MSU Institutional Accounts
Social Media Strategy

December 6, 2017
MSU Institutional Accounts Social Media Strategy

- Current Landscape
- Goals
- Content Strategy
- Listening/Monitoring
- Analytics
- Team Setup
Current Landscape
Followers by Social Network

- Twitter followers have increased 41% YTD (over 60k new followers)
- 11% increase in total followers YTD (over 119k new followers)

<table>
<thead>
<tr>
<th>Social Network</th>
<th>Followers</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>207,439</td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td>108,191</td>
<td></td>
</tr>
<tr>
<td>LinkedIn</td>
<td>5,000</td>
<td></td>
</tr>
<tr>
<td>Facebook</td>
<td>370,031</td>
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<tr>
<td>Instagram</td>
<td>6,885</td>
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</tbody>
</table>

*Date: 10/20/2017
**YTD followers computed based on number of followers on 01/01/2017
### Every time MSU posts

<table>
<thead>
<tr>
<th>Platform</th>
<th>Posts/Week</th>
<th>Reach/Post</th>
<th>Video Views/Post</th>
<th>Actions/Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>9</td>
<td>131,239</td>
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</tr>
<tr>
<td>YouTube</td>
<td>2</td>
<td></td>
<td>769</td>
<td></td>
</tr>
</tbody>
</table>
Facebook

MSU researchers have discovered a potential new drug that reduces the spread of melanoma cells by up to 60 percent. #SpartansWill

Promising new drug stops spread of melanoma by 90 percent

The man-made, small-molecule drug compound goes after a gene's ability to produce TNA molecules and certain proteins in melanoma tumors.

MSUtoday/MSU.EDU

MSU nabs top 40 national ranking


MSUtoday/MSU.EDU
This academic year, #MSU will enroll the largest African-American freshman class of any institution in the Big Ten. #MSUPride

@msu
@MichiganState

#WednesdayWisdom coming at you from @TylerOakley. #SpartansWill

@msu
@MichiganState

Because if we don’t do it, who will? #SpartansWill

@msu
@MichiganState

SPAR TANS WILL.

@msu
@MichiganState

I’m a firm believer in making it happen, no matter what “it” is.

TYLER OAKLEY

@msu
@MichiganState

At #MSU, you have 75,000 best friends. #NationalBestFriendsDay

@msu
@MichiganState

SQUAD GOALS.
Instagram

[Images of Instagram posts with captions and images related to MSU and Spartan history.]
LinkedIn

Construction on a new solar array project - a venture that could save the university $10 million over 25 years - has started at MSU.  http://go.msu.edu/24y

The original Spartan statue was unveiled and dedicated 72 years ago today.

Born and raised in East Lansing, Bigby Coffee now stretches across Michigan. MSU alumnus Bob Fish is the co-founder and CEO. #MSURoadTrip
Snapchat

8:18 AM

@KoolJeffrey
## Social Media Platform Overview

<table>
<thead>
<tr>
<th></th>
<th>Michigan State</th>
<th>Michigan</th>
<th>Wisconsin</th>
<th>Penn State</th>
<th>Illinois</th>
<th>Purdue</th>
<th>Texas A&amp;M</th>
<th>Baylor</th>
<th>Social Media Platform Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>8</td>
<td>8</td>
<td>7</td>
<td>6</td>
<td>6</td>
<td>5</td>
<td>9</td>
<td>6</td>
<td>6.875</td>
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<td>Twitter</td>
<td>9</td>
<td>7</td>
<td>9</td>
<td>5</td>
<td>6</td>
<td>5</td>
<td>9</td>
<td>7</td>
<td>7.125</td>
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<tr>
<td>LinkedIn</td>
<td>7</td>
<td>5</td>
<td>6</td>
<td>3</td>
<td>5</td>
<td>7</td>
<td>8</td>
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<td>Instagram</td>
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<td>Snapchat</td>
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<td>4</td>
<td>5</td>
<td>1</td>
<td>1</td>
<td>3.25</td>
</tr>
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<td>8</td>
<td>7</td>
<td>7</td>
<td>5</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>7</td>
<td>6.5</td>
</tr>
</tbody>
</table>

School Average: 7.67 7.34 6.34 4.34 5.5 5.83 6.67 5.5
Team Setup
Roles in CABS

**Rob Zaebst**
Digital Marketing Strategy
Focus on:
- Strategy
- Analytics
- Integration with CABS Content Strategy

**Ellen Doepke**
Social Media Manager
Focus on:
- Content
- Responding to audience

**Katie Kelly**
Social Media Manager
Focus on:
- Ambassadors/Influencers
- Listening/Monitoring

**Eric Leopold**
Metrics Analyst
Focus on:
- Evaluating Content Performance
- Insights/Analysis

**Interns**
Focus on:
- Graphic Design
- Content Creation
- Video
- Sentiment Tagging
- Analytics
Goals
Goals

1. Create engaging content specific to social media that conveys the MSU Brand (Affinity and Esteem)

2. Use a data-driven approach to understand how and why content performs on social media

3. Develop system for identifying and engaging brand and topic influencers through social media

4. Boost MSU sentiment through meaningful interactions on social media that elicit brand advocacy
Target Audience

**Most Engaged Platform**

**Alumni**
- Facebook
- Twitter
- LinkedIn

**Prospective Students**
- Instagram
- Snapchat
- YouTube

**Current Students**
- Twitter
- Instagram
- Snapchat

**Faculty/Staff**
- Twitter
- Facebook

**Most Engaging Type of Content**

**Alumni**
- Questions
- Nostalgia
- Pride Points
- Comment
- Share
- Read

**Prospective Students**
- Videos
- Brand Personality
- Causes
- Watch
- Collaborate

**Current Students**
- User-Generated Content
- Authentic Conversations
- Humor
- Visuals
- Create/DIY
- Voice Opinions
- Read

**Faculty/Staff**
- Research
- Grants
- Share

**How they tend to engage**

**Alumni**
- Comment
- Share
- Read

**Prospective Students**
- Watch
- Collaborate

**Current Students**
- Read

**Faculty/Staff**
- Share
Content Strategy
Aligning to MSU Brand

INDIVIDUAL STRENGTH. COLLECTIVE POWER. EXTRAORDINARY IMPACT.

GENUINE TENACIOUS DIVERSE OPEN COLLABORATIVE BOLD WORLD CHANGING

SPARTANS WILL.
MSU Style

- Incorporate brand color palette, typeface and other graphic design elements into account presence and social media content.

- Use Spartan helmet — rather than the block S — in photos, graphics and other content as applies.

- Update cover photos and other account visuals on regular basis to keep presence current and interesting.
MSU Voice

Personality and tone should align with brand qualities and be consistent across channels.

- Proud but humble. Witty but not sarcastic. Personable and human.

Posts should be written specifically for social media.

- Don’t copy and paste headlines and links. Add value to the conversation. Keep it short and simple.
What we post: Spartan Spirit, Affinity, Affinity + Esteem

<table>
<thead>
<tr>
<th>Affinity + Esteem</th>
<th>Affinity</th>
<th>Spartan Spirit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tells stories and facts about MSU that instills respect and admiration about the great work being done and the impact on others</td>
<td>Messaging from the brand platform that defines what it means to be a Spartan</td>
<td>Messaging that connects you with MSU and the MSU Community. Gives you pride about being a Spartan from a school spirit standpoint.</td>
</tr>
</tbody>
</table>
Affinity

“TEAMMATES WHO WORK TOGETHER ARE THE TANGIBLE DIFFERENCE BETWEEN GOOD TEAMS AND GREAT TEAMS.”
—TOM IZZO
Affinity + Esteem

Michigan State University has established a reputation for excellence and visionary thinking across the world. http://go.msu.edu/Gvy

#SpartansWill

-NO.1-
FOR 22 YEARS
NATION’S TOP-RATED
GRADUATE PROGRAMS IN ELEMENTARY AND SECONDARY EDUCATION
U.S. NEWS & WORLD REPORT

93,875 people reached
Boost Post

Like Comment Share

Michigan State University
It’s not Shark Week without the first two headed bull shark. The discovery confirmed by MSU researchers. http://go.msu.edu/aucken

MSU’s turfgrass management program is one of the best in the nation. http://go.msu.edu/Fvz

SPARTAN TURFGRASS
What we post: Spartan Spirit, Affinity, Affinity + Esteem

Esteem + Affinity

Affinity + Esteem

Affinity

Spartan Spirit

Research Stories, Reputation Drivers

Student Life, Campus Photos, A Day in the Life, Trending Topics
## Content Filters

1. Must have strong visual (photo, video, GIF, etc.)
2. Must be timely and/or on topic
3. Must be engaging for audience and platform
4. Must be written in language that makes sense for social media
5. Must contain proper hashtags, links, and other social attributes
6. Must follow best practices for social media
7. Must contribute to overall social media strategy content needs
8. Must fit with CABS social media content needs
### Content Types (Grid)

<table>
<thead>
<tr>
<th>Brand Content Types</th>
<th>Affinity</th>
<th>Affinity + Esteem</th>
<th>Spartan Spirit</th>
<th>Frequency</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Signature Products</td>
<td>X</td>
<td></td>
<td></td>
<td>1/quarter</td>
<td>CABS</td>
</tr>
<tr>
<td>Dedicated Brand Content</td>
<td>X</td>
<td></td>
<td></td>
<td>1/quarter</td>
<td>CABS</td>
</tr>
<tr>
<td>Spartans Will. Advertising</td>
<td>X</td>
<td></td>
<td></td>
<td>1/quarter</td>
<td>BVK; CABS</td>
</tr>
<tr>
<td>Dedicated Strategic Story Content</td>
<td>X</td>
<td></td>
<td></td>
<td>2/month</td>
<td>CABS</td>
</tr>
<tr>
<td>Repurposed Content</td>
<td>X</td>
<td></td>
<td></td>
<td>1/quarter</td>
<td>CABS; Campus</td>
</tr>
<tr>
<td>UGC: Proactive</td>
<td>x</td>
<td>X</td>
<td>x</td>
<td>2/year</td>
<td>CABS; Campus</td>
</tr>
<tr>
<td>UGC: Reactive</td>
<td>x</td>
<td></td>
<td>X</td>
<td>3/week</td>
<td>Ellen; Campus</td>
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<tr>
<td>News Stories</td>
<td>X</td>
<td></td>
<td></td>
<td>3/week</td>
<td>Media Team; Ellen; Campus</td>
</tr>
<tr>
<td>Quote Ties</td>
<td>x</td>
<td></td>
<td>x</td>
<td>2/month</td>
<td>Interns; Design Team</td>
</tr>
<tr>
<td>#TBT/#FBF</td>
<td>X</td>
<td>X</td>
<td></td>
<td>2/month</td>
<td>Interns; Ellen</td>
</tr>
<tr>
<td>Holiday</td>
<td>X</td>
<td>X</td>
<td>x</td>
<td>as applies</td>
<td>Interns; Ellen</td>
</tr>
<tr>
<td>#Day</td>
<td>x</td>
<td>X</td>
<td>X</td>
<td>2/month</td>
<td>Interns; Ellen</td>
</tr>
<tr>
<td>Trending Topics</td>
<td>X</td>
<td></td>
<td>x</td>
<td>1/month</td>
<td>Interns; Ellen</td>
</tr>
<tr>
<td>Campus Photos</td>
<td>X</td>
<td></td>
<td></td>
<td>3-4/week</td>
<td>Photo Team</td>
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<tr>
<td>Campus Shares</td>
<td>X</td>
<td>x</td>
<td>X</td>
<td>5/week</td>
<td>Ellen</td>
</tr>
<tr>
<td>Pride Points</td>
<td>X</td>
<td></td>
<td>x</td>
<td>1/week</td>
<td>Media Team; Ellen</td>
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<tr>
<td>Takeovers</td>
<td>X</td>
<td></td>
<td>X</td>
<td>2/month</td>
<td>Interns; Campus</td>
</tr>
<tr>
<td>Paid Social Media Ads</td>
<td>X</td>
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<td></td>
<td>10/month</td>
<td>BVK</td>
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<td>Live Videos</td>
<td>X</td>
<td></td>
<td>X</td>
<td>1/month</td>
<td>Interns; Video Team</td>
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<tr>
<td>Stories</td>
<td>X</td>
<td></td>
<td>X</td>
<td>2/month</td>
<td>Interns</td>
</tr>
<tr>
<td>Affinity Videos</td>
<td></td>
<td></td>
<td>x</td>
<td>1/month</td>
<td>Video Team; Ellen; Interns</td>
</tr>
<tr>
<td>Text Over Video</td>
<td>X</td>
<td></td>
<td>X</td>
<td>1/month</td>
<td>Video Team</td>
</tr>
</tbody>
</table>
Content Types

Signature Products
Large, brand-aligned projects

Frequency: 1/quarter
Source: CABS
Brand content type: Affinity; Affinity + Esteem
Content Types

Dedicated Brand Content
Content that delivers brand message without having to tell a story

Frequency: 1/quarter
Source: CABS
Brand content type: Affinity; Affinity + Esteem
Content Types

Spartans Will. Advertising
Content that delivers brand message through advertising measures

**Frequency:** 1/quarter
**Source:** BVK; CABS
**Brand content type:** Affinity
Content Types

**Dedicated Strategic Story Content**
Content that delivers brand message through a story

**Frequency:** 2/month

**Source:** CABS

**Brand content type:** Affinity; Affinity + Esteem
Content Types

**Repurposed Content**
Content repurposed from campus community

**Frequency:** 1/quarter

**Source:** CABS; Campus

**Brand content type:** Affinity; Affinity + Esteem
Content Types

UGC: Proactive
User-generated content around a project/campaign proactively gathered

Frequency: 2/year
Source: CABS; Campus
Brand content type: Affinity + Esteem; Affinity; Spartan Spirit
Content Types

UGC: Reactive
User-generated content we find

Frequency: 3/week
Source: Ellen; Campus
Brand content type: Spartan Spirit; Affinity + Esteem
Content Types

**News Stories**
MSUToday stories or media hits

**Frequency:** 3/week

**Source:** Media Team; Ellen; Campus

**Brand content type:** Affinity; Spartan Spirit
Content Types

Quote Tiles
Quotes that reflect the Spartans Will. brand

Frequency: 2/month
Source: Interns; Design Team
Brand content type: Affinity + Esteem; Spartan Spirit
Content Types

#TBT/#FBF
Throwback and historical content

Frequency: 2/quarter
Source: Ellen; Interns
Brand content type: Spartan Spirit; Affinity + Esteem; Affinity
Content Types

**Motivational**
Content that motivates and inspires

**Frequency:** 2/month

**Source:** Interns; Ellen

**Brand content type:** Spartan Spirit; Affinity + Esteem
Content Types

**Holiday**
Content related to national holidays

**Frequency:** As applies
**Source:** Interns; Ellen
**Brand content type:** Spartan Spirit
# Day
Content related to national days of celebration

**Frequency:** 2/month  
**Source:** Interns; Ellen  
**Brand content type:** Spartan Spirit; Affinity + Esteem; Affinity
Content Types

**Trending Topics**
Trending topics and pop culture content

**Frequency:** 1/month

**Source:** Interns; Ellen

**Brand content type:** Spartan Spirit; Affinity + Esteem
Content Types

**Campus Photos**
Seasonal, scenic photos of campus

**Frequency:** 3-4/week

**Source:** Photo Team

**Brand content type:** Spartan Spirit
Content Types

Campus Shares
Content shared directly from campus community

Frequency: 5/week
Source: Campus community, Ellen
Brand content type: Affinity; Affinity + Esteem; Spartan Spirit
Content Types

**Pride Points**
Content that highlights sources of MSU pride

**Frequency:** 1/week

**Source:** Media Team; Ellen

**Brand content type:** Affinity; Affinity + Esteem
**Content Types**

**Takeovers**
Content highlighting events, experiences, and days in the life

**Frequency:** 2/month
**Source:** Interns; Campus
**Brand content type:** Affinity + Esteem; Spartan Spirit
Content Types

**Paid social media ads**
Paid advertising that helps meet metrics goals

**Frequency:** 10/month
**Source:** BVK
**Brand content type:** Affinity
Content Types

**Live Videos**
Facebook Live videos

**Frequency:** 1/month

**Source:** Interns; Video Team

**Brand content type:** Affinity + Esteem; Spartan Spirit
Content Types

Stories
Storyboarded content for Snapchat and Instagram Stories that highlights campus events and experiences

Frequency: 2/week
Source: Interns
Brand content type: Affinity + Esteem; Spartan Spirit
Content Types

Text Over Video
Feature recuts or other content with text over video

Frequency: 1/month
Source: Video Team
Brand content type: Affinity + Esteem; Affinity
Content Types

Affinity Videos
Videos that drive affinity for the MSU brand

**Frequency:** 1/month

**Source:** Video Team; Ellen

**Brand content type:** Affinity
Campus Community
Campus Community

- **Website** - [cabs.msu.edu/social-media/](http://cabs.msu.edu/social-media/)
  - Permanent resource for campus communicators to obtain information on social media & strategy
  - Plan to add blog for more timely, less evergreen content.
- **#MSUsocial**
  - Hashtag used across social media platforms for sharing information from meetings and networking with members
- **Quarterly meetings**
- **Regular meetings to discuss new topics in social media, have face-to-face interaction with social users and answer their questions**
- **Email listserv**
  - Used to communicate announcements, meeting invitations and recaps
- **Facebook group**
  - Used for day-to-day communications, sharing informative articles, polling members, etc.
Campus Community

Building partnerships with campus social media communicators

- Ensures MSU’s social media content stays well-rounded and up-to-date, and increases unit participation in UGC campaigns
- Develops connection to account managers, which can be used when addressing areas of concern
- Fosters goodwill, communication, and makes partners more apt to share MSU’s content
- Helps MSU maintain role as expert and leader in social media
- Provides best-in-class examples, brand alignment, strategy tips, and information on updates to social platforms
Content from the Campus Community

MSU @michiganstateu · Sep 20
Are you registered? Get your vote on, #Spartans, and let's win this challenge. go.msu.edu/VOTE #B1GVotes

MSU CON Advisors @MSUCONAdvisors · Sep 13
Fight or Flight? "I jumped right in and began CPR. My tiny strength felt powerful," #MSUFirstANurse Amy Bakalar. journ.ag/1mXWj/p6

MSU MD @MSUMD · Sep 20
Today we are excited to celebrate the new @michiganstateu Grand Rapids Research Center. It will open doors to medical discovery.

Food@MSU @MSUFood · Sep 22
Cheer on @MSU_Football this homecoming and enjoy a tailgate for two at Our Table. Enter at food.msu.edu today! #GoGreen

Win a Seat at Our Table! Let's talk food!
Influencers/Ambassadors
Brand Influencers

Building strategic relationships with individuals and organizations who are strong supporters of the MSU brand

- Extends the reach of MSU’s social media content through identified brand influencers who share it to their networks
- Develops connection between influencers and CABS, which can be used when addressing areas of concern or promoting campaigns
- Provides an opportunity for testing new messaging and campaigns among individuals familiar with the brand
- Capitalizes on individuals’ likelihood to accept recommendations and information from peers rather than brands
- Promotes MSU messaging into influencers’ niche networks, allowing us to target audiences (government, research, donors, etc.)
Research Influencers

Building strategic relationships with media outlets and journalists to promote MSU’s research and academic programs

- Enhances MSU’s reputation by encouraging media placements concerning our research and areas of expertise
- Develops relationship between influential media and CABS, which can be used when pitching news stories or experts
- Allows CABS to identify conversation spaces relating to particular research topics and develop an outreach strategy to participate
- Extends MSU’s messaging relating to particular areas of research by capitalizing on relationships with those actively discussing the topic
Listening and Monitoring
Issues

Today: Monitoring conversations around the brand and campus to identify trending topics, conversation themes, sentiment

Future: Expand to include priority research areas in order to identify influencers and ways that MSU can enter the conversation

Brand Topics
(i.e. Michigan State, MSU, #SpartansWill) 11

Specific Issues
(i.e. time-sensitive issues) 12

General Awareness
(i.e. fire, chemical spill) 38
Analytics
Social Media Analytics

**Social Media Analytics**

**EXECUTIVE DASHBOARD**

**CABS EXECUTIVE DASHBOARD**

**FY2017**

**Reach**
- 1.56M
- 251K
- 1.14M
- 0.79M
- 1,525

**Consumption**
- 1.91M
- 16%
- 0.18M

**Brand Engagement**
- 4,519
- 209K
- 1.87M

---

1. CABS tracked approximately 2,000 MSU social media accounts from the Office of Communications. In February 2017, these accounts were given the opportunity to upload content directly before they began communicating with students and students.

2. FY 2017 results are compared to the previous year. The * indicates content differences, the ** indicates the percent difference, the + indicates the percent difference, and the - indicates the percent difference.

3. FY 2017 results are compared to the previous year. The * indicates content differences, the ** indicates the percent difference, and the - indicates the percent difference.
Social Media Analytics

Reach
- Impressions
- Video Views (any length)
- Total Followers

Consumption
- Clicks
- Video Views (above 3 second-views)

Engagement
- Shares
- Comments
- Retweets
- Likes
- New Followers

Social Followers/Impressions
Social Interactions
Social Actions
Every time MSU posts

<table>
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</table>
## Average Post Performance by Post Type

Facebook, Twitter, & LinkedIn Combined

<table>
<thead>
<tr>
<th>Post Type</th>
<th># of Posts</th>
<th>Reach/Post</th>
<th>Likes/Post</th>
<th>Shares/Post</th>
<th>Comments/Post</th>
<th>Video Views/Post</th>
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<tbody>
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*Date Range: 1/1/2017 to 10/22/2017*
# Social Media Analytics

## Facebook Benchmarks

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### Social Media Analytics

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## Social Media Analytics

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Social Media Analytics

Video Views Funnel
(Facebook Only)

• 5% of users who view a video for 3 sec. or greater watch to 95% completion

• 69% of the 4.95 MM 3 second video viewers fall out before viewing for 10 sec. or greater

*Date Range: 1/1/2017 to 10/22/2017
**Fallout percentage is indicated by arrow on right side of funnel.
Summary - Goals

1. Create engaging content specific to social media that conveys the MSU Brand (Affinity and Esteem)

2. Use a data-driven approach to understand how and why content performs on social media

3. Develop system for identifying and engaging brand and topic influencers through social media

4. Boost MSU sentiment through meaningful interactions on social media that elicit brand advocacy