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!