



Keep the Excitement Alive During the “Current Events” 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 #Hubname
- Follow with just a few sentences that explain the impact the BEST program has had on your life. *For example, #ThankstoBESTRobotics 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