



Panteras

Universidad Panamericana Preparatoria
FRC #2283 · FTC #801 & #4892 · VEX #801

Tecoyotitla 366
Col. Ex Hacienda Guadalupe Chimalistac
Del. Álvaro Obregón, Mexico D.F. 01050
<http://panteras.up.edu.mx>
communication@panterasup.com

MEDIA PLAN 2012 – 2013



Overview

Team Panteras, from the Universidad Panamericana Preparatoria in Mexico City, and sponsored by General Motors de México, Google México, ArtCenter Design, Grupo Condumex and ExposWTC; presents its annual media plan, which covers from August 1st 2012, to February 28th 2013.



By having the largest website in all Latin America, with sections for parents, teams and students; we help the *FIRST* community with documents, Spanish translations and other resources available online for everyone. We reach all kinds of audience with several social media accounts, which include Facebook, Twitter and YouTube. Team 2283 is available 24/7 for doubts, advice and mentoring. By visiting, and contacting other teams with Skype and emails, we have become an international *FIRST* reference.

Social Media

Facebook

The Panteras team has two Facebook accounts; the first one is the profile of Paquito Panteras, team’s mascot, and the other is our fan page. With Facebook we communicate with other teams in a group called “FRC Mexican Teams” were our members help other students with different questions, issues and concerns they might have. The email is an important tool for answering questions and helping others, too. We also use Instagram and YouTube for special content.



Above: Paquito’s Facebook Wall as of February 28th, 2013.

Below: Panteras Facebook fan page stats – February, 2013.



Panteras – <http://www.facebook.com/panterasmx>

Panteras is a recently created Facebook page, in which the team posts all of its updates, news and coming events.

Paquito – <http://www.facebook.com/paquito.panteras>

Boredom, apathy and fear are problems for STEM. That’s why we created Paquito, a robot kid with friendly aspect and funny actions that has become the national *FIRST* symbol. Paquito Panteras is our team’s mascot. Created in 2008 by Jorge Ochoa, in honor of Francisco Padilla – Panteras first head coach, it’s the point of contact for other FRC teams, parents and sponsors all around the world.

YouTube – <http://www.youtube.com/panterasup>

Our YouTube account is the oldest communication method, alongside with the website. It has been active since 2007, when Panteras FRC started. It features some robot presentations, as well as the translation of the FRC & FTC game animations.

Below: Youtube lifetime stats.
6/1/2007 to 2/28/2013



Twitter – <http://www.twitter.com/panterasup>

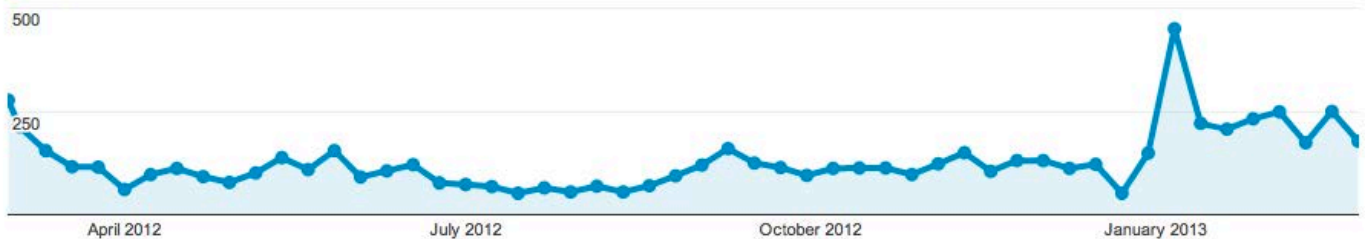
The twitter account has been operating since 2010. Through it, the team has made contact with different teams and individuals all around the world. It's one of the main team's media distribution channels.

Instagram – <http://www.instagram.com/panterasup>

Panteras Instagram account opened in January, 2013. It was used to send news and robot teasers.

Website – <http://panteras.up.edu.mx/>

The Panteras website has become the lighthouse for Hispanic teams all around the world. Built not only for other teams, our site has something for everyone. From an online library full of materials in Spanish and English, containing more than 200 documents and translations; to a place where many companies, organizations and people in general have known *FIRST*. An example is the interview we had with Disney Channel, who found us online. Team's 2283 site has its own sections of content for parents, teams and sponsors. Being one of our main communication resources, we've concentrated attention from people all around the world. We have the only FRC Spanish manual online, which is the point of departure for the FRC teams who can't understand English.



Mobile Apps – *SimPhone* and *VEX Scouting Manager*

Panteras has also decided to have iOS Apps to help others. In 2012, we collaborated with Simbotics 1114 with the Spanish translation of the SimPhone App, now available in the App Store. Downloaded over 3200 times from 77 different countries [Stats from December 2012]. "We are collaborating with a Mexican team, 2283, to create a Spanish version of the app to help the influx of new FRC teams in Mexico." (Team's 1114, World Championship Chairman's Award Winner, essay.) We also have our own app, the Vex Scouting Manager, which helps VEX students get their scouting easily and in a more organized way. Plans to develop one for *FIRST* are undergoing.



Skype and Google Hangouts

Skype and the Google Hangouts have played an important role in our mentoring and communication system too, not only within the team, but also outside it. We've reached teams in Brazil, Israel and Canada, with whom we've shared knowledge, ideas and solutions throughout the season. We have communication with teams all over the Mexican territory too, like Toluca, Monterrey and Mexico City.

Left: Panteras #2283 and Aztech #4775 sharing ideas with team Cephatron #1860 from Brazil.

1,035 TWEETS	1,117 FOLLOWING	711 FOLLOWERS
-----------------	--------------------	------------------

Above: Twitter stats as of February 28th, 2013.

Below: Instagram stats as of February 28th, 2013.

	17 photos	16 followers	4 following
Edit Your Profile			

The Basics

Summary [Visitors](#) [Actions](#) [Uniques](#) [Time](#)

Visitors Expand	938	+458%
Actions	2,475	+478%
Average actions	2.6	+4%
Total time	21h 8m	+431%
Average time per visit	1m 21s	-5%
Bounce rate	57%	-4%

Above: Panteras website February stats by Clicky®
2/1/2013 to 2/28/2013

Below: Panteras website stats by Google Analytics®
3/1/2012 to 2/28/2013