

Help #makeitloud on social media!

- Connect with *FIRST* on [Instagram](#), [Twitter](#), and [Facebook](#).
- Follow *FIRST* Programs:
 - Twitter: [@FRCTeams](#), [@FTCTeams](#), [@firstlegoleague](#)
 - Facebook: [FIRST Robotics Competition](#), [FIRST Tech Challenge](#)
- Stream live coverage on [FIRSTtv](#) (Twitch)!

Join the #FIRSTChamp conversation!

- ***Be a content contributor!*** When posting videos and photos during the event, tag **FIRST** handles and use hashtags:
 - Tag @first_official_ on Instagram, and @FIRSTtweets on Twitter
 - Use primary event hashtag: #FIRSTChamp
- **Other hashtags:**
 - #stemsquad
 - #omgrobots
 - #FIRSTinspires
 - #fuelthemission (volunteers)
 - #makeitloud
 - Game name hashtags (ex. #ROVERRUCKUS)

Criteria for eye-catching *FIRST* content:

1. It enlightens: provides info to help people understand *FIRST* and/or #FIRSTChamp
2. It's entertaining: think fun, light-hearted, *visual*
3. It's educational: teaches people something they didn't know before (i.e. DYK a total of 70K+ people from all over the world will attend this year's #FIRSTChamp events in Houston and Detroit?)
4. It evokes emotion: allows the audience to see themselves in the story you're telling, and/or the problem you're trying to solve

More suggestions to help #makeitloud!

- Consider video instead of images – even if it’s just a few seconds. Ex. pose a question in the caption, have the question answered by a student in the video.
- Capture action shots instead of posted shots – unloading, building, carrying, cheering, etc. (Tip: can’t seem to get a perfectly-timed shot? Take a video, then screen-capture the best moment)
- Take advantage of Twitch! Use the Clip button to create a short excerpt of a top livestreamed moment. Then use the provided link on social media (Tip: this is a task that can be done offsite)

FIRST
CHAMPIONSHIP

2019

APRIL 17-20
HOUSTON, TX

APRIL 24-27
DETROIT, MI

PRESENTED BY
Qualcomm

Questions?

Do you have a question about #FIRSTChamp social media, or an idea for great content? Email us!

marketing@firstinspires.org