#MSURoadTrip

22 days. 7 cities. 1 purpose.
MSU alumna Alex Clark of Bon Bon Bon was named the best young pastry chef in the world by Forbes. We are visiting Bon’s brand new space in Hamtramck! #MSURoadTrip
#MSURoadTrip

Love this campus. Love this city. #Home #MSURoadTrip

1:00 PM - 19 Jul 2017
195 Retweets 634 Likes

Can’t stop. Won’t stop. It’s the #SpartansWill way. #MSURoadTrip

1:00 PM - 29 Jul 2017
23 Retweets 149 Likes

Green and white forever. #MSURoadTrip

9:00 PM - 2 Aug 2017
71 Retweets 372 Likes
Like Detroit, MSU values resilience, hard work and a commitment to solving problems and empowering people for better lives. #MSURoadTrip

From student films and shorts to virtual reality and video games, the Spartan presence is strong at the Traverse City Film Festival. #MSURoadTrip

Founders. Owners. Winemakers. MSU alumni are helping develop the Grand Traverse wine industry. #MSURoadTrip
#MSURoadTrip

MSU is the only university in North America that produces an annual student feature film.
#MSURoadTrip
#MSURoadTrip

Miles driven: 1,367
Pasties consumed: 2
Total video views: 1.7 million
Total reach: 8 million
Total social actions: 166.5k
#MSURoadTrip

Put a helmet on it.

Experiment with different types of content.

Create that content for social media.

Customize that content for each platform.

YOU CAN DO ANYTHING.
#SpartanSummer

MSU Entomology
@MSUEntomology
We spent our #SpartanSummer showing that MSU #Entomology is more than just bugs! #SpartanInsects #SpartansWill
pic.twitter.com/2gEdhFj
11 Aug 1:13pm

MSU Broad College
@MSUBroadCollege
@SaranLin spent his summer interacting w/ global T Innovation at @Cisco. broadband.msu.edu/interm-profile...
@BroadInnovation #SpartanSummer
pic.twitter.com/X6c34HlFa
3 Sep 2:01pm

Madison
@madstuck
Studied Abroad in Germany with #SpartanSummer
pic.twitter.com/77QboGw
30 Aug 8:17pm

Jennifer Orlandino
@JenniferOrlandino
My #SpartanSummer was filled with seeing #SpartansWill in action all over @PrideMichigan. How cool is that! pic.twitter.com/We3D3110
4 Sep 3:53pm

Food Law Institute
@FLI
One of our favorite memories of our
4 days ago

Stefanie Pohl
@stephie4ays
It’s the first day of class but we can’t get over the @OSS4venture that
4 days ago
Social Media Interns

MICHIGAN STATE UNIVERSITY
General Tips

Don’t assume they know everything.

Make sure they understand the Spartans Will. brand.

Show them the strategy.

Include them in the brainstorming and planning process.

Try not to hand over passwords, if possible.
Assignments

Plan as far in advance as possible.

Even Snapchat stories should be storyboarded.

Talk through feedback in person.

Every piece of content is approved by me before going live.