

254

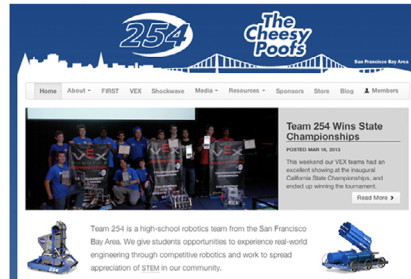
Media Technology and Innovation Submission

We Make FIRST Loud!

FIRST is about creating a world where the leaders in scientific industries are looked upon with the same excitement as entertainers and athletes. With social media we can reach to the core of our society and show people just how exciting STEM can be whether through Youtube videos of our t-shirt cannon or revealing our build process on our team blog.

To truly expand interest in STEM, our longterm goal is to make The Cheesy Poofs, FIRST, and robotics accessible to all. This requires the creation of media easily picked up and re-shared by others and thus not specific to FIRST. This ripple effect will allow our universally appealing content and ultimately our message to flow across the online community.

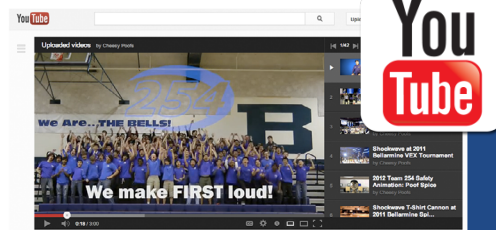
Content - On Facebook and Twitter, we mix informative posts with short, conversational ones. This approach allows us to live update on the fly while at tournaments and follow up with in depth results and information. Our team also created an extensive team blog on which every day after build, we document various projects. This blog is published at the end of the year for other teams and interested parties to benefit from.



Articles, News, PR, Events, Resources
Team Website - 50 pages
<http://www.team254.com>



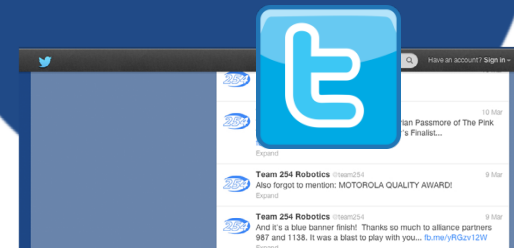
Personal Social Networks
Facebook - 1,415 likes
www.facebook.com/team254robotics



Videos, Pictures
Youtube - 42 videos
www.youtube.com/user/254CheesyPoofs

Photo Gallery - 3000 photos
www.team254.com/photos

Social Media Optimization
We implement a variety of media channels with content optimized for different audiences: interactive, informative, entertaining.



Blogs, Microblogs
Team Blog - 342 posts
www.team254.com/blog

Twitter - 318 tweets
twitter.com/team254

Identity Standards - Team 254 has developed comprehensive visual identity standards to help strengthen our message through consistent display and quality. By having a unified brand, our team both appears more professional and also stands out as a premier team in both our community and the competitions in which we participate
<http://www.team254.com/resources/identity/>

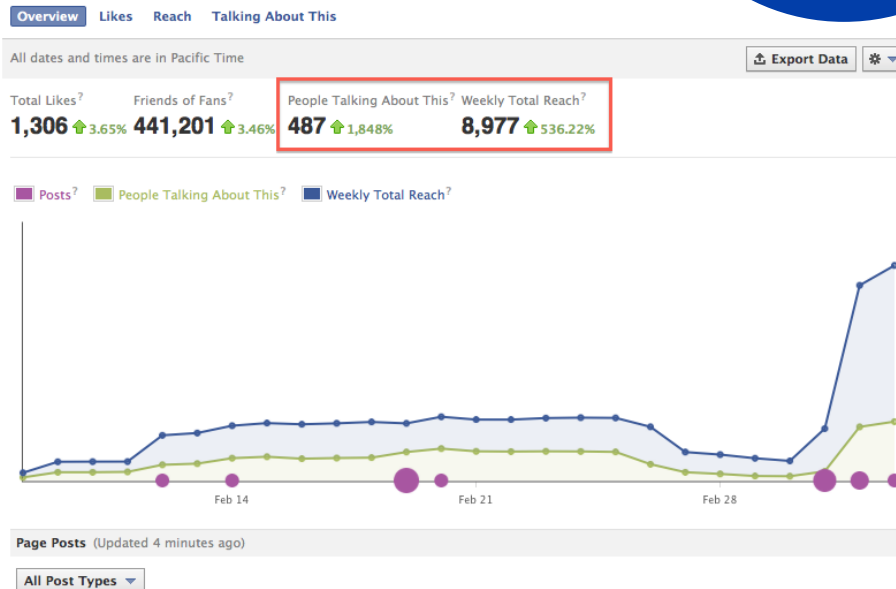
Measuring Success

Robot Release

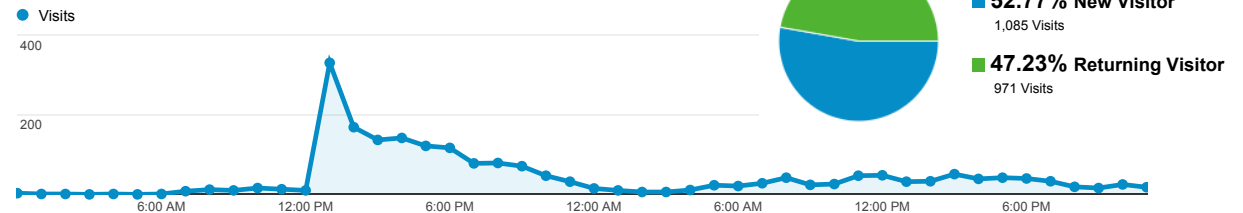
When our robot was released via facebook on March 4th we saw an immediate spike in website visitors. This included 1,085 new visitors which reveals that we successfully brought new audiences to our website through facebook with applicable and engaging information.

Facebook

After recent efforts to post more often with more universally applicable content we saw over a 500% increase in weekly reach and almost 500 people were talking about us. With over 400,000 friends of fans we have great potential to expand beyond our core audience.



Robot Release Day - Website Visits



1,600 people visited this site

Facebook
1,415 Likes

Twitter
480 Followers

Website: 14,289 unique visitors
- 21,031 Visits
- Average visit duration: 3:02
- Pages/visit: 3.76

Moving Forward

- Expand social media presence on Google +1, Tumblr, Pinterest, and Instagram. With each one reaching out to a separate community, this method will increase the number of unique viewers.
- We are also generating additional informative content on our website and team youtube page. We already created a series of CAD training videos, and additionally we are developing a series of short, informational clips on fundamental engineering techniques.
- We're planning on creating periodical content to draw readers to site on a more regular basis. This may include a series of mentor, notable alumni, and student profiles.