

FIRST 2026

CHAMPIONSHIP

PRESENTED BY

BAE SYSTEMS

FIRST **AGE** PRESENTED BY
Qualcomm

Social Media Toolkit

2026 *FIRST*® Championship



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FIRST AGE Season Social Graphics

- [Find them here!](#)

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Engage With the Community

Post your videos and photos of the event on social media!

Tag *FIRST* handles and use the following hashtags:

- Event hashtag: **#FIRSTChamp** *Use this hashtag on all FIRST Championship content!*
- Narrative hashtag: We're using **#StartARoboticsTeam** to spark a fun, authentic conversation that reflects the universal *FIRST* experience and celebrates what's possible when students join a team. By highlighting the “why”—friendship and belonging, real-world skills, mentorship, and long-term impact—we aim to inspire more students to dig in and get involved. **See more information on content creation on the next slide.**
- Additional Hashtags:
 - **#FIRSTAGE** (season hashtag)
 - **#REBUILT** (*FIRST*® Robotics Competition season hashtag)
 - **#DECODE** (*FIRST*® Tech Challenge season hashtag)
 - **#UNEARTHED** (*FIRST*® LEGO League season hashtag)
 - **#omgrobots**
 - **#morethanrobots**

Tips for Creating #StartARoboticsTeam Content

- Share your personal story of how joining a *FIRST* team helped you build skills, find new passions, and gain mentorship and opportunities using #StartARoboticsTeam.
- Share your team's best tips for getting started as a *FIRST* team ([see blog for inspiration](#)).
- Be true to yourself – social media is all about authenticity! If you're comfortable, share challenges or failures that shaped your *FIRST* journey and how being on a team has impacted your path in life. Your story might inspire someone else to get involved!

The Elements of a Great *FIRST* Story:

- **It *Enlightens***
 - Provides info to help the community understand your *FIRST* story, your unique perspective on how *FIRST* has impacted you, and the difference you are making through your work with *FIRST*.
 - Captures the spirit of community-wide *FIRST* values, including: teamwork, *Coopertition*® and *Gracious Professionalism*®
- **It *Entertains***
 - Grabs attention within the first three seconds – something relatable, engaging, light-hearted and easy to share. For inspiration, check out the *FIRST* Official channels and various *FIRST* team accounts to understand the types of content students are interested in seeing and sharing.
- **It *Evokes Emotion***
 - Stories that inspire people to feel something, ignites conversation and interaction, prompts people to share, and allows the audience to see themselves in the story you are telling. Highlight how you are empowering others to realize their full potential through *FIRST*.

Use Visuals to Bring Your *FIRST* Story to Life!

- **Videos and Photos**
 - Most social media algorithms favor videos over still images.
 - When posting a still image, boost views by adding multiple photos to one post and select a *FIRST*-appropriate music file when posting on Instagram and TikTok.
- **Action Shots**
 - Prioritize action shots over posed shots to create visually interesting content other teams will want to share or will enjoy engaging with. Examples:
 - Your team working on their robot in the pits
 - Your team cheering and congratulating each other after a win
 - Students meeting sponsors and asking career questions
- **Engagement**
 - Caption with a call-to-action to foster greater engagement. Examples:
 - "How has joining *FIRST* impacted your life? #StartARoboticsTeam"
 - "What has been your favorite *FIRST* Championship moment? #FIRSTChamp"

Gear up & embark on your social media adventure!

- **Interact**

- Consistently engage! Reply to comments on your posts and interact with other teams' content throughout the event to build momentum. This will boost your post on platforms like Instagram and TikTok and is a great way to connect with the community.

- **SEO**

- Platforms are now using AI to interpret content meaning in caption, on-screen text, and when people speak in videos. To work with the algorithm, use simple keywords in content and give as much context as you naturally can. Words/phrases like "STEM," "competition," and "build a robot" perform well. Examples:
 - Instead of "I had a great weekend with my friends," say, "I had a great weekend at *FIRST* Championship competing with my team."
 - Instead of "Day 1 complete," say, "Day 1 of *FIRST* Championship complete."

- **Hook**

- Capture attention within the first three seconds to keep interest and improve engagement rates. Examples:
 - You won't believe what just happened!
 - Get ready to see something that will change your life...

Gear up & embark on your social media adventure!

Check out some of our favorite examples of great content!

- **Instagram Reels / TikTok**

- [Celebrating the *FIRST* AGE season](#)
- [Give me a sign to start a robotics team](#)
- [FIRST competition feelings](#)

- **LinkedIn**

- [Start a robotics team with *FIRST*!](#)
- [Making an impact through *FIRST*](#)

- **Facebook**

- [Engaging audience members through *FIRST* history](#)
- [FIRST team storytelling](#)