MSU Social Media Content Strategy
SOCIAL MEDIA STORY WARS
SNAPCHAT STORIES

- Fall 2013
- Available to all
- 161 million daily active users
- 60% of users are under 25
Launched in August 2016

Available to all

200 million daily active users

90% of users are under 35

“Isn’t that worried.”
- Launched in March 2017

- Not available to brands, publishers or advertisers

- On track to hit 2 billion users this year

- More 18 year old males on Facebook than on Earth
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<tr>
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<th>SNAPCHAT</th>
<th>INSTAGRAM</th>
<th>FACEBOOK</th>
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<tbody>
<tr>
<td>LAUNCH DATE</td>
<td>FALL 2013</td>
<td>AUGUST 2016</td>
<td>MARCH 2017</td>
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<tr>
<td>AVAILABLE TO BRANDS?</td>
<td>YES</td>
<td>YES</td>
<td>NO</td>
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<tr>
<td>ACTIVE USER BASE</td>
<td>161 MILLION (DAILY)</td>
<td>200 MILLION (DAILY) 700 MILLION (TOTAL)</td>
<td>2 BILLION (TOTAL)</td>
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<td>DEMOGRAPHICS</td>
<td>60% UNDER 25</td>
<td>90% UNDER 35</td>
<td>59% 18-34</td>
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MAKE IT HAPPEN
SNAPCHAT TAKEOVERS

Vet your host

Storyboard it

SNAPCHAT STORYBOARD

Story Title: 2017 Commencement
Takeover Host: Matt St. Germain
Date: 5/3/17

Outline
Snap #1: Introduction
- Hi, I'm Matt. Graduation year/major/college/whatever details you’d like to share!

Snap #2: Information
- I'm taking you behind the scenes of MSU's 2017 convocation, where I'm the student speaker.

Snap #3: Overview
- Take a photo or video snap to provide visual context and an overview of what's happening at the event.

Snap #4: Overview
- Talk about what it's like to be this year's student speaker, what you did to prepare, how you're feeling about graduating, your future plans, etc.

Snap #5-9: Event highlights
- Show people what it's like to be at the event: Backstage, on stage, maybe you can get a selfie with President Simon!
SNAPCHAT TAKEOVERS

Define expectations

Review logistics

MSU SNAPCHAT TAKEOVER GUIDELINES

Account guidelines
- All Snapchat stories must have an approved storyboard, including script and details, before executing.
- Don’t share the temporary password with anyone.
- Don’t respond to snaps, add followers or engage in any way other than your story assignment.

Story guidelines
General
- Don’t use horizontal snaps unless you really have to. It’s annoying to have to turn your phone back and forth to watch a story.
- Consider your audience. MSU’s Snapchat followers are mostly prospective and current students. Craft your story in a way that speaks to them.
SNAPCHAT TAKEOVERS

Monitor story
Change the password
Cross-promote
Save stories and stats
They're basically deep-fried potatoes, so we're a fan.

And we don't blame him. This traditional ginger cake is delicious.
BUT NOT EVERYTHING NEEDS TO BE A TAKEOVER.
THE BATTLE FOR LIVE!
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<td><strong>AVAILABLE TO BRANDS?</strong></td>
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<td><strong>REPLAY AND SAVE?</strong></td>
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FACEBOOK LIVE!

Promote before you broadcast

Practice makes perfect
FACEBOOK LIVE!

Weigh your equipment options

Be prepared
FACEBOOK LIVE!

Analyze your results
LESSONS LEARNED

A good story doesn’t mean someone will be a good host.

Just because someone is a millennial doesn’t mean they know how to use Snapchat.

You must have a plan.

The more details, the better.

Be prepared for something to go wrong.

Maximum your coverage.
QUESTIONS?