

FIRST LEGO League UK and Ireland social media toolkit

Congratulations on getting involved in the UK and Ireland's *FIRST LEGO League Explore* challenge 2023-24 season: *MASTERPIECE*SM. Here's a quick guide to how to succeed on social media.*

Spread the word!

You can help us to generate a real buzz around *MASTERPIECE*SM on social media by asking schoolmates, parents and teachers to follow our [FIRST LEGO League UK and Ireland's Facebook](#) page! We're also on Twitter as [@FLLUK](#)! Hopefully you'll see some exciting bits and pieces on there that you'd like to share

It's time to see those projects!

Let's get everyone talking about *MASTERPIECE*SM on Facebook, Twitter and Instagram! Share a picture of your model or poster using the **#MASTERPIECE**. It's a great way to build excitement, and it'll also show the world your team's creativity and talent. Practice your photography skills by snapping fun and unusual shots, as you may want to take a few photographs at your Festival.

Want to find more *FIRST LEGO League* content?

Search either the **#MASTERPIECE** or **#FIRSTLEGOLeagueExplore** hashtags on social media to connect with other *FIRST LEGO League Explore* enthusiasts from all over the world.

**Please be aware that certain social media platforms such as Facebook and Instagram have an age restriction. We recommend that social media posts should be conducted by a responsible adult (e.g. the team's coach). Never post personal information on any social media site.*

Seven tips to help you build your social media audience

- 1) Follow, like and engage with similar people and pages! Seek out and follow other *FIRST LEGO League* teams using the **#MASTERPIECE** and **#FIRSTLEGOLeagueExplore** hashtags, as well as engineers, technology magazines or blogs.
- 2) If you've been out and about talking about *FIRST LEGO League Explore* (e.g. your team might have delivered a presentation, visited a local business, or might have been visited by a mentor), mention where you've been or who you've spoken to in your update (if they have a page)! If they share your post, this will boost its reach. This can be done on Twitter and Facebook, as well as other social media platforms.
- 3) If you've got several social media accounts (e.g. a personal one and a *FIRST LEGO League Explore* one) don't be afraid to cross promote! Get your friends to follow you to get things going.
- 4) Engage with your followers! Like and share their messages, and respond to the people that contact you! If you're able to show that you're approachable and that you talk to your followers, you'll be much more likely to gain new ones.
- 5) Use hashtags. There will always be fantastic content posted using either the **#FIRSTLEGOLeagueExplore** or **#MASTERPIECE** hashtags, but you can gain more followers on the day of your Festival by using the hashtag with everything you post.
- 6) Post photos and videos! The more colourful and creative the content, the more interesting your social media posts will look.
- 7) Get in touch! Send a message to [@FLLUK](#), or post on the [FIRST LEGO League UK and Ireland's Facebook](#) page and we'll do our best to send traffic your way.