

#FIRSTChamp

2017 | Houston | St. Louis

Digital and Social Media Toolkit

Join the [#FIRSTChamp](#) conversation, and help [#makeitloud!](#)

Follow and share using the primary hashtag [#FIRSTChamp](#).

- Secondary hashtags are: [#FIRSTinspires](#) and [#STEMSquad](#).
- Get all the latest info on the [FIRST Championship website](#).
- Download the [FIRST Championship app](#).
- Connect with *FIRST* on [Facebook](#), [Twitter](#), and [Instagram](#).
- Add us on Snapchat ([firstinspires](#)).
- Watch and share our videos on the [FIRST YouTube channel](#).
- Connect with [FIRST programs on social media](#).

Get social!

Use these sample posts and thought-starters to get your followers excited about #FIRSTChamp:

- The #STEMSquad has arrived at #FIRSTChamp! So excited to meet new #friendswithrobots! #firstinspires
- #omgrobots! *FIRST* is taking over <insert Championship city>!
- #FIRSTInspires me to _____. #FIRSTChamp
- Proud to be a part of the #FIRSTChamp! Come visit us in <insert pit/booth location>!
- Is your #STEMSquad all decked out for #FIRSTChamp? Share a photo!
- Is it your first time in Houston and/or St. Louis? Share your host city explorations with your audiences! Bonus points if you tag the city's social media channels in your post(s).
- Want to join our #STEMSquad? Learn more at firstinspires.org!
- RT if you're proud to be a woman in STEM. <https://www.youtube.com/watch?v=94DKqyqyAbQ>
#womeninstem #putherFIRST

Get visual!

There is no shortage of great visuals at #FIRSTChamp! However, if you're preparing content ahead of time, or want to join the conversation from home, feel free to snap up great photos from our online galleries:

[FIRST Robotics Competition Photos](#)

[FIRST Tech Challenge Photos](#)

[FIRST LEGO League Photos](#)

[FIRST LEGO League Jr. Photos](#)

A little **thank you** goes a long way!

#FIRSTChamp represents the culmination of the *FIRST* 2016/17 season, so it is a great time to say thank you! A little thank you goes a long way, so take a moment to thank:

- Your Mentor(s) and/or Teachers
- *FIRST* Sponsors
- Your team Sponsor(s)
- *FIRST* Volunteers
- Your Teammates
- Anyone else who helped your team, or you personally this season!