

A large, stylized lightning bolt graphic in a vibrant lime green color, pointing upwards and to the right. It frames the main title text.

FIRST[®] CHAMPIONSHIP

2023

PRESENTED BY

BAE SYSTEMS

**FIRST
ENERGIZESM**

PRESENTED BY **Qualcomm**

Social Media Toolkit

2023 *FIRST*[®] Championship



PRESENTED BY **BAE SYSTEMS**



Follow & amplify the conversation!

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• 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