Social Media by Platform

Audience, Content, and Terms of Service
Target Audience Overview

Most Engaged Platform
- Alumni: Facebook, LinkedIn, Twitter
- Prospective Students: Snapchat, Instagram, YouTube
- Current Students: Twitter, Instagram, Snapchat
- Faculty/Staff: Twitter, Facebook

Most Engaging Types of Content
- Alumni: Questions, Nostalgia, Pride Points
- Prospective Students: Videos, Brand Personality, Causes
- Current Students: User-Generated Content, Authentic Conversations, Humor, Visuals
- Faculty/Staff: Research, Grants, Pride Points

How They Tend to Engage
- Alumni: Comment, Share, Read
- Prospective Students: Watch, Collaborate
- Current Students: Create / DIY, Voice Opinions, Read
- Faculty/Staff: Share

Most Engaged Platform
- Alumni
- Prospective Students
- Current Students
- Faculty/Staff
Facebook Strategy

Recent Example:

MSU receives a $1 million grant to build work-related skills for youth with autism. #SpartansWill

Recent Example:

MSU receives $1M grant to build work-related skills for youth with autism

MSU will use a $1.4 million federal grant to expand a work-related social skills training program for youth and young adults with autism spectrum disorder.

148,383 people reached

Boost Post

Like · Comment · Share

Karen Edwards Rotthaus, John Parks and 2.5K others
Facebook Management Tips

- Utilize page roles, develop a process for monitoring, and have notifications enabled
- Avoid click-bait headlines and asking for engagement
- Be wary of posting links to goods for sale or other social sites
- Consider using audience optimization for page posts to select a preferred or restricted audience
- Refer to Facebook Insights for your page
## Twitter Strategy

### Content

<table>
<thead>
<tr>
<th>Alumni</th>
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<td>Humor</td>
</tr>
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### Recent Example:

![Recent Example](image-url)

*MSU @michiganstateu · May 8
Because if we don’t do it, who will? #SpartansWill.*
Twitter Management Tips

• Use hashtags to be included in conversations
• When tweeting events, use quotes and provide context
• Treat every tweet as if it stands alone
• Refer to Twitter Analytics for your account
Instagram Strategy

Recent Example:

Students
- Videos
- Brand Personality
- Causes

Current Students
- UGC
- Conversations
- Humor
- Visuals

Pros.

Content

UGC

Recent Example:

michiganstateu Spartan friends are forever. @rysterrett @ljtphoto #MSUgrad17

7,359 likes

michiganstateu

@maddyburdett
dandv113 Fantastic pic! Go Green!!
s_owens_ Pretty much @theoriginal_bean @redrosesinmay
@neel_white @cpharms1 😊
mflyshlakmr Soon to be YOU! @libelen
theoriginal_bean 🍀@s_owens_
kari.marciniak Why yes, yes they are! @sparty.esch
mellebeth @lindseyrelicaks #truth
kazemikim @parker56ca
@sarah_baby130
cpharms1 😍@s_owens_

Add a comment...
Instagram Management Tips

- Stick to square images - Instagram says they perform best

- Always obtain an image owner’s permission before sharing their work. Send them a private message through the app.

- Don’t use an app to share others’ images. Download the original image and re-upload it, and give credit with a link / tag back to the original account.
YouTube Strategy

Pros.
Students

Content

Videos
Brand Personality
Causes

Recent Example:

Victory for MSU | Michigan State University
Michigan State University
5,736 views
YouTube Management Tips

• Completely fill out all video data (privacy options, category, license, title, description, tags, language, custom thumbnail, etc.)

• Upload closed captions. You may opt to use a paid service like rev.com to generate the files for you.

• They’re currently changing their page layout, so check to be sure your channel header image, etc., are up-to-date.
Snapchat Strategy

**Recent Example:**

**Pros. Students**
- Videos
- Brand Personality
- Causes

**Current Students**
- UGC
- Conversations
- Humor
- Visuals
Snapchat Management Tips

• Download your stories each day and save for a record of your past activity

• Track your analytics manually

• To collect UGC: 1) provide a template; 2) have users screenshot the template, make additions, and send it back
LinkedIn Strategy

Recent Example:

Michigan State University

Spartan pride: MSU educates about 10 percent of the nation's nuclear science Ph.D.s.

548 Likes - 2 Comments
LinkedIn Management Tips

• Ensure your own profile is up-to-date with accurate contact and job-related information

• Customize your profile link if you want to include it as a method of contact in your email signature

• When you have a group, develop a process for approving requests to join and monitoring conversations, and have notifications enabled

• Share content on your personal page and/or the Michigan State University page to reach a broad audience
General Management Tips

• Use a social media-dedicated email address

• Develop a process for monitoring, and have notifications enabled

• Think visuals and timeliness - graphics, photos, video, GIFs

• Avoid noticeable logos and branding on clothing in photos and video
# Target Audience Overview

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Terms of Service
How to Avoid Getting Shut Down
Facebook Terms of Service

• You cannot create an accounts w/ false personal information, for a fictitious person, or for other individuals

• You cannot use an individual Facebook account for commercial or business purposes. Use a page in these instances.

• Avoid promoting other channels in your page design.
Twitter Terms of Service

• Accounts may be locked if reported for abusive behavior, including:
  • multiple accounts created for overlapping uses
  • impersonating others
  • publishing personal information
• Only post content you own or otherwise have the right to use.
  
  • Do you have a photo release?
  
  • If re-using a photo, obtain permission and credit the owner.
  
  • Violations may result in Instagram closing your account and preventing you from creating a new account without their permission.
You must own or have rights to all content you upload, including any music playing in the background.

Be aware of background noise when filming: broadcast games or music playing in background, etc.
LinkedIn Terms of Service

• You cannot use an image that is not your likeness as a profile photo

• Don’t invite people you do not know to join your personal network

• No scraping or collecting profiles and information of users through any means (automated or manual work)
Questions?
Terms of Service Appendix
Facebook Terms of Service

• No creating accounts w/ false personal information or for other individuals

• One account per person

• No using a personal account for commercial purposes. Use a page.

• No posting unauthorized commercial communications (spam)

• Violations may result in Facebook closing your account and preventing you from creating a new account without their permission.

• See facebook.com/terms for specific details on these and other terms of service
Page Terms of Service

• Must be administered by an authorized representative

• Page names must match content

• Don’t collect or scrape user information without permission

• Data collected via call-to-action can only be used to provide the service associated with that call-to-action

• Follow Facebook brand standards for using Facebook visual assets

• See facebook.com/page_guidelines for specific policies as they apply to offers, promos, and advertisements
Twitter Terms of Service

• Respect intellectual property rights, and obey trademark & copyright policies.
• Follow Twitter brand standards for using Twitter visual assets
• Accounts may be locked if reported for abusive behavior:
  • Multiple accounts created for overlapping uses
  • Impersonating others
  • Violence and harassment
  • Publishing personal information
Twitter Terms, Cont.

• Accounts may be locked for technical abuse and spam:
  • Username squatting
  • Invitation spam
  • Spam behavior (follow/unfollow in short time period, sharing mostly links, sharing misleading links, being blocked repeatedly, etc.)
• See twitter.com/tos for specific details on these and other terms of service
• No spamming users (creating/submitting unwanted email, comments, likes or other commercial or harassing communications)

• Only post content you own or otherwise have the right to use.

• Violations may result in Instagram closing your account and preventing you from creating a new account without their permission.

• See help.instagram.com for specific details on these and other terms of service and community guidelines
YouTube Terms of Service

• You must own or have rights to all content you upload, including any music playing in the background

• You cannot sell advertisements within your video content

• You cannot make changes to the embeddable player on your website

• Follow YouTube brand standards for using YouTube visual assets

• Not allowed: misleading metadata, copyright infringing content, scams, nudity, sexual content, harmful/dangerous content, spam, violent/graphic content, threats
YouTube Terms, Cont.

• Repeat offenses can result in termination of the YouTube account

• See youtube.com/static?template=terms for specific details on these and other terms of service and community guidelines
Snapchat Terms of Service

• Don’t violate or infringe others’ rights of publicity, privacy, copyright, trademark, or other intellectual property rights

• You may not re-use content you find in Snapchat

• See snap.com/en-US/terms for specific details on these and other terms of service
LinkedIn Terms of Service

• Comply with all laws, including intellectual property and anti-spam

• Use your real name on your profile (no fake accounts)

• You cannot use an image that is not your likeness as a profile photo

• Don’t invite people you do not know to join your personal network

• No scraping or collecting profiles and information of users through any means (automated or manual work)
LinkedIn Terms of Service

• Don’t post any unsolicited or unauthorized advertising (spam)
• Don’t use LinkedIn to send messages to distribution lists
• Follow LinkedIn brand standards for using LinkedIn visual assets
• See linkedin.com/legal/user-agreement for specific details on these and other terms of service