2024-2025
Social Media Toolkit
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How to use the season name when written:

- When using FIRST® DIVE℠ in text (body copy), adhere to the following style standards:
  - On first use of the name in a document, both in heading/title and in body copy, include the superscripted trademark symbols and “presented by Qualcomm”: FIRST® DIVE℠ presented by Qualcomm.
  - In subsequent appearances, the name may be shortened to FIRST DIVE.
  - FIRST must always appear in italics.
  - FIRST and DIVE should always appear in all caps.
  - Use all lower case for “presented by” except in headlines or titles where the document style guide calls for initial caps.
  - Do not use the wordmark (logotype/art) as a mention in body copy.
  - Do not distort, alter, or separate any logo elements.

For all FIRST logos and branding guidelines, visit the FIRST Branding Page.

When all programs and games are mentioned together, they should always be mentioned in the following order: 1. SUBMERGED 2. INTO THE DEEP 3. REEFSCAPE
In social media posts, all season game names may be used in hashtag format:

- #FIRSTDIVE
- #SUBMERGED
- #INTOTHEDEEP
- #REEFSCAPE

When mentioning Qualcomm in social media posts, use the following handles:

- Facebook: @Snapdragon
- Instagram: @Qualcomm
- LinkedIn: @Qualcomm
- TikTok: @snapdragon

**FIRST DIVE Sample Social Media Copy:**

**Facebook:**
Together, through our 2024-2025 season, explore the future with #FIRSTDIVE presented by Qualcomm (@snapdragon).

**Instagram:**
Together, through our 2024-2025 season, explore the future with #FIRSTDIVE presented by @Qualcomm.

**LinkedIn:**
Together, through our 2024-2025 season, explore the future with #FIRSTDIVE presented by @Qualcomm.

**TikTok:**
Together, through our 2024-2025 season, explore the future with #FIRSTDIVE presented by Qualcomm (@snapdragon).

**Sample social copy using program and game names:**

**Facebook:**
Together, through our 2024-2025 season, #FIRSTDIVE presented by Qualcomm (@snapdragon), we will explore the future.
FIRST LEGO League #SUBMERGED
FIRST Tech Challenge #INTOTHEDEEP presented by @RTX
FIRST Robotics Competition #REEFSCAPE presented by @GeneHaasFoundation

**Instagram:**
Together, through our 2024-2025 season, #FIRSTDIVE presented by @Qualcomm we will explore the future.
FIRST LEGO League #SUBMERGED
FIRST Tech Challenge #INTOTHEDEEP presented by @RTXcorporation
FIRST Robotics Competition #REEFSCAPE presented by @GeneHaasFoundation

**LinkedIn:**
Together, through our 2024-2025 season, #FIRSTDIVE presented by @Qualcomm, we will explore the future.
FIRST LEGO League #SUBMERGED
FIRST Tech Challenge #INTOTHEDEEP presented by @RTX
FIRST Robotics Competition #REEFSCAPE presented by @Gene-Haas-Foundation

TikTok:
Together, through our 2024-2025 season, #FIRSTDIVE presented by Qualcomm (@snapdragon), we will explore the future.
FIRST LEGO League #SUBMERGED
FIRST Tech Challenge #INTOTHEDEEP presented by RTX

**FIRST DIVE presented by Qualcomm Social Graphics best practices:**

Facebook Cover: First_dive_social_templates_fb_cover

- Use for Facebook page header.
- For specific brand guidelines, please refer the [FIRST brand guidelines](#).

Facebook Post with text: first_dive_social_template_fb_post

- Facebook Post
- Any additional information should be shared/added in the posts caption
  - Do not edit or adjust social graphic
- For specific brand guidelines, please refer the [FIRST brand guidelines](#).
Blank Social Post: first_dive_social_templates_logo_center

- Insert text in center of graphic.
- Please exclusively use white text
  - Example text: “Join our Team!”
- For specific brand guidelines, please refer the FIRST brand guidelines.

Social Post with Logo: first_dive_social templates_logo_center

- Any social platform
- Any additional information should be shared/added in the posts captions
  - Do not edit or adjust social graphic
- For specific brand guidelines, please refer the FIRST brand guidelines.
TikTok or Instagram Reel: first_dive_social_templates IG_story

- Graphic used for Instagram Story or Reel
- Please exclusively use white text
  - Example text: “Join our Team!”
- For specific brand guidelines, please refer the FIRST brand guidelines.
2024-2025 FIRST® LEGO® League season
SUBMERGED℠

How to use the season game name when written:

When using SUBMERGED℠ in text (body copy), adhere to the following style standards:

- Always CAPITAL LETTERS.
- SUBMERGED is one word.
- Include SM on first mention in headline and first mention in body copy.
- Do not use the wordmark (logotype/art) as a mention in body copy.
  - Do not distort, alter, or separate any logo elements.

For all FIRST logos and branding guidelines, visit the FIRST Branding Page.

When talking about the season on social media, always use the hashtag #SUBMERGED
SUBMERGED Sample Social Media Copy:

Facebook:
Together, through our 2024-2025 season, #SUBMERGED, we will explore the future. #FIRSTDIVE

Instagram:
Together, through our 2024-2025 season, #SUBMERGED, we will explore the future. #FIRSTDIVE

LinkedIn:
Together, through our 2024-2025 season, #SUBMERGED, we will explore the future. #FIRSTDIVE

TikTok:
Together, through our 2024-2025 season, #SUBMERGED, we will explore the future. #FIRSTDIVE

Sample social copy for when FIRST DIVE and SUBMERGED are mentioned together:

Facebook:
How will YOU go beneath the surface and explore the future in #SUBMERGED? Learn more about the 2024-2025 #FIRSTDIVE presented by Qualcomm (@snapdragon) season: [link]

Instagram:
How will YOU go beneath the surface and explore the future in #SUBMERGED? Learn more about the 2024-2025 #FIRSTDIVE presented by @Qualcomm season: [link]

LinkedIn:
How will YOU go beneath the surface and explore the future in #SUBMERGED? Learn more about the 2024-2025 #FIRSTDIVE presented by @Qualcomm season: [link]

TikTok:
How will YOU go beneath the surface and explore the future in #SUBMERGED? Learn more about the 2024-2025 #FIRSTDIVE presented by Qualcomm (@snapdragon)

SUBMERGED Social Graphics best practices:

Program social graphics and instructions will be available later in the season.
2023-2024 FIRST® Tech Challenge season, INTO THE DEEPSM presented by RTX

How to use the season game name when written:

When using INTO THE DEEPSM in text (body copy), adhere to the following style standards:

- Always all CAPITAL LETTERS.
- Season name should be written as: INTO THE DEEP
- Include SM on first mention in headline and first mention in body copy.
- Include “presented by RTX” on the first mention in body copy.
- RTX should always have initial caps and not be abbreviated.
- Do not use the wordmark (logotype/art) as a mention in body copy.
- Do not distort, alter, or separate any logo elements.

For all FIRST logos and branding guidelines, visit the FIRST Branding Page.

When talking about the season on social media, always use the hashtag #INTOTHEDEEP
When mentioning RTX in social media posts, please use the following handles:

- Facebook: @RTX
- Instagram: @rtxcorporation
- LinkedIn: @RTX
- TikTok: N/A

**INTO THE DEEP Sample Social Media Copy:**

**Facebook:**
Together, through our 2024-2025 season, #INTOTHEDEEP presented by @RTX, we will explore the future. #FIRSTDIVE

**Instagram:**
Together, through our 2024-2025 season, #INTOTHEDEEP presented by @rtxcorporation, we will explore the future. #FIRSTDIVE

**LinkedIn:**
Together, through our 2024-2025 season, #INTOTHEDEEP presented by @RTX, we will explore the future. #FIRSTDIVE

**TikTok:**
Together, through our 2024-2025 season, #INTOTHEDEEP presented by RTX, we will explore the future. #FIRSTDIVE

**Sample social copy for when FIRST DIVE and INTO THE DEEP are mentioned together:**

**Facebook:**
How will YOU go beneath the surface and explore the future in #INTOTHEDEEP presented by @RTX? Learn more about the 2024-2025 #FIRSTDIVE presented by Qualcomm (@snapdragon) season: [link]

**Instagram:**
How will YOU go beneath the surface and explore the future in #INTOTHEDEEP presented by @rtxcorporation
#INTOTHEDEEP is part of the 2024-2025 #FIRSTDIVE presented by @qualcomm season.

**LinkedIn:**
How will YOU go beneath the surface and explore the future in #INTOTHEDEEP presented by @RTX? Learn more about the 2024-2025 #FIRSTDIVE presented by @Qualcomm season: [link]

**TikTok:**
How will YOU go beneath the surface and explore the future in #INTOTHEDEEP presented by RTX?
#INTOTHEDEEP is part of the 2024-2025 #FIRSTDIVE presented by Qualcomm season.

**INTO THE DEEP presented by RTX Social Graphics best practices:**
Program social graphics and instructions will be available later in the season.
2025 FIRST® Robotics Competition season, REEFSCAPE℠ presented by Haas

How to use the season game name when written:

When using REEFSCAPE℠ in text (body copy), adhere to the following style standards:

- Always all CAPITAL LETTERS.
- REEFSCAPE should appear as one word.
- Include superscripted SM on first mention in headline and first mention in body copy.
- Include “presented by Haas” on the first mention in body copy.
- Only capitalize the ‘H’ in Haas. Haas must never appear in all caps.
- Do not use the wordmark (logotype/art) as a mention in body copy.
- Do not distort, alter, or separate any logo elements.
For all FIRST logos and branding guidelines, visit the [FIRST Branding Page](#).

When talking about the season on social media, always use the hashtag #REEFSCAPE

**When mentioning Haas in social media posts, please use the following handles:**

- Facebook: @genehaasfoundation
- Instagram: @genehaasfoundation
- LinkedIn: @gene-haas-foundation

**REEFSCAPE Sample Social Media Copy:**

**Facebook:**

Together, through our 2025 season, #REEFSCAPE presented by @genehaasfoundation, we will explore the future. #FIRSTDIVE

**Instagram:**

Together, through our 2025 season, #REEFSCAPE presented by @genehaasfoundation, we will explore the future. #FIRSTDIVE

**LinkedIn:**

Together, through our 2025 season, #REEFSCAPE presented by @gene-haas-foundation, we will explore the future. #FIRSTDIVE

**TikTok:**

Together, through our 2025 season, #REEFSCAPE presented by Haas, we will explore the future. #FIRSTDIVE

**Sample social copy for when FIRST DIVE and REEFSCAPE are mentioned together:**

**Facebook:**

How will YOU go beneath the surface and explore the future in #REEFSCAPE presented by @genehaasfoundation? Learn more about the 2024-2025 #FIRSTDIVE presented by Qualcomm (@snapdragon) season: [link]

**Instagram:**

How will YOU go beneath the surface and explore the future in #REEFSCAPE presented by @genehaasfoundation? 
#REEFSCAPE is part of the 2024-2025 #FIRSTDIVE presented by @qualcomm season.

**LinkedIn:**

How will YOU go beneath the surface and explore the future in #REEFSCAPE presented by @genehaasfoundation? Learn more about the 2024-2025 #FIRSTDIVE presented by @Qualcomm season: [link]

**TikTok:**

How will YOU go beneath the surface and explore the future in #REEFSCAPE presented by Haas?
#REEFSCAPE is part of the 2024-2025 #FIRSTDIVE presented by Qualcomm (@snapdragon) season.

**REEFSCAPE presented by Haas Social Graphics best practices:**

Program social graphics and instructions will be available later in the season.