

# FIRST.2024 CHAMPIONSHIP

PRESENTED BY

**BAE SYSTEMS**

FIRST. IN **SHOW.**

PRESENTED BY **Qualcomm**

# Social Media Toolkit

2024 *FIRST*® Championship



# Follow & amplify the conversation!

## Connect with *FIRST*®

- [Instagram](#)
- [TikTok](#)
- [LinkedIn](#)
- [Facebook](#)

## Follow *FIRST* Programs

- Facebook: [@FIRSTRoboticsCompetition](#) | [@FTCTeams](#) | [@FLLTeams](#)

# Engage in the conversation!

When posting videos and photos during the event, tag *FIRST* handles and use hashtags:

- Event hashtag (to show you are at Championship or talking about Championship): **#FIRSTChamp**
- Narrative Hashtags: We are using **#thatsafirst** and **#PeopleofSTEAM** to unite the community in a fun, authentic and engaging dialogue that is universal to the *FIRST* experience:
  - **#thatsafirst**: For stories that show the ‘firsts’ that *FIRST* gives to students, ranging from a team’s first time at Championship to a student’s first time driving a robot and everything in between
  - **#PeopleofSTEAM**: For highlighting diverse voices in our community and the impact they are making on the world of *FIRST*, the world of STEAM, and/or in their own backyard. We are all **#PeopleofSTEAM**!
- Other Hashtags:
  - **#FIRSTINSHOW**
  - **#omgrobots**
  - **#morethanrobots**
  - **#CENTERSTAGE**
  - **#MASTERPIECE**
  - **#CRESCENDO**

# Tips for telling your *FIRST* story

- **It enlightens**
  - Provides info to help people understand the FIRST experience / your unique POV (point of view) about how *FIRST* has impacted you
  - Captures the spirit of community-wide values: teamwork, *Coopertition*® and *Gracious Professionalism*®
- **It's entertaining**
  - Think fun, light-hearted, highly visual
  - Short, attention-grabbing videos are often the most engaging (TikTok, Instagram Reels)
- **It evokes an emotional response**
  - Allows the audience to see themselves in the story you're telling, and/or the problem you're trying to solve
  - Highlights how *FIRST* empowers students to do amazing things; emphasizes how *FIRST* inspires students to believe in themselves / realize their full potential
  - Invites conversation and amplification (i.e. audiences are so moved/excited/inspired that they want to like, comment, and/or share)

# Tips Continued

- **Capture action shots instead of posed shots** - take screenshots of videos if easier!
  - Highlights teams helping each other, working together, and celebrating one another to demonstrate how the values of *Coopertition*® and *Gracious Professionalism*® make *FIRST More Than Robots*®.
  - Ex. Photos of alliances, teams sharing resources, cheering together, etc.
  - Tip: Try to get the social handles of any teams you're highlighting and tag them!
- **Video is strongly suggested (instead of still images)** - even if it's just a few seconds long
  - Ex. Pose a question in the caption or as text on the screen, have the question answered by several students in quick clips throughout the video.
  - "How do you make an impact?" #PeopleofSTEAM
  - "What was something you did for the first time this season? #thatsafirst
  - "How do you inspire others?" #PeopleofSTEAM