



# Social Media for *FIRST* Teams

## WORKSHOP PREP:

- *Change your name to: First Name, Last Initial, Team Name or Number*
- If you have questions, drop them in the chat and I'll try to answer them as we go or when we stop for Q&A.

INSTAGRAM - @firstroboticscalifornia

LINKEDIN - *FIRST*California



# Agenda

- Why Social Media?
- Storytelling in Marketing
- Engagement and Growth on Instagram
- Content Planning Across Platforms
- Instagram Tips & Resources
- LinkedIn
- Filmmakers Workshop - Feb 7th!
- Q&A





# An Authentic Story

## Tell a Real and Compelling Story

- Your team has a unique story - origin story, team name, obstacles, mentors, team members, alumni.
- Uncover what makes your team unique (hint: is *#morethanrobots*) - it is part of your **team brand**.
- Your brand - is your imagery AND your messaging
- **Captions matter!** Use keywords related to *FIRST* and STEM.
- Connect to emotions / be real / let your humanity show.

# Visual Storytelling

- A picture is worth a thousand words and **video is worth... a whole even more!**
- Focus on high-quality images and videos
- **Capture HUMAN emotions**
- Diversity



# Storytelling Example

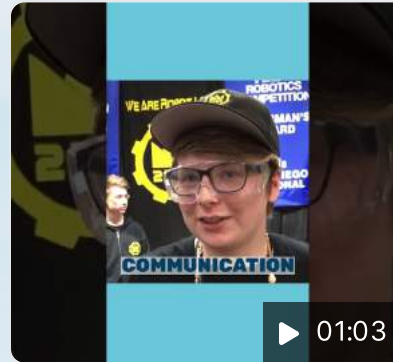
## Version #1:

**Explaining** the impact of *FIRST* with generalities.

"*FIRST* helps students with communication skills."

## Version #2:

**Storytelling** via a short interview.



YouTube



### **FIRST California Students - Com...**

At FIRST Championship, FIRST students share how FIRST has improved their...

# Connecting with Your Community

## Engagement

★ **Social media is a two-way street.**

Build relationships. Leads to opportunities off of social media.  
Interact with other accounts!

## Who are they?

Other *FIRST* teams, sponsors, alumni, mentors, volunteers, your local community, and STEM orgs?



# The Algorithm

The Instagram algorithm (a series of algorithms and processes that work together) is ever-changing and is designed to create a personalized experience for each user.

It also aims to keep users **engaged** with the platform for longer periods.

It cares a lot about: ENGAGEMENT - likes, shares, saves, comments, polls, questions.



# Engagement and Growth Strategies

Create a target list of accounts to follow.

Who do you follow?

- Other teams, sponsors, your school, your district, colleges, *FIRST*, local media, STEM influencers, local government, political leaders, STEM orgs

## ★ Tags vs Hashtags

### 1. **Tagging:**

*@firstroboticscalifornia*

When you tag an account they get a notification.

### 2. **Hashtag:**

*#morethanrobots*

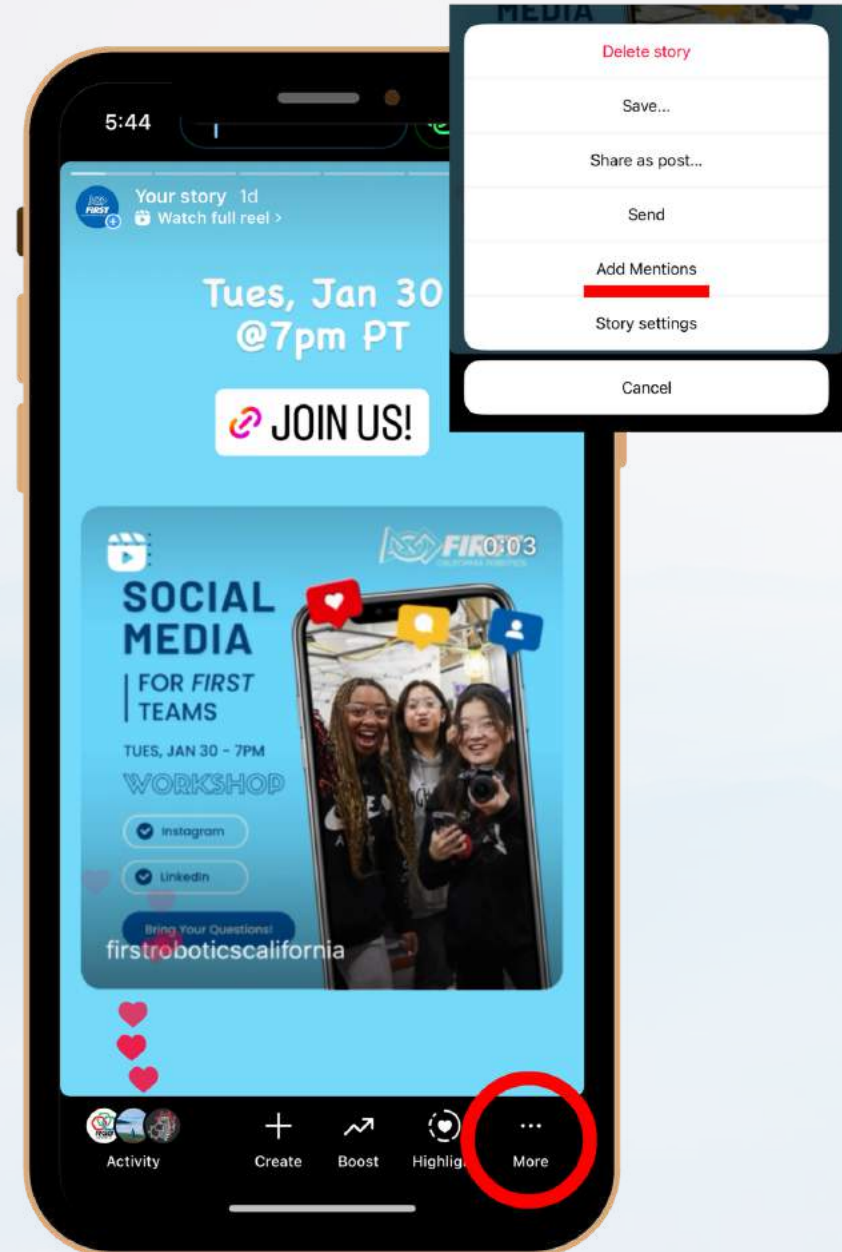
It's used to categorize and make it discoverable.





# Tagging

- ★ WHY? So your content can be shared...and **seen by an audience outside of yours** which may increase your followers and engagement.
- POSTS & REELS: so that the other account is notified about your post/reel!
- STORIES: so that they can be re-shared to another account's stories.
- 💡 *You can add tags after the fact in posts, reels and stories.*

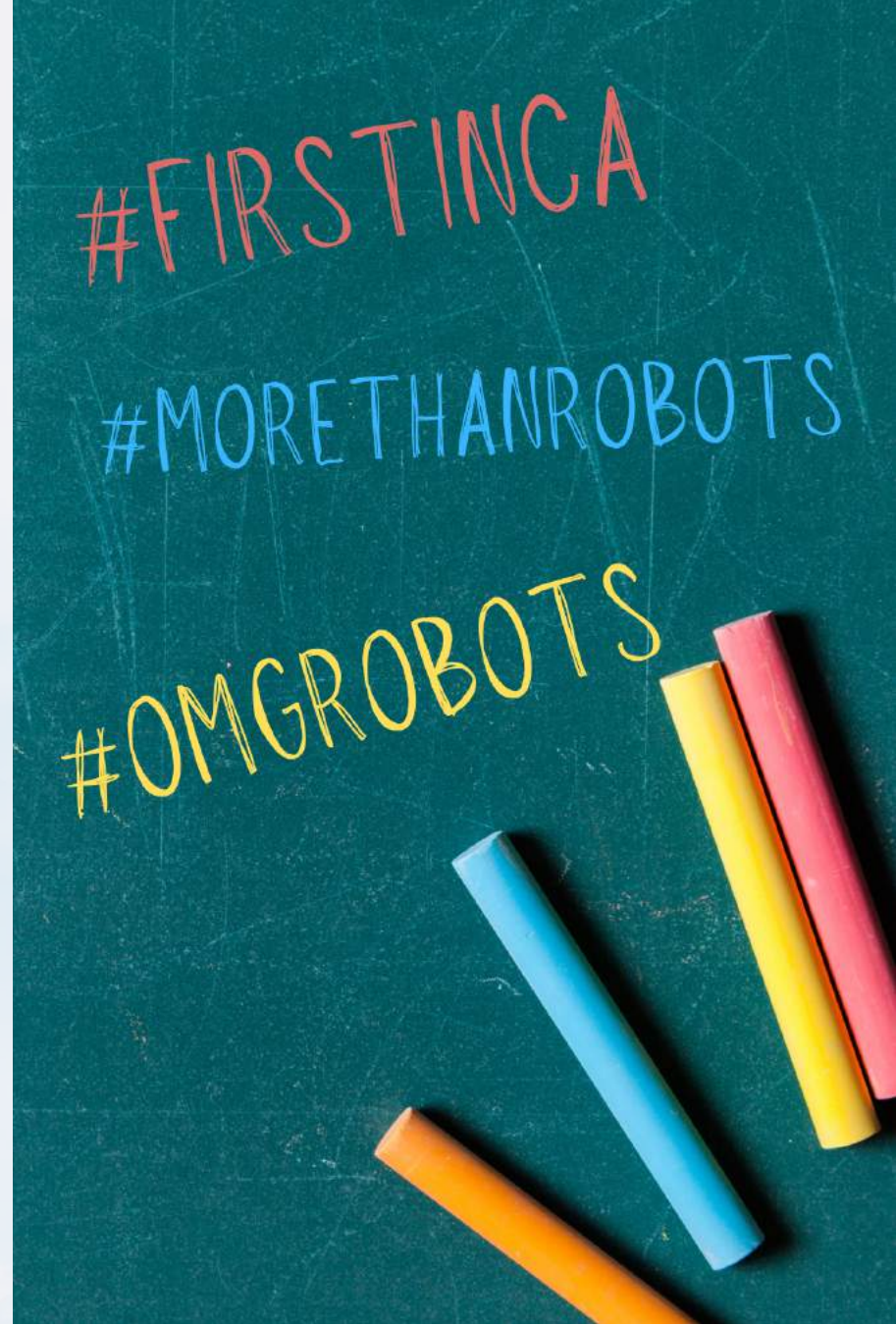


# Hashtags

- Use *FIRST* California and *FIRST Official* Hashtags

#FIRSTinCA #morethanrobots #omgrobots #FIRSTINSHOW  
#CRESCENDO (FRC) #CENTERSTAGE (FTC) #MASTERPIECE (FLL)  
#FIRSTVolunteers #FIRSTAlumni

- Follow hashtags!





# More Engagement + Growth Strategies

## Engage with accounts!

Be generous with re-sharing content, commenting, liking, saving!

## Encourage engagement from your followers

- In Stories - via polls, questions, and emoji slider. *Involve them in decisions.*
- In Posts - ask people to "share in comments"

## Collaborate

Join forces - with other teams, sponsors, your school.

- Take Overs
- Tag as "collaborator"

# Content Ideas

## Content Ideas

- progress, challenges, successes
- behind-the-scenes moments
- student /mentor/alumni interviews
- events - regionals, champs, off-season
- share your team's personality, culture, spirit, fun, quirkiness
- *FIRST's* impact: Has it difference in who you are or what your future looks? What you love about FIRST? What have you learned?
- thank your sponsors ([Sponsor Recognition Kit](#) with StoryHelper templates)
- signing day / after-graduation plans
- outreach / community service efforts
- special projects
- teambonding
- share resources / be generous
- special days - Engineering Week, Thank Your Mentor Day, Women In STEM day



# Content Planning and Management

## Content Calendar

Plan posts in advance. Capture ideas later. Use **tools like Trello, Asana, Excel, Notion, Monday.**

## Content Buckets & Special Dates

Create themed series for consistency and engagement. Ex: Behind the Scenes, Student Highlights

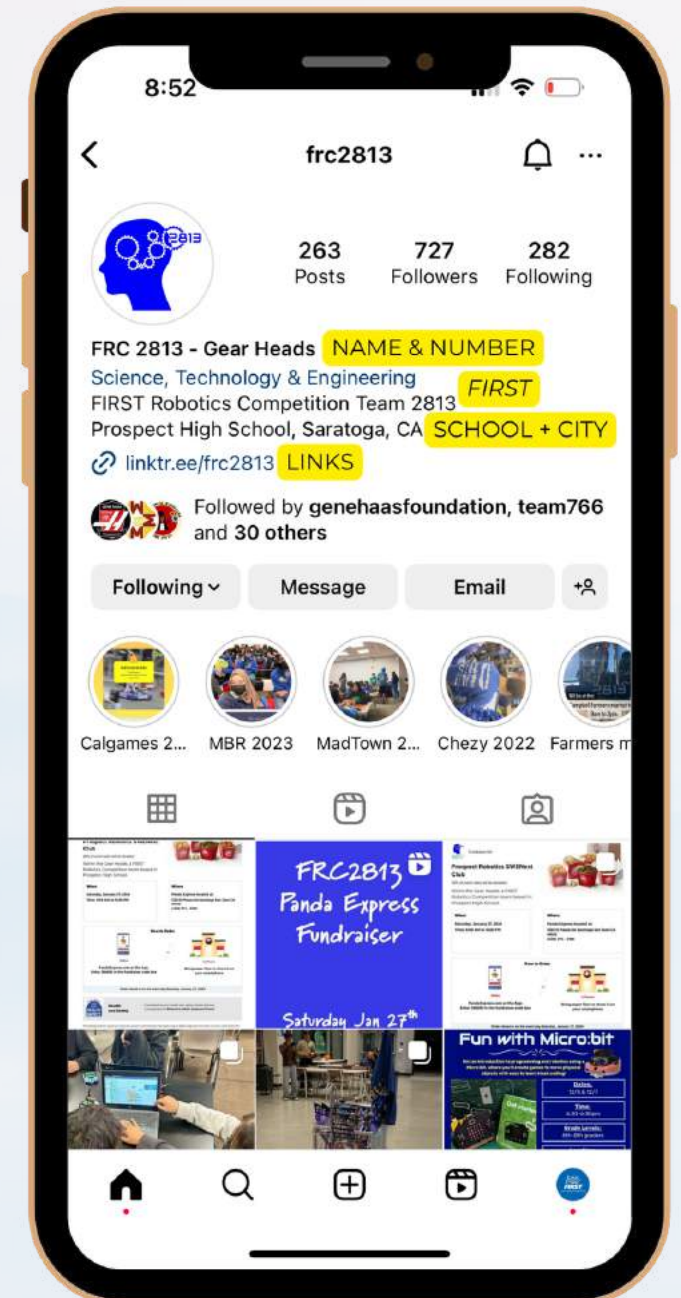
## Organization

Create a system to organize your photos, video, docs - Google Drive, Dropbox, etc

# Tips + Resources

## Instagram Profile Tips

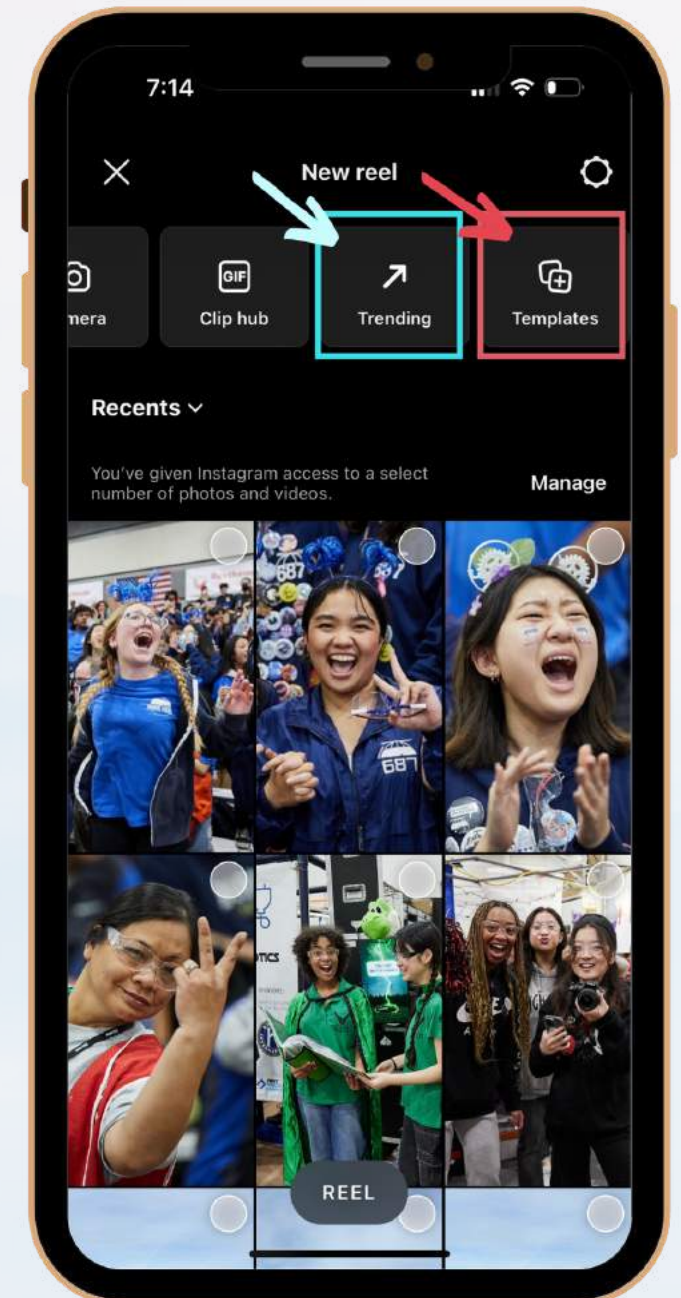
- People look at your profile when deciding whether or not to follow you. Make it clear!
- Name - Both team number **AND** name (its searchable)
- Include that you are a **FIRST** team
- Share your **school, city & state**
- Your tagline, accomplishments, etc
- Link to your website or us a link page like [Linktr.ee](https://linktr.ee)



# Tips + Resources

## Reels

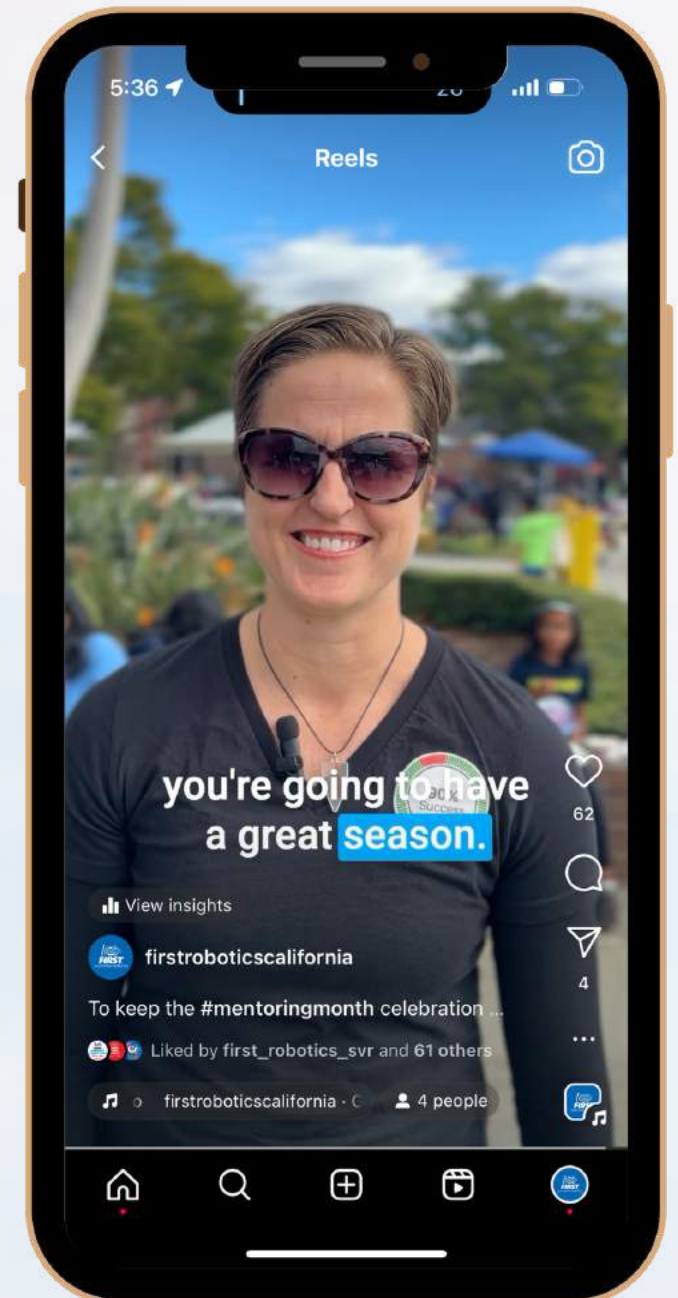
- Try using the **templates** inside Reels
- **Use trending music** - give link to top trending instagram music
  - More likely to be shown to a broader audience.
  - Higher chance of being featured on the Explore page
  - Your reel could appear on the sound page
- **Keep a collection of music** you like
- Use video **captions** so that IG can use keywords
- **Shoot in ‘live’ mode**
- Play with some trends...”We’re a *FIRST* team...of course we are going to...” “In... and Out”



# Tips + Resources

## Video

- We have a **Filmmakers Workshop on 2/7 at 4:30pm**
- Videos are heavily promoted. Great for discovery, engagement, and growth.
- Short Interviews. TIP: shoot in cinematic (if you have it)
- Use a wireless lavalier mic for interviews to reduce background noise - \$15-20
- Shoot in vertical orientation if you plan to use in IG (stories/reels) or TikTok







## Why LinkedIn?

- Teams and students can tell their story to **a targeted audience of industry leaders and professionals**
- Can explain *FIRST* and your accomplishments with detail and specificity.
- LinkedIn offers networking possibilities with professionals, opening doors for future collaborations and career opportunities.
- Content on LinkedIn has a longer lifespan, leading to greater visibility and sustained engagement





# LinkedIn for *FIRST* Teams + Students

Start a LinkedIn Business Page for your *FIRST* team.

- How to start a LinkedIn Business Page. [Learn here.](#)

Students can start a LinkedIn Personal Profile (ages 16+)

- LinkedIn Workshop - May 2024
- It is recommend that **students under 18 “follow” vs "connect" with adults .**

Follow FIRST California on LinkedIn

# Frame Your *FIRST* Story: *Filmmaking Secrets for Robotics Teams*



**February 7, 4:30pm PT**

Taught by the PG&E filmmakers who produced the documentary, "Project 212: Engineering the Future"

## What You'll Learn:

- **Storytelling Techniques:** Master the art of narrative to make your team's story compelling.
- **Filming:** Capture b-roll and conduct interviews that serve your story.
- **Video Editing Tips, Tricks and Tools:** Simplify and streamline your editing process.
- **Lighting & Sound:** Learn easy ways to manage the audio visual and environmental settings of where you are filming.

# Thank You!

Feel free to reach out to me via DM at @firstroboticscalifornia!

Come say "hi" if you see me at an event!

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LINKEDIN - *FIRST*California

