



L&N STEMPUNKS



382 Likes



691 Followers



346 Followers



1,644 Views



7,786 Photos

CONNECTING WITH THE EAST TENNESSEE COMMUNITY...



...AND BEYOND.

REACH

In the 2015 season alone, our team **ENGAGED** **5,700 people** and our team **REACHED** **37,000 people.**



Our 2015 build season reach.

We aim to be...

EXCELLENT

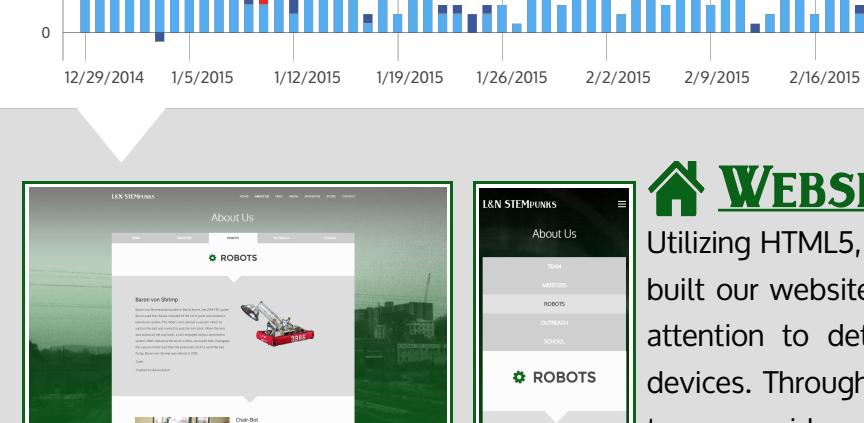
We have created quality, rigorous branding standards and aim to have interesting, approachable posts on social media. Other teams have cited our team as an inspiration when building their own social media programs. Our team's online presence is unrivaled in the region.

INNOVATIVE

We focus on making our website and social media outlets optimized for search engines (SEO). The lead of our media team has given multiple presentations on social media for FRC teams around the region, and we help those teams to build their own programs.

CONSISTENT

We make posts daily to Twitter, Facebook, and Instagram. Each post has a unique description and photo or video. Our team also exercises consistency in branding, with our headers featuring a team photo, our slogan, and the FRC logo. All of our avatars feature our logo.



GROWTH

Our team has gained over 600 new followers and likes across our social media platforms in the 2015 build season alone. Our team saw massive growth in likes and followers during the pre-season and reached our goal of becoming the top social media program among FRC teams in the state of Tennessee.



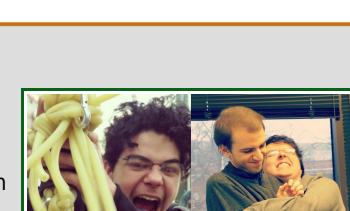
Screenshots of our website on desktop and mobile.

WEBSITE

Utilizing HTML5, JavaScript, Bootstrap, and CSS, students on our team built our website from the ground up. Every page of our website has attention to detail; including optimization for desktop and mobile devices. Through our website, we provide detailed descriptions of our team, provide resources for other teams, and recognize both sponsors and friends alike. Ultimately, the website is the center of our online presence which demands that it be accessible and up-to-date 24/7.

FACEBOOK

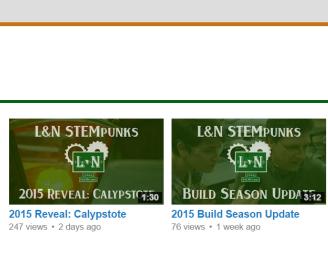
On Facebook, we held a holiday giveaway that drove over 100 new likes to our page. The post we advertised the giveaway with reached over 3,000 people. The giveaway's end result was our team having the largest social media presence among other FRC teams in Tennessee.



The giveaway's post.

TWITTER

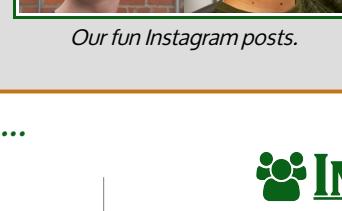
On Twitter, our team leverages Twitter's large and accessible platform by including mentions and hashtags in our posts. We also actively communicate with other FRC teams and businesses through Twitter to help promote STEM and FIRST in our region and beyond.



We use Twitter to connect with businesses.

INSTAGRAM

On Instagram, we utilize both pictures and videos to promote our team. The difference between Instagram and our other outlets is that the main audience is mostly students. As a result, we tend to post more exciting and playful pictures on Instagram to inspire increased student participation.



Our fun Instagram posts.

YOUTUBE

On YouTube, our team leverages YouTube's tagging system by including default tags on all of our videos, making our videos more distinguishable. We also include custom thumbnails on each of our uploads to make ourselves and our brand more visible.



Our YouTube thumbnails.

In the future, our team will...

EXPAND

Our team will continue to spur growth by holding more giveaways and reaching out to the community. We also will aim to expand other teams' programs and make our region the leading authority on social media for FRC teams.

INSPIRE

Our team will leverage our social media and website platforms to further our mission of empowering the community through STEM and FIRST. Social media has the potential to reach millions, and our team believes we can reach that potential.

CONNECT

Our team will support other FRC teams by helping them create their own social media programs and also by supporting them through our own outlets. We will aim to connect with not only our local FIRST community, but the global FIRST community.

GET STEMPUNKED!

Icons from Font Awesome.

Data unavailable for Instagram.