

# L&N STEMPUNKS



528 Likes



1160 Followers



462 Followers



3430 Views



9718 Photos

## CONNECTING WITH THE *EAST TENNESSEE* COMMUNITY...



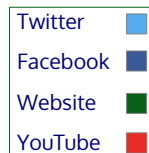
...AND BEYOND.

### Mission Statement:

*The mission of our team is to reach out to local schools, daycares, and organizations and inspire the East Tennessee community to become involved in science and engineering. We aspire to share our passion for FIRST programs and STEM education with the help of our families, friends, and sponsors. In doing so, we hope to empower the next generation of engineers, scientists, and business leaders through the vision of FIRST.*

### REACH

In 2015-16', our team **ENGAGED** over **15,000 people** and our team **REACHED** **175,000+** people.



Our 2016 reach.

### We aim to be...

#### EXCELLENT

We have established rigorous branding standards and strive for excellence in engaging others through our regionally unrivaled social media presence. This gives us the opportunity to effectively spread the message of FIRST.

#### INNOVATIVE

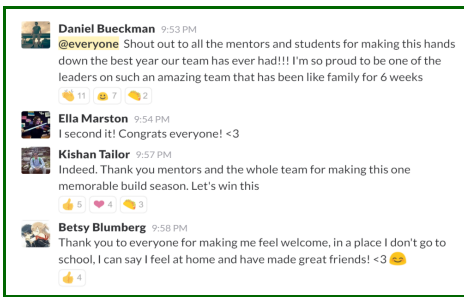
Our website and social media outlets are search engine optimized. Our communications team lead has shared our expertise in branding, social media, and photography with teams around the region.

#### 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 across our team headers and avatars through common elements.

#### SLACK

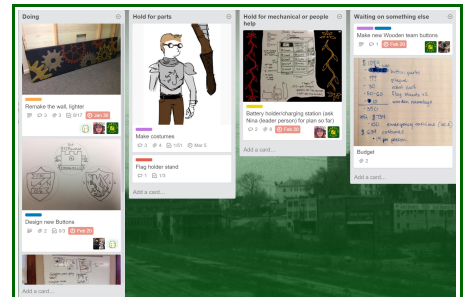
Slack allows our members to stay in touch with every student and mentors as well as send essential photos and files.



Students using Slack to encourage each other.

#### TRELLO

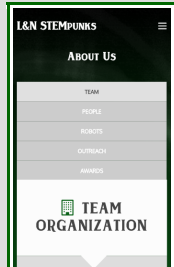
Using Trello allows our team to assign tasks to our members in a way that is accountable and easily communicated.



Our Products team uses Trello to track their projects.

#### WEBSITE

Utilizing HTML5, JavaScript, Bootstrap, and CSS, students on our team built our website from the ground up. Every page of our website attends to detail; including optimization for desktop and mobile devices. Our website serves as our primary information hub, where we provide resources to other teams as well as recognize our sponsors and community friends for their generous support.



Screenshots of our website on desktop and mobile.

#### FACEBOOK

We continued our annual tradition of holding our holiday giveaway which helped our Facebook page reach over 500 likes! This yearly event has helped us maintain the largest social media presence among other FRC teams in Tennessee.



The giveaway's post.

#### TWITTER

Our team utilizes Twitter's large and accessible platform by integrating mentions and hashtags in our posts. Through Twitter, we also engage with other teams and our community to promote outreach through STEM and FIRST programs.



We use Twitter to thank our sponsors.

#### INSTAGRAM

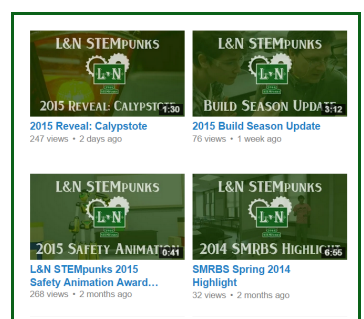
On Instagram, we utilize both pictures and videos to promote our team. We tend to post more exciting and playful pictures on Instagram to inspire increased student participation, since the audience is mainly our fellow school students.



Our fun Instagram posts.

#### YOUTUBE

Our team leverages YouTube's staging system by including detailed tags on all of our videos, making our videos more discoverable. We include custom thumbnails on each of our uploads to make our brand more visible.



Our YouTube thumbnails.

### In the future, our team will...

#### EXPAND

Our team will continue to spur growth by reaching out to our FRC community. We will continue 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 to further our mission of empowering the community through STEM and FIRST. Social media is a great platform to reach our whole community.

#### CONNECT

Our team will support other FRC teams by helping them create their own social media programs and by supporting them through our own outlets. We will aim to connect with the global FIRST community.

GET STEMPUNKED!