

FIRST[®]

AGETM

PRESENTED BY **Qualcomm**

2025 – 2026 Social Media Toolkit

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2025-2026 **FIRST**® **AGE**™ presented by Qualcomm

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How to use the season name when written:

When using *FIRST*® AGE™ 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*® AGE™ presented by Qualcomm.
- In subsequent appearances, the name may be shortened to *FIRST* AGE.
- *FIRST* must always appear in italics.
- *FIRST* and AGE 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. UNEARTHED 2. DECODE 3. REBUILT

In social media posts, season game names may be used with hashtags:

- #FIRSTAGE
- #UNEARTHED
- #DECODE
- #REBUILT

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

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

Additional *FIRST* hashtags:

- #morethanrobots
- #omgrobots
- #FIRSTinspires

***FIRST* social handles:**

- Facebook: @FIRSTOfficial
- Instagram: @first_official_
- Threads: @first_official_
- LinkedIn: @first-2
- TikTok: @first_inspires

***FIRST AGE* Sample Social Media Copy:**

Facebook:

Join our 2025-2026 archaeology-themed robotics season, #FIRSTAGE presented by Qualcomm (@snapdragon), and discover the artifacts that will help us build a better world.

Instagram:

Join our 2025-2026 archaeology-themed robotics season, #FIRSTAGE presented by @Qualcomm, and discover the artifacts that will help us build a better world.

LinkedIn:

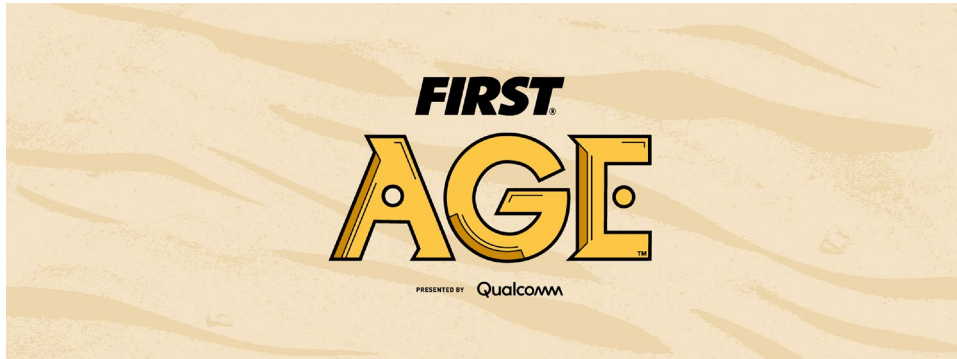
Join our 2025-2026 archaeology-themed robotics season, #FIRSTAGE presented by @Qualcomm, and discover the artifacts that will help us build a better world.

TikTok:

Join our 2025-2026 archaeology-themed robotics season, #FIRSTAGE presented by Qualcomm (@snapdragon), and discover the artifacts that will help us build a better world.

Facebook Cover: age_social_hqdpdp_facebook_cover

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



Facebook Posts Templates

Facebook Post with logo: age_social_hqdpd_facebook_post

- Any additional information should be shared/added in the posts caption
- Do not edit or adjust social graphic

Blank Social Post: age_social_hqdpd_facebook_postblank

- 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](#).



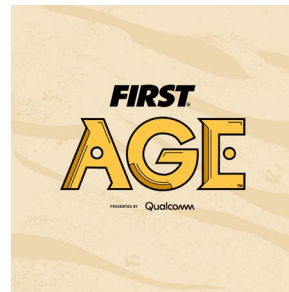
Social Graphic Templates

FIRST AGE Graphic Template: age_social_hqdpdp_ig_post

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

FIRST AGE Customizable Graphic Template: age_social_hqdpdp_ig_post_blank

- Use for Instagram post
- 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 Reel Templates

Instagram Reel: age_social_hqdpd_ig_reel (Left)

Instagram Reel Blank: age_social_hqdpd_ig_reel_blank (Right)

- Use for Instagram reel or story post.
- Insert text below *FIRST AGE* lockup allow correct space. (Graphic on left)
- 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 Banner: age_social_hqdp_linkedin_banner

LinkedIn Banner: age_social_hqdp_linkedin_banner



LinkedIn Banner 2: age_social_hqdp_linkedin_banner_v2



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