



EAGLE
ROBOTICS

Social Media and Communication Strategies

2020 Georgia FIRST Tech Challenge Kickoff

Presented by Sarah McCune - Eagle Robotics Team 7373



Introduction

2018-2019 Season:

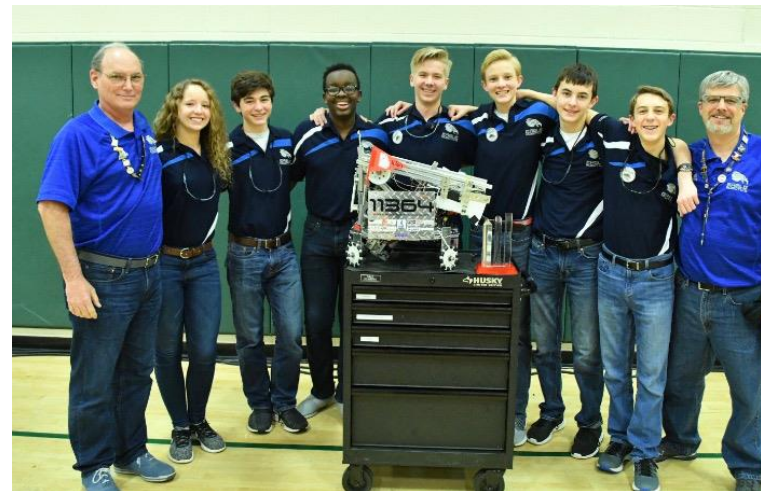
- State Inspire 3rd Place
- State Think Award 1st Place
- Worlds Think Award Finalist

2019-2020 Season:

- State Inspire Award 1st Place
- State Winning Alliance Captain

Over the Years:

- Business Manager
- Notebook Manager
- Outreach/Marketing Manager





Importance

- Showcases team accomplishments, designs, and events
- Provides essential content that can be utilized in other areas of the team
- Allows for meaningful connections with sponsors and other professionals in the community



When used correctly, social media can be one of your team's most valuable tools.



The Breakdown



Marketing, Branding, and Professionalism



Platforms to Use



Communication and Presentation



Where to Begin

It's Never Too Late

- Even if the season has started, you can begin developing social media
- Remember: your team always has something going on; start talking about it!

Marketing and Team Branding

- Team colors, logos, mascots, etc.
- Team look: jerseys, safety glasses, team t-shirts
- What do you want people to visualize when they think of you?



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ftcteam5898



Liked by [robotic.eagles](#) and 36 others

ftcteam5898 Leo decided to come support us this year at the State Tournament!



Social Media & Communication Strategies

Primary Colors:

Dark Blue:
R: 0 G: 32 B: 96
C: 1 M: 0.667 Y: 0 K: 0.624



Dark Gray:
R: 43 G: 43 B: 43
C: 0 M: 0 Y: 0 K: 0.831



Accent Colors:

Gold:
R: 255 G: 192 B: 0
C: 0 M: 0 Y: 0.247 K: 0



Dodger Blue:
R: 0 G: 111 B: 192
C: 1 M: 0.422 Y: 0 K: 0.247





Platforms to Use

- Mainstream - Instagram, Facebook, Twitter
- Streaming - YouTube
- Websites
- Written Communication



Every platform reaches a different group! Use the platform(s) that best fit your team.



Mainstream: Instagram, Facebook

Content

- Pictures: practices, competitions, robot design, outreach event, etc.
- Wording: Keep captions short and use hashtags
- Instagram specific: post on your story too; always have something going on

Crowd

- Connect with other teams, FIRST students, and (mostly) younger members of the community



Streaming: YouTube

Content

- Robot matches and practice runs (especially with virtual events)
- Tutorials on all team aspects shows that you are working to not only better your team, but also the teams around you

Crowd

- Mainly connecting with other teams, along with their coaches and mentors



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ULTRAVIOLET.FTC
Posts

ultraviolet.ftc
Marietta, Georgia



Liked by mi.reich and 44 others

ultraviolet.ftc No longer are we merely pending. Ultraviolet is newly registered for the 2020-21 season as Team 18304—see you in #ultimategoal... more

View all 11 comments

darkmatter14374 Congrats! 🎉🎊 reach out if we can help in any way.

ultraviolet.ftc @darkmatter14374 Will do-thanks!

Wizards.exe FTC #9794
1.25K subscribers

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

2017-2018 FTC World Championship Insp...
4,364 views · 2 years ago

2017-2018 FTC World Championship Inspire Award
Announcement of the 2017-2018 FIRST Tech Challenge Inspire Award Winner – Team 9794 Wizards.exe

FEATURED CHANNELS
Team USA FIRST Glob...
SUBSCRIBE

10068dtzt

13 Posts 282 Followers 188 Following

10068 Duct-Ties and Zip-Tape
First Tech Challenge community robotics team in Georgia
Followed by molliefranklin678, robotic.eagles and 3 others

Follow Message

SKYSTONE
Rover Ruckus





Websites

Content

- One of the most professional ways to inform others about your team
- Include information about each team; optional: team members
- Compile robotics resources, give competition history and success, and include contact information

Crowd

- This platform will provide for the largest following through fellow teams, coaches and mentors, outreach centers, sponsors, and more



Written Communication

Content

- Written communication includes newsletters, email lists, etc.
- Give detailed updates on robot statues, competition results, outreach events, and upcoming opportunities

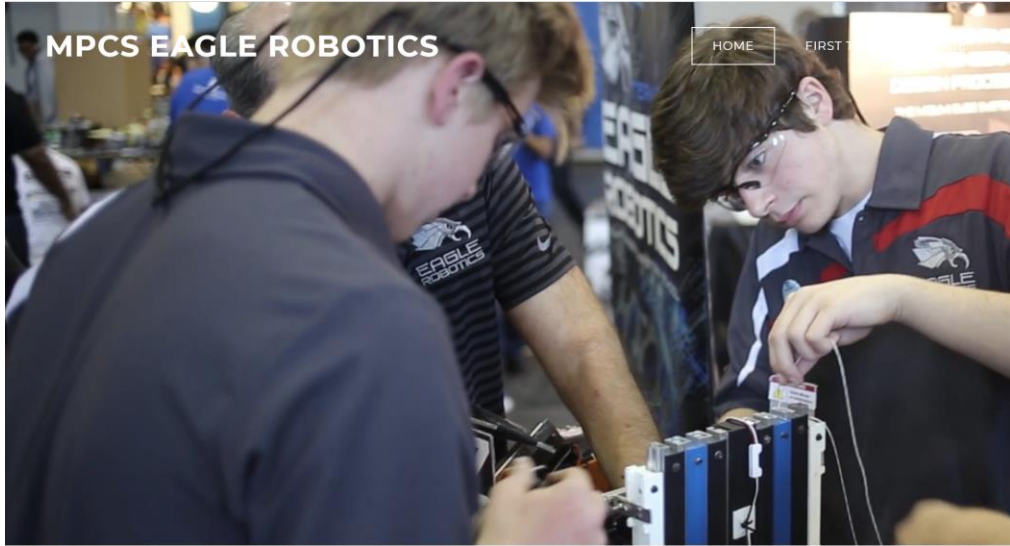
Crowd

- A more exclusive method of communication, as you'll need to have a set list of recipients
- An excellent way to update sponsors, families, and other team supporters



EAGLE ROBOTICS

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EAGLE ROBOTICS

AN UPDATE DESIGNED AND MANUFACTURED BY STUDENT MEMBERS OF EAGLE ROBOTICS.



Home Programs News Resources Get Involved

FIRST LEGO LEAGUE JR.

Grades K-4

Captures young curiosity by exploring real-world scientific challenges, learning teamwork, and working with motorized LEGO® elements

Learn More

FIRST LEGO LEAGUE

Grades 4-8

Elementary and middle school-aged students research a real-world engineering challenge, develop a solution, and compete with LEGO-based robots of their own design

Learn More

FIRST TECH CHALLENGE

Grades 7-12

Teams of middle and high school-aged students are challenged to design, build, and program a robot to play a floor game against other teams' creations.

Learn More



Spreading the Word

Content

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Crowd

- This platform will provide for the largest following through fellow teams, coaches and mentors, outreach centers, sponsors, and more



Final Notes

All About Professionalism

- Keep **everything** you post professional; act like everyone will see everything
- Stick to the branding: Don't change colors, logos, mascots, etc. from one platform to the next

Stay Up-to-Date and Active

- Post regularly, even if it's only about practices or robot updates



E A G L E
R O B O T I C S

Social Media & Communication Strategies

Contact Info and References

Personal:

sarahmccune1@gmail.com

Eagle Robotics:

Eaglerobotics.net/workshops

Team7373robotics@gmail.com

FIRST:

GA First Inspires