



A Guide to Social Media



Social Media?- What's the Point?

- Why do we do it?
- Why should we even have it?
- What are the benefits?
- Why do we have Facebook, Twitter, Instagram, etc?

Reaching out to our Audience

- Sponsors & Businesses
- Politicians
- Media reporters
- Other FIRST Teams
- Family
- Our own team

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

facebook.

Public

- Keep people updated on the team
- News, events, and event recaps
- Pictures of the team
- Engage with potential sponsors

Private

- Internal communication
- All members can post
- Frequently updated with news



- During events
 - A single live tweeter
 - Gives important updates during the event
- Other times
 - Creates pre-written tweets and schedules them
 - Another person will look them over before sending

RoboLancers' Website



- **BLOG POSTS**
 - Members' thoughts after an event
 - 300 words
 - Cross-posts to Twitter
- Media reporters will look at website for information.

Basic Email Tips!

- Subject line
- Introduction
- Think of your audience
 - Formal vs. Informal
- Punctuation, spelling, basic grammar
- Don't:
 - “pls give us money, we beg of you”
 - “Slide over that 5k”



What to Post

- Dos
 - News and updates
 - Pictures
- Don't
 - Not posting
 - Shaming
 - Inappropriate jokes



Make your own Tweet!

It can be anything as long as it is related to our team. Good Luck!



How about a member of the week?

Create a member of the week for anybody in this room. You will be presenting to the class with the member as the “picture”. Be as creative as you want it doesn't have to be basic stuff you know, but remember to remain an appropriate, gracious professional.



Thanks!

