CONTENT TYPES
SIGNATURE PRODUCTS
DEDICATED BRAND CONTENT
DEDICATED STRATEGIC STORY CONTENT
SPARTANS WILL. ADVERTISING
REPURPOSED CONTENT
UGC: PROACTIVE
UGC: REACTIVE
NEWS RELEASES/STORIES
QUOTE TILES
MOTIVATIONAL
HOLIDAY
#DAY
TRENDING TOPICS
CAMPUS PHOTOS
CAMPUS SHARES
PRIDE POINTS
TAKEOVERS
PAID SOCIAL MEDIA ADS
Large projects that package and deliver content through a dedicated campaign intended to reinforce the brand.
DEDICATED BRAND CONTENT

Content that delivers brand messaging without having to tell a story.
DEDICATED STRATEGIC STORY CONTENT

Content that delivers brand messaging through a story

#MSU researchers have developed “mosquito factories” to help stop the spread of Zika and dengue fever. go.msu.edu/R6y #SpartansWill

Eastern Massasauga Rattlesnake habitat conservation

Michigan State University

18,331 views
#SpartansWill is everywhere, including the Houston airport.

Because problems don't solve themselves.

WHO WILL? SPARTANS WILL.

Michigan State University
Published by Ellen Doecke November 2, 2015.

Have you seen these new signs across campus? Spartans Will.

Who will take it to the next level? SPARTANS WILL.

137,951 people reached
UGC: PROACTIVE

User-generated content we ask for

Michigan State University
Published by Sprinkel (9) · August 31, 2016 ·

It’s the first day of classes. What advice do you have for the Class of 2020? Post below or share at http://go.msu.edu/kxy.

Michigan State University
@michiganstateu

Celebrate the MSUFightSong 100th anniversary by joining the first-ever Spartan Virtual Choir! go.msu.edu/Bw5

MSU
@michiganstateu

83,114 people reached

Like Comment Share

Top Comments ·

Boost Post

RETTWEETS LIKES
70 62
2:27 PM - 1 Jul 2015
UGC: REACTIVE

User-generated content we find
MSU researchers have discovered that a chemical compound, and potential new drug, reduces the spread of melanoma cells by up to 90 percent.

@CityofEL is one of the best college towns in the nation. bit.ly/2hVao2 via @Forbes

Compound cuts melanoma’s spread by up to 90% - Futurity

"The majority of people die from melanoma because of the disease spreading," says Richard Neuhaus. Tests show a chemical compound inhibits that process.
#Spartans never give up. #MondayMotivation

*QUOTES TILES*

*WHEN YOU THINK YOU HAVE GIVEN IT ALL, TRY HARDER.*

*SPARTANS HAVE GENUINE TEAMWORK AND COLLABORATION IN THEIR DNA.*

michiganstateu It takes a SpartansWill to understand that by working together, we can solve the world’s biggest problems.
vietvuong7293 Ok
marleeewy Also in your DNA @redeckhard!! Come to MSU 🥰
Sara S.a.r.a.7.21 MSU is my future college I am planning to be a Nurse. Please Follow me and reply to me. Thanks for everything, Sara
spartybaby @betty_anne1952 explains why I’m good at my job 🤔
hungryforhealth.rdn Amen!!!
hungryforhealth.rdn #SpartansWill anywhere we’re called to go! #CountryGirlGoneCoastal

Log in to like or comment.
#MSU was founded on the belief that our purpose is to make the world a better place. #MondayMotivation

This is the definition of #SpartansWill. #MondayMotivation

WE KNOW WE CAN DO ANYTHING, SO WE'RE GOING TO DO EVERYTHING WE SET OUR MINDS TO.

SPARTANS WILL.
HOLIDAY

Happy New Year's Eve, #Spartans!

Happy Halloween, Spartans!

HAPPY HALLOWEEN, SPARTANS!

900,572 people reached

Like Comment Share
It’s Squirrel Appreciation Day, but let’s be honest: That’s every day at MSU. #PizzaSquirrel

Spartans are a force for good. #MayThe4thBeWithYou

National days of celebration
#My4WordNewYearsResolution: Who will? Spartans will.

IT'S NOT JUST WHAT WE DO, BUT WHY AND HOW WE DO IT, THAT DISTINGUISHES US AS SPARTANS.

SPARTANS WILL.

Pop culture and on-the-fly trends
First snow of the season. #MSUView
Congratulations to @MSUEnglish alumnus Bill Mechanic, Producer of #HacksawRidge — the movie received 6 #OscarNoms!

#OnThisDay in MSUHistory: 1954> WKAR-TV, the 1st educational TV station east of the Mississippi, begins broadcasting.
PRIDE POINTS

MSU’s Beal Botanical Garden is home to more than 2,000 types of flowers and plants. #MSUPride

Spartan Pride: Michigan State School Of Packaging ranks as the nation's best.
PAID SOCIAL MEDIA ADS

Michigan State University

Strong as one. Extraordinary together. Sign up for MSUToday and stay connected.

MSU
@michiganstateu

Strong as one. Extraordinary together. See what makes a Spartan a Spartan.

What Makes a Spartan a Spartan?
msutoday.msu.edu

Like Comment Share

118,434 people reached

Like Comment Share

2 13

12:16 PM - 28 Dec 2016
<table>
<thead>
<tr>
<th>Brand Content Types</th>
<th>Brand</th>
<th>Brand Potpourri</th>
<th>Potpourri</th>
<th>Frequency</th>
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</thead>
<tbody>
<tr>
<td>Signature products</td>
<td>☑</td>
<td></td>
<td></td>
<td>1/quarter</td>
</tr>
<tr>
<td>Dedicated brand content</td>
<td>☑</td>
<td></td>
<td></td>
<td>1/quarter</td>
</tr>
<tr>
<td>Spartans Will. advertising (airport ads, commercials, etc.)</td>
<td>☑</td>
<td></td>
<td></td>
<td>1/month</td>
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<tr>
<td>Dedicated strategic story content</td>
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<td></td>
<td></td>
<td>2/month</td>
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<tr>
<td>Repurposed content</td>
<td>☑</td>
<td></td>
<td></td>
<td>1/quarter</td>
</tr>
<tr>
<td>UGC: Proactive</td>
<td></td>
<td>☑</td>
<td></td>
<td>2/year</td>
</tr>
<tr>
<td>UGC: Reactive</td>
<td></td>
<td></td>
<td>☑</td>
<td>3/week</td>
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<tr>
<td>News releases/stories</td>
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<td>☑</td>
<td>3/week</td>
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<tr>
<td>Quote tiles</td>
<td></td>
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<td>☑</td>
<td>2/month</td>
</tr>
<tr>
<td>#ThrowbackThursday/#FlashbackFriday</td>
<td>☑</td>
<td>☑</td>
<td></td>
<td>2/month</td>
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<tr>
<td>Motivational</td>
<td></td>
<td></td>
<td>☑</td>
<td>2/month</td>
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<tr>
<td>Holiday</td>
<td></td>
<td></td>
<td>☑</td>
<td>as applies</td>
</tr>
<tr>
<td>#Day</td>
<td>☑</td>
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<td>☑</td>
<td>3/month</td>
</tr>
<tr>
<td>Trending topics</td>
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<td>1/month</td>
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<tr>
<td>Campus photos</td>
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<td>3-4/week</td>
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<td>Campus shares</td>
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<td>5/week</td>
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<td>Pride points</td>
<td>☑</td>
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<td>1/week</td>
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<tr>
<td>Takeovers (day in the life, vlogs, etc.)</td>
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<td>2/month</td>
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<tr>
<td>Paid social media ads</td>
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<td>10/month</td>
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### Calendar Example

<table>
<thead>
<tr>
<th>Sun</th>
<th>Mon</th>
<th>Tues</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
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</thead>
<tbody>
<tr>
<td>1: Holiday</td>
<td>2: Campus share</td>
<td>3: Campus share</td>
<td>4: Campus photo; Takeover; UGC; #Day; Campus share</td>
<td>5: Pride point; News story; UGC; Campus share</td>
<td>6: Campus photo; Spartans Will. advertising</td>
<td>7: Campus photo; News story; Campus share</td>
</tr>
<tr>
<td>8: UGC; Campus share</td>
<td>9: Campus photo; Quote tile; News story; Campus share</td>
<td>10: Campus photo; News story; Campus share</td>
<td>11: Pride point; Dedicated strategic story content</td>
<td>12: News story; UGC; Campus share</td>
<td>13: #ThrowbackThursday; News story; UGC; Campus share</td>
<td>14: Campus photo; UGC; Campus share</td>
</tr>
<tr>
<td>15: Campus photo; Campus share</td>
<td>16: Motivational; UGC; Campus share</td>
<td>17: Campus photo; News story</td>
<td>18: Campus photo; #Day; Campus share</td>
<td>19: Trending topic; UGC; Campus share</td>
<td>20: Takeover; News story; UGC</td>
<td>21: Pride point; News story; Repurposed content; Campus share</td>
</tr>
<tr>
<td>22: Campus share</td>
<td>23: Pride point; News story; UGC; Campus share</td>
<td>24: Campus photo; Quote tile; Campus share</td>
<td>25: Motivational; Campus Photo</td>
<td>26: News story; Dedicated strategic story content; UGC</td>
<td>27: Campus photo; News story; Campus share</td>
<td>28: #FlashbackFriday; UGC; Campus share</td>
</tr>
<tr>
<td>29: Campus share</td>
<td>30: Campus photo; News story</td>
<td>31: Pride point; UGC; #Day</td>
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</tbody>
</table>


YOUR TURN
QUESTIONS?
FUTURE OF MSU SOCIAL
Two engineering students from the MSU Formula Racing Team managed MSU's official Snapchat account during NAIAS.

In the Snapchat story, the students explained what the team does, showed the race cars and highlighted the NAIAS experience.
The SR-16

Need one of these to get around campus

Detroit

Time to check out the show!

Follow us on Twitter @msu_racing and on Facebook.com/MSUFormulaRacing

Public show starts Jan 14 and ends Jan 21
Story: 22 snaps
Total: 80.1k views
Avg: 3.64k/view
Facebook Live: Commencement

38k unique viewers
39k views
47% no sound on