

Social Media

July 2016



Why should I use social media?

- Social Media
 - Online communities and networks, such as Facebook, Twitter, Pinterest, Instagram and YouTube, where individuals share, co-create and discuss user content
- Participation helps you:
 - Share news of your efforts in your community
 - Grow a base of support for your work
 - Have fun sharing with like-minded people
 - Garner results that school administrators, sponsors, parents, and others will appreciate

Social Media Explained



I'm building a robot.



I like robots. (And so do my friends.)



I took a cool vintage picture of my robot.



Watch me build a robot in 10 seconds or less.



Watch a tutorial of me building a robot.



I've saved instructions for building a robot.



I'm skilled at building robots.



Dulaney Robotics

@REX1727



Following

Notebook assignment day! The 8 teams received their letters! @REC_Foundation @DulaneyHigh @CTE_BaltCoPS





SySTEMic Solutions
@NOVASySTEMic



Following

STEM girls rocking the state champ VIQ!
@VEXRobotics @REC_Foundation
@GirlsIntoStem @novarelations



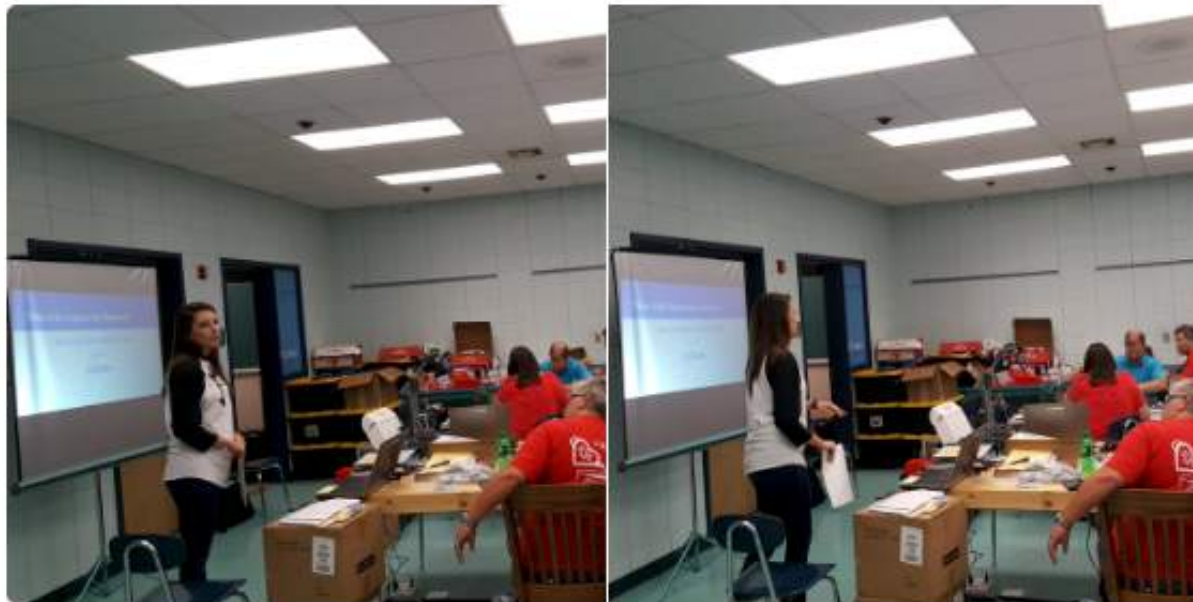


Wildcat Robotics
@WP_Robotics



 Follow

Student becomes teacher! Senior robotics member sharing her knowledge about VEX.
[@VEXRobotics](#) [@REC_Foundation](#)



RETWEETS

7

LIKES

9



2:55 PM - 22 Jun 2016

Social Media Resources

- Twitter
 - Share short news items, photos, videos, etc.
 - 140 characters or less
 - Use Hashtags: #VEXRobotics, #VEXIQ, #VEXworlds, #omgrobots
 - @REC_Foundation & @VEXRobotics
- Facebook
 - Share lengthier news items, engage your followers
 - www.facebook.com/RECFoundation
 - www.facebook.com/VEXRobotics
- Instagram
 - Share and tag friends in photos with a short caption, you can also use Hashtags
 - www.instagram.com/recfoundation
 - www.instagram.com/vexrobotics
- YouTube
 - Create a community to share video clips
 - www.youtube.com/vexroboticstv
 - <http://www.youtube.com/recfoundation>

Case Study: Oreo

- Used the Super Bowl XLVII to kick off a new campaign.
- Which part of the cookie do you love more?
- Super Bowl blackout occurred, interrupting play for 34 minutes.
- Had a command center with branding and agency staff to respond real-time to events as they happened.

Power out? No problem.



Results:

- It all began with one tweet!
 - Retweeted 15,000 times.
 - 20,000 likes on Facebook.
 - Instagram following grew from 2,000 to 36,000.
- It also marked start of Oreo Twist.
 - 100 days of posts that turned daily news stories into visual treats.
- [Forbes: Behind the Scenes of Oreos Slam Dunk](#)
- [Slide Share: Oreo Twist](#)

Oreo Twist: Mars Rover Lands



AUG 5 | MARS ROVER LANDS

Red cap no currently unavailable



Why is Oreo important?

- Showcases how you build community & buzz using real-time events.
- 1,300+ VEX Robotics events take place every year – a lot of opportunities to build our community & create buzz.
- It's a win-win:
 - You engage your community and build local support, which adds to the larger community we support.
 - Together we start more teams, engage more students, inspire more companies and sponsors to give or volunteer!

Activity: State Championship

- VEX Robotics State Championship that you host will take place in 3 weeks.
- Break into to teams of 2-3 people.
- How will you plan to incorporate social media?
- Do you have someone dedicated to support your plan?
- What are your key messages?
- When will you begin your social media effort?
- What content will you share?
- What will you do after the event?

Share your plan!

- Share your thoughts with the group.
- What worked?
- What didn't?
- Did you have questions or concerns?

Questions?

Thank you!