

Social Media Strategy by Priyanka John

Goal: Inspire others to pursue interest in STEM fields by sharing information and exchanging ideas online

Criteria: Content should directly relate to FIRST robotics, STEM, innovation and technology especially by women, Mercy High School, or other themes directly related to our team and the FRC community

Buckets:

- Content - informational and inspirational posts
- Traffic - posts designed to drive traffic to the website and other platforms
- Followers - posts designed to drive interaction and increase followers and fans
- Outreach - posts designed to highlight FIRST Robotics and our robotics program

Social Media Outlets*:

- Facebook
 - Audience - parents and sponsors
 - Frequency - twice a week, Saturday and mid-week
 - Content - behind the scenes photos, quotes, newsletters, spotlight on sub-teams, announcements, etc.
- Twitter
 - Audience - other teams, FRC, sponsors, the robotics community in general
 - Frequency - 10 times a week (pre-scheduled with Buffer), Saturday Q&A sessions
 - Content - One meaningful tweet, other poll, questions, trivia fact, article links, weekly “did you know”, motivation Mondays, who’s your rosie, or something, contests, shoutouts, blogpost links, industry news (FIRST, women’s issues, etc) announcements, event updates, play-by-play, team interactions
- Instagram
 - Audience - parents, students, other teams
 - Frequency - twice a week, Saturday and mid-week
 - Content - behind the scenes photos and videos, highlight sponsors and services
- Snapchat
 - Audience - students
 - Frequency - during events and other free time
 - Content - play-by-plays, updates, etc.

*Additional content posted coming up to, during, and after big events and holidays (e.g. Bag day, States, Worlds, Auto-show, other outreach events, Black History Month, Women’s National History Month, National Popcorn Day)

S	M	T	W	T	F	S
	Twitter and Instagram: #motivation monday	Twitter: weekly poll	Facebook: quote and update	Twitter: trivia/fact + question	Twitter: #whosyourRosie	Twitter: responses and retweets Instagram: behind the scenes photo/vid Facebook: announcement and spotlight