Team Social Media Guide

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Introduction:

Social Media is a great way to share your aha moments and successes of the season, connect with teams around the world, and join the online conversation about *FIRST®* and STEM.

Whether you're already part of the virtual *FIRST* community or just starting to think about creating an online presence for your team – we're here to help!

In this guide, you'll find some general and *FIRST*-specific tips to help your team's social media efforts.

General Tips:

- Most social media platforms require users to be at least 13 years old, although we suggest anyone under 18 get permission from their parents/guardians before creating an online presence. For this reason, we recommend that coaches, mentors, or parents be the main point of contact for teams' accounts.
- Do not use children's first and last names in posts. Check with parents/guardians to make sure they are OK with their child's likeness being featured on social media before posting photos of your team.
- Don't spread yourself too thin – pick one or two social channels and do them well!
- Remember that you are representing yourself, your team, and *FIRST* on social media – make sure to bring your *Gracious Professionalism®* online with you.
- Once something is posted online, it will live online forever. Think before you post!
- If you want multiple people to have access to your team's social media accounts, you may want to consider creating an email address that everyone has access to. If multiple people will be managing the account(s), make sure you talk about a coverage plan so you don't duplicate efforts.
- Be yourself! Be authentic in your posts. Share things that interest or resonate with you, and keep your audience's interest in mind as well.
- Respond to your followers if they have questions, or just to say thank you for sharing their comments, stories, etc. – be social!

FIRST® and Social Media:

- As a team, you can use *FIRST* logos in your social media and team marketing efforts. This page contains our logos as well as information about *FIRST*'s Branding and Design Standards. You can find season-specific program logos here.

- Be sure to follow us on social media! See all the ways you can stay connected with *FIRST* here. Many local partners have their own social media channels – be sure to follow them, too!
- Make sure to tag our social channels in your post – we love to amplify content from teams.

Hashtags:

FIRST uses general and program-specific hashtags to generate online conversations. Please use these hashtags in your posts so others can chime in and share what you're posting.

FIRST Hashtags:

#firstinspires

#STEMsquad

#omgrobots

FIRST LEGO League Jr. Hashtags:

#BOOMTOWNBUILD

#FIRSTLEGOLeagueJr

FIRST LEGO League Hashtags:

#CITYSHAPER

#FIRSTLEGOLeague

Thought-starters/Example Posts:

Below, we've compiled a few examples and thought-starters to help you on your social media journey:

Facebook:

- Share photos from team meetings and your progress throughout the season.
- Let people know about the events you're attending.
- Make Facebook events for fundraisers or other events that you would like to invite community members to.
- Share posts that resonate with your team and/or relate to the Challenge theme/program.

Instagram:

- Share photos of your team's model/robot, uniforms, and events.
- Taking a field trip to do some project research? Instagram is a great place to document interesting snapshots from the trip.
- Use short captions and hashtags to describe the photos you share.

Twitter:

- Twitter is meant for quick updates – you're limited to 280 characters in your posts.
- Retweet (RT) content from other teams, sponsors, and *FIRST*.

- You can mention other handles in your tweets by using the @ symbol. If you're mentioning someone at the beginning of a tweet, use .@ to ensure it shows up in both your tweets and replies.

    Example Tweets:

    - Our #STEMSquad is ready for the #season hashtag season! (attach photo of your team)
    - Today, our team visited @handle of location to learn about_____. #season hashtag
    - Our #STEMSquad will be at the @firstlegoleague_____event this weekend! Check it out: link to event information. (photo of team/model/robot)
    - Thank you to our generous sponsor, @handle! You are helping us make the #season hashtag a success!

Blog:

- Blogs allow you to share stories in a longer format than other social channels. Possible topics include stories about individual team members, your team's Project, experts you've talked to, a season recap, etc.

Thank you!

Thank you for reviewing this guide – it was created with you in mind and we hope you find it helpful. If you have any questions or comments, please email fll-media@firstinspires.org.

Happy posting!