**FIRST® LEGO® League UK and Ireland Social Media Pack 2019-2020**

Thank you for becoming a host of the UK and Ireland’s **FIRST® LEGO® League** 2019-2020 challenge season **CITY SHAPER** and the **FIRST*® LEGO® League Jr.*** challenge season **BOOMTOWN BUILD**.

As part of your package, we have put together this guidance document which covers everything you need to know about engaging with us and/or talking about the programme on social media.

**Getting involved on social media**

As a valued host, you are very welcome to take part in our different social media promotions throughout the season.

**Twitter**

From our [@FLLUK](https://twitter.com/FLLUK?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor) account we will tweet about the current and upcoming challenge seasons – so follow and feel free to retweet!

**Facebook**

From our [FIRST LEGO League UK and Ireland](https://en-gb.facebook.com/FirstLegoLeagueUk/) page we will also be posting about the programme and we welcome likes, comments and shares from our hosts.

**It’s all about the hashtags!**

Use these hashtags to pull your content into the global conversation.

[#FIRSTLEGOLeague](https://twitter.com/search?q=%23FIRSTLEGOLeague&src=typd&lang=en-gb) - Use this hashtag every time you talk about either FIRST® LEGO® League or FIRST® LEGO® League Jr.

[#CITYSHAPER](https://twitter.com/search?q=%23CITYSHAPER&src=typd&lang=en-gb) - Use this hashtag for messages about the new season of FIRST® LEGO® League.

[#BOOMTOWNBUILD](https://twitter.com/search?q=%23BOOMTOWNBUILD&src=typd&lang=en-gb) - Use this hashtag for messages about the new season of FIRST® LEGO® League Jr.

***FIRST*® LEGO® League**

**Suggested tweets**

Here are some suggested tweets for hosting FIRST® LEGO® League or hosting FIRST® LEGO® Jr:

**Announcement – *FIRST*® LEGO® League**

* We’re very pleased and proud to announce we’ll be hosting the [insert name/place] #FIRSTLEGOLeague UK and Ireland Tournament on [add date]. Get your blueprints ready for #CITYSHAPER! @FLLUK

<https://firstlegoleague.theiet.org/>

[Tweet this now](https://twitter.com/intent/tweet?text=We%E2%80%99re%20very%20pleased%20and%20proud%20to%20announce%20we%E2%80%99ll%20be%20hosting%20the%20%5Binsert%20name%2Fplace%5D%20%20%23FIRSTLEGOLeague%20UK%20and%20Ireland%20Tournament%20on%20%5Badd%20date%5D.%20Looking%20forward%20to%20seeing%20%23IntoOrbit%20take%20flight!%20%40FLLUK%20)

**Leading up to event - *FIRST*® LEGO® League**

* #CITYSHAPER will be taking place at [insert name/place] in a few weeks’ time! Check out @FLLUK to find out what to expect. #FIRSTLEGOLeague

[Tweet this now](https://twitter.com/intent/tweet?text=%23IntoOrbit%20will%20be%20taking%20place%20at%20our%20%20%5Binsert%20name%2Fplace%5D%20in%20a%20few%20weeks%20time!%20Check%20out%20%40FLLUK%20to%20find%20out%20what%20to%20expect%20%23FirstLegoLeague%20)

**On the day - *FIRST*® LEGO® League**

* Today, [insert number] teams will arrive here at [insert name/place] to compete in a regional #CITYSHAPER tournament! @FLLUK will be following the action throughout the day #FIRSTLEGOLeague

[Tweet this now](https://twitter.com/intent/tweet?text=Today%2C%2010%20%20teams%20will%20arrive%20here%20at%20%5Binsert%20name%2Fplace%5D%20to%20compete%20in%20a%20regional%20%23INTOORBIT%20tournament!%20%40FLLUK%20will%20be%20following%20the%20action%20throughout%20the%20day%20%23FIRSTLEGOLeague)

**After the event - *FIRST*® LEGO® League**

* Huge congratulations to all the @FLLUK teams who participated on [add date]. It’s been great hosting an event for engineers of the future! #CITYSHAPER #FIRSTLEGOLeague

[Tweet this now](https://twitter.com/intent/tweet?text=Huge%20congratulations%20to%20all%20the%20%40FLLUK%20teams%20who%20participated%20%5Badd%20date%5D.%20It%E2%80%99s%20been%20great%20hosting%20an%20event%20for%20engineers%20of%20the%20future!%20%23INTOORBIT%20%23FIRSTLEGOLeague)

***FIRST*® LEGO® League Jr.**

**Announcement – *FIRST*® LEGO® League Jr.**

* We’re very pleased and proud to announce that we’ll be hosting a #FIRSTLEGOLeague Jr UK and Ireland Expo on [add date]. Get your blueprints ready for #BOOMTOWNBUILD! @FLLUK

<https://firstlegoleague.theiet.org/>

[Tweet this now](https://twitter.com/intent/tweet?text=We%E2%80%99re%20very%20pleased%20and%20proud%20to%20announce%20that%20we%E2%80%99ll%20be%20hosting%20a%20%23FIRSTLEGOLeague%20Jr%20UK%20and%20Ireland%20Expo%20on%20%5Badd%20date%5D.%20Looking%20forward%20to%20seeing%20%23MISSIONMOON%20take%20flight!%20%40FLLUK%20)

**Leading up to event - *FIRST*® LEGO® League Jr.**

* The excitement is building up for our #BOOMTOWNBUILD Jr. Expo at [insert name/place]. Check out @FLLUK to find out what to expect #FIRSTLEGOLeague

[Tweet this now](https://twitter.com/intent/tweet?text=The%20countdown%20is%20on%20until%20our%20%23MISSIONMOON%20Jr%20Expo%20lands%20at%20%5Binsert%20name%2Fplace%5D.%20Check%20out%20%40FLLUK%20to%20find%20out%20what%20to%20expect%20%23FIRSTLEGOLeague%20)

**On the day - *FIRST*® LEGO® League Jr.**

* Today, [insert number] teams will arrive here at the [insert name/place] Expo to participate in the #BOOMTOWNBUILD challenge. @FLLUK will be following the action throughout the day #FIRSTLEGOLeague

[Tweet this now](https://twitter.com/intent/tweet?text=Today%2C%2010%20%20teams%20will%20arrive%20here%20at%20the%20%5Binsert%20name%2Fplace%5D%20Expo%20to%20participate%20in%20the%20%23MISSIONMOON%20challenge.%20%40FLLUK%20will%20be%20following%20the%20action%20throughout%20the%20day%20%23FIRSTLEGOLeague)

**After the event - *FIRST*® LEGO® League Jr.**

* Huge congratulations to all of the @FLLUK Jr teams who participated at the [insert name/place] Expo. It’s been great hosting an event for engineers of the future! #BOOMTOWNBUILD #FIRSTLEGOLeague

[Tweet this now](https://twitter.com/intent/tweet?text=Huge%20congratulations%20to%20all%20of%20the%20%40FLLUK%20Jr%20teams%20who%20participated%20%5Badd%20date%5D.%20It%E2%80%99s%20been%20great%20hosting%20an%20event%20for%20engineers%20of%20the%20future!%20%23MISSIONMOON%20%23FIRSTLEGOLeague)

Feel free to adapt these for use across other social media channels such as Facebook.

Alternatively, please do use your own wording, just remember to include our Twitter handle **@FLLUK** and incorporate the hashtags **#FIRSTLEGOLeague** and **#CITYSHAPER** and **#BOOMTOWNBUILD**

We will look out for your contributions and retweet as often as possible!

Top 5 tips to grow your social media presence

1. Follow, like and engage with similar people and pages! There is lots of FIRST® LEGO® League content across Twitter, Facebook and Instagram. Follow other teams and engage with their content.
2. Use season theme hashtags to join the global conversation - #CITYSHAPER and #BOOMTOWNBUILD
3. Post photos and videos – update us and the rest of the FIRST® LEGO® League audience by showing us exactly what you’re up to. We love seeing it!
4. If you’ve got several social media accounts (e.g. a personal one and a FIRST® LEGO® League one) don’t be afraid to cross-promote! Get friends to follow you and retweet/share your content.
5. Get in touch! Send a message to @FLLUK on Twitter, or post on the FIRST® LEGO® League Facebook page and we’ll do our best to retweet and share.