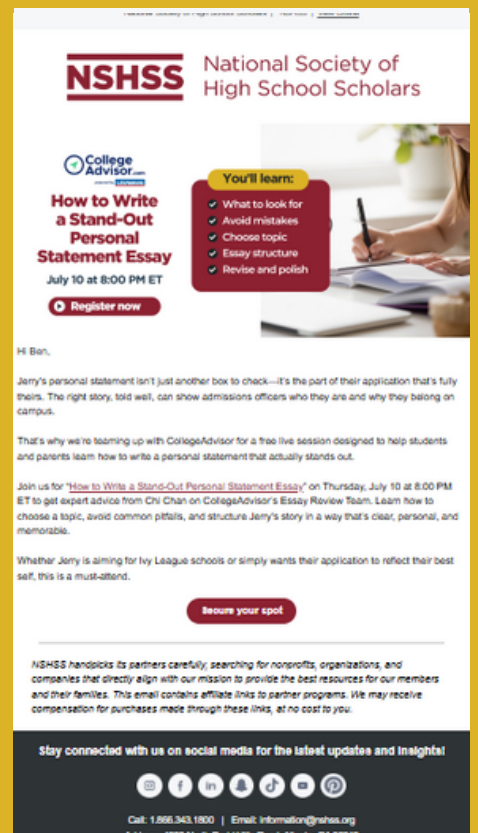
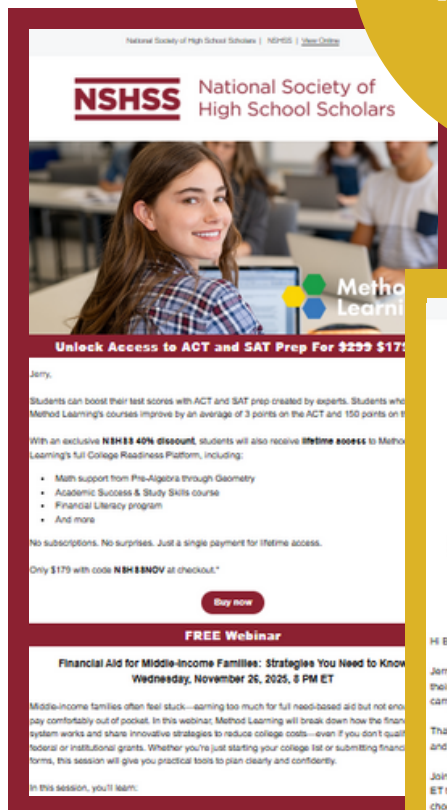
You will be able to share details about your company, including benefits members can receive and other information.

The dedicated email CTA can lead to your custom partner landing page or wherever you see fit.

**Strong list health**

**56.9M inboxes reached/year with up to 83% open rate**

**30.8M unique opens and 2.0M unique clicks/year with up to 13.3% click-through rate**





# BLOG

**Diverse and important information to reach motivated scholars and parents**

## RANKINGS

**Top 100 Rankings: 26,451**

**First Page Rankings: 3,465**

### Overall Blog Traffic (Average Monthly):

Views: 50K

Sessions: 44K

Unique Users: 159K

### Engagement Metrics:

Engagement Time/User: 1m 06s

Engaged sessions: 15,800

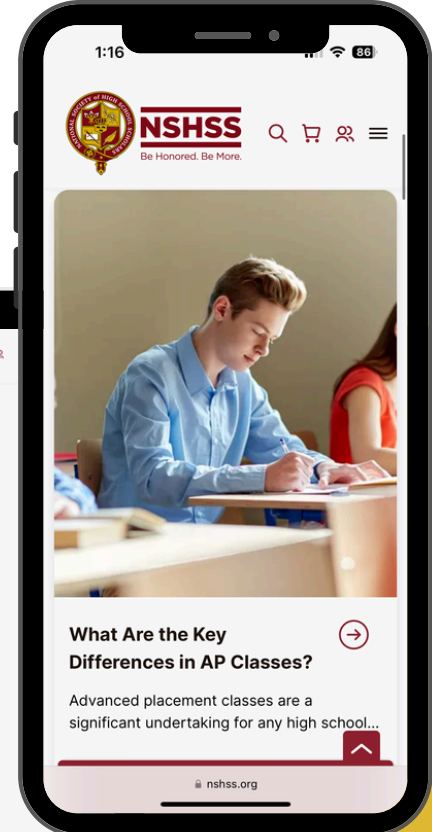
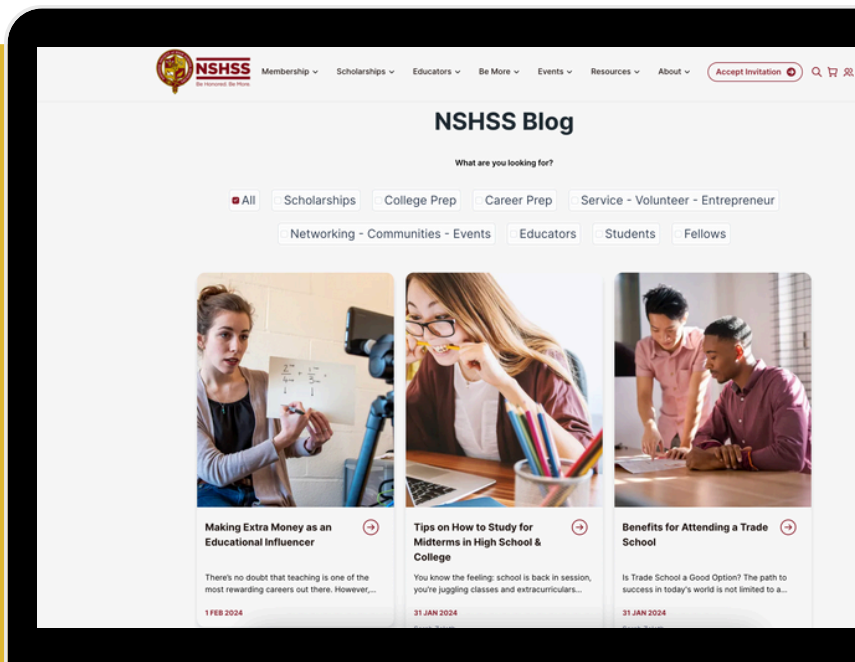
### Traffic Sources:

Organic Traffic: 79.17%

Direct Traffic: 14.50%

Referral Traffic: 3.94%

Organic Social Media Traffic: 0.63%



**See recent posts**

# WEBINARS

**A powerful platform to add value and gain exposure**

We strongly encourage partners to organize webinars, particularly when they offer highly valuable, enriching content on hot topics.

The content of the webinars should prioritize education and information sharing rather than sales pitches.

Our website and bi-weekly Webinar Newsletters are platforms through which we promote these events to students, parents, and educators. **Partners will also receive a list of opt-in registrant information.**

## AVERAGE WEBINAR STATS:

**Registrations: 497**  
**Attendance rate: 34.2%**

[View upcoming webinars](#)



# MEMBER DASHBOARD

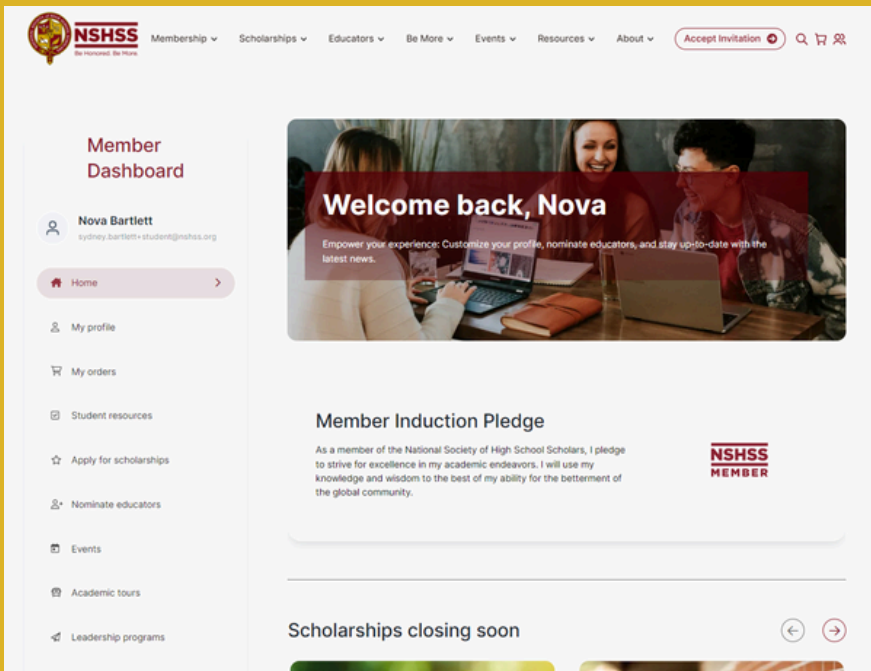
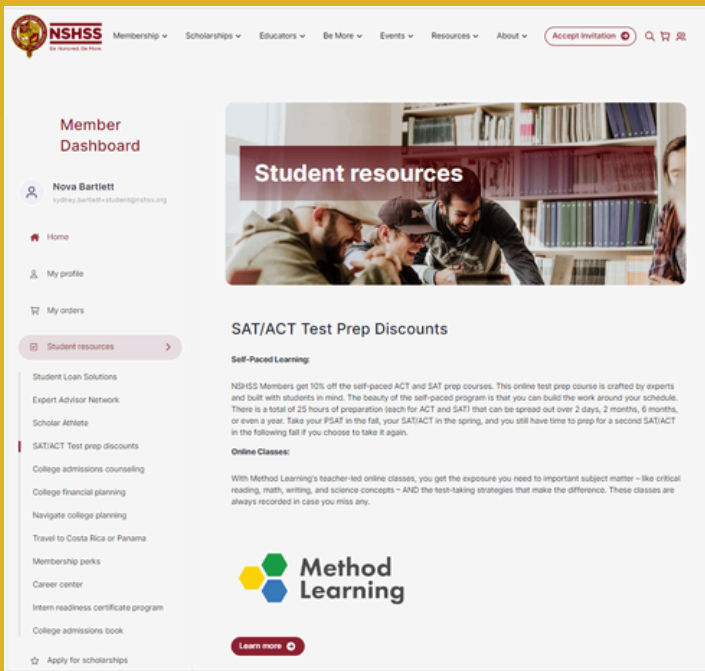
## Unique CTA on each member dashboard

Key Partners and Perk Partners may have logos on each member’s dashboard. Partners will have the potential to engage with future leaders and innovators, fostering early relationships that could benefit both parties in the long term.

With NSHSS’s extensive network of high-achieving students, educators, and schools, potential partners can gain the reach and influence of a large talent pool.

Inside our member experience

A high-frequency member touchpoint:  
**17K+ monthly views**





# SCHOLARS CONNECT

**NSHSS Podcast** that reaches students, parents, and educators

**NSHSS Scholars Connect** is our flagship podcast featuring student stories and expert insights on leadership, scholarships, and college/career readiness for high-achieving students and families. **Partner opportunities are coming soon**, including guest speaker spots and audio/visual ad placements during episode breaks.

Our Podcast is available on Podbean, YouTube, Spotify, Apple Podcasts, Amazon Music, and more.



YouTube



Spotify



Apple Podcasts

amazon music

## Episodes



### Founder's Wisdom: A Conversation with Jim Lewis on Building a GL...

3 days ago

In the first episode of the NSHSS Scholars Connect Podcast, we sit down with James (Jim) Lewis, co-founder of NSHSS, to explore the story, vision, and purpose behind one of the world's most global and inclusive academic honor societies. From its beginnings 20 years ago to the thriving international network it is today, Jim shares what inspired the creation of NSHSS, what continues to drive its mission, and why community is essential for the next...

READ MORE

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### Welcome to the NSHSS Scholars Connect

Tuesday Dec 30, 2025

Welcome to the NSHSS Scholars Connect podcast, where we are getting students ready to stand out, step up, and take action. Each episode features real stories from students and experts, focusing on leadership, scholarships, college and career tips, innovation, and global citizenship. This podcast is a space for learning, growth, and unlocking potential, aimed at students and the parents and educators who support them. First episode drops January 13, 2026...

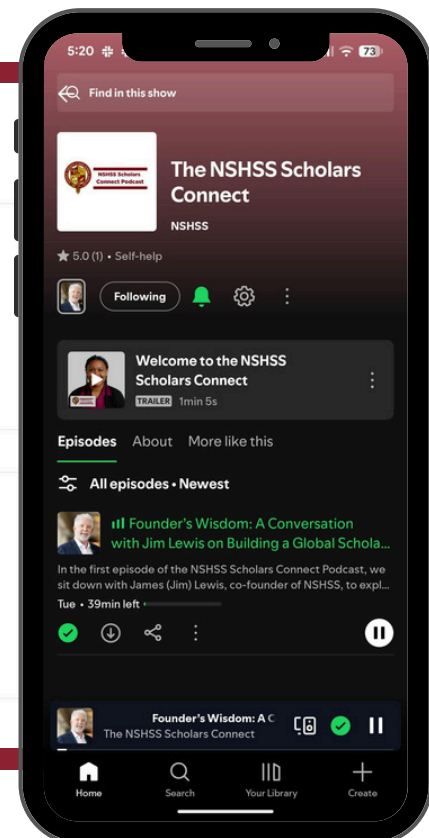
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High School Scholars

**For more information on how to become a partner or event inquiries, please contact us at [partnerships@nshss.org](mailto:partnerships@nshss.org).**