



“Get Anywhere” Brand Campaign

Social Media Toolkit

A GLOBAL ROBOTICS COMMUNITY PREPARING YOUNG PEOPLE FOR THE FUTURE

Why “Get Anywhere”?

The breadth of career opportunities that an education in STEM can provide is wider than ever.

- 44% of workers’ core skills are expected to change in the next five years, according to [World Economic Forum, Future of Jobs Report 2023](#).

We need to help students realize STEM skills are critical for any career, even those not traditionally considered “STEM.”

- *FIRST*® helps build the STEM skills and real-world skills young people need to become productive global citizens – including teamwork, resiliency, and a lifelong love of learning.
- Today’s students are inspired by *FIRST* to build futures tailored to their unique talents and interests – in diverse fields from engineering to art, pursued through pathways such as higher education and skills-based training.

"Get Anywhere" is growing awareness of how *FIRST* prepares young people for anything they choose to do after high school.

- While students figure out their tomorrows, help them build their skills today.
- When you start with *FIRST*, you can “Get Anywhere.”

Goals of this Toolkit

- Provide inspiration and messaging for sharing “Get Anywhere” campaign videos and assets, and a framework to tell your own stories about how *FIRST* helped you or someone you know build the skills needed to “Get Anywhere.”
- Give helpful suggestions for sharing campaign content across all social platforms.
- Help drive traffic to campaign landing page, www.firstinspires.org/getanywhere

Guidelines for Use:

- Posting may not begin until the campaign launch date (October 15, 2024).
- Share campaign-related content across your own social channels – copy and paste or make it your own!
- Continue posting and amplifying content throughout the duration of the campaign, which will be ongoing throughout the *FIRST*® DIVESM season.



Watch the “Get Anywhere” Feature Video

[Watch the :60 video on YouTube](#)



“Get Anywhere” Video Assets

- **"Get Anywhere" YouTube Playlist**
- **Feature Videos:**
 - 60 Seconds
 - 30 Seconds
- **FIRST Alumni Featurettes:**
 - Meet Sarah
 - Meet Logan
 - Meet Erin
- **Ideal video lengths for sharing by platform:**
 - Instagram Feed/Story: 60 seconds/15 seconds
 - TikTok: 15-30 seconds
 - Facebook: 30-60 seconds
 - X/Twitter: 30 seconds
 - LinkedIn: 30-60 seconds



“Get Anywhere” Feature Graphics

Choose from campaign-inspired graphics when sharing your #GetAnywhere stories on social media.

- [Editable Social Graphic Templates](#)
- [Social Graphic – Photo](#)
- [Social Graphic – Blank](#)
- [Social Graphic for Story/Reels](#)
- [Social Graphic with Campaign Supporter Logos](#)



Follow & amplify the “Get Anywhere” conversation on social media!

FIRST Official Social Channels

[Instagram](#)

[Facebook](#)

[TikTok](#)

[LinkedIn](#)

[Threads](#)

[YouTube](#)



Join the #GetAnywhere Conversation!

Share your story!

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

- Campaign hashtag: #GetAnywhere (use this to show you are talking about a “Get Anywhere” story)

Did you know that posts with 3-5 hashtags get more engagement on Instagram? Here are some examples of additional/optional hashtags to use for this campaign:

- #confidence
- #success
- #motivation
- #leadership
- #selfesteem
- #empowerment
- #inspiration
- #futureofwork
- #workforcedevelopment
- #future
- #futurefocused
- STEM
- #STEMeducation
- #STEMskills





Support the “Get Anywhere” campaign by sharing your story

See the next slides for sample messages

A GLOBAL ROBOTICS COMMUNITY PREPARING YOUNG PEOPLE FOR THE FUTURE

Sample Messaging for sharing “Get Anywhere” campaign videos

- The breadth of career opportunities that an education in STEM provides is wider than ever. I support *FIRST* because it empowers students to build futures that are tailored to their unique talents and interests.
- I believe that *FIRST* prepares students to #GetAnywhere. While students figure out their tomorrows, *FIRST* helps them build their skills today.
- *FIRST* gave me the skills and inspiration I needed to “go pro.” My career in [insert career/job title/etc.] is proof that when you start with *FIRST* you can #GetAnywhere.



Sample Messaging for sharing campaign graphics

- While students figure out their tomorrows, they can build their skills today – with *FIRST*. Learn more: www.firstinspires.org/getanywhere #GetAnywhere
- *FIRST* is the only sport where everyone can “go pro.” By starting with *FIRST*, students can #GetAnywhere. Learn more: www.firstinspires.org/getanywhere
- Not every student has a clear vision for their future career but with skills they gain by participating in *FIRST*, they can #GetAnywhere. Learn more about the “Get Anywhere” campaign: www.firstinspires.org/getanywhere



Sample Messaging for *FIRST* Sponsors

- [Sponsor name] is proud to support *FIRST*. The *FIRST* #GetAnywhere campaign is raising awareness around the countless career opportunities that an education in STEM provides. Today's students are inspired by *FIRST* to build futures tailored to their unique talents and interests. Learn more about the "Get Anywhere" campaign: www.firstinspires.org/getanywhere
- As a sponsor of the global robotics community *FIRST*, we've seen firsthand the power of STEM education to inspire the innovative spirit kids need to tackle some of the world's greatest challenges. The *FIRST* "Get Anywhere" campaign inspires today's youth to pursue their passions and #GetAnywhere by starting with *FIRST*. Learn more about the "Get Anywhere" campaign: www.firstinspires.org/getanywhere



Sample Messaging for *FIRST* Students

- Through *FIRST*, I have built [insert skills] that will help me #GetAnywhere. Learn more about the "Get Anywhere" campaign:
www.firstinspires.org/getanywhere
 - **Example Skills: Problem-solving, communication, teamwork, leadership, collaboration*



Sample Messaging for *FIRST* Adult Caregivers

- Through *FIRST*, my child has developed a strong foundation and curiosity for a career in STEM. While they're figuring out their tomorrows, *FIRST* is helping them build their skills today. #GetAnywhere Learn more: www.firstinspires.org/getanywhere



Sample Messaging for *FIRST* Volunteers & Mentors

- As a *FIRST* [Volunteer/Mentor/Coach], I've watched many students discover their passion for a future career in STEM. *FIRST* provides young people with the opportunity to gain the key skills and courage to #GetAnywhere Learn more: www.firstinspires.org/getanywhere



Helpful “Get Anywhere” Links

- [Campaign Landing Page](#)
- [:30 Campaign Video](#)
- [:60 Campaign Video](#)
- [Campaign YouTube Playlist](#)
- [Folder of All Editable Social Graphic Templates](#)

Questions/Comments?

- Email marketing@firstinspires.org

