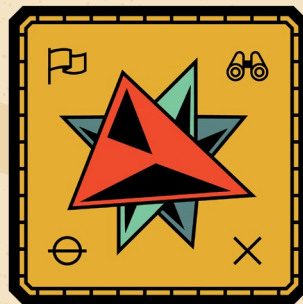


2025 – 2026 Social Media Toolkit



UNEARTHEDTM

2025-2026 *FIRST*[®] LEGO[®] League season
UNEARTHEDTM

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2025-2026 *FIRST*® LEGO® League UNEARTHED™

- Writing game name
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How to use the season game name when written:

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

- Always CAPITAL LETTERS.
- UNEARTHED is one word.
- Include superscripted TM 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 #UNEARTHED

[FIRST LEGO League Facebook](#) | [FIRST LEGO League YouTube](#)



UNEARTHED Sample Social Media Copy:

Facebook:

Uncover the past to discover the future in the 2025-2026 *FIRST* LEGO League season, #UNEARTHED. #FIRSTAGE

Instagram:

Uncover the past to discover the future in the 2025-2026 *FIRST* LEGO League season, #UNEARTHED. #FIRSTAGE

LinkedIn:

Uncover the past to discover the future in the 2025-2026 *FIRST* LEGO League season, #UNEARTHED. #FIRSTAGE

TikTok:

Uncover the past to discover the future in the 2025-2026 *FIRST* LEGO League season, #UNEARTHED. #FIRSTAGE



Sample social copy for when *FIRST AGE* and UNEARTHED are mentioned together:

Facebook:

How will YOU uncover the future in #UNEARTHED? Learn more about the 2025-26 #FIRSTAGE presented by Qualcomm (@snapdragon) season: [link]

Instagram:

How will YOU uncover the future in #UNEARTHED? Learn more about the 2025-26 #FIRSTAGE presented by @Qualcomm season

LinkedIn:

How will YOU uncover the future in #UNEARTHED? Learn more about the 2025-26 #FIRSTAGE presented by @Qualcomm season: [link]

TikTok:

How will YOU uncover the future in #UNEARTHED? Learn more about the 2025-26 #FIRSTAGE presented by Qualcomm (@snapdragon)



Facebook Templates

Cover:

Challenge: age_fll_challenge_social_fb_post

Explore: age_fll_explore_social_fb_post

Discover: age_fll_discover_social_fb_post

- Facebook Post
- Any additional information should be shared/added in the post's caption
- Do not edit or adjust social graphic



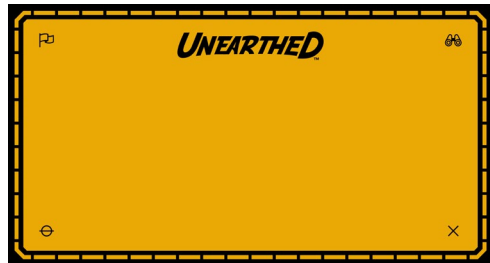
Blank Social Post:

Challenge: age_fll_challenge_social_fb_post_blank

Explore: age_fll_explore_social_fb_post_blank

Discover: age_fll_discover_social_fb_post_blank

- Insert text in center of graphic
- Please exclusively use black text
- Example text: "Join our Team!"



For specific brand guidelines, please refer to the [FIRST AGE presented by Qualcomm brand guidelines](#).



Instagram Post Templates

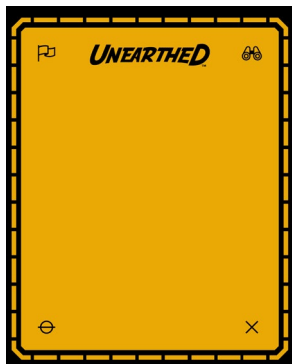
Instagram Post Customizable:

Challenge: age_fll_challenge_social_ig_customizable

Explore: age_fll_explorsocial_ig_customizable

Discover: age_fll_discover_social_ig_customizable

- Use for Instagram post
- Insert text in center of graphic
- Please exclusively use black text
- Example text: "Join our Team!"



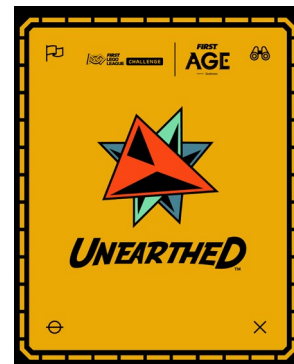
Instagram Post:

Challenge: age_fll_challengee__social_ig_post

Explore: age_fll_explore_social_ig_post

Discover: age_fll_discover_social_ig_post

- Can use on any social platform
- Any additional information should be shared/added in the post's caption
- Do not edit or adjust social graphic



For specific brand guidelines, please refer to the [FIRST AGE presented by Qualcomm brand guidelines](#).



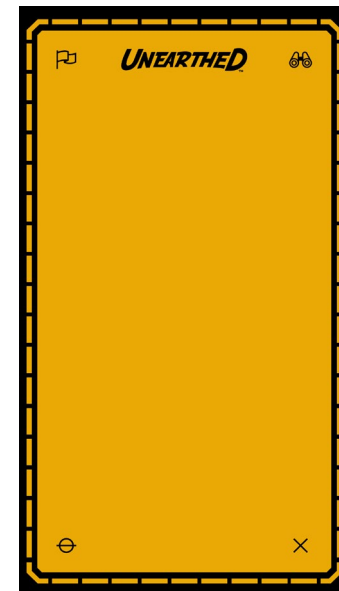
Instagram Reel

Challenge: age_fll_challenge_social_ig_reel

Explore: age_fll_explore_social_ig_reel

Discover: age_fll_discover_social_ig_reel

- Use for Instagram reel or story post.
- Insert text below UNEARTHED lockup to allow correct space.
- Please exclusively use black text
- Example text: "Join our Team!"



For specific brand guidelines, please refer to the [FIRST AGE presented by Qualcomm brand guidelines](#).



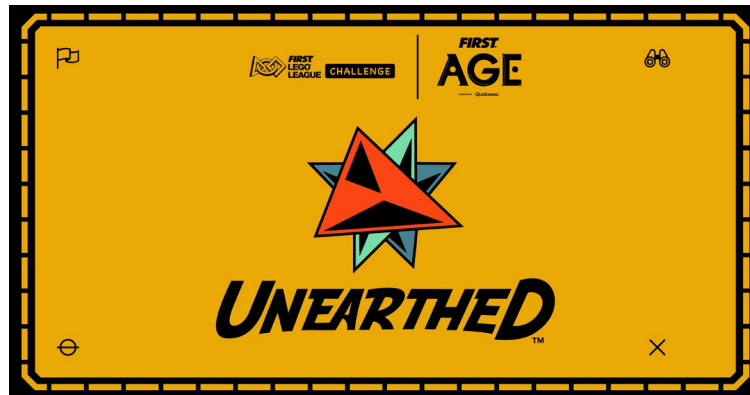
LinkedIn Post:

Challenge: age_fll_challenge_social_linkedin_post

Explore: age_fll_explore_social_linkedin_post

Discover: age_fll_discover_social_linkedin_post

- LinkedIn 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 to the [FIRST AGE presented by Qualcomm brand guidelines](#).

