Social Media Toolkit

2023 FIRST® Championship
Follow & amplify the conversation!

Connect with FIRST®

- Instagram
- TikTok
- LinkedIn
- Twitter
- Facebook

Follow FIRST Programs

- Twitter: @FRCTeams  @FTCTeams  @firstlegoleague
- Facebook: @FIRSTRoboticsCompetition  @FTCTeams  @FLLTeams
Engage in the conversation!

When posting videos and photos during the event, tag FIRST handles and use hashtags:

- Event hashtag (to show you are at Championship or talking about Championship): #FIRSTChamp

- Narrative Hashtags: We are using #IAmMoreThan and #PeopleofSTEAM to unite the community in a fun, authentic and engaging dialogue that is universal to the FIRST experience:
  - #IAmMoreThan: For stories that share how STEM inspires the innovative spirit and self-esteem that kids need to tackle the world's greatest challenges
  - #PeopleofSTEAM: For highlighting diverse voices in our community and the impacts they are making on the world of FIRST, the world of STEAM, and/or in their own backyard

- Other Hashtags:
  - #MoreThanRobots
  - #FIRSTinspires
  - #omgrobots
Tips for telling your FIRST story

• **It enlightens**
  • Provides info to help people understand the FIRST experience / your unique POV (point of view) about how FIRST has impacted you
  • Captures the spirit of community-wide teamwork, Coopertition® and Gracious Professionalism®

• **It’s entertaining**
  • Think fun, light-hearted, highly visual
  • Short, attention-grabbing videos are often the most engaging (TikTok, Instagram Reels)

• **It evokes an emotional response**
  • Allows the audience to see themselves in the story you’re telling, and/or the problem you’re trying to solve
  • Highlights how FIRST empowers students to do amazing things; emphasizes how FIRST inspires students to believe in themselves / realize their full potential
  • Invites conversation and amplification (i.e. audiences are so moved/excited/inspired that they want to like, comment, and/or share)
Tips Continued

• **Capture action shots instead of posed shots** - take screenshots of videos if easier!
  • Highlights teams helping each other, working together, and celebrating one another to demonstrate how the values of *Coopertition*® and *Gracious Professionalism*® make FIRST more than robots.
  • Ex. Photos of alliances, teams sharing resources, cheering together, etc.
  • Tip: Try to get the social handles of any teams you’re highlighting and tag them!

• **Video is strongly suggested (instead of still images)** - even if it’s just a few seconds long
  • Ex. Pose a question in the caption or as text on the screen, have the question answered by several students in quick clips throughout the video.
  • “How do you make an impact?” #PeopleofSTEAM
  • “What was your proudest accomplishment this season? Were there any challenges or obstacles you had to overcome to get there?” #IAmMoreThan
  • “How do you inspire others?” #PeopleofSTEAM
  • “What’s something you learned about yourself this season?” #IAmMoreThan