

DIA OUTREACH, ES THIS LOOK LIKE?

Why use social media and digital communication outlets?

To achieve good communication, of course! GET SMART realizes that we are here for a myriad of purposes, one of which is to spread the message of FIRST to those beyond our tiny team. Taking on this task from FIRST, Team 3556 has made it our mission to ignite an appreciation for all things STEM within our school district.

We believe that if we can reach the youth through the same media outlets they already use everyday, we have a better chance of getting them excited about STEM.

Then, through their excitement, we hope to influence our administrators and educators to get on board with expanding STEM opportunities available to our rural county.

GET SMART's Influence By The Numbers

201,257
WEBSITE HITS

365
FACEBOOK LIKES

168
INSTAGRAM FOLLOWERS

849
TWITTER FOLLOWERS

247
@DARKANDORANGE FOLLOWERS

What can we do on social media?

Obviously we can share photos, make posts, and comment on other teams photos and such; but what else can we do? GET SMART has made efforts to make our posts functional, interactive, educational and creative. Team 3556 has done community polling for robot names, Tweeted for help on a debate over a game rule, and used parody videos to bring some humor and attract attention for FIRST robotics. We believe that even though we have done so much, we have yet to tap the potential of social networking and look forward to expanding our web of influence.



Team

3556

ME WHAT DO

GET SMART's rookie year was 2011, which established our digital presence through the creation of our website and Coach's Blog. We then ventured out to other outlets like Facebook, through a private group for team members only, and YouTube with its convenient platform to share season videos with team and family members. Then, after the 2012 season, it was time for our team to 'go viral'. Through the efforts of Public Relations and Graphic Design team members we launched the 'FIRST Team GET SMART' Twitter account. The official 'FRC 3556 GET SMART' community like page hit Facebook soon after, just in time to build up hype for the 2013 season. This page helped develop relationships with local businesses, educators, families and the FIRST community. Twitter connected us to other teams and our student followers, especially potential new members.

Now, fast forward to 2015, GET SMART is ramping up our outreach channels even more. In addition to our existing social media accounts, we now added a Flickr and Instagram (@frc3556). These sites have given us the increased ability to post visual updates to share with our followers. In addition to all of our team posts we now have a fan Twitter. Two of GET SMART Alumni mentors started their own spin-off Twitter account, @darkandorange, to live-tweet build season events. This unique account has helped us reach out to other FIRST programs on a more personal level.

Where can I learn more about Team 3556?

The best place to find all things GET SMART is our website, www.team3556.com.

Here visitors can learn about our competition history, who our major sponsors are, and what the team and our members are accomplishing at the moment. Our team website is also the prime place to check us out because all of our social media accounts have been linked to it, including our Lead Coach's Mentor Blog and team Flickr stream. Our team has found that using as many media outlets as possible has been great for exposure, but having them all tie in to one site helps us keep family and community members who don't have these accounts stay updated with everything we post. All of our sites and social media posts are student created with mentor guidance to ensure Gracious Professionalism flows into everything we Tweet or comment to others.

3D Innovation Publicity

GET SMART has been making strides to increase student exposure to STEM fields, notably 3D printing. In Engineering Technology courses, one of our members placed nationally in the 'Strastays 3D Redesign Challenge'. His 'Fantastakick' is now the face of their 2015 challenge campaign. In the same year, our Lead Coach took a group of senior team members to the inaugural Stacking Layers Symposium at Florida State University. Impressed by our students' 3D experience, the coordinators asked to feature our team in a video presentation at the 2nd Stacking Layers Symposium. Posted to YouTube, the 'Stacking Layers II' video has gathered over 300 views. This publicity has given Team 3556 the chance to reach students and professionals everywhere.