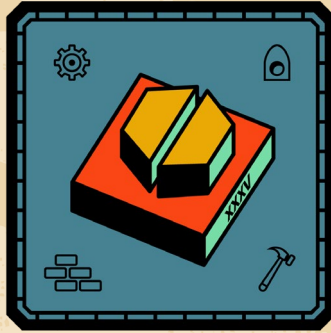


2025 – 2026 Social Media Toolkit



REBUILT[™]

PRESENTED BY **HAAS**
Gene Haas Foundation

2026 *FIRST*[®] Robotics Competition season
REBUILT[™] presented by Haas

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2026 *FIRST*® Robotics Competition REBUILT™ presented by Haas

- Writing game name
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- Social graphic best practices

How to use the season game name when written:

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

- Always all CAPITAL LETTERS.
- REBUILT should appear as one word.
- Include superscripted TM 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 #REBUILT

[FIRST Robotics Competition Facebook](#) | [FIRST Robotics Competition YouTube](#)



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

Facebook: @genehaasfoundation

Instagram: @genehaasfoundation

LinkedIn: @gene-haas-foundation

REBUILT

PRESENTED BY **HAAS**
Gene Haas Foundation



REBUILT Sample Social Media Copy:

Facebook:

Use your engineering skills and re-imagine the past in the 2026 FIRST Robotics Competition season, #REBUILT presented by @genehaasfoundation. #FIRSTAGE

Instagram:

Use your engineering skills and re-imagine the past in the 2026 FIRST Robotics Competition season, #REBUILT presented by @genehaasfoundation. #FIRSTAGE

LinkedIn:

Use your engineering skills and re-imagine the past in the 2026 FIRST Robotics Competition season, #REBUILT presented by @gene-haas-foundation. #FIRSTAGE

TikTok:

Use your engineering skills and re-imagine the past in the 2026 FIRST Robotics Competition season, #REBUILT presented by Haas. #FIRSTAGE



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

Facebook:

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

Instagram:

How will YOU uncover future in in #REBUILT presented by @genehaasfoundation? #REBUILT is part of the 2025-26 #FIRSTAGE presented by @qualcomm season.

LinkedIn:

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

TikTok:

How will YOU uncover future in in #REBUILT presented by Haas? #REBUILT is part of the 2025-26 #FIRSTAGE presented by Qualcomm (@snapdragon) season.



Facebook Graphic Templates

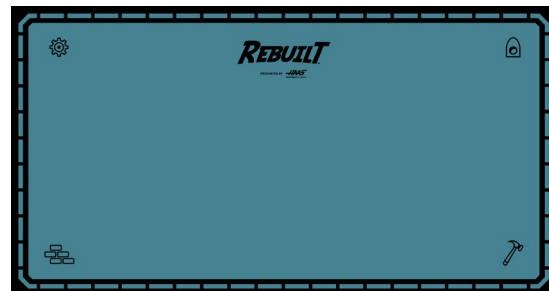
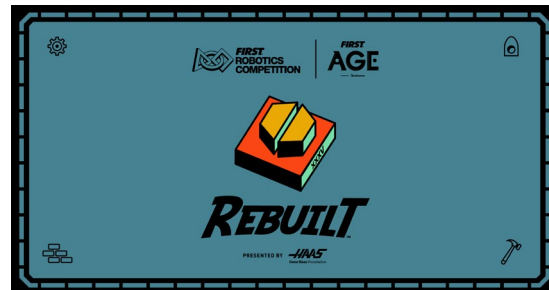
Facebook Cover: age_frc_rebuilt_social_fb_post

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

Blank Social Post: age_frc_rebuilt_social_fb_post_blank

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

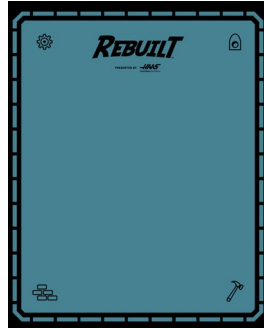
For specific brand guidelines, please refer to the [FIRST AGE presented by Qualcomm brand guidelines](#).



Instagram Post Templates

Instagram Post Customizable: age_frc_rebuilt_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: age_frc_rebuilt_social_ig_post

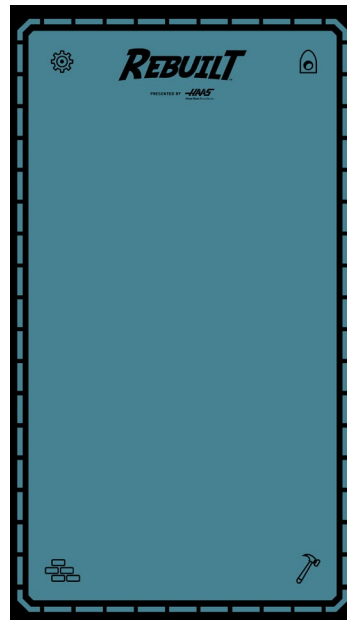
- Any social platform
- Any additional information should be shared/added in the post's caption
- Do not edit or adjust social graphic



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

Instagram Reel: age_frc_rebuilt_social_ig_reel

- Use for Instagram reel or story post.
- Insert text below REBUILT presented by Haas 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: age_frc_rebuilt_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](#).

