

FIRST[®]
DIVESM

PRESENTED BY **Qualcomm**

2024-2025

Social Media Toolkit

Table of Contents

- **2024-2025 FIRST® DIVESM presented by Qualcomm**
 - Writing season name
 - Logo files & style guide
 - Mentioning program and game names
 - Game and season hashtags
 - Qualcomm social handles
 - Sample social copy
 - Social graphic best practices
- **2024-2025 FIRST® LEGO® League SUBMERGEDSM**
 - Writing game name
 - Logo files & style guide
 - Game hashtag
 - Sample social copy using game name
 - Sample social copy using game with season name/tags
 - Social graphic best practices
- **2024-2025 FIRST® Tech Challenge INTO THE DEEPSM presented by RTX**
 - Writing game name
 - Logo files & style guide
 - Game hashtag
 - RTX social handles
 - Sample social copy using game name/tags
 - Sample social copy using game with season name/tags
 - Social graphic best practices
- **2025 FIRST® Robotics Competition REEFSCAPESM presented by Haas**
 - Writing game name
 - Logo files & style guide
 - Game hashtag
 - Gene Haas Foundation social handles
 - Sample social copy using game name/tags
 - Sample social copy using game with season name/tags
 - Social graphic best practices

2024-2025 season

FIRST[®] DIVESM presented by Qualcomm



How to use the season name when written:

- When using *FIRST[®] DIVESM* 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[®] DIVESM* 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**SM



How to use the season game name when written:

When using SUBMERGEDSM 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**SM presented by Haas



PRESENTED BY **HAAS**
Gene Haas Foundation

How to use the season game name when written:

When using REEFSCAPESM 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.