2025 – 2026 Social Media Toolkit

2025-2026 *FIRST*® Tech Challenge season
DECODE™ presented by RTX

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2025-2026 *FIRST*® Tech Challenge DECODE™ presented by RTX

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How to use the season game name when written:

When using DECODE^{TM} in text (body copy), adhere to the following style standards:

- Always all CAPITAL LETTERS.

- Season name should be written as: DECODE

- Include superscripted TM on first mention in headline and first mention in body copy.

- Include "presented by RTX" on the first mention in body copy.

- RTX should always have initial caps and not be abbreviated.

- Do not use the wordmark (logotype/art) as a mention in body copy.

- Do not distort, alter, or separate any logo elements.

For all *FIRST* logos and branding guidelines, visit the *FIRST* Branding Page.

When talking about the season on social media, always use the hashtag #DECODE

FIRST Tech Challenge Facebook | *FIRST* Tech Challenge YouTube

When mentioning RTX in social media posts, please use the following handles:

Facebook: @RTX

Instagram: @rtxcorporation

LinkedIn: @RTX

DECODE Sample Social Media Copy:

Facebook:

Investigate the power of the world's artifacts and unlock mysteries during the 2025-2026 FIRST Tech Challenge season, #DECODE presented by @RTX #FIRSTAGE

Instagram:

Investigate the power of the world's artifacts and unlock mysteries during the 2025-2026 FIRST Tech Challenge season, #DECODE presented by @rtxcorporation #FIRSTAGE

LinkedIn:

Investigate the power of the world's artifacts and unlock mysteries during the 2025-2026 FIRST Tech Challenge season, #DECODE presented by @RTX #FIRSTAGE

TikTok:

Investigate the power of the world's artifacts and unlock mysteries during the 2025-2026 FIRST Tech Challenge season, #DECODE presented by @RTX #FIRSTAGE

Sample social copy for when *FIRST* AGE and DECODE are mentioned together:

Facebook:

How will YOU uncover the future in #DECODE presented by @RTX? Learn more about the 2025-26 #FIRSTAGE presented by Qualcomm (@snapdragon) season: [link]

Instagram:

How will YOU uncover the future in #DECODE presented by @RTX? #DECODE is part of the 2025-26 #FIRSTAGE presented by @qualcomm season.

LinkedIn:

How will YOU uncover future the in #DECODE presented by @RTX?Learn more about the 2025-26 #FIRSTAGE presented by @Qualcomm season: [link]

TikTok:

How will YOU uncover the future in #DECODE presented by @RTX? #DECODE is part of the 2025-26 #FIRSTAGE presented by Qualcomm season.

DECODE
PRESENTED BY RTX

FIRST
TECH
CHALLENGE

Facebook Templates

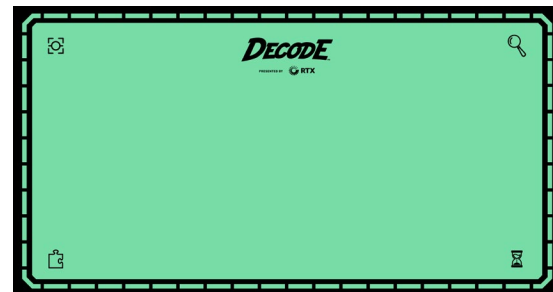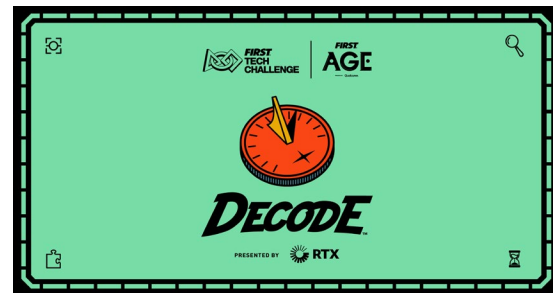**Facebook Cover: age_ftc_decode_social_fb_post**

- Facebook Post
- Any additional information should be shared/added in the posts caption
- Do not edit or adjust social graphic

Blank Social Post: age_ftc_decode_social_fb_post_blank

- Insert text in center of graphic.
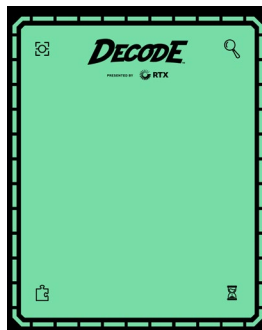- Please exclusively use black text
- Example text: "Join our Team!"

For specific brand guidelines, please refer to the
FIRST AGE presented by Qualcomm brand guidelines.

Instagram Templates

Instagram Post Customizable:
age_ftc_decode_social_ig_customizable

- Use for Instagram post.

- Insert text in center of graphic.

- Please exclusively use black text

- Example text: "Join our Team!"

Instagram Post: age_ftc_decode_social_ig_post

- Use for any social platform

- Any additional information should be shared/added in the post's caption
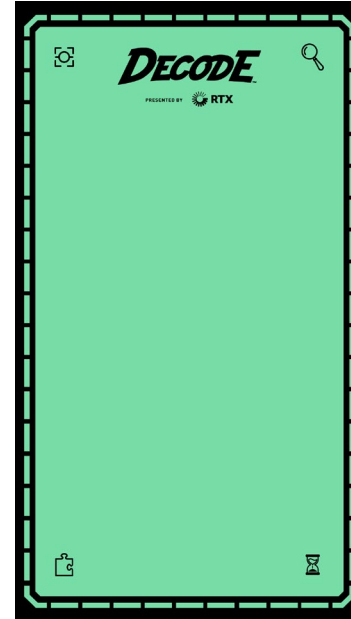
- Do not edit or adjust social graphic

For specific brand guidelines, please refer to the _FIRST_ AGE presented by Qualcomm brand guidelines.

Instagram Reel: age_ftc_decode_social_ig_reel

- Use for Instagram reel or story post

- Insert text below DECODE presented by RTX lockup allow correct space.

- Please exclusively use black text

- Example text: "Join our Team!"

- For specific brand guidelines, please refer to the *FIRST* AGE presented by Qualcomm brand guidelines.

LinkedIn Post: age_ftc_decode_social_linkedin_post

- LinkedIn Post

- Any additional information should be shared/added in the posts caption

- Do not edit or adjust social graphic

- For specific brand guidelines, please refer to the *FIRST* AGE presented by Qualcomm brand guidelines.