

# FIRST Robotics social media plan

Last updated: Feb. 4, 2019

## About the event

Georgian will host a FIRST Robotics competition March 15 to 17, 2019. Teams of high school students (grades 9-12) build robots over the winter, then operate these robots in a judged [arena-style battle](#) with set rules and objectives. There's an award ceremony at the end.

- The event is made possible by more than 100 volunteers (including judges).
- There are about 900 spectators, but almost all of them are participants' friends and family.
- Georgian has engaged several local sponsors for this event that need to be thanked.
- This year, [27 teams](#) have registered to compete. Five of them are from the United States, the rest seem to be from Ontario.
- Our local teams are: Cybergnomes (Clearview Township), Javawockies (Springwater), Banting Memorial (Alliston), Atomic Dishwashers (Owen Sound).
- The [event agenda](#) is detailed (and packed!), but the gist is set up Friday, qualifying rounds Saturday, finals and award ceremony Sunday.

## Goals

Unlike most events, **we don't want to promote participation and attendance**. Competitors' friends and family will fill seats. Our overall goals are to:

- Increase Georgian's reputation for leading edge innovation with the broader community
- Recruit volunteers to ensure the event runs smoothly
- Engage competitors (high school students) and their team mentors (influencers) to encourage them to consider Georgian when applying to postsecondary

Some additional goals for social media are to thank sponsors, drum up excitement before the event, share what's happening at the event, and then herald the event as a success when it ends.

## Key messages

- Georgian is hosting an epic robot battle
- The robots are coming and we need human volunteers!
- Georgian is home to state-of-the-art robotics, electrical and computer labs
- Georgian is a hub of innovation, research and technology

## Audiences

- Prospective students and their influencers, particularly those on-site
- Public and media
- Georgian staff and students, as potential volunteers

## Hashtags

Hashtags for this year's theme (Deep Space) haven't yet developed, but keep a close eye on online conversations to see if any arise. Established hashtags that recur year over year are:

- #GeorgianFRC
- #omgrobots

In addition, Invest Barrie will set up a photo backdrop plastered with the hashtags #creativebarrie and #barrieknowsrobots. So if you see posts with those hashtag, be sure to share those too.

## Visuals

- Photos from last year live here: <T:\Corporate Marketing and Communication\Communications\FIRST Robotics\2019\Photos from 2018 event>
- Sponsor logos live here: <T:\Corporate Marketing and Communication\Communications\FIRST Robotics\2019\Social media\Sponsor logos and tags>
- There's a volunteer recruitment poster in this folder: <T:\Corporate Marketing and Communication\Communications\FIRST Robotics\2019\Social media>
- FIRST Robotics logos and DEEP SPACE theme logos live here: <https://www.firstroboticscanada.org/about-us/branding/>

## Possible links to share

- Volunteer recruitment:
  - Volunteer registration form: <https://www.firstroboticscanada.org/get-involved/volunteer/>
  - Georgian post outlining why people should volunteer: <https://www.georgiancollege.ca/uncategorized/volunteers-needed-the-robots-are-coming-back/>
- General event info:
  - Georgian article about the event: <https://www.georgiancollege.ca/news/featured-news/battle-of-robots-returns-to-georgian-college-march-16-and-17/>
  - Official event page: <https://www.firstroboticscanada.org/event/georgian-college-event-ontario-district/>
  - Georgian's event page (which links to official page): <https://www.georgiancollege.ca/news-events/events/first-robotics-competition-at-georgian/>
  - Video outlining the rules of the competition this year: <https://www.firstinspires.org/robotics/frc/game-and-season>
  - People can watch the battles on livestream here: <http://watchfirstnow.com/>

## Social media dos and don'ts

The biggest rule is don't post just to post — create content that's interesting, relevant, and engaging for online audiences.

### Do

- Take photos and videos
- Create lots of IG and Snap stories

### Don't

- Create long-winded posts

## How to log into our social channels

Your access to these channels is a privilege reserved to very few. Be mindful of Georgian's reputation. Please ensure you're not accidentally posting your personal content on Georgian's feeds.

### Instagram

- Username: georgiancollege
- Password: [REDACTED]

### Facebook

- Username: [socialmedia@georgiancollege.ca](mailto:socialmedia@georgiancollege.ca)
- Password: [REDACTED]

### Twitter

- Username: georgiancollege
- Password: [REDACTED]

### Snapchat

- Username: Teamgeorgian
- Password: [REDACTED]

## Proposed social media content

Some social media posts are required because of commitment to sponsors. Those are highlighted in yellow, below.

The other suggestions and ideas below come from Taline Hepburn (Marketing Manager) and communications — but ultimately it's up to the social media team to decide what gets posted, when and on what channel.

In addition to these posts, please watch for (and share) content from event participants. They are a primary audience! Most will know to use event hashtags, but you may also want to monitor for mentions of FIRST Robotics, Georgian College, or Deep Space.

### Suggestions for event lead up

Goal of post	Possible content	Timing	Responsibility
Volunteer recruitment	<ul style="list-style-type: none"> <li>The robots are coming! And we need human volunteers! Help the next generation of tech geeks compete for glory by volunteering at the FIRST Robotics competition March 15 to 17.</li> <li>Gain experience for your resumé and co-curricular record by volunteering at the FIRST Robotics competition March 15 to 17. You'll also get a free T-shirt, free food, and a chance to see robot battles!</li> </ul> <p>Photo ideas: from the <a href="#">volunteer form</a>, or perhaps the <a href="#">arena shot from last year</a></p> <p>Link?<a href="https://www.georgiancollege.ca/uncategorized/volunteers-needed-the-robots-are-coming-back/">https://www.georgiancollege.ca/uncategorized/volunteers-needed-the-robots-are-coming-back/</a></p>	Ongoing until Feb. 28	Erik Snow
Thank KUKA and Nissan	<ul style="list-style-type: none"> <li>FACEBOOK: Thanks to KUKA Robotics for sponsoring the FIRST Robotics competition at Georgian! Check them out at <a href="https://www.facebook.com/KUKAGlobal/">https://www.facebook.com/KUKAGlobal/</a></li> <li>FACEBOOK: Thanks to the @NissanCanada Foundation, presenting sponsor of the FIRST Robotics Competition at Georgian, for supporting the next generation of innovators!</li> <li>TWITTER: Thanks to our friends at the @NissanCanada Foundation for supporting the @CANFIRST event at Georgian College March 15 to 17! #GeorgianFRC #omgrobots</li> </ul> <p>Proposed visual: <a href="#">sponsor logos</a>.</p> <p>Possible link: <a href="https://www.georgiancollege.ca/news-events/events/first-robotics-competition-at-georgian/">https://www.georgiancollege.ca/news-events/events/first-robotics-competition-at-georgian/</a></p>	February and March (spread out)	Erik Snow
Drum up excitement	Share the (yet to be drafted) Georgian news post about local FIRST Robotics teams. Likely a Q&A with team members.	Early March	Erik Snow
Thank all sponsors	<p>TWITTER: On the eve of the third annual FIRST Robotics competition at Georgian, we'd like to thank all our local event sponsors for their support! @nissancanada @HondaCanadaMfg @KUKA_Americas @cityofbarrie @simcoecountyEDO @AdvancedMotion @GeorgianAlumni @OmronAutomation #GeorgianFRC #omgrobots</p> <p>Proposed visual: cloud of <a href="#">sponsor logos</a> (not created!)</p> <p>Proposed link: <a href="https://www.georgiancollege.ca/news-events/events/first-robotics-competition-at-georgian/">https://www.georgiancollege.ca/news-events/events/first-robotics-competition-at-georgian/</a></p>	March 14	Erik Snow

Capture set up	IDEA: Time-lapse video of gym being set up? We're setting up for #GeorgianFRC. Can't wait to welcome @CANFIRST teams to campus this weekend! #omgrobots	March 15, 7 a.m. to 3 p.m.	Erik Snow?
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### Ideas for posts during the event

Goal of post	Possible content	Timing	Responsibility
Capture what's happening	Teams are loading their robots into the gym for the @CANFIRST competition at the Barrie Campus. Qualifying rounds start tomorrow morning at 11:30 a.m. Good luck, participants! #omgrobots #GeorgianFRC	March 15 from 3 to 5 p.m.	Erik Snow?
Announce the pits (where teams are based for the weekend) are open	The pits are officially open! Friday night #GeorgianFRC practice rounds start at 5:30 p.m. The @CANFIRST Robotics competition is finally here! #omgrobots	March 15 at 4:30 p.m.	Erik Snow?
Repost content generated by event participants and spectators	TBD	March 15 through 17	Erik and then Luke
Show our high-tech labs	If a group goes on a tour (they start from the welcome table) consider joining them and capturing them in a lab like the anechoic chamber	March 15 to 17	Luke
Show the buzz	People flooding the pits (could be a time-lapse again?)	March 16 at about 8 a.m.	Luke
Tag/recognize community leaders at the event	Thanks to @Mayor_Jeff, @local MP, @local MPP (speakers currently TBC) for speaking at the opening ceremonies of #GeorgianFRC today. We appreciate your support! #omgrobots [images of guest speakers?]	March 16 at about 11:15 a.m.	Luke
Show the battles in progress	Video footage or photos of a qualifying round, preferably with a local team	March 16 at about 11:30 a.m.	Luke
Show the inner-workings of the event	Capture repairs happening in the pits, and in the machine shop. If you can, showcase our lab's tech.	March 16	Luke
Encourage T-shirt sales	Take shots of people wearing our cool-looking t-shirts (with the astronauts). They're available at the welcome table for \$10, taxes included!	March 16	Luke
Generate excitement for	Share photos of anyone using the photo backdrop, to get more people to use it.	March 16	Luke

photo booth	OR, do a post about it and use the @cityofbarrie hashtags: #creativebarrie and #barrieknowsrobots		
Thank Nissan again	Twitter: Special thanks to the presenting sponsor for this district @CANFIRST event: @Nissancanada. Thanks for supporting the next generation of innovators! #omgrobots #GeorgianFRC [image of Nissan signage]	March 16	Luke
Signal end of the day	What a day! Congratulations to all @CANFIRST teams for a great competition, so far. The pits are closed until tomorrow at 8 a.m. #omgrobots #GeorgianFRC	March 16 at about 8 p.m.	Luke
Signal the start of the day	Back in action! @CANFIRST teams are in the pits and gearing up for a busy morning. #omgrobots #GeorgianFRC	March 17 at 8 a.m. (ish)	Luke
Push the webcast	Can't be at #GeorgianFRC today but wish you could? Check out the webcast here: <a href="https://www.twitch.tv/first">https://www.twitch.tv/first</a> #omgrobots	March 17	Luke
Get to know the players	IDEA: Interviews with anyone willing to talk about their experience in a positive way – maybe focus on one of the four local teams? Possibilities include actual student competitors, team mentors, or volunteers	March 17	Luke
Signal event wind down/last push	We're in elimination rounds! Final matches are taking place now. Good luck @CANFIRST teams! #GeorgianFRC #omgrobots	March 17 at around 3 p.m.	
Thank KUKA again	TWITTER: Thanks to @KUKA_Americas for sponsoring this weekend's @FIRST Robotics competition at Georgian! #omgrobots #GeorgianFRC [image of KUKA signage]	March 17	Luke
Celebrate wins	IF any of our local teams take away a prize, take a shot of them with their award  You can re-tweet @CANFIRST posts about awards  Otherwise, just a general "congrats to winners!" post with a photo from the awards ceremony would be good  IF we issue a news release that afternoon recapping the event, post it on Twitter and Facebook	March 17 at around 5:30 p.m.	Luke
Signal event end	That's a wrap! Thanks to all #GeorgianFRC participants, mentors, and volunteers for a fantastic event. #omgrobots	March 17 at 7p.m.	Luke

### Post-event content

Goal of post	Possible content	Timing	Responsibility
Recapping the event	Repurpose news release	March 17	Elaine Murray

Thanking sponsors	<p>TWITTER: Thanks to all our FIRST Robotics sponsors for making the event such a success @nissancanada @HondaCanadaMfg @KUKA_Americas @cityofbarrie @simcoecountyEDO @AdvancedMotion @GeorgianAlumni @OmronAutomation</p> <p>FACEBOOK: Thanks to all our FIRST Robotics sponsors for making the event such a success: @NissanCanada, @HondaCanadaMfg, @KUKAGlobal, @cityofbarrie, @pagegraphics, @simcoecountyEDO, @advancedmotionandcontrols, @GeorgianCollegeAlumni, @OmronAutomationAmericas</p> <p>Suggested image: cloud of logos Link: news release recapping event</p>	Week of March 18	Erik Snow
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