



FIRST[®] **2022**
CHAMPIONSHIP

Social Media Toolkit

Follow & amplify the conversation on social media!

Connect with *FIRST*[®]

- [Instagram](#)
- [Twitter](#)
- [Facebook](#)
- [TikTok](#) - *account launched February 2022 & will be a major platform during Championship*
- [LinkedIn](#)

Follow *FIRST* Programs

- Twitter: [@FRCTeams](#), [@FTCTeams](#), [@firstlegoleague](#)
- Facebook: [FIRST Robotics Competition](#), [FIRST Tech Challenge](#), [FIRST LEGO League](#)

Join the #FIRSTChamp conversation!

Be a content contributor!

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

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

Narrative hashtag: we are using **#MoreThanRobots** as the overarching Championship narrative to tell a visual and interactive story about what makes *FIRST* more than robots; we are leaning into the buzz surrounding the “More Than Robots” Disney+ documentary and pulling this narrative thread throughout all our Championship content.

Other hashtags:

- **#BuildTheFuture:** as a secondary narrative hashtag, we’ll be showcasing how members of the *FIRST* Community (includes students, mentors, volunteers, parents, sponsors, donors, etc.) build the future through their participation in and/or support of *FIRST*).

Tips for telling the *FIRST* story

- **It enlightens**
 - Provides info to help people understand *FIRST* and/or how *FIRST* is #MoreThanRobots
 - Captures the community-wide teamwork, *Coopertition*® and *Gracious Professionalism*® that build the *FIRST* community
- **It's entertaining**
 - Think fun, light-hearted, *visual*
 - Short, attention-grabbing videos are often the most engaging (TikTok style)
- **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 the *FIRST* students of today are building the future of tomorrow (#BuildTheFuture)
 - Invites conversation and amplification

Tips Continued

- **Consider video instead of images** – even if it’s just a few seconds
 - 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
 - “Why is *FIRST* more than robots to you?”
 - “If you could describe *FIRST* in one word, what would it be?”
- **Capture action shots instead of posed shots** – take screenshots of videos if easier!
 - Highlight teams helping each other, working together, and celebrating one another to demonstrate how the values of *Gracious Professionalism*® and *Coopertition*® 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!