



FIRST Robotics Team Entropy's Presence on the Web

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YourPresenceOnTheWeb.com

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Agenda

- Why Have a Website?
- Website Demo
- Ideas for Enhancing the Site
- Other Ways to Leverage the Web
- Help Wanted
- Next Steps
- Questions or Comment?



Why Have a Website?

- Promote the *FIRST* and Team Entropy brands to our constituents (family, friends, sponsors and *potential donors*)
- Integrate it with other Web presences, e.g., Facebook, online fund raising tools
- Use it as a tool for internal team communications
- Win accolades and awards
- Learn valuable business/technical skills
 - Make decisions about what to include
 - Create compelling content
 - Build WordPress expertise
- Have *fun* doing it!



Website Demo

- URL: <http://robotics138.org>
- Mix of new and legacy content/features
- New for this year
 - Facelift for the look-and-feel
 - Team Forum tab
 - Accessible to logged in users
 - Ability to subscribe to blog posts
 - Resources tab



Ideas for Enhancing the Site

- Regular blog posts from teams, mentors, project director
- Submit posts via e-mail
- Commenting on posts
- Team history, mission & goals
- Pix of teams, individuals, past robots/awards
- Student bios, favorite pix, links to Facebook pages
- Recognize sponsors on front page w/links to their sites
- Links from Our Team to individual pictures/bios
- Fundraiser events
- Animation clips
- Past/future community service events
- Team schedules
- Links to other relevant sites
- Current/past competition results
- SHS information
- Further changes to the appearance



Other Ways to Leverage the Web

- Create Facebook page for the team, link FB page and Website
- Implement online fund raising campaign, e.g., through *gofundme.com*
 - Leverage Website, Facebook to provide exposure
- Team 138 Geocache
- Establish official team e-mail address for linking to FB page, Geocache, etc



Help Wanted

- The possibilities are limitless
 - This could be a full-time job
- Need student/mentor help with:
 - Prioritizing initiatives
 - Creating/loading content
 - Etc., etc., etc....



Next Steps

- Create a virtual Web team
 - Potentially appoint one mentor and one student per team
 - Review the criteria for the FIRST Robotics Website Award Competition
 - Start prioritizing what we want to accomplish with the site
 - Establish ownership and processes for creating/loading content, enhancing the site, etc.
- Educate interested teams in using the Forum



Questions or Comments?



*Thank You for Your
Time and Attention!*

Jon May, President



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