

Audience: Sponsors, General Public, Team Fans, Members, Mentors, Parents, and other FRC Teams

Primary Channels: Website/Mobile Website (teamneutrino.org), Twitter (twitter.com/frcneutrino), and Facebook (fb.teamneutrino.org)

Secondary Channels: We have been using Youtube (video.teamneutrino.org) and our webmaster's Pro Flickr account (flickr.teamneutrino.org) as media storage sites. We are developing plans to build out these channels next year and use their capabilities even further.

Strategy: The media team posted weekly updates to our blog during build season, which was also shared through our primary social media channels to keep our audience updated. We also posted timely updates to Twitter and Facebook from the shop to keep our followers updated throughout build and competition season. During regionals, we automatically updated our followers on Facebook and Twitter before and after matches with the FRC Megaphone application. Along with that, we posted additional updates during the day and included pictures to engage our followers. A live events page (teamneutrino.org/live) that included a live video feed along with coverage from twitter. We used the branded events page to direct visitors and our social networking followers to during regionals, adding additional visitors to our website. Although branding was one of our main reasons for designing our live events coverage page, our other reason was so that our visitors would click around our website. As of this time (3/22), our media team is working on releasing detailed pages about our different sub-systems with images and CAD models (teamneutrino.org/robot). Some of those pages have already been released after our first regional with more coming. In addition to those robot pages, the team is working on developing some additional pages to give out team "secrets" in response to many teams asking how they can be better teams.

Experience: We connected the channels by intertwining our social networks together with our website. This helps us keep both of our social networks (Facebook and Twitter) updated with the same content, while only having to update one channel. In addition, we have attempted to brand all of our external sites with the same branding as our website uses (header of our facebook page uses the same colors/fonts as our website. Our Twitter page branding also uses some of the same colors like our website. An additional goal of our experience is that we wanted to promote FIRST and our team in a professional manner, that is business oriented, but fun, which we feel we clearly accomplished.

Visual Design: Our website was designed with the KISS (Keep It Simple Silly) methodology in mind. The background for our website strengthens the FIRST theme of technology and the concept of Team Neutrino. There are only a select few colors that we are using on our site that are based off of the background and our orange logo color. Using the oranges for our headers and navigation bar helps emphasize the header text on the dark gray background. It also better relates our website to our visual identity. Our affiliation with FIRST on our website is easily identified within our header along with using the FIRST logo in our sidebar. Keeping with the user experience as mentioned above, we attempted to visually brand our channels with the same design we created for our website using standard elements such as our header and color scheme along with our logo.

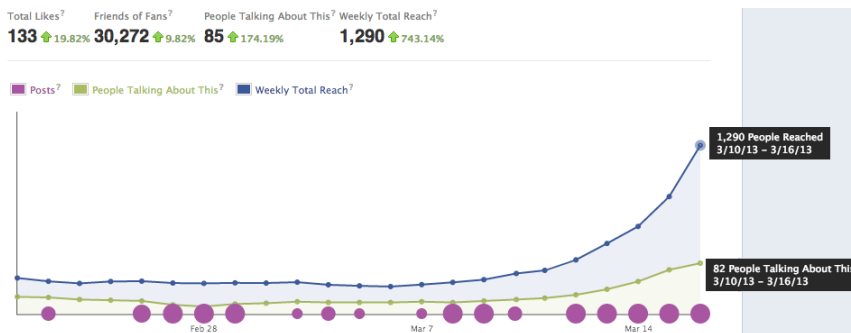
Navigation: We designed our website on WordPress because it is easy to maintain and even easier to navigate. Our website is designed to give the visitor the most relevant information on the front page, reducing the number of clicks needed to get to the information the visitor needs. Also included on all the pages is a handy sidebar that includes widgets with our sponsor's logos, our social media network links, our latest tweets, and the latest posts on the official FRC Blog. If the visitor isn't looking for our blog post updates, we have made traversing our pages super simple. All of the pages are organized in the drop down menus and all of the

season-specific pages are also organized under the season's tab.

Content: We have multimedia on our site where it is appropriate and needed. For example, we embedded photos within our weekly updates during build season. We embedded videos and photo slideshows on our regional competition pages. This helps bring the pages to life while also recapping the regional event.

Functionality: Functionality was really important to us when we developed our website. This is shown in the way we developed our navigation and user interface. We developed our website's navigation in a way that every page is only one click away from any page on our website. This accomplishment is a major one that the web design team is proud of. Keeping with that simplicity on our website, we only use one background picture that loads quickly even on the slowest internet connections. All of the layout is done within our custom developed CSS files.

Engagement/Results: 123 people are following us on Twitter. We have a slightly larger number of fans (131)



who like Facebook page. The results from Facebook to the left are insights from our page detailing the time period of February 16th through March 22nd. As you can see, we consistently reached around 100 people until we recently jumped up to almost 1,300 people. In fact, on a status we posted

on the morning of 3/20, we reached 450 people in around 10 hours. On our website, we have been tracking analytics with Google Analytics. We managed to get 1,800 unique visitors to our website since January 1st. Of those, we have had 2,900 visits, so quite a few revisits. Over 1/3 of our traffic (over 1,000 referrals) have come from the FRC teams target audience on Chief Delphi. There have been almost 700 direct visits from people who typed a direct link to one of our pages in. Facebook and Twitter have given us over 500 visits and 100 clicks respectively. Another one of our strong areas comes in the form of organic Google searches which have netted us almost 500 visits. Visitors have viewed over 6,500 pages, visiting them for an average of around 2 minutes and 20 seconds. When we analyzed their patterns, we noticed when users came in through our homepage, they were much more likely to click through to secondary pages as compared to when they went directly to the page they were looking for and closed out of our site after reading what they were there to read. We noticed that our site is most visited when we posted content about our robot. A good example of this was shown when we published our page about Narwahl 1.0 and shared our detailed module pages on Chief Delphi on March 21st, when we had 514 visitors that day which was the most we have had this year. Looking at the statistics from the Robot pages alone, they provided us with over 1,900 page views with over 1,600 of them being unique. Since March 7th, when we launched our mobile site, we have had 57 unique visitors to that as well. Looking ahead, we are planning on continuing to update our website and channels throughout the year to present FIRST and Team Neutrino, to change the culture around us, and to excite other in Science, Technology, Engineering, and Math.