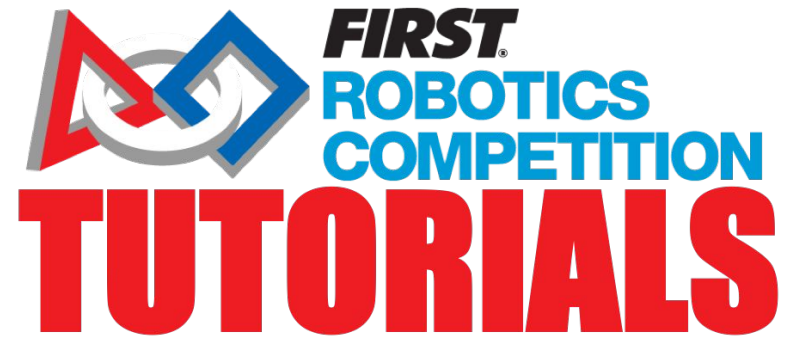


Marketing and Social Media

TEAM 4150



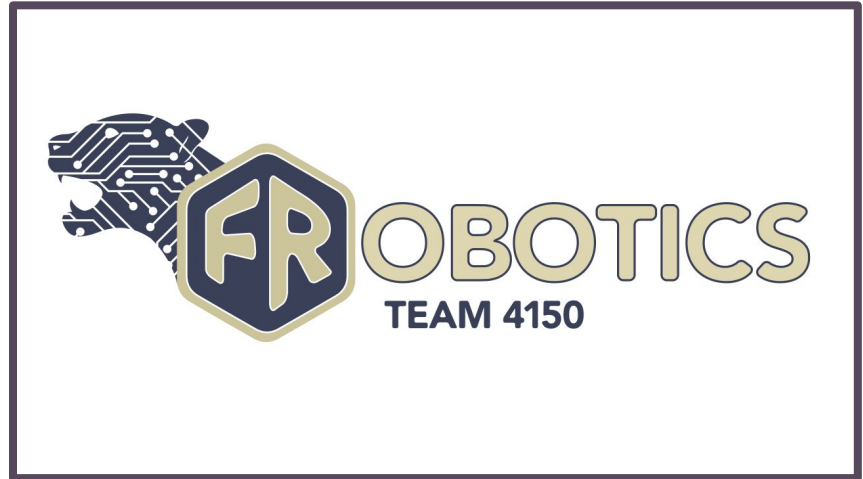


Marketing

Presenting your team professionally at competitions and with sponsors is essential to your team's success.

Branding

- Use consistent colors and logos to create a sense of unity and draw attention to your team.
- Logos are important as they provide an image to associate with your team's name.
- At events, use the same colors and logos on t-shirts, posters, pins, etc.



FRobotics uses this logo and its colors on all of our t-shirts, banners, pins, documents, and social medias.

Mission Statement

- **Identify your team's overarching goal and mission**
- Come up with a statement that encompasses your goals as a team
 - Work with your Outreach Coordinator to focus these goals in outreach events
- **Communicate** your team's overarching mission with team members, mentors, sponsors, and judges
- Use this statement to unify the team's actions in writing and in presentations

Reaching out to Sponsors

Reaching out to sponsors is key in terms of a team's financial stability.

- When approaching a potential sponsor, **be respectful and confident**. Make sure to show enthusiasm for FIRST.
 - Highlight the learning aspects of FRC, proving our promise for furthering STEM in the future.
- It is most effective to **present to sponsors in person**.
 - Offer to bring your robot and a few team members to the business.
 - If the potential sponsors prefer, phone calls are another method to get in touch. Write a general script that students can use when speaking over the phone.

Reaching out through social media, letters, and emails are also options when looking for sponsors.



Social Media

Social media is very important for team recognition within the FIRST community as well as your team's local community.

Platforms

- Get your team on as many popular platforms as possible! This gives you a larger audience and a greater chance of recognition.
 - Instagram, Twitter, Facebook, Youtube
- Keep branding consistent across all platforms
 - Profile pictures, usernames
 - Include your team name *and* number so you're easier to find



FRobotics is @robotics4150 on [Instagram](#), [Twitter](#), and [Facebook](#). This is our profile picture on all platforms.

When to Post

- **During and after competitions**
 - Interact with and tag teams from your alliance, congratulate the winning teams, etc.



*FRobotics
Instagram post
after the 2019
Steel City
Showdown
competition.*

When to Post *continued*

- **Before or after outreach events** to announce the team's appearance or show off what you accomplished
 - Tag the location, group, or company your event was with



*FRobotics
Instagram post
after several
outreach
events in 2019.*

When to Post continued

- **During team fundraisers**
 - Get the word out to your community to help you raise money

*FRobotics
Facebook post
announcing
fundraisers.*

FIRST Team 4150 FRobotics
January 13 · 🌐

Do you love pizza? 🍕 How about popcorn? 🍿 We've got you covered!
Help support FRobotics by buying some popcorn from Pittsburgh Popcorn Co or eating at Blaze Pizza!

🍕 **Blaze Pizza Fundraiser:**

- Blaze Pizza (3939 William Penn Hwy, Monroeville, PA 15146)
- Tomorrow! (Tuesday, January 14th)
- 4:00 - 9:00 pm
- Present our flyer (printed or on your phone)! FRobotics will receive a 20% profit of any order placed with the flyer!

🍿 **Pittsburgh Popcorn Fundraiser:**

- Sale runs until Thursday, January 23rd
- Popcorn will be delivered in the first few weeks of February
- PM us if you would like to order some popcorn!

RAISE A SCENE FOR A GOOD CAUSE

2019 Fundraising Menu

Re-closable Bag!

\$8
Chocolate Caramel Corn 10oz.
Box. Fresh caramel corn drizzled with generous amount of creamy milk chocolate goodness. Gluten free.

\$8
Peanut Butter Cup Box.
Freshly popped kettle, real creamy peanut butter, light drizzle of milk chocolate. Gluten free.

\$7
Caramel Corn Box.
Freshly popped kettle, brown butter sweet.

\$5.50
Pennsylvania Dutch Kettle Corn 3.5oz.
Box. Corn, popped in...

Tips for Posting

- **Tag** sponsors, potential sponsors, and school administrators (if applicable to your team) to show them what your team is up to
- **Utilize hashtags!**
 - #omgrobots and other FIRST hashtags will get your posts to more people
- **Put some effort into each post**
 - A good post takes time to create, but it will get more likes if it's exciting and aesthetically pleasing!

Credits

- This lesson was written by FRC 4150 in partnership with FRC 8027 for FRCTutorials.com
- You can contact the author at roboticsteam4150@gmail.com.



- More lessons for FIRST Robotics Competition are available at www.FRCTutorials.com



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