



CURRENT EVENTS

SHARE THE EXCITEMENT OF OUR FIRST UNIVERSAL REVEAL AND CONNECT WITH STUDENTS, TEACHERS, VOLUNTEERS AND THE BEST ROBOTICS COMMUNITY ACROSS THE COUNTRY

Find out what everyone's talking about by using this year's hashtag, **#CurrentEventsBESTrobotics** in your posts. Don't forget to tag your **@RockyMtnBEST** and **@BESTRobotics**!

JOIN THE LIVESTREAM Saturday, August 25th at 10 AM MDT on the BEST Robotics YouTube channel <https://www.youtube.com/user/bestrobotics> The video will be posted on the BEST channel for ongoing access.

PARTY WITH US ON TWITTER Don't hold back on your thoughts once you've been swept away by this year's incredible challenge. We'll be on Twitter while the video's playing and after. Can't wait to see you there! [@BESTRobotics](#)

KEEP IT FABULOUS ON FACEBOOK Boast about your local launch, but don't forget to show us some pictures! Follow us at [BESTRobotics](#)

HYPE YOUR HUB PARTY ON INSTAGRAM: Let's see your team spirit and your **#BESTrobotselfie!** Post your party pics and don't forget to use the hashtag! Follow us at [BESTRobotics](#)

LET THE ADULTS GET IN THE GAME ON LINKEDIN: Volunteers, Teachers, Mentors, and Parents can connect with BEST Robotics on LinkedIn. By sharing comments and BEST's posts, you help to build excitement and understanding about BEST Robotics and your local program. For use in your own posts, we encourage you to use the hashtag, **#Thanks2BESTRobotics** as a lead and a prompt to tell your BEST story. <https://www.linkedin.com/company/16180567/>

Keep the Excitement Alive During the Season By Promoting 25 Years of BEST Robotics!

BEST is using storytelling to promote our Silver Anniversary and our Silver Anniversary sponsor, Texas Instruments.

BRI will be sharing stories through our social media channels and through PR placements in national and your local media. Activate your local campaign by engaging on social media by following BEST Robotics, liking, and sharing our stories both at the hub level and on personal accounts.

PARTICIPATE by using our hashtag campaigns.

ACTIVATE your advocates by promoting their stories in the BEST hashtag campaigns.

CONNECT alumni to the anniversary efforts by inviting them to share their stories.

- On all posts, tag @BESTRobotics and include #BESTRobotics25Years
- Use the hashtags as the lead to your story/post and include #RockyMtnBEST
- Follow with just a few sentences that explain the impact the BEST program has had on your life. *For example, #Thanks2BESTRobotics I understand how machines work. Now I'm pursuing a degree in mechanical engineering at Auburn University.*
- Include a video or picture!

WHO	HASH TAGS	EXAMPLE
Students	#Thanks2BESTRobotics #BESTRobotics25Years	#Thanks2BESTRobotics I'm pursuing a degree in engineering #BESTRobotics25Years
Alumni	#Thanks2BESTRobotics #AlumniBESTStudents #BESTRobotics25Years	#Thanks2BESTRobotics I landed my dream job @Google #AlumniBESTRobotics #BESTRobotics25Years
Teachers	#Thanks2BESTRobotics #ITeachBESTstudents #BESTRobotics25Years	#Thanks2BESTRobotics #ITeachBESTstudents so they can move us forward in the field of science #BESTRobotics25Years
Mentors	#Thanks2BESTRobotics #IMentorBESTstudents #BESTRobotics25Years	#Thanks2BESTRobotics #IMentorBESTstudents to pass the torch to tomorrow's engineers #BESTRobotics25Years
Volunteers	#Thanks2BESTRobotics #IVolunteer4BEST #BESTRobotics25Years	#Thanks2BESTRobotics #IVolunteer4BEST to give back to my community #BESTRobotics25Years