

FIRST 2025

CHAMPIONSHIP

PRESENTED BY

BAE SYSTEMS

FIRST
DIVE

PRESENTED BY Qualcomm

Social Media Toolkit

2025 *FIRST*[®] Championship



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Follow Us, "Like," and Share!

Connect with *FIRST*®

- [Instagram](#)
- [TikTok](#)
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Follow *FIRST* Programs

- Facebook:
[@FIRSTRoboticsCompetition](#) | [@FTCTeams](#) |
[@FLLTeams](#)

FIRST DIVE Season Social Graphics

- [Find them here!](#)

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 are using **#GetAnywhere** to unite the community in a fun, authentic and engaging dialogue that is universal to the *FIRST* experience. The **#GetAnywhere** campaign demonstrates that *FIRST* helps build STEM skills that are critical for all careers, even ones not traditionally considered "STEM." *Tip: [watch our "Get Anywhere" video series here](#) for more inspiration!*
- Additional Hashtags:
 - **#FIRSTDIVE** (season hashtag)
 - **#REEFSCAPE** (*FIRST*® Robotics Competition season hashtag)
 - **#INTOTHEDEEP** (*FIRST*® Tech Challenge season hashtag)
 - **#SUBMERGED** (*FIRST*® LEGO League season hashtag)
 - **#omgrobots**
 - **#morethanrobots**

Start with
FIRST...
#GetAnywhere

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Tips for Creating #GetAnywhere Content

- Share your personal story about how your *FIRST*-learned skills have helped you get where you are today with the hashtag #GetAnywhere.
- Share your thoughts on how *FIRST* equips you with the STEM and real-world skills needed for a variety of careers and educational opportunities.
- Be true to yourself – social media is all about authenticity! If you feel comfortable, share some challenges and/or failures that helped you learn and grow along the way and empowered you to #GetAnywhere (your story may inspire someone else to push through something challenging!).

Tips for telling your *FIRST* story

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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.
- **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*.

Tips for telling your *FIRST* story continued

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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 music file when posting on Instagram.

- **Action Shots**

- Create a more visually interesting post by using action shots over posed shots. Examples:
 - A team working on their robot in the pits
 - A team cheering and congratulating each other after a win
 - Students meeting sponsors and asking career questions

- **Encourage Engagement**

- Caption with a call-to-action to foster greater engagement. Examples:
 - "How do you use your STEM skills every day? #GetAnywhere"
 - "What has been your favorite *FIRST* Championship moment? #FIRSTChamp"

Become a
social media
sea captain

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Ready to Become Captain of the Social Media Ship?

- **Interact**
 - Try to respond to all comments on your post within the first hour of posting. This will boost your post on different platforms and is a great way to connect with the community.
- **SEO**
 - Hashtags will aggregate your post with similar content; SEO will make it more searchable. Use keywords to increase views. Examples of SEO keywords related to *FIRST*:
 - STEM innovation
 - STEM activities
 - Robotics
- **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...

Examples of
great *FIRST*
storytelling

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Ready to Become Captain of the Social Media Ship?

Check out some of our favorite examples of great content!

- **Instagram Reels / TikTok**

- [Zip ties fix everything!](#)
- [Mentors are our besties](#)
- [Reduce your expectations to zero](#)

- **LinkedIn**

- [Start with *FIRST*, #GetAnywhere!](#)
- [Jayshree Seth shares her #PeopleofSTEAM story](#)

- **Facebook**

- [Rachel Clark, 3M, shares her #GetAnywhere story](#)
- [Team 587 FIRST Robotics Competitions kickoff post – great use of hashtags!](#)