

# *More Than Campaign* Social Media Toolkit





## What is premise of the *More Than* campaign?

- We asked kids from all over the country to tell us about their greatest struggles
- We found that feeling a sense of belonging is something most kids long for
- We know that EVERY kid deserves to believe in themselves and know that they are *More Than*
- Through the *More Than* movement, we can inspire kids everywhere to take pride in being exactly who they are, and know that they are “more than” the boxes that society has designated for them



## Goals of this Toolkit

- Provide inspiration and messaging for sharing the *More Than* PSA & your own *More Than* stories
- Give helpful suggestions for sharing campaign content across all social platforms

## Guidelines for Use

- Share campaign-related content across your social channels – copy and paste or make it your own!
- Posting may begin starting on the campaign launch date **(September 26)**
- Continue posting and amplifying content throughout the duration of the campaign

# Watch the *More Than PSA*

[Watch the video on YouTube](#)



# Additional *More Than* PSA Video Lengths

- **Video lengths**
  - [60 seconds](#)
  - [30 seconds](#)
  - [15 seconds](#)
- **Ideal video lengths for sharing by platform:**
  - **Instagram Feed/Story:** 60 seconds/15 seconds
  - **TikTok:** 15 seconds
  - **Facebook:** 30 seconds
  - **Twitter:** 30 seconds
  - **LinkedIn:** 30 seconds



# *More Than* **PSA Graphics**

Choose from campaign-inspired photo, text and quote graphics to include when sharing your #IAmMoreThan stories on social media.

- [Quote Graphics](#)
- [#IAmMoreThan Photo Graphics](#)
- [Text Graphics](#)
- [Survey Graphics](#)



# Follow & amplify the *More Than* conversation on social media!

## **FIRST<sup>®</sup> Official**

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



# Join the #IAmMoreThan conversation!

## Share your story!

When posting text, videos and photos sharing your story, tag *FIRST* handles and use hashtags:

- Campaign hashtag (use to show you are talking about a *More Than* story): **#IAmMoreThan**
- Additional hashtag: **#morethanrobots**

**\*Did you know that posts with 3-5 hashtags get more engagement on Twitter & Instagram?**

Here are some examples of additional/optional hashtags to use for this campaign:

- #confidence #success #motivation
- #leadership #selfesteem
- #empowerment #inspiration



Support the *More Than*  
Movement by sharing  
your story.

See the next slides for samples  
messages.



# Sample Messaging for sharing PSA video

- Every kid should be able to see that they are more than the societal boxes they've been unfairly placed within. Join the More Than movement and help kids everywhere learn to be happy being exactly who they are. #IAmMoreThan
- Children are often made to feel like they aren't good enough or the "right kind of kid" for a certain subject or activity. Together, we can help them see that they are more than their self doubt. Join the More Than movement. #IAmMoreThan
- Every kid deserves to recognize their worth, abilities, and love who they are. Join the More Than movement to empower them to expand their esteem. #IAmMoreThan



# Sample Messaging for sharing PSA graphics

- I am joining the More Than movement to help kids see that they are more than the labels unfairly assigned to them. I want to empower all kids to explore their interests with confidence: [www.morethanrobots.org](http://www.morethanrobots.org) #IAmMoreThan
- Together, we can inspire kids everywhere to take pride in being exactly who they are. Join the More Than Movement: [www.morethanrobots.org](http://www.morethanrobots.org) #IAmMoreThan
- *(Share some of your own story)* Belief in oneself is nothing short of life changing. Join the More Than Movement to help kids expand their esteem: [www.morethanrobots.org](http://www.morethanrobots.org) #IAmMoreThan



# Sample Messaging for *FIRST* students

- *(Share some of your story)* I am joining the More Than movement to show that I am more than my limitations, more than the boxes society tries to place me in, and more than what you see. Learn how you can join too: [www.morethanrobots.org](http://www.morethanrobots.org) #IAmMoreThan
- Every young person should be encouraged by the adults in their lives to pursue their interests and passions – we are more than capable of succeeding. Expand my choices. Expand my STEM. Expand my esteem. Join the More Than movement: [www.morethanrobots.org](http://www.morethanrobots.org) #IAmMoreThan



# Sample Messaging for *FIRST* parents

- The transformation that I have witnessed in my child's confidence and self-worth since starting *FIRST* has been remarkable. Help your child see they are More Than by joining the More Than movement: [www.morethanrobots.org](http://www.morethanrobots.org) #IAmMoreThan
- Through STEM, my child has developed a positive, problem-solving mindset that has empowered them to recognize all they are capable of. Join the More Than movement with your child today: [www.morethanrobots.org](http://www.morethanrobots.org) #IAmMoreThan



# Sample Messaging for *FIRST* volunteers & mentors

- Do you remember how it feels to be told by someone that you can achieve anything? Tell the young people in your life they CAN join the club that everyone says is “too hard;” they CAN say yes to opportunities outside their comfort zone. Join the More Than movement: [www.morethanrobots.org](http://www.morethanrobots.org) #IAmMoreThan
- I’ve seen firsthand the power of STEM education to inspire the innovative spirit and self-esteem our kids need to tackle some of the world’s greatest challenges – that’s why I’m joining the More Than movement: [www.morethanrobots.org](http://www.morethanrobots.org) #IAmMoreThan #morethanrobots



# Helpful *More Than* Links

- [PSA Anthem Video](#)
- [Campaign Landing Page](#)
- [Campaign YouTube Playlist](#)
- [Social Graphic Folder](#)
- **Questions/Comments?**
  - Email [marketing@firstinspires.org](mailto:marketing@firstinspires.org)

