Maximizing Facebook and Twitter

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FIRST® Robotics Competition
Team Advocate

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FIRST® LEGO® League
Community Engagement Manager
Why Social Media?

- Community Engagement
- Contest Involvement
- Connections Across Organizations/Corporations/People
Why Social Media?

– Convenient
– Quick
• Know Your Audience
• Create a Unified Strategy
• Watch The Trends
• Create Your Own Content
• Keep It Simple
• Spend The Time
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Photo by Chrisa Hickey, CC BY 3.0
• Know Your Audience
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Make It Work

• Know Your Audience
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Who is your audience now?
Who would you like it to be?
Know Your Audience

Who would you like it to be?
What is your message?
Create a Unified Strategy
Create a Unified Strategy

Differentiate
Create a Unified Strategy
#Aurora is trending, clearly about our Kim K inspired #Aurora dress ;) Shop:
celebboutique.com/aurora-white-p...
Watch the Trends
Watch the Trends
Watch the Trends

4-H Exploding Bacon
@FRCBacon1902

Today we’re launching our #FIRSTLikeAGirl campaign, check out how our student, Katie, does FIRST #LikeAGirl!

Like A Girl: Katie 1902
FIRST Like A Girl is FRC Team 1902 Exploding Bacon’s effort to encourage girls to pursue STEM activities and become a part of the FIRST community.
youtube.com
#omgroberts

VS.

#omgrobots
This will go on your **PERMANENT RECORD**

www.first.org
Create Your Own Content

How do I inspire my students?
By learning along with them.

#FIRSTinspires
Create Your Own Content

Official FIRST @FIRSTweets · Feb 2
Rise and shine! Only 12 more weeks to #FIRSTChamp!
#GroundhogDay

YOU WANT A PREDICTION?

IT'S GONNA BE COOL, IT'S GONNA BE GREAT AND IT'S GONNA IMPACT THE REST OF YOUR LIFE
Keep It Simple
Keep It Simple

90 – 100 characters

140 characters
Spend the Time
Spend the Time
Spend the Time
Spend the Time

Don’t underdo it.
Tweet activity

FRC Teams @FRCTeams
The strongest Towers are headed to the @FIRSTtweets CMP. Find out what that means in Team Update 21! #omgrobots https://firstfrc.blob.core.windows.net/frc2016manuals/TeamUpdates/21.pdf …

Reach a bigger audience
Get more engagements by promoting this Tweet!

Get started

Impressions  2,702
Total engagements  302
Link clicks  163
Detail expands  100
Likes  17
Retweets  12
Profile clicks  6
Replies  2
Hashtag clicks  2
Twitter Analytics

Tweet activity

Your Tweets earned 315.2K impressions over this 28 day period

FRC Teams @FIRSTTeams • 19h
The strongest Towers are headed to the @FIRSTTweets Championship. Find out what that means in Team Update 211!
onmyrobots firstfrобороботs firstfr: blob.core.windows.net/frc2016manuals...
View Tweet activity

Impressions: 2,704
Engagements: 302
Engagement rate: 11.2%

Engagements:
Showing 28 days with daily frequency

Engagement rate: 2.0%
2.6% engagement rate
Planning Ahead

• Scheduling on FB:

![Facebook scheduling interface screenshot]

- Status
- Photo / Video
- Offer, Event

Test post

- 1 Draft
- Modified Thursday, March 31 at 9:27pm. See draft.

Options:
- Schedule
- Backdate
- Save Draft
Planning Ahead

• Using TweetDeck:
Examples of Success at FIRST
Your audience
Your audience
Questions?