

"Get Anywhere" Brand Campaign

Social Media Toolkit

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 the second second

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.

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- 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:
 - o 60 Seconds
 - o 30 Seconds
- FIRST Alumni Featurettes:
 - Meet Sarah
 - Meet Logan
 - o 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

<u>Instagram</u>

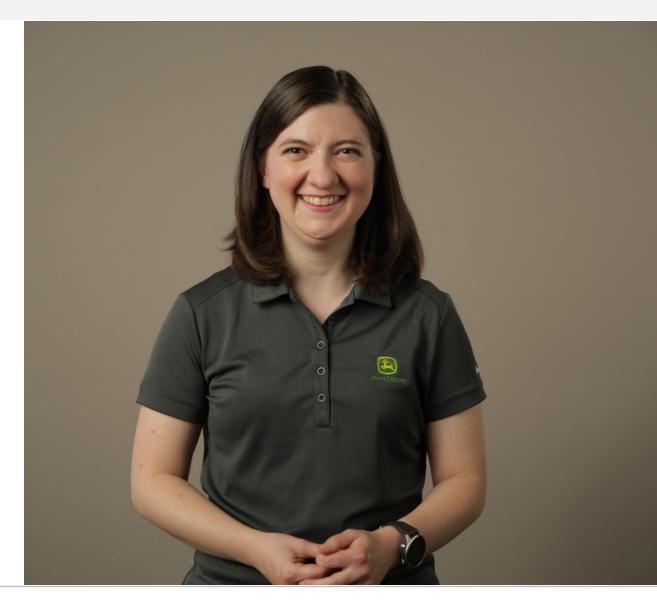
Facebook

TikTok

<u>LinkedIn</u>

Threads

YouTube



Join the #GetAnywhere Conversation!

Share your story!

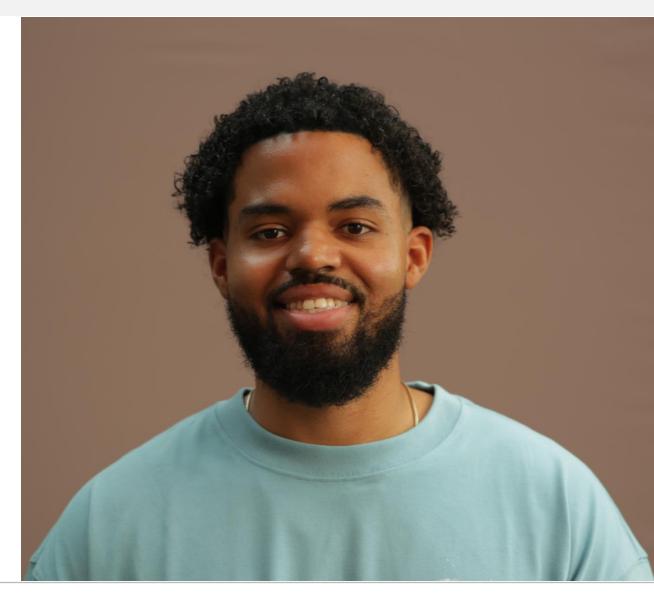
When posting text, videos, and photos sharing your story, tag *FIRST* handles and use hashtags:

 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

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.



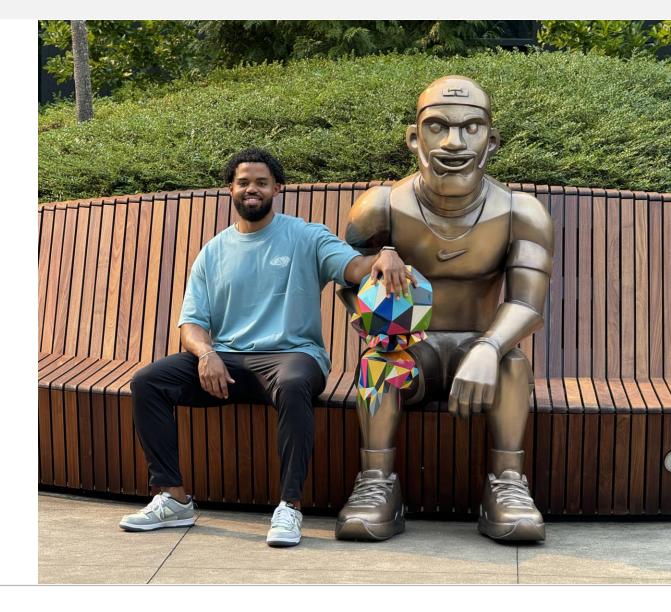
Sample Messaging for sharing campaign graphics

- 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

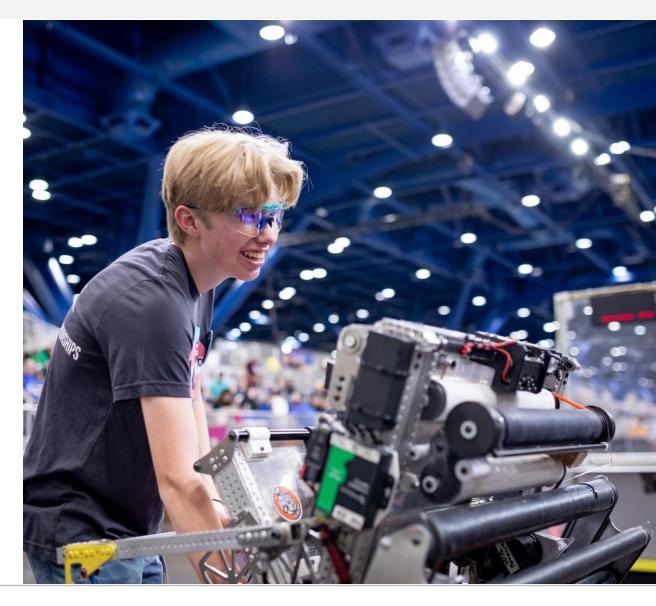


Sample Messaging for FIRST Students

 Through FIRST, I have built [insert skills] that will help me #GetAnywhere. Learn more about the "Get Anywhere" campaign:

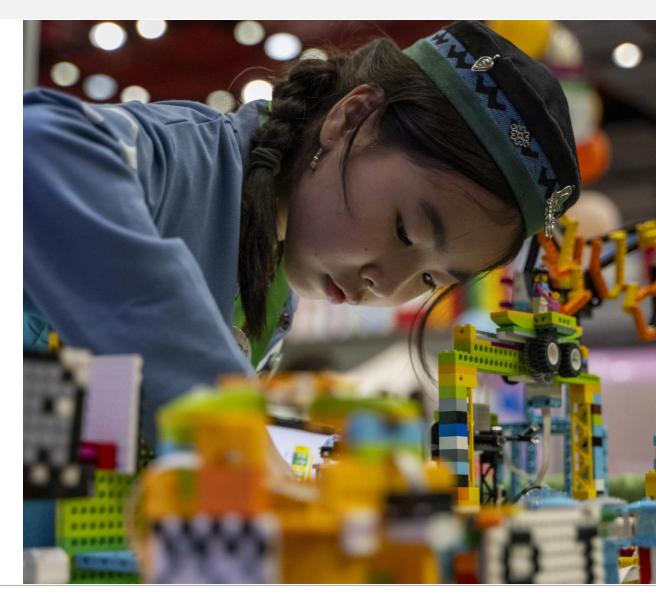
www.firstinspires.org/getanywhere

 *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 <u>marketing@firstinspires.org</u>

