

# Onboarding

## Welcome to YETI Marketing!

The Marketing subteam manages YETI's public identity — social media, event documentation, sponsor communications, and the stories we tell about our programs and people. Good marketing is part of how YETI wins awards, retains sponsors, and recruits the next generation of students into *FIRST*®.

Every active marketing member is expected to reach L1. This page will help you get there.

## Your First Week

1. Get access to the team's Google Drive and create your portfolio folder: [Marketing Portfolio — \[First Last\]](#)
2. Ensure you have access to #business, #marketing, and #impact in Discord
3. Review the Brand book on this wiki — get familiar with our team's colors, fonts, and logo
4. Introduce yourself to the marketing subteam lead or mentor

## Your First Month

Your goal is to start building toward L1. You don't need to hit all eight benchmarks immediately; focus on getting your first pieces published and your portfolio organized.

Good first assignments:

- Write a caption for an upcoming event
- Take photos at the next meeting or outreach event (aim for 15–20 usable shots)
- Recreate an existing YETI post from scratch in Figma/Canva using only the brand kit, no reference

By the end of your first month you should have at least 2–3 pieces in your portfolio and know the names and basics of every core outreach program.

## Key Resources

- [Brand Guidelines](#)
- [Outreach Docs](#)
- [L1 Standards - Marketing](#)

# What Good Looks Like

- [2026 Reveal Video](#)
  - [Robot Post](#)
  - [Recruitment Flyer](#)
  - [2026 Pit Board](#)
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