



#MSURoadTrip


MICHIGAN STATE UNIVERSITY

#MSURoadTrip



22 days. 7 cities. 1 purpose.

#MSURoadTrip

 **Michigan State University** was live.
Published by Ellen Doepke [?] · July 21 · 🌐

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](#)



✔ **Get More Likes, Comments and Shares**
Boost this post for \$10 to reach up to 3,000 people.

268,056 people reached

[Boost Post](#)

👍❤️😮 2.9K

197 Comments 532 Shares

👍 Like 💬 Comment ➦ Share

 **Michigan State University**
Published by Sprinklr [?] · July 24 · 🌐

MSU's Detroit Street Care program brings much-needed acute medical care to the city's homeless population. [#MSURoadTrip](#)



✔ **Get More Likes, Comments and Shares**
Boost this post for \$10 to reach up to 3,000 people.

184,013 people reached

[Boost Post](#)

👍❤️😮 1.1K

44 Comments 348 Shares

👍 Like 💬 Comment ➦ Share

 **Michigan State University**
Published by Sprinklr [?] · August 4 at 5:00pm · 🌐

Ever been to [Amore Trattoria Italiana](#) in Grand Rapids? The award-winning restaurant, which uses locally sourced ingredients, is owned by MSU alumna and chef Jenna Arcidiacono. [#MSURoadTrip](#)



✔ **Get More Likes, Comments and Shares**
Boost this post for \$10 to reach up to 3,000 people.

186,908 people reached

[Boost Post](#)

👍❤️😮 4.4K

149 Comments 395 Shares

👍 Like 💬 Comment ➦ Share

#MSURoadTrip

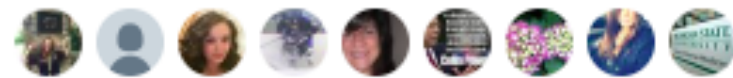


Love this campus. Love this city. #Home
#MSURoadTrip



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




#MSURoadTrip



 michiganstateu  L. Mawby Winery 

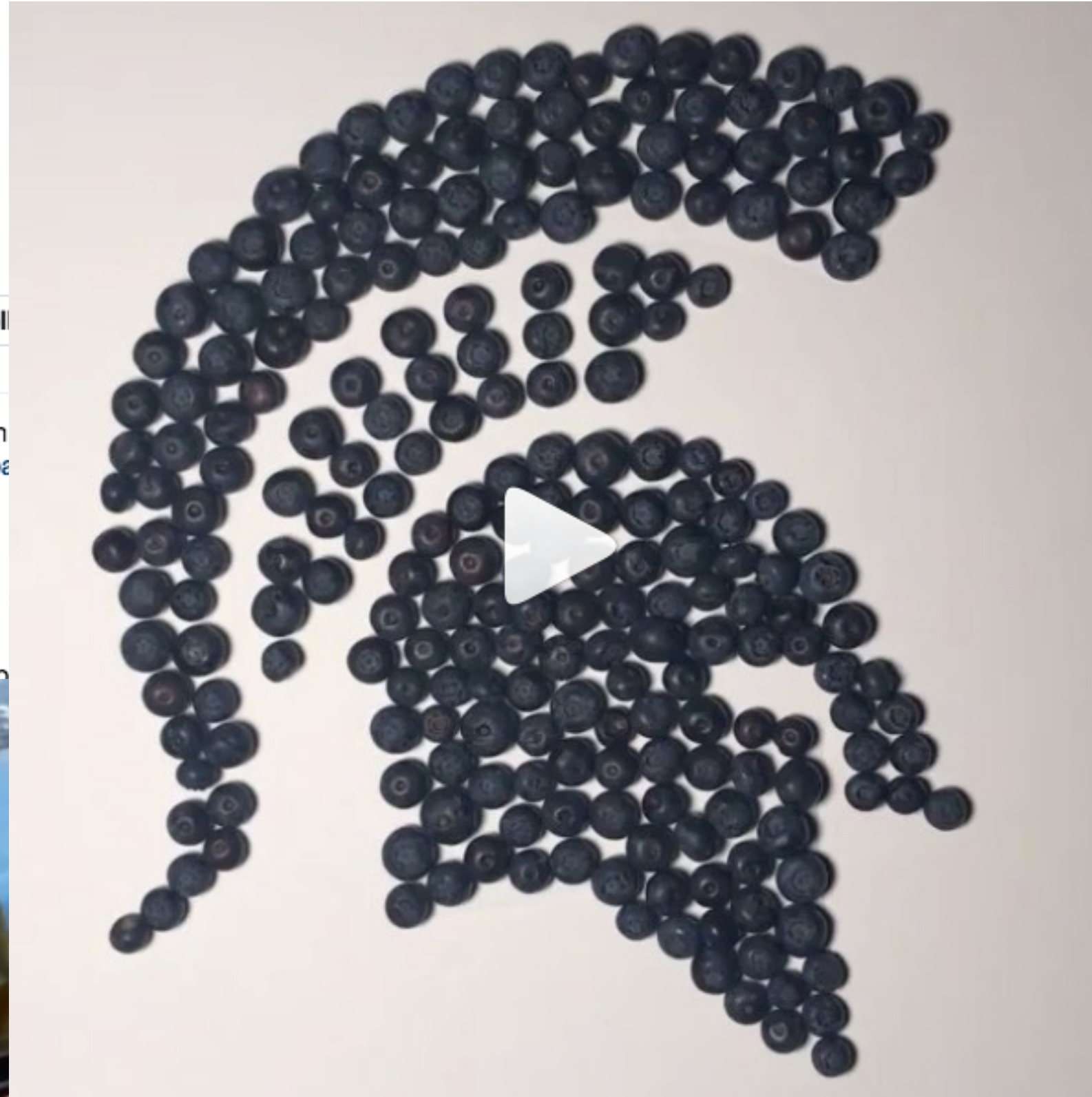
michiganstateu Good morning from #Spartan-owned winery.  #MSURoadTrip #GreenWineOfCourse
drkevsed Go Green!
l.mulcrone Go White!
hillarygawlik Favorite winery!
steve_fara Go Green. Visiting north



...
michorlando Hi, @jenniferorlando!
baybullough @alitramm 
clockkel So brave, Jennifer!
luldacherries They are icky! Go MSU!
triciahanna7 @hunter.hanna12 omg
austinschild2 @monicahagen02
itskatiejelinek @alex.schultz72
@ethan_monarch @eliot_senter12 it's a sea lamprey!




 
29,693 views
AUGUST 1

Add a comment... 



 michiganstateu  

michiganstateu Eat blue. Go green. An #MSU professor developed three of world's most widely planted #blueberry varieties. #MSURoadTrip

hendason65 Berry cute 
dg4vdo On a drum?
challmsu @whitvl it was meant to be 
chitrangsaini 
xx.logical Awesome @_thomaslynch
mack_the_bulldog33 I want to come to Michigan state university for college

 
10,066 views
AUGUST 4

Add a comment... 

#MSURoadTrip


 Michigan State University
1mo

Like Detroit, MSU values resilience, hard work and a commitment to solving problems and empowering people for better lives. [#MSURoadTrip](#)

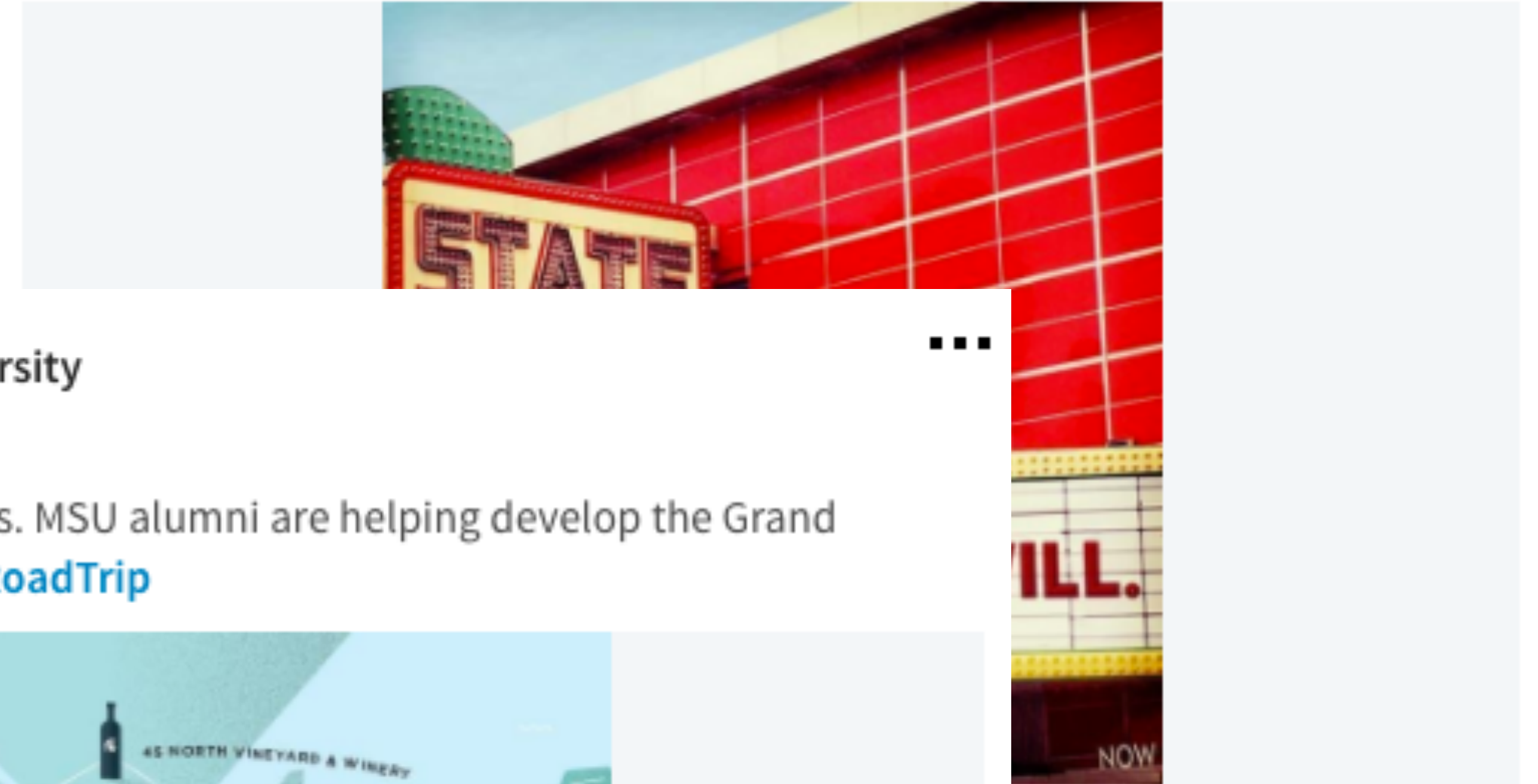



479 Likes • 6 Comments

 Like  Comment  Share

 Michigan State University
1mo

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



 Michigan State University
1mo

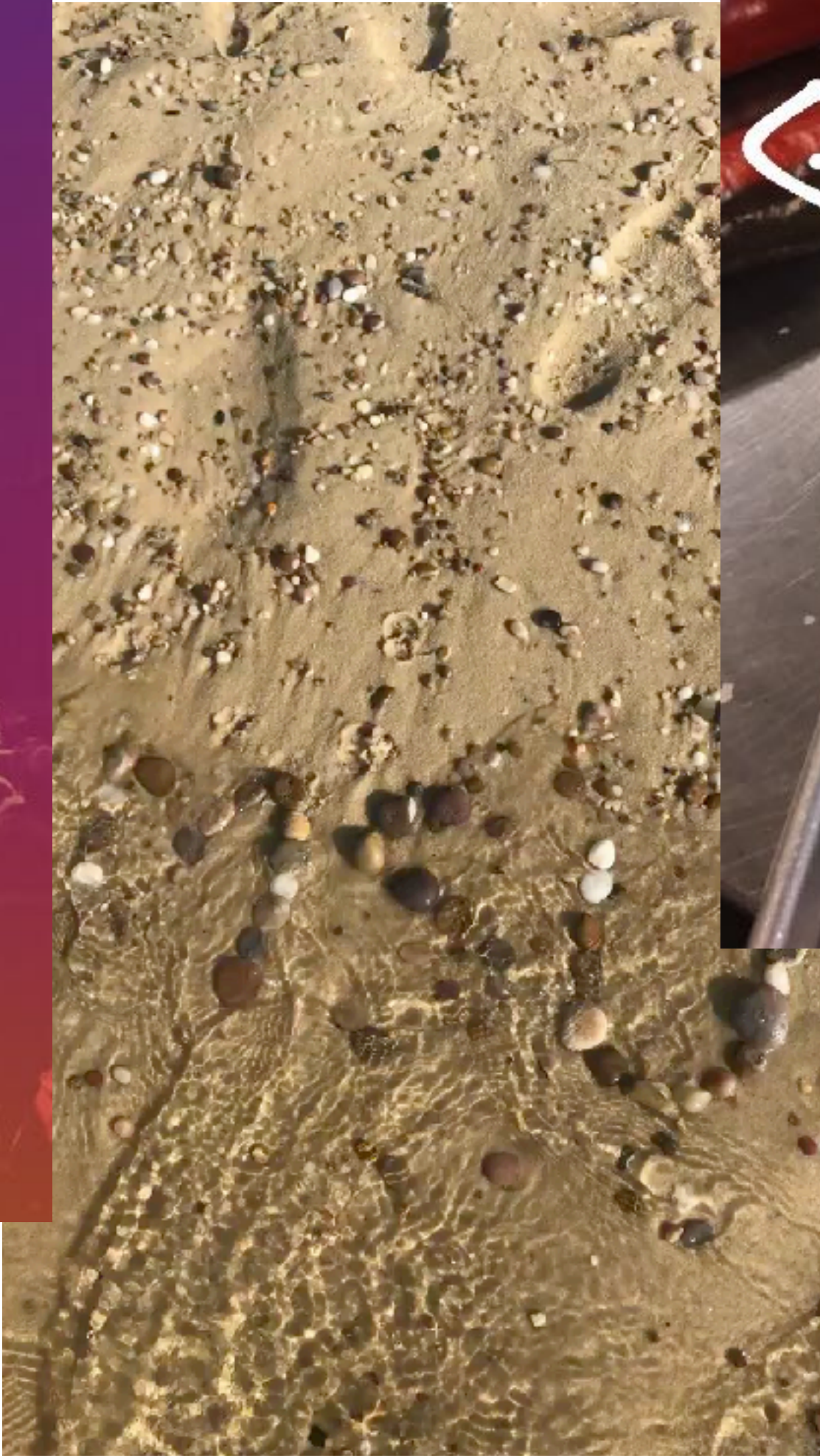
Founders. Owners. Winemakers. MSU alumni are helping develop the Grand Traverse wine industry. [#MSURoadTrip](#)



482 Likes • 11 Comments

 Like  Comment  Share

#MSURoadTrip



#MSURoadTrip



#MSURoadTrip

Miles driven: 1,367

Pasties consumed: 2

Total video views: 1.7 million

Total reach: 8 million

Total social actions: 166.5k

MSU Retweeted

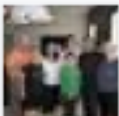
BTN LiveBIG @BTNLiveBIG · Jul 30

Stuck in the office this summer? Free your mind with the #MSURoadTrip series, highlighting an amazing state and an amazing university.



Jennifer Orlando @OrlandoJennifer

.@michiganstateu's Upper Peninsula Research and Extension Center is awesome. #MSURoadTrip



Sonny Tgiros If it can be done. MSU will do it.

Like · Reply · Message · 6 · August 1 at 9:52am



Mo Gerhardt
@mogerhardt

Replying to @michiganstateu

TAKE ME WITH YOU!!! #HomeSweetHome

3:03 PM - 25 Jul 2017



Al Horton shared Michigan State University's video.

August 6 at 8:30am · 🌐

Michigan State University is on the frontline of so many issues facing the world. This is another example of Spartans Will.

Replied to your story



Can you come kidnap me from Chicago on this road trip please. Thanks

Replied to your story



Where in Grand Rapids? Can anyone come see you guys?

Replied to your story



Can i join your next trip?

#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/ZpEdhzlFj
31 Aug 1:21pm

MSU Broad College @MSUBroadCollege
.@Seeterlin spent his summer interacting w/ global IT innovators at @Cisco. broad.msu.edu/intern-profile... #internspotlight #SpartanSummer
pic.twitter.com/X8s2Hlj9Fa
2 Sep 2:45pm

Jennifer Orlando @Orlandojennifer
My #SpartanSummer was filled with seeing #SpartansWill in action all over @PureMichigan. How cool is that?
pic.twitter.com/Ve3ED07t10
3 Sep 1:13pm

MSU Broad College @MSUBroadCollege
.@lpala99 learned the value of careful cost data presentations at her #internship at @FiatChrysler_NA broad.msu.edu/intern-profile... #SpartanSummer
pic.twitter.com/v5mZqEEH2r
4 Sep 1:55pm

Madison @madinack
Studied Abroad in Germany! #SpartanSummer
pic.twitter.com/77QibOlwl
28 Aug 4:11pm

MSU FOOD LAW @IFLR
A FIBER ONE BAR HAS MORE FIBER THAN 1/2 CUP OF COOKED BROCCOLI. TRUE OR FALSE?

One of our favorite memories of our

nissmsu 6 days ago
It's the first day of class but we can't get over the #OISSadventure that

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.