

## SOCIAL MEDIA GUIDELINES FOR COMPETITION SEASON 2019

As managers of social media accounts, we want to let you know that the time of year has come to welcome you to the 2019 New York Tech Valley FIRST Robotics competition, held on the Rensselaer Polytechnic Institute campus March 6-9.

The primary social media account that we will be using to document the event is Twitter. Here are some ways you might consider getting involved in participating during competition weekend. We hope to have many voices cheering on teams that are participating in #NYTVFRC.

### Hashtags

**#NYTVFRC** is the official event hashtag noting the New York Tech Valley FIRST Robotics competition. The posts with this hashtag will help to populate the event and team record of experiences from the days leading up to the event and while on the Rensselaer campus. Photos are strongly encouraged.

**#DESTINATIONDEEPSPACE** should be used to identify the 2019 challenge whenever possible. Photos are strongly encouraged.

**FIRSTLikeAGirl** strives to improve the culture of STEM by sharing the stories of women & girls in FIRST to empower them to follow their dreams. This is a social media movement to encourage girls and women in STEM and FIRST. By showcasing the many incredible women of FIRST and their stories, girls can find role models who they identify with and are inspired by.

**#Omgrobots** can be used to share a photo of your robot and team in action.

**#STEMsquad** can be used to celebrate your team, mentors, family, friends, sponsors, community and more that have made your road to success and this year's competition possible!

In addition, including #RPI will allow social media users and followers connected with Rensselaer Polytechnic Institute to share your content as well.

### Social Media Accounts

Accounts coordinating their efforts to cover various events and activities include [@NYTVFRC](#) and [@RPInews](#).

In addition, it is always a great idea to tag use the hashtag **#RPI** or tag **@RPInews** with any tweets or other social media posts while you are on campus at the event, including the team social.

**Tag and follow the official *FIRST* account ([@FIRSTtweets](#)) and FIRSTLikeAGirl ([@firstlikeagirl](#)) on Twitter**

### Social Media Guidelines



Today, social media helps us to make meaningful connections around the globe. Social media platforms, including Facebook, Twitter, LinkedIn, Instagram, YouTube, and Pinterest make sharing highlights from the New York Tech Valley FIRST Robotics competition even more accessible. Here are some helpful social media principles to consider that can help you to create and nurture relationships, share information, raise awareness, build support, participate in important conversations and collaborate on new ideas.

#### **It's a conversation.**

"Talk" on social media as you would talk to real people in professional situations. Avoid overly "composed" language. Consider content that is open-ended and invites interaction. Encourage comments.

#### **It's your responsibility.**

What you write is your responsibility. Be respectful. Refrain from using profane, defamatory and slanderous language. Do not post inappropriate comments.

**Say something of value.**

Posts should be thought provoking and build a sense of community. If it helps raise awareness of your role or the team's role in the competition, then it is adding value.

**Be respectful.**

Some negative comments do not require a response, while others should be taken seriously and addressed. While discussing a negative experience or disagreeing with a concept or person, you are more likely to achieve your goals if you are constructive and polite.

**Social media sites are public.**

There's no such thing as a "private" social media site. Search engines can turn up posts years after the publication date. Comments can be forwarded or copied. Archival systems save information even if you delete a post. You are legally liable for what you post on your site and on the sites of others. Be sure that what you post today will not negatively affect you in the future.

**Be accurate and willing to make changes when mistakes occur.**

Make sure you have accurate facts before posting. It's always better to first verify information with a source than to have to post a correction or retraction later. Cite and link to your sources whenever possible. If you make an error, correct it quickly and visibly. Mistakes happen, you're human. Be up front and quick with your correction.

**Link back.**

You are encouraged to provide links whenever possible. Make sure they work BEFORE you post!

**Protect confidentiality.**

Do not post confidential information.

**No product endorsements.**

Please do not use Rensselaer Polytechnic Institute or the New York Tech Valley FIRST Robotics Competition tags to promote products, causes, or political party/candidates. We're all about highlighting the teams—and of course the robots!

**Be aware of the rules of the road for each social media platform.**

Each social media platform has its own guidelines, rules and regulations. Please be aware of the rules and guidelines in the platform you are using, and stick to them.

Thank you in advance for considering ways you can add to the #NYTVFRC and #RPI conversation on social media! Please feel free to share this with others that will be using social media during the event.

We look forward to seeing you and the exciting #omgrobots you have created!