

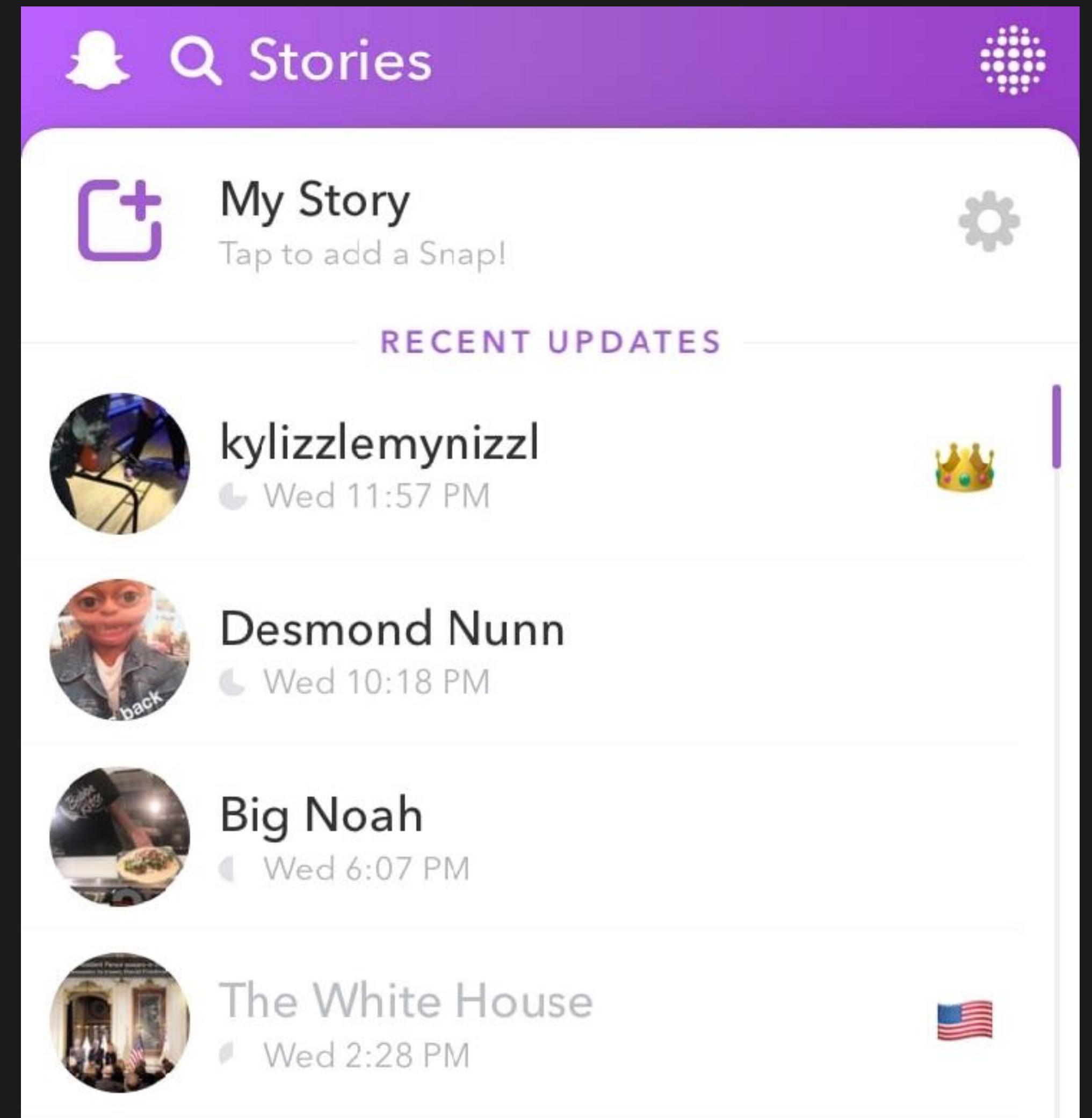


MSU **SOCIAL MEDIA CONTENT STRATEGY**

SOCIAL MEDIA STORY WARS

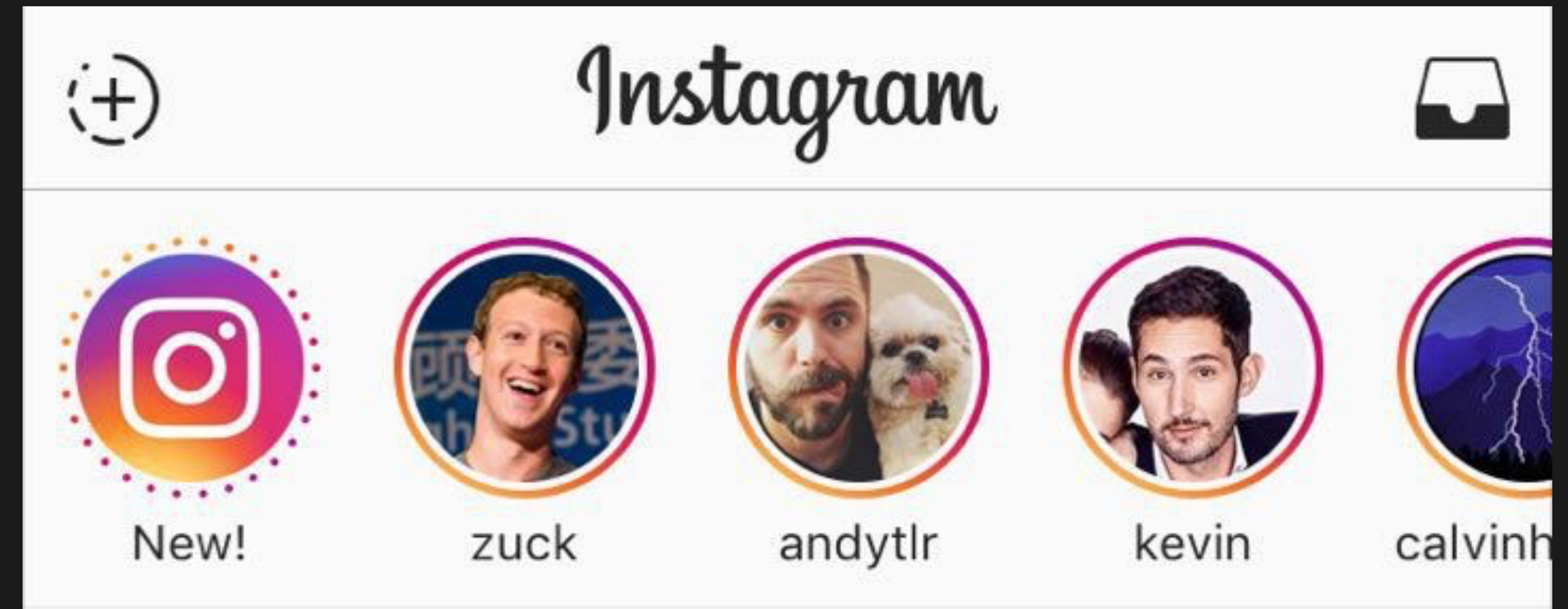
SNAPCHAT STORIES

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

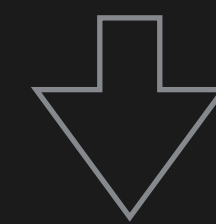


INSTAGRAM STORIES

- Launched in August 2016
- Available to all
- 200 million daily active users
- 90% of users are under 35



82%



"I'm not that worried."

FACEBOOK STORIES

- 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

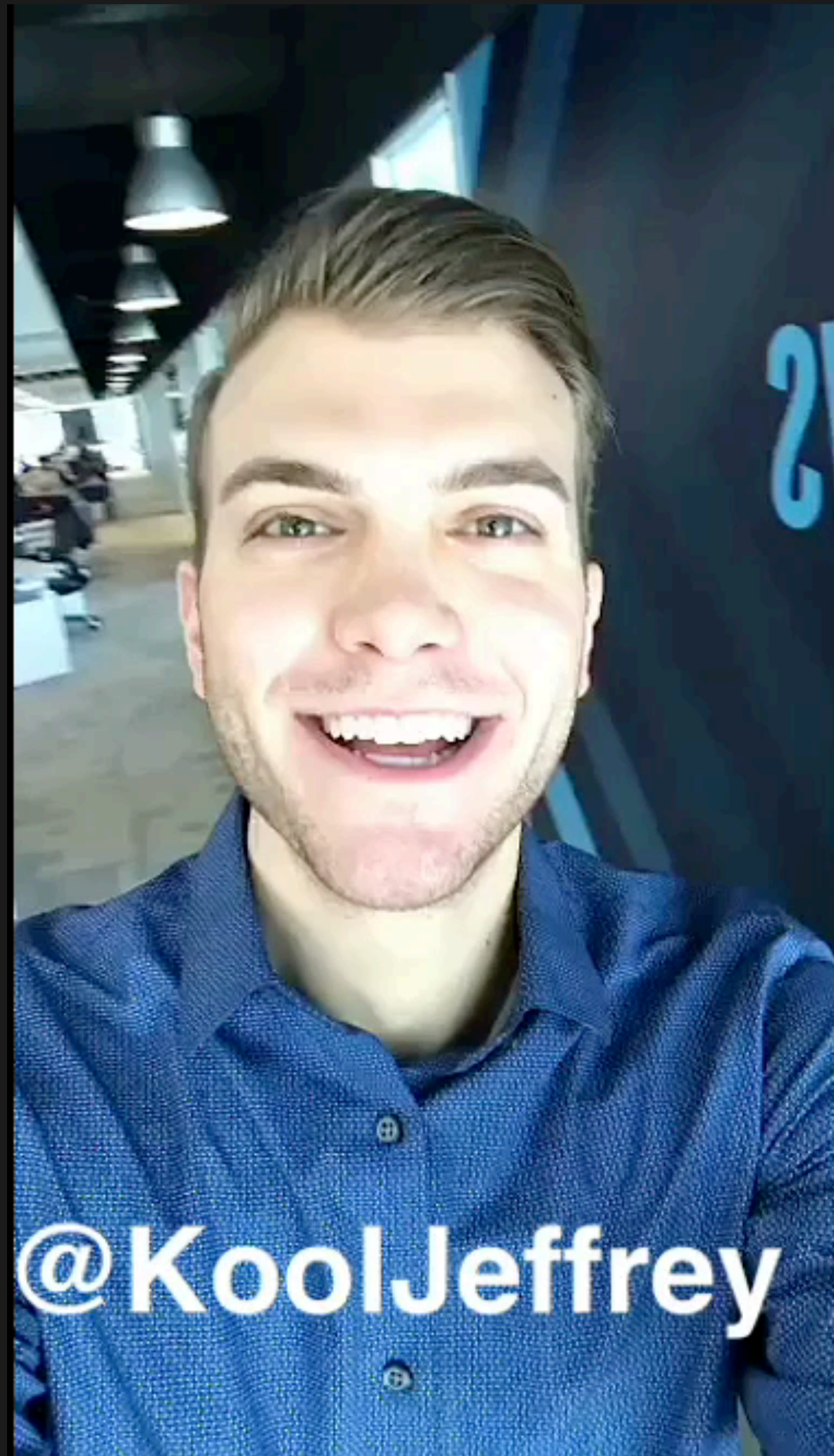


	SNAPCHAT	INSTAGRAM	FACEBOOK
LAUNCH DATE	FALL 2013	AUGUST 2016	MARCH 2017
AVAILABLE TO BRANDS?	YES	YES	NO
ACTIVE USER BASE	161 MILLION (DAILY)	200 MILLION (DAILY) 700 MILLION (TOTAL)	2 BILLION (TOTAL)
DEMOGRAPHICS	60% UNDER 25	90% UNDER 35	59% 18-34

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



MSU @michiganstateu

What were #Spartans eating in the 1860s? @capmsu used research to recreate the perfect meal. See more on @Snapchat 📷: michiganstateu

0:03

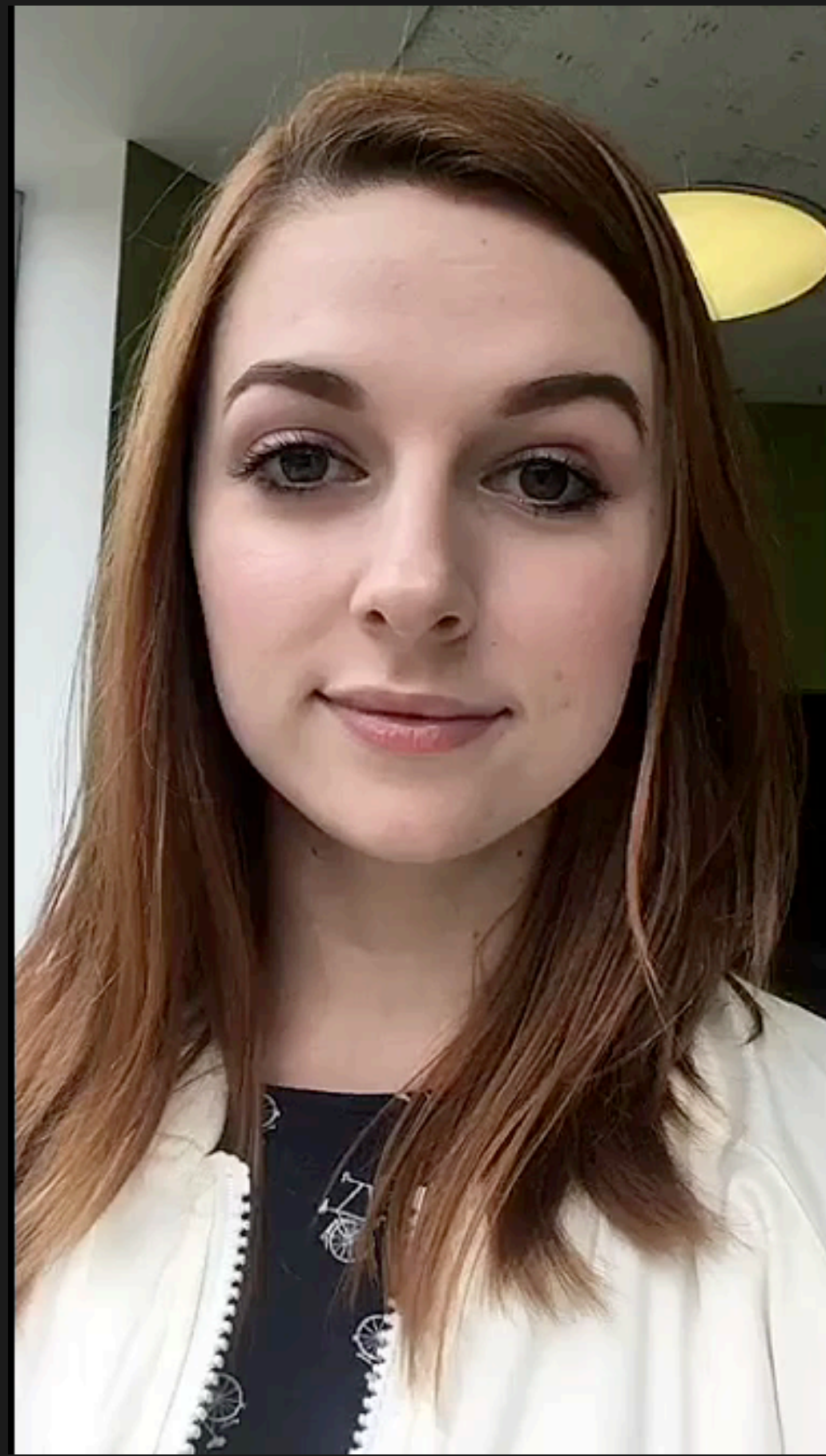
RETWEETS 11 LIKES 22

1:41 PM - 27 Apr 2017

Stories

- A student diary from 1859 tal... 3.6K 3
- They're basically deep-fried... 3.6K 3
- These potato croquettes wer... 3.7K 3
- The fish you just saw is walle... 3.7K 3
- To determine what meat was... 3.8K 3
- Archaeological & archival res... 3.8K 2
- Check out all of these artifact... 3.9K 4
- Thu 11:32 AM 4K
- Thu 11:30 AM 4.2K 1

SNAPCHAT ➔ INSTAGRAM



BUT NOT EVERYTHING NEEDS TO BE A TAKEOVER

Today is the
19th annual

UNIVERSITY
UNDERGRADUATE
**Research &
Arts Forum**

UURAF



MSU's Broad Art Museum is one of only two buildings in the U.S. designed by Zaha Hadid.



The MSU Museum opened in 1857, making it one of the earliest established museums in the nation.

THE BATTLE FOR LIVE!

TWITTER

INSTAGRAM

FACEBOOK

LAUNCH DATE

JANUARY 2015

NOVEMBER 2016

AUGUST 2015

AVAILABLE TO BRANDS?

YES

YES

YES

REPLAY AND SAVE?

YES

NO

YES

FACEBOOK LIVE!

Promote before you broadcast

Practice makes perfect



Michigan State University
Published by Sprinklr [?] · May 4 at 4:00pm · 🌐

Detroit Tigers legend Kirk Gibson will speak at MSU's undergraduate convocation on May 5. Be sure to tune in!

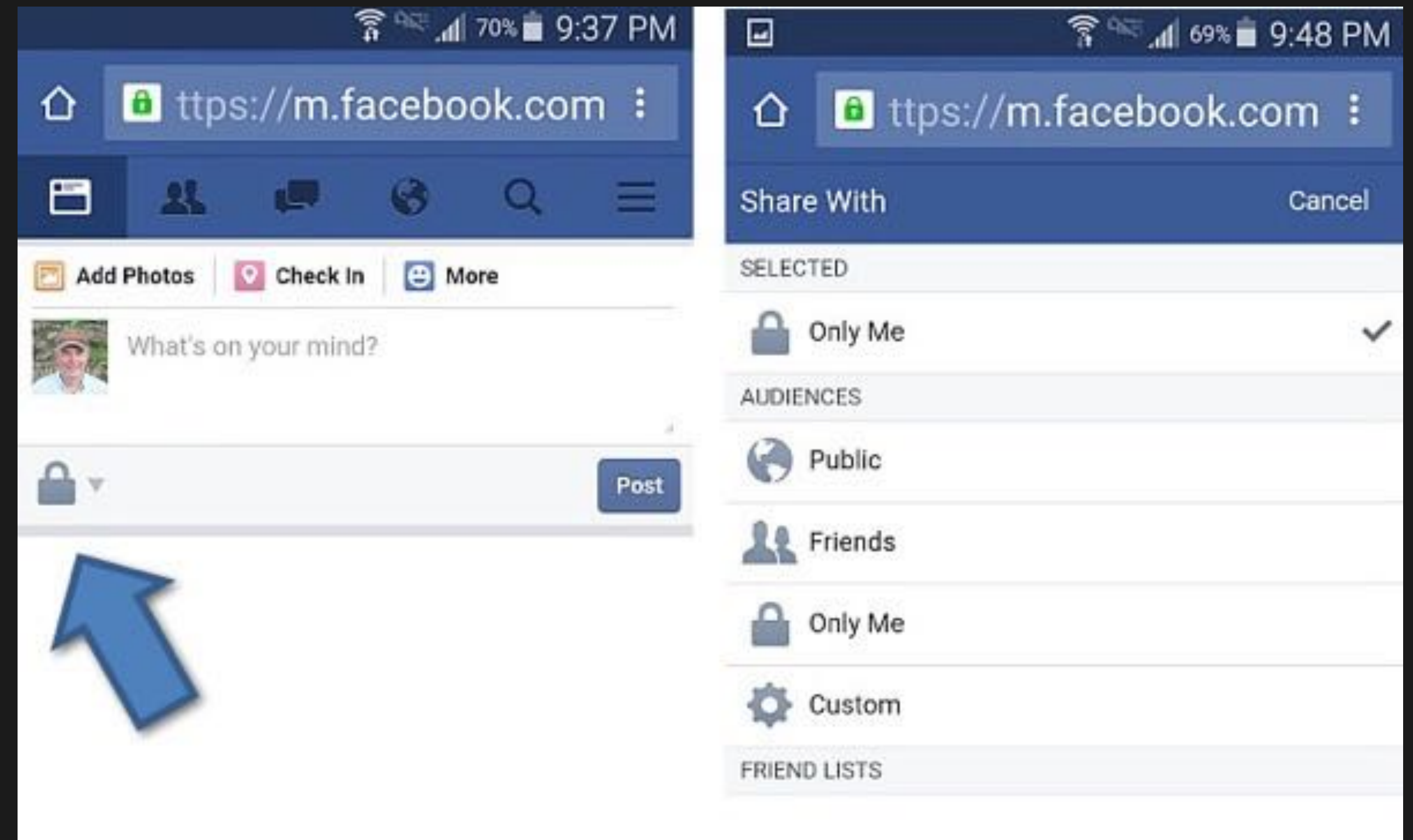
LIVE

JOIN
KIRK GIBSON
ON FACEBOOK
MAY 5TH | 1 PM

87,236 people reached [Boost Post](#)

Like Comment Share

Red Signal Fatheh, Karaa Keeyrii and 1.1K others [Top Comments](#)



9:37 PM 70%

https://m.facebook.com

Add Photos Check In More

What's on your mind?

Post

9:48 PM 69%

https://m.facebook.com

Share With Cancel

SELECTED

- Only Me ✓

AUDIENCES

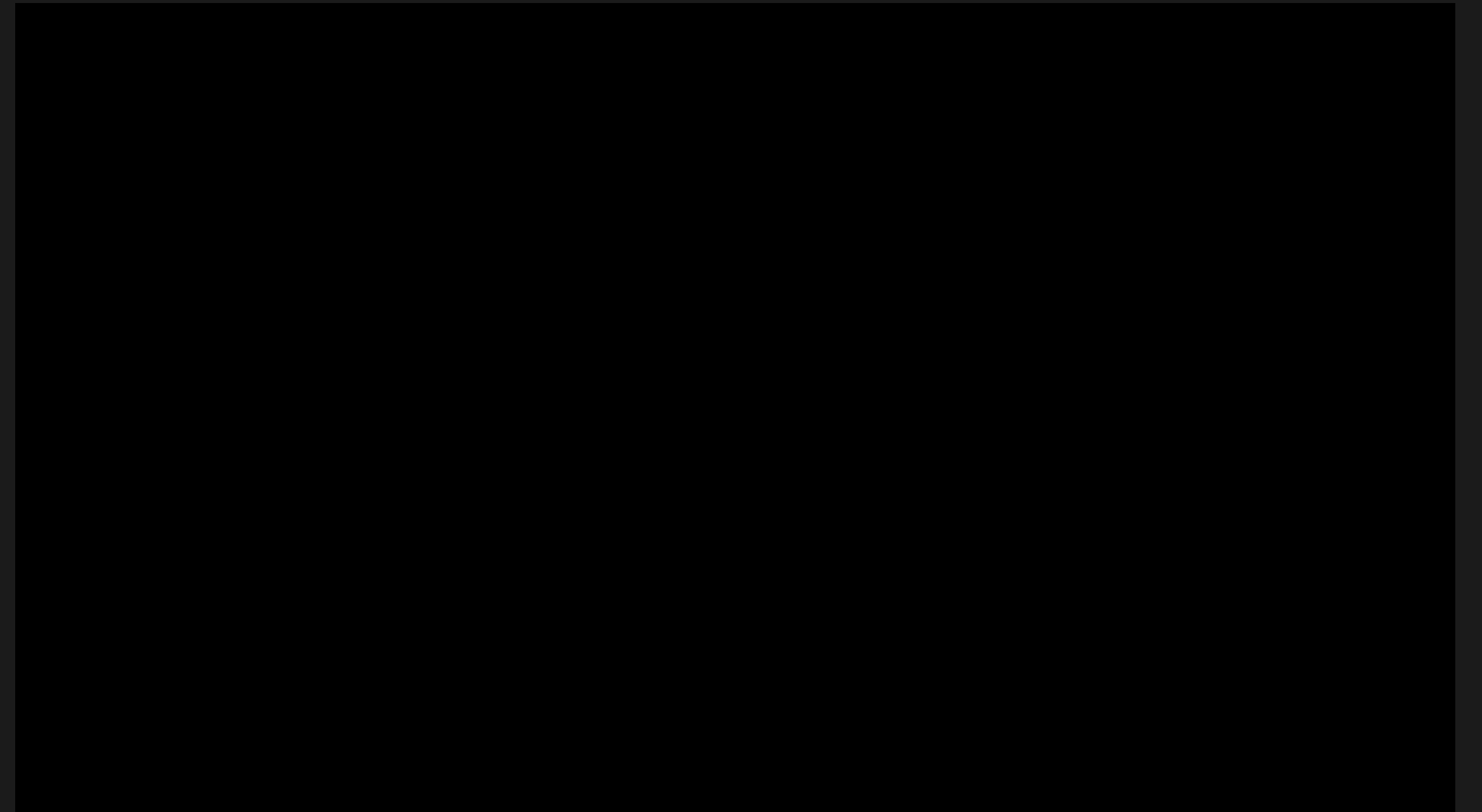
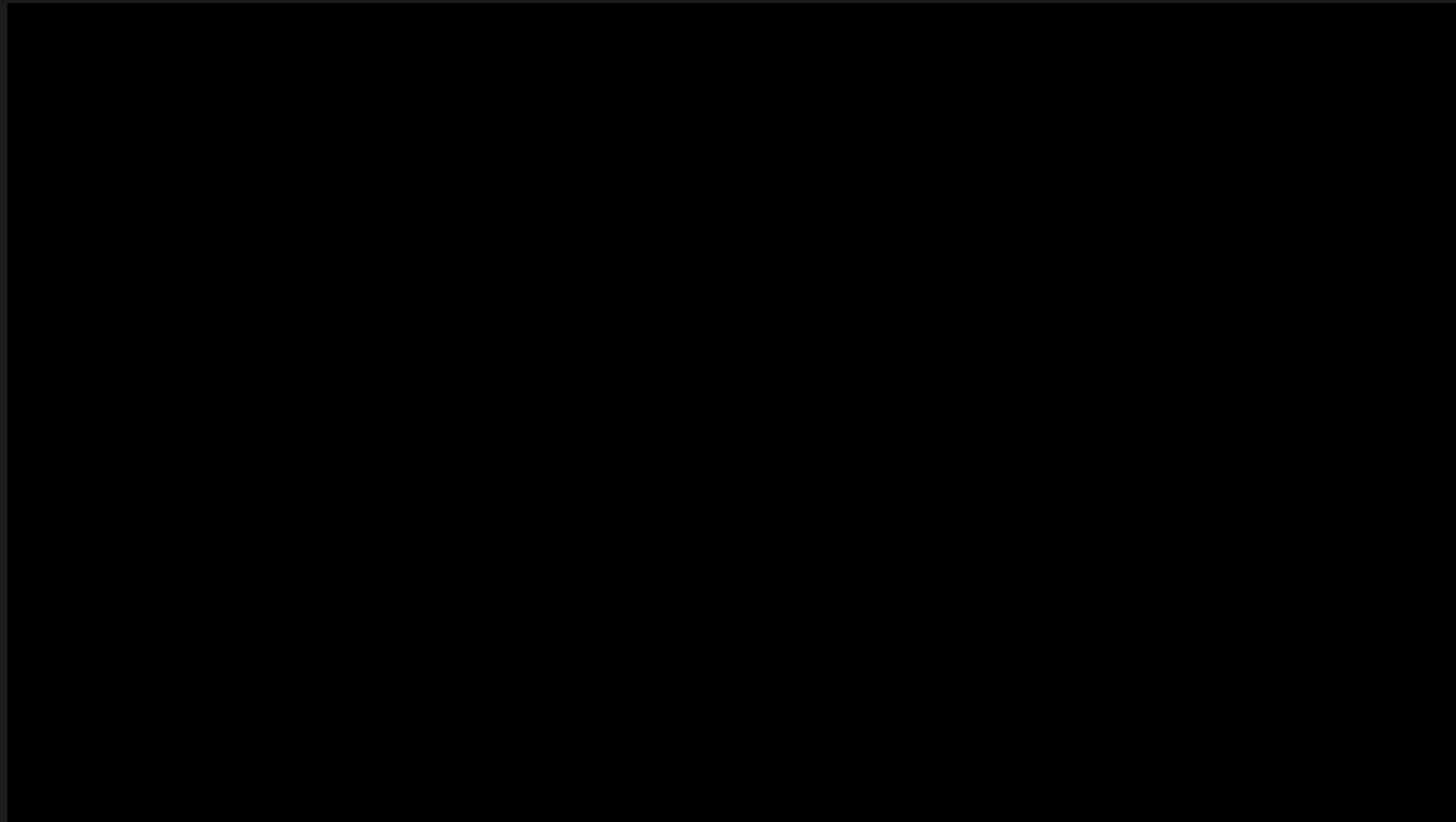
- Public
- Friends
- Only Me
- Custom

FRIEND LISTS

FACEBOOK LIVE!

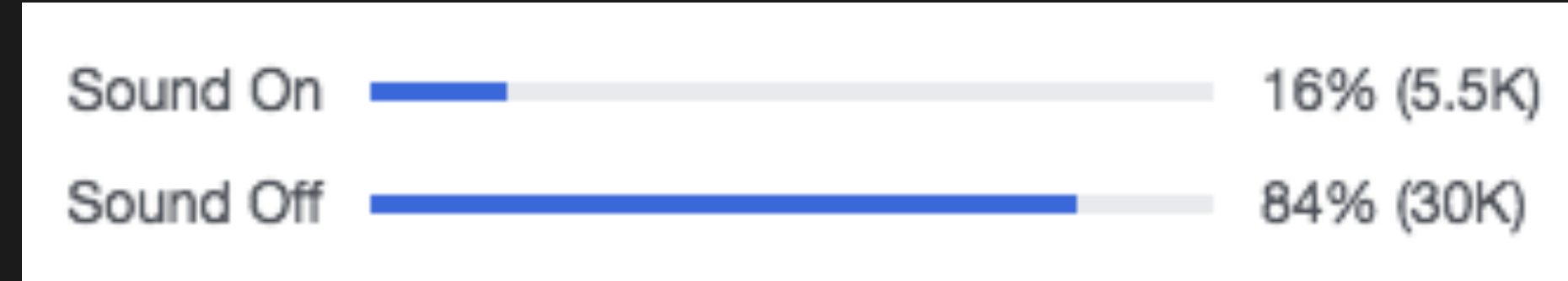
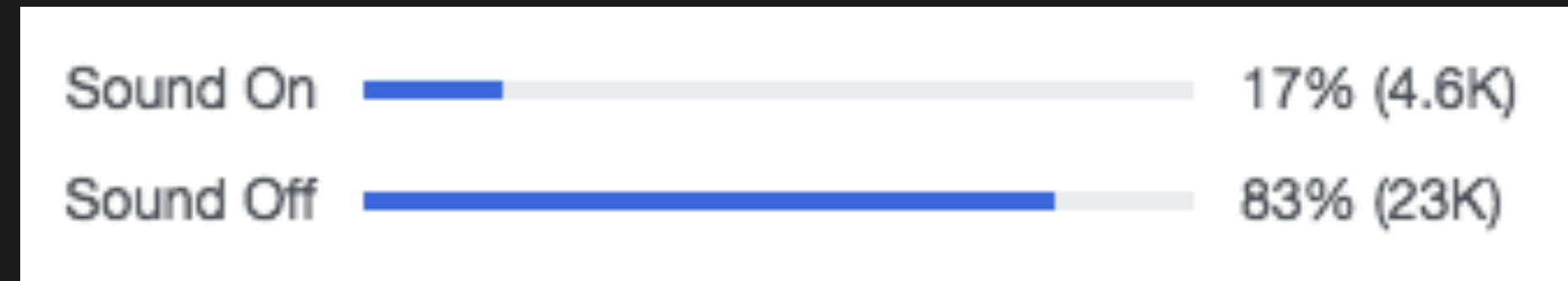
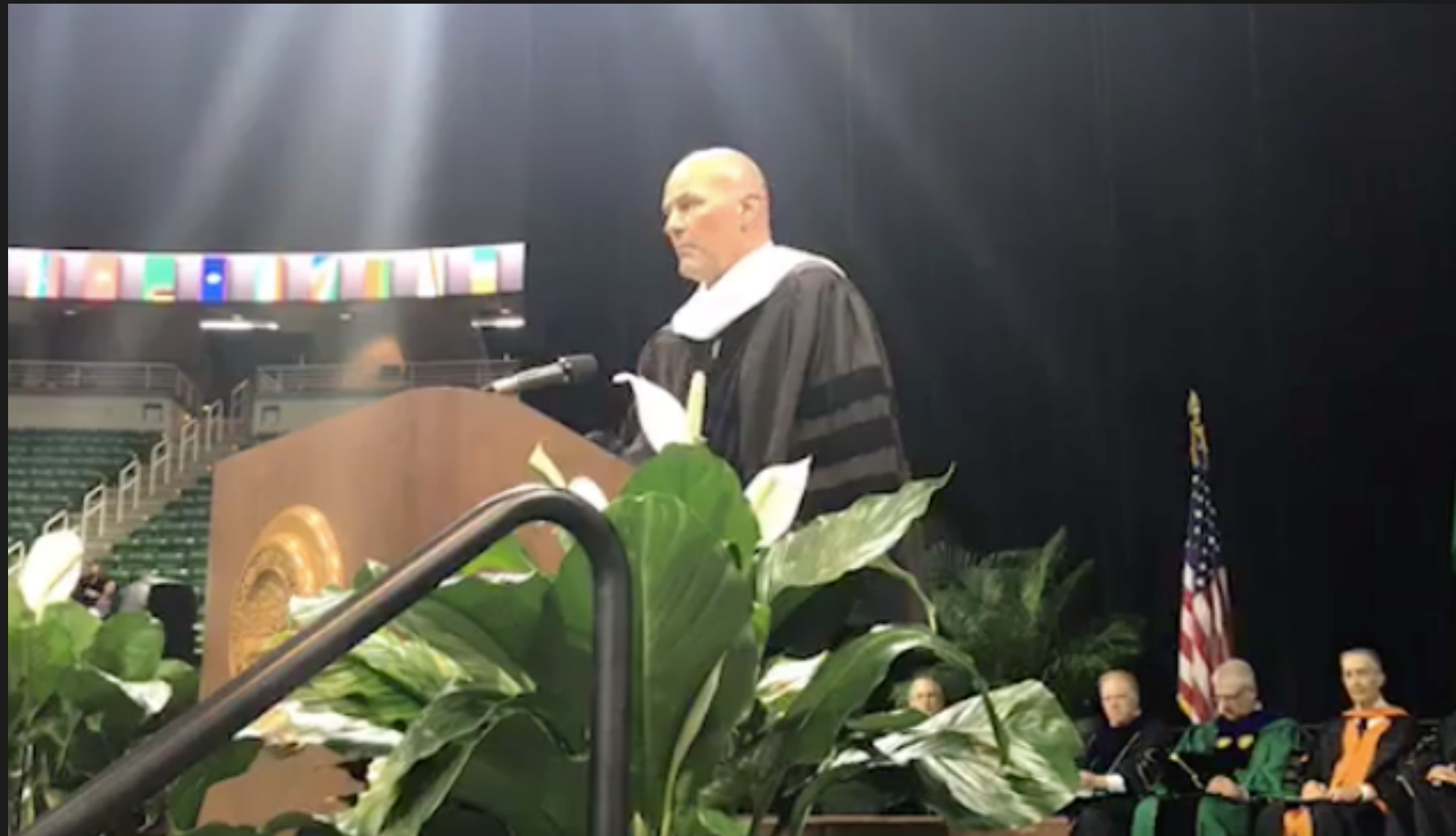
Weigh your equipment options

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?