



# MSU Institutional Accounts Social Media Strategy

December 6, 2017

# MSU Institutional Accounts Social Media Strategy

**Current Landscape**

**Goals**

**Content Strategy**

**Listening/Monitoring**

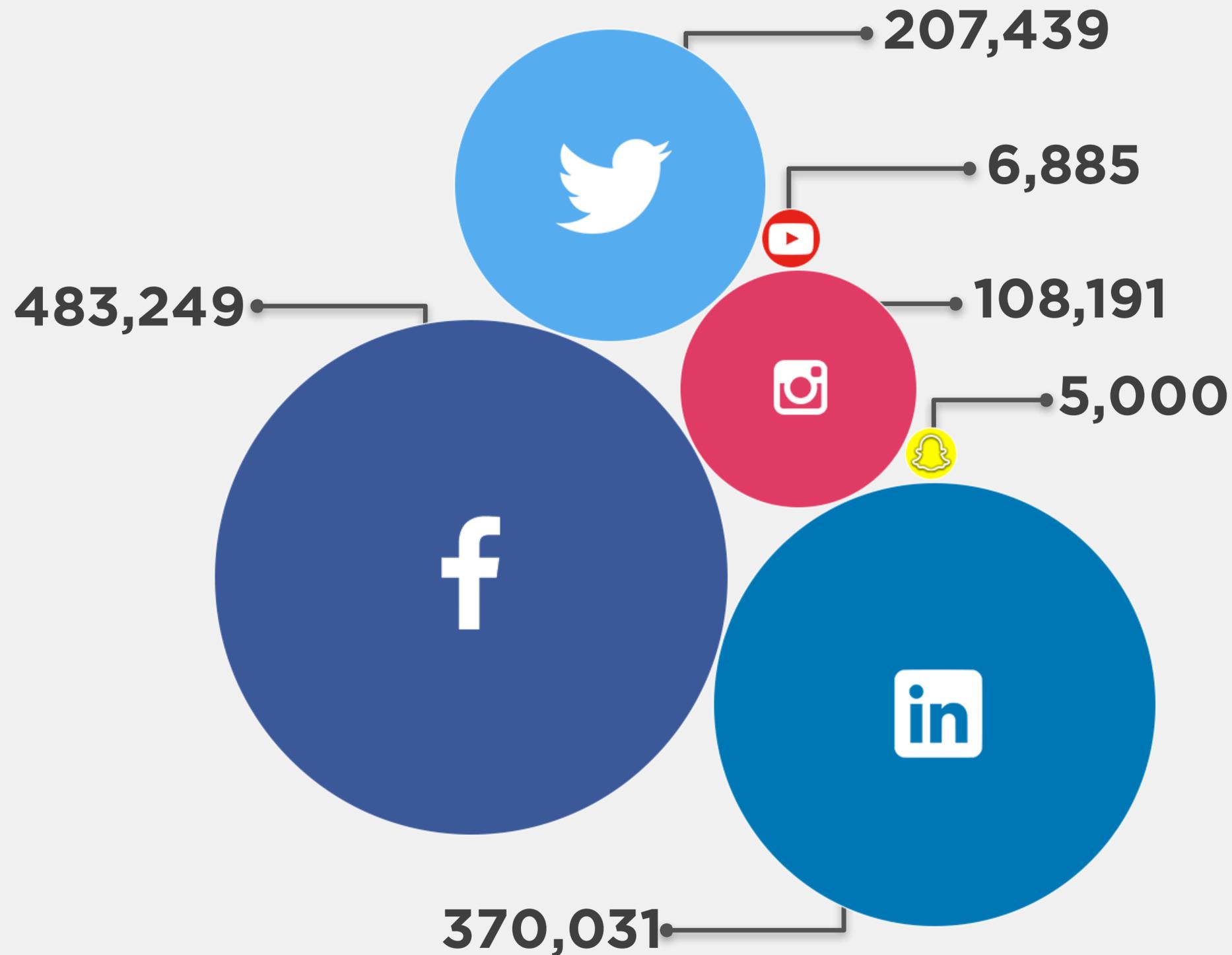
**Analytics**

**Team Setup**



# Current Landscape

# Followers by Social Network



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

**\*Date: 10/20/2017**

**\*\*YTD followers computed based on number of followers on 01/01/2017**

# Every time MSU posts



**9**

POSTS/WEEK

**131,239**

REACH/POST

**1,776**

ACTIONS/POST



**15**

POSTS/WEEK

**21,975**

REACH/POST

**179**

ACTIONS/POST



**4**

POSTS/WEEK

**101,940**

REACH/POST

**410**

ACTIONS/POST



**7**

POSTS/WEEK

**1,336**

VIDEO VIEWS/  
POST

**3,133**

ACTIONS/POST



**2**

POSTS/WEEK

**769**

VIDEO VIEWS/  
POST

**12**

ACTIONS/POST

# Facebook

**Michigan State University** Published by Sprinklr [?] · June 14 ·

MSU researchers have discovered a potential new drug that reduces the spread of melanoma cells by up to 90 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 PNA molecules and certain proteins in melanoma tumors.

MSUTODAY.MSU.EDU

236,444 people reached Boost Post

Like Comment Share

Melissa Westcott, Laurie Kempisty and 3.8K others Top Comments

**Michigan State University** Published by Sprinklr [?] · February 12 ·

Founded on this day in 1855, MSU is the nation's pioneer land-grant university.



**PANTONE 1855**  
Spartans Will.

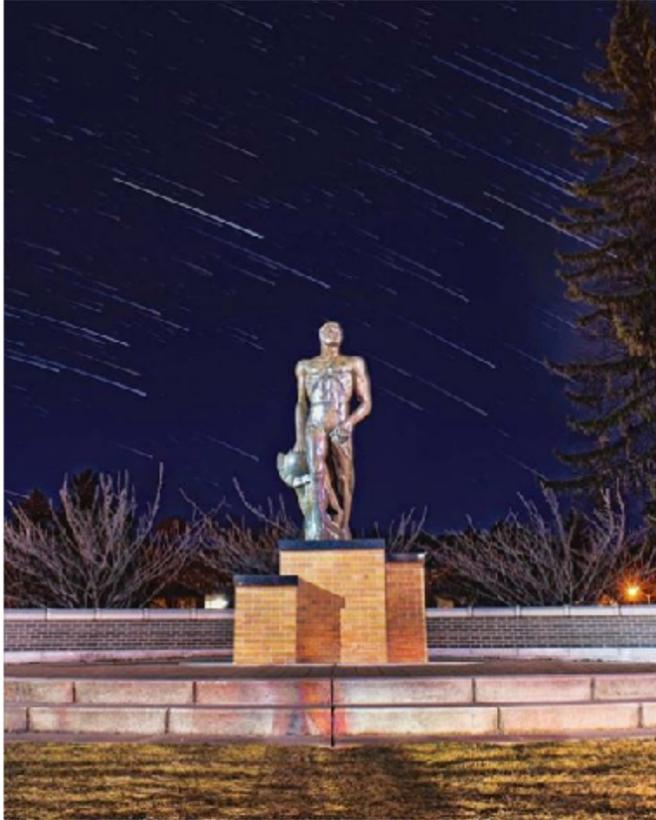
238,035 people reached Boost Post

Like Comment Share

Dania Montiel, Christina Montagna and 4.4K others Top Comments

**Michigan State University** Published by Sprinklr [?] · February 16 ·

Incredible view of Sparty. (Photo/Sunny D.)



260,411 people reached Boost Post

Like Comment Share

7.6K Top Comments

**Michigan State University** Published by Sprinklr [?] · August 29 at 9:00am ·

MSU is one of the top 40 universities in the nation, according to Washington Monthly's annual ranking.



**MSU nabs top 40 national ranking**

MSU places 38th among the 303 national universities ranked in Washington Monthly's 2017 College Guide and Rankings, released Aug. 28

MSUTODAY.MSU.EDU

185,234 people reached Boost Post

Like Comment Share

Rose Carpenter Lilly, Cecelia Timmis and 4.8K others Top Comments

# Twitter

**MSU** @michiganstateu

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



12:00 PM - 26 Aug 2017

130 Retweets 471 Likes

**MSU** @michiganstateu

#WednesdayWisdom coming at you from @TylerOakley. #SpartansWill



I'm a firm believer in making it happen  
no matter what "it" is.

- TYLER OAKLEY

9:00 AM - 17 May 2017

171 Retweets 1,001 Likes

**MSU** @michiganstateu

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



SPARTANS WILL.

9:00 AM - 6 Jul 2017

111 Retweets 340 Likes

**MSU** @michiganstateu

It's the day we've all been waiting for. #TheBestStartHere #GoGreen



8:00 AM - 2 Sep 2017

260 Retweets 636 Likes

**MSU** @michiganstateu

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



SQUAD GOALS.

8:21 AM - 6 Jun 2017

113 Retweets 361 Likes

## Instagram

**No 1**

- ELEMENTARY EDUCATION
- SECONDARY EDUCATION
- REHABILITATION COUNSELING
- SUPPLY CHAIN/LOGISTICS
- AFRICAN HISTORY
- INDUSTRIAL AND ORGANIZATIONAL PSYCHOLOGY
- NUCLEAR PHYSICS

michiganstateu Following

michiganstateu Seven #MSU graduate programs rank #1 nationally. 🇺🇸#MSUPride

matimooollections This is great :)

jsender23 @rdpintrowski35

norahalkadeeb Go green 🍀🍀🍀

pet\_the\_bridge Too bad I'd have to take out \$30k in student loans over 4 years to participate in one of them :)

str8\_dinkhe @gretchink @escott1298 lotta these are #1 for undergrad too 🍀

paulperazz\_ Still cant believe middle Tennessee upset you guys

korynncastle When I get older (cause I am only 11) I want to go to michigan state university

korynncastle To become a vet

4,876 likes

MARCH 14

Add a comment...

OBIT

Michigan State University SPARTAN SELFIE WHO WILL? SPARTANS WILL.

michiganstateu Following

michiganstateu Looks like a Spartan to us. (Justin M.) #SpartanSelfie

View all 38 comments

moscovel @carrose us

dazeemz Congrats! #U4MSU!

abi\_autumn @carlee\_coughlin @coughlin\_ben me when I have a child

sprtn001 A lil sperlan for @asunshine Juve.

sprtn001 A lil sperlan for @asunshine Juve.

carlee\_coughlin @abi\_autumn omg love this 🍀🍀

basicleighhh @androsB this will be your ultra sound photo

cecilia\_miller A very great reason to love MSU @val\_noel you can't hate on this :-)

1amyue Best wishes!! 🍀🍀🍀Go green!

5,396 likes

FEBRUARY 28

Add a comment...

michiganstateu Following

michiganstateu If Spartan friends are forever. 🍀 @crysterrett @jphoto #MSUgrad17

View all 40 comments

dandw416 Fantastic pic! Go Green!!

s\_owens\_ Pretty much @theoriginal\_bean @redroseinmay @neel\_white @cpharms1 🍀

miyyshlakmr Soon to be YOU!! @lilhelel

theoriginal\_bean 🍀🍀🍀@s\_owens\_

karlmarciniak Why yes, yes they are! @sparty.esch

mellebeth @lindseyrjacke #truth

kazemikim @parker86ca @sarah\_baby1150

c.pharms1 🍀🍀@s\_owens\_

eerazainal @elmieramsy kakya nak gambar can heeee

7,400 likes

APRIL 26

Add a comment...

michiganstateu The Rock Following

michiganstateu It feels good to be a #Spartan. 🍀

cdrylansing Well done!

12321jejdnej I love being a Spartan

gbdaman It's been over 15yrs since our ride in the Union elevator and you still creep me out Sparty #gogreen

diwalkerm @gbdaman Lol! 🍀Sparty is harmless. 🍀🍀

april\_polkadotsparrow Thank you. My three year old quite enjoyed this :)

13,920 views

APRIL 11

Add a comment...

# LinkedIn

 **Michigan State University**  
365,892 followers  
6mo

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>



810 Likes • 25 Comments

 **Michigan State University**  
365,892 followers  
3mo

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



1,053 Likes • 24 Comments

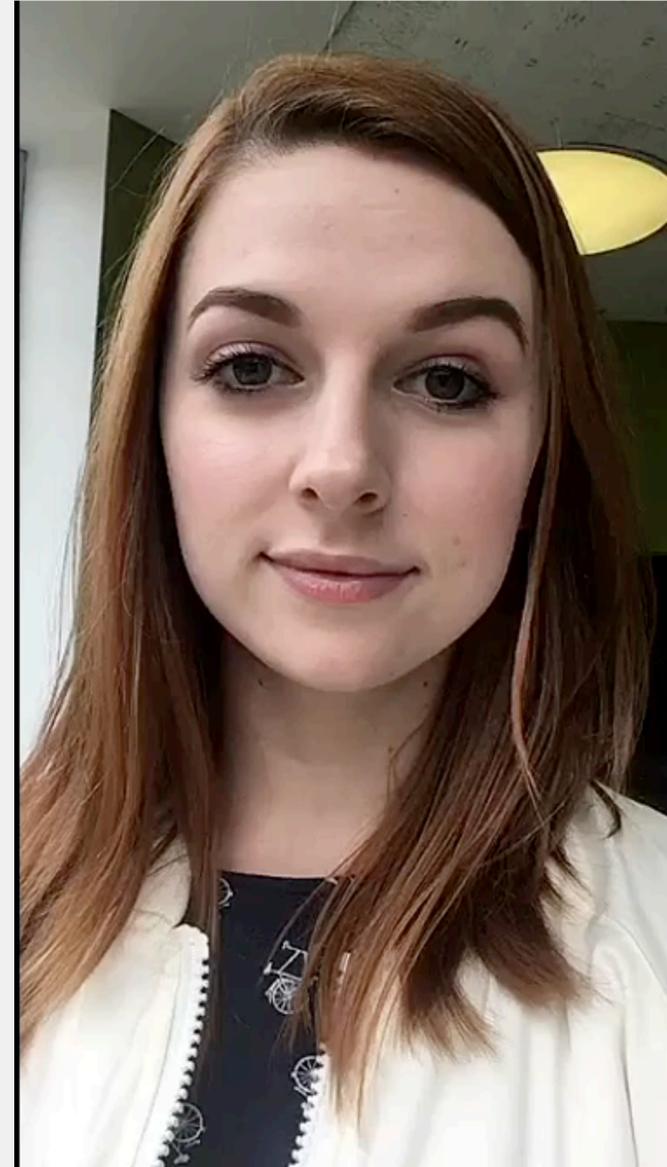
 **Michigan State University**  
365,892 followers  
2mo

Born and raised in East Lansing, Biggby Coffee now stretches across Michigan. MSU alumnus Bob Fish is the co-founder and CEO. [#MSURoadTrip](#)



618 Likes • 13 Comments

# Snapchat



# YouTube



Scientific discovery at MSU: FRIB and IQ

1,379 views

17 0 SHARE ...



Tyler Oakley: MSU 2017 Homecoming Grand Marshal

1,833 views

37 3 SHARE ...



Roberta Dankyi: The Will to Make a Difference

956 views

10 0 SHARE ...

# Social Media Platform Overview

	 Michigan State	 Michigan	 Wisconsin	 Penn State	 Illinois	 Purdue	 Texas A&M	 Baylor	Social Media Platform Average
	8	8	7	6	6	5	<b>9</b>	6	6.875
	<b>9</b>	7	<b>9</b>	5	6	5	<b>9</b>	7	7.125
	7	5	6	3	5	7	<b>8</b>	3	5.5
	8	<b>9</b>	8	7	6	7	7	<b>9</b>	7.625
	6	<b>8</b>	1	0	4	5	1	1	3.25
	<b>8</b>	7	7	5	6	6	6	7	6.5
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

Most Engaging Type of Content

How they tend to engage

## 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



# Content Strategy

# Aligning to MSU Brand



**INDIVIDUAL STRENGTH.  
COLLECTIVE POWER.  
EXTRAORDINARY IMPACT.**

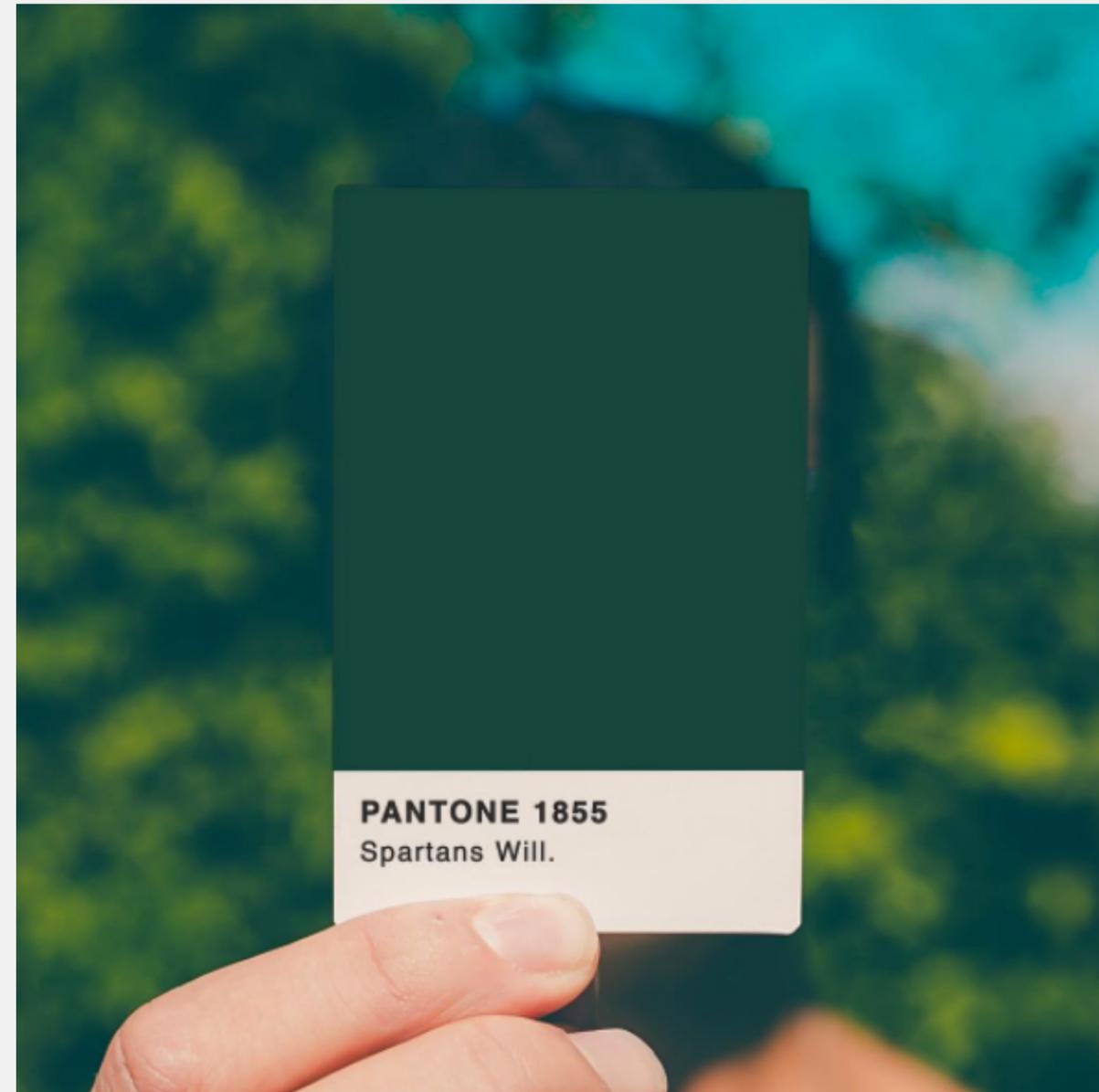


**GENUINE  
TENACIOUS  
DIVERSE  
OPEN  
COLLABORATIVE  
BOLD  
WORLD CHANGING**

**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.



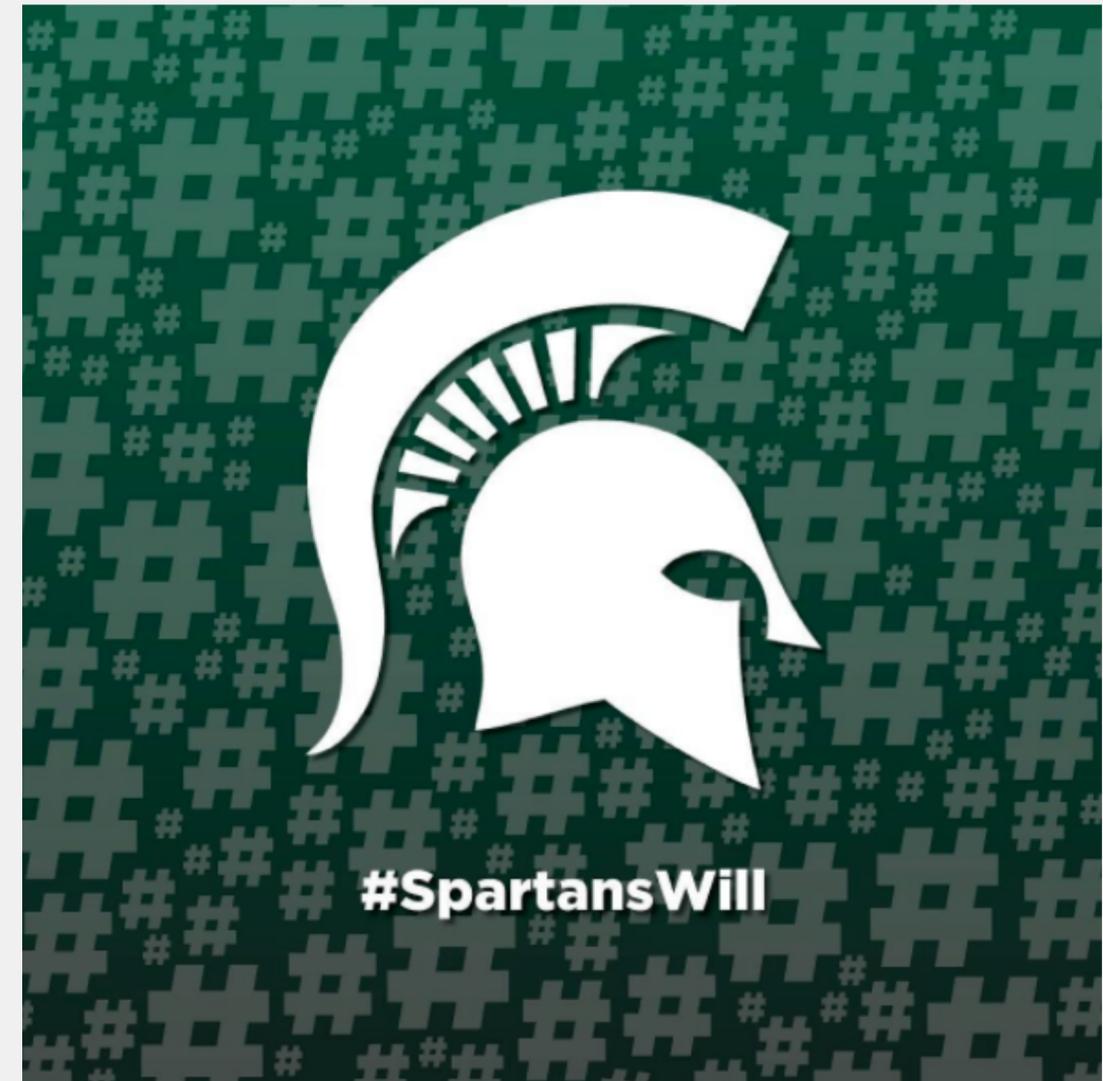
## MSU Voice

**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

## Affinity + Esteem

**Tells stories and facts about MSU that instills respect and admiration about the great work being done and the impact on others**

## Affinity

**Messaging from the brand platform that defines what it means to be a Spartan**

## Spartan Spirit

**Messaging that connects you with MSU and the MSU Community. Gives you pride about being a Spartan from a school spirit standpoint.**

# Spartan Spirit



# Affinity



 michiganstateu

1,998 likes 18w

michiganstateu Truth. #SpartansWill @msu\_athletics

state\_boy\_pope Real Spartan Shit x

doobsmcgoobs @kellylangton check out this awesome design! Go green! x

timcookk yeah! x

koolstra\_coolness Dang right!!! x

shreck278 if you're a true Spartan, you understand this to the fullest. x

akmaag @bmaag maybe he needs to talk to your team. x

rebecca\_wooster @chandlersdad x

landen\_23msu @nbranch\_ I don't think Virginia would classify as either of those @gh\_xii x

chris.paone @ab\_brucey88 going all the way #spartannation x

saraaritaa @gladaromic @lindsie.dick x

spartanedits5 Go green! x

daisysave GO WHITE! x

♡ Add a comment...

 MSU @michiganstateu · Sep 26

Start the morning with some #SpartansWill on #NationalCoffeeDay.



RETWEETS 83 FAVORITES 163

 MSU @michiganstateu · Sep 24

#SaveThePlanetIn4Words: Who will? Spartans Will.



RETWEETS 41 FAVORITES 66

# Affinity + Esteem

**Michigan State University**  
Published by Sprinklr [?] · September 30 at 9:00am · 🌐

Michigan State University College of Education has established a reputation for excellence and visionary thinking across the world. <http://go.msu.edu/Cvy> #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

1.2K Top Comments



**SHARKDEFENSE**  
It's not Shark Week without the first two-headed bull shark, a discovery confirmed by MSU scientists. <http://go.msu.edu/tw5>

Album: Timeline Photos  
Published by Ellen Doepeke [?]  
Shared with: Public

Unlike · Comment · Share · Edit · July 7 · Edited Boost Post

Michigan State University, Meredith Mescher, Anthony Siciliano and 1,621 others like this. Tag This Photo  
465 shares Add Location  
59 comments Change Date

**Michigan State University**  
Published by Sprinklr [?] · September 7 at 9:06am · 🌐

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)

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

# Content Types



## Signature Products

Large, brand-aligned projects

**Frequency:** 1/quarter

**Source:** CABS

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

# Content Types

 **Michigan State University** ✓  
Published by Sprinklr [?] · December 28, 2016 · 🌐

"What's inside me is the Spartan Will, and that carries me each and every day." —Coach Tom Izzo <http://go.msu.edu/tZy> #SpartansWill



111,491 people reached Boost

25K Views

👍 Like    💬 Comment    ➦ Share

 Nancy Louise Appel, Bob Tomi Bartley and 1.3K others Top Content

protect everyone's rights  
earthquake-proof buildings  
#SPARTANSWILL

be Cristina Yang  
educate the leaders of tomorrow

CURE CANCER

HOW WILL YOU MAKE  
**TOMORROW BETTER?**

PROMOTE THE UNDERSTANDING OF CULTURAL DIFFERENCES

Love yourself

provide quality healthcare  
#spartannurses

A Better Tomorrow: Michigan State University

 Michigan State University  
Subscribe

11,947 views

+ Add to    ➦ Share    ⋮ More

## 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

**MSU** @michiganstateu

Home to the top-ranked School of Packaging, #MSU has been thinking out the box for more than half a century. [go.msu.edu/rBz](http://go.msu.edu/rBz)



9:00 AM - 15 Jun 2017

25 Retweets 78 Likes

**Michigan State University**  
Published by Sprinklr [?] · September 7 at 9:06am ·

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



196,661 people reached

159K Views

Like Comment Share

Kate Loveisgood, Mary Falkenberg and 1.5K others

## 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

**MSU** @michiganstateu · Jul 20  
 .@MSUCollegeofEd's Urban Immersion Fellowship program gives teachers-in-training a jump-start on their futures. #MSURoadTrip



0:42

8 35

**MSU** @michiganstateu · Feb 23  
 #MSU's agricultural roots are infusing #Michigan's robust beer industry with the revival of Spartan **barley**. [go.msu.edu/SMy](http://go.msu.edu/SMy)



2:20

1 26 39

## Repurposed Content

Content repurposed from campus community

**Frequency:** 1/quarter

**Source:** CABS; Campus

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

# Content Types

**Michigan State University**  
Published by Sprinklr [?] · August 28 at 1:30pm · 🌐

Want exclusive Spartans Will. swag? Tell us what you did this summer! Share your photos in the comments below, or use #SpartanSummer. <https://go.msu.edu/WNz>



62,514 people reached Boost Post

Like Comment Share

Scott Geiger, Lisa Minar Morgan and 532 others Top Comments

## 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

**MSU** @michiganstateu · 14 Jul 2015  
Hundreds of voices. One song. Join the #MSUFightSong Virtual Choir. [bit.ly/1UYa60I](http://bit.ly/1UYa60I)



#MSUFightSong

1 7 12

# Content Types

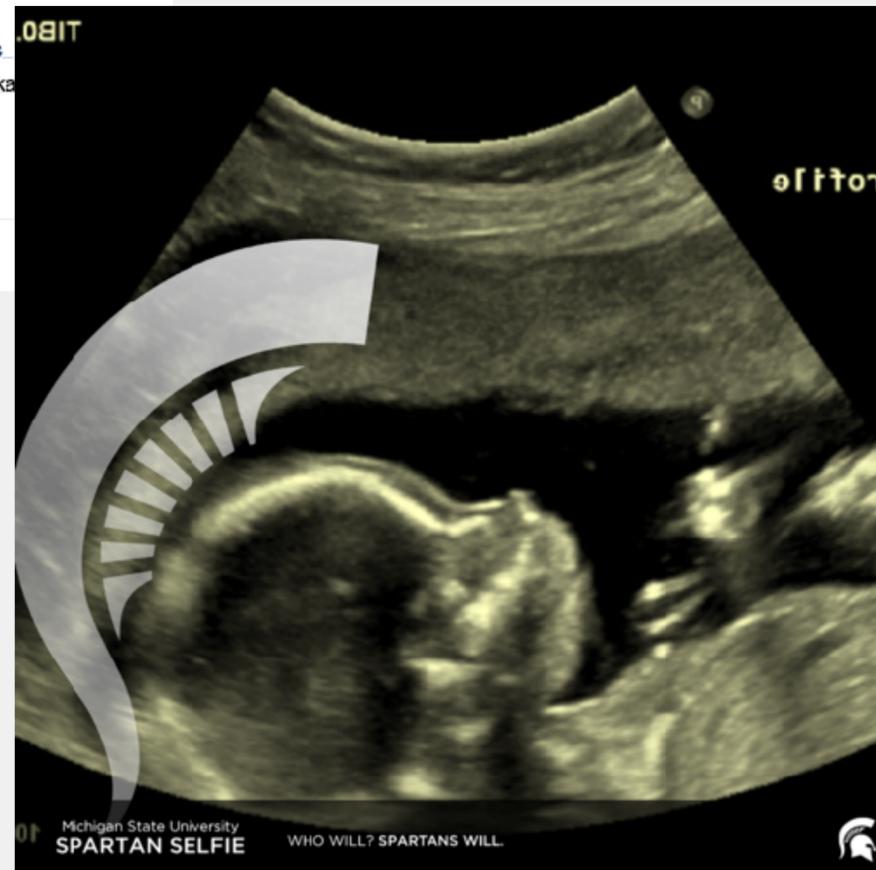
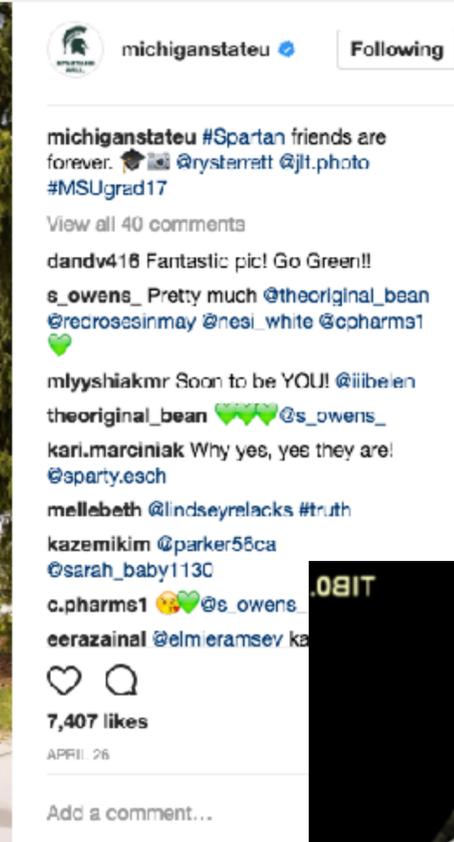
## UGC: Reactive

User-generated content we find

**Frequency:** 3/week

**Source:** Ellen; Campus

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



# Content Types

**Michigan State University**  
Published by Sprinklr [?] · 21 hrs · 🌐

MSU ranks in the top 8 percent of universities in the U.S., according to the latest annual assessment from [The Wall Street Journal](#) and [Times Higher Education](#).



**MSU cracks top 8 percent in national ranking**  
MSU ranks in the top 8 percent of universities in the United States, according to the latest annual assessment from the Wall Street Journal and Times Higher Education.  
[MSUTODAY.MSU.EDU](#)

👤 89,307 people reached Boost Post

👍 Like    💬 Comment    ➦ Share

👤 Jeni Rawa, Beverly Rice Weber and 2K others Top Comments

**MSU** @michiganstateu · Sep 20  
#MSU alumnus Eli Broad is one of the greatest living business minds, according to @Forbes. [bit.ly/2xi5hZV](#) #SpartansWill



💬    ↻ 24    ❤️ 91    📊

## 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

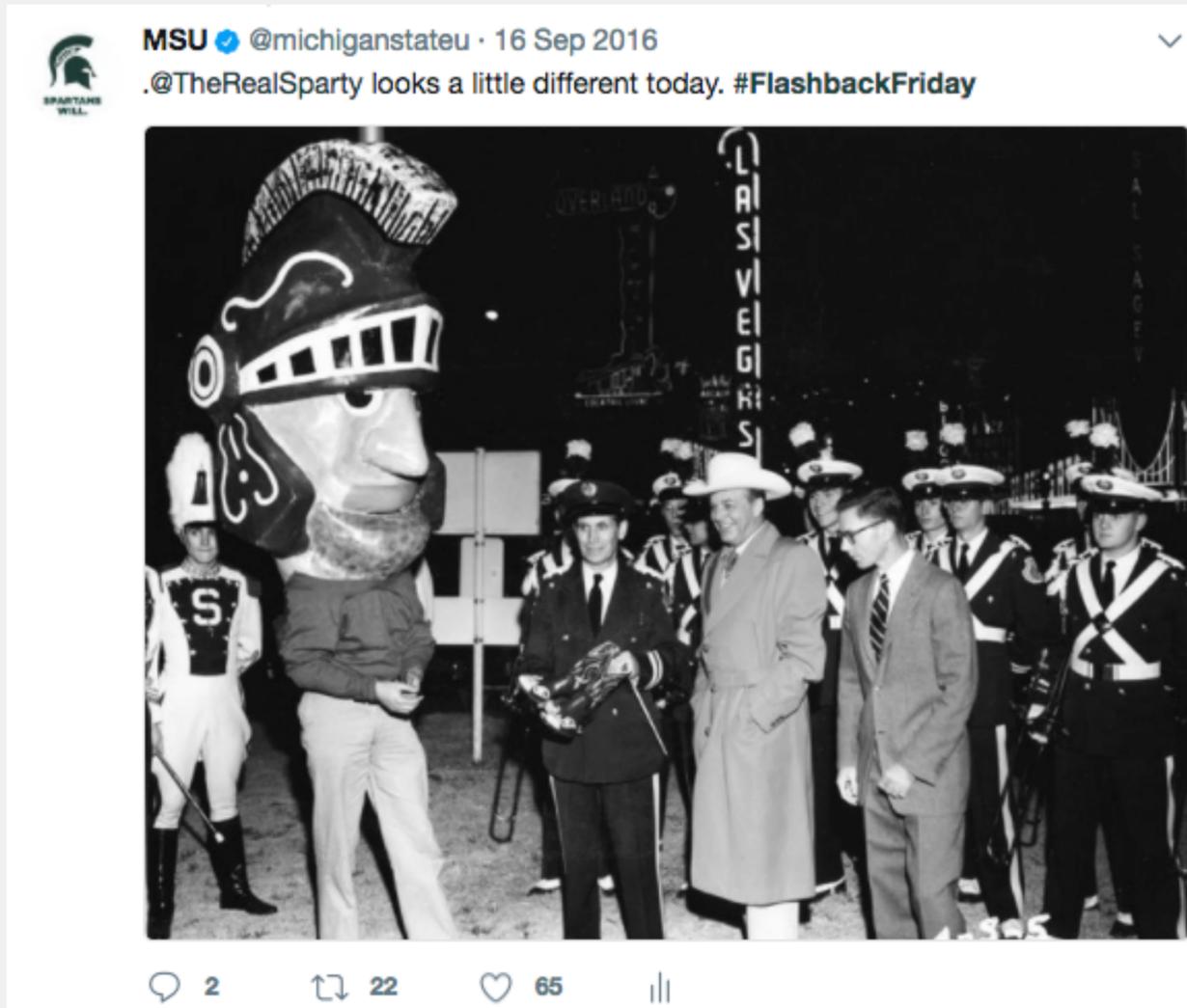
## #TBT/#FBF

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

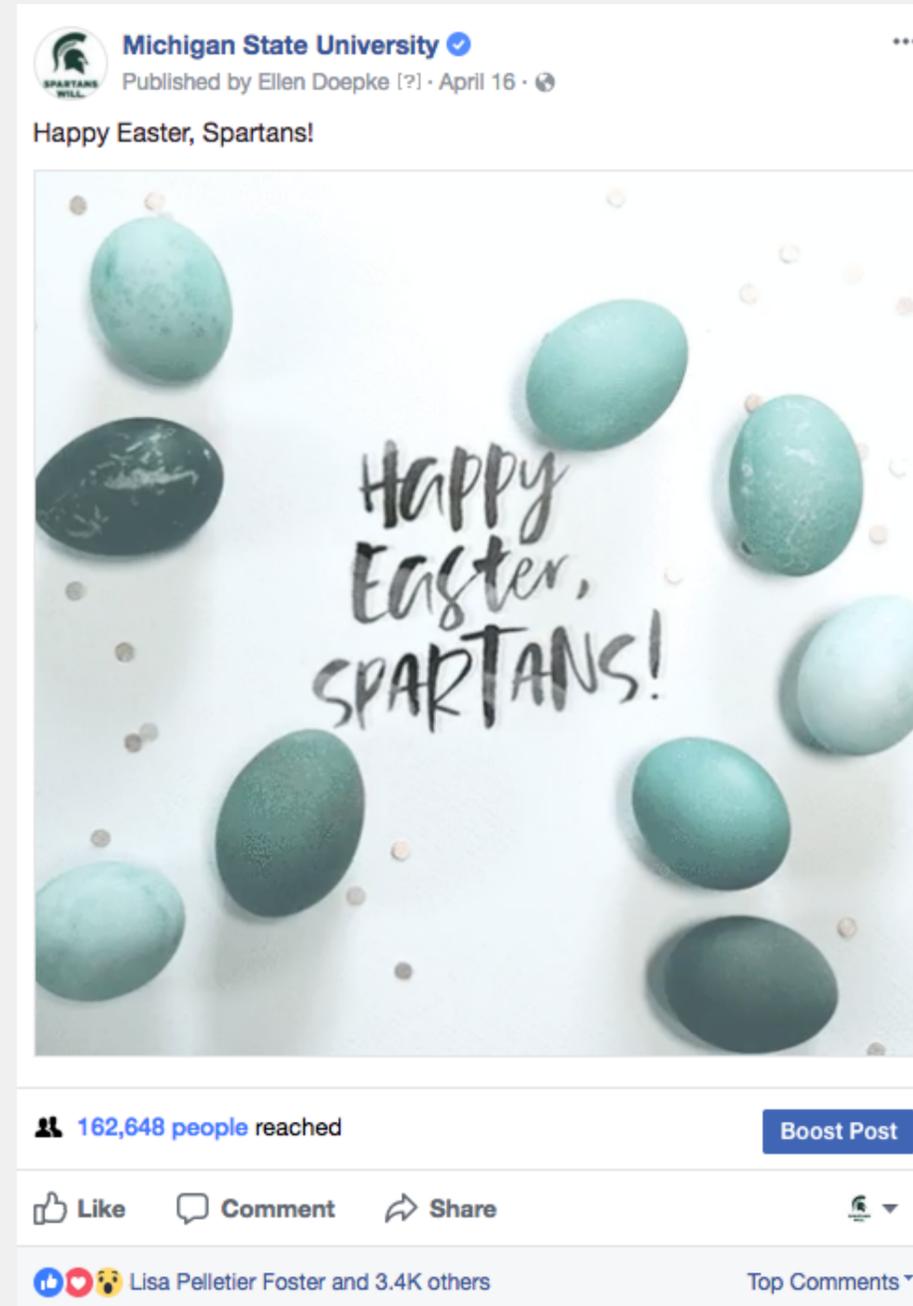
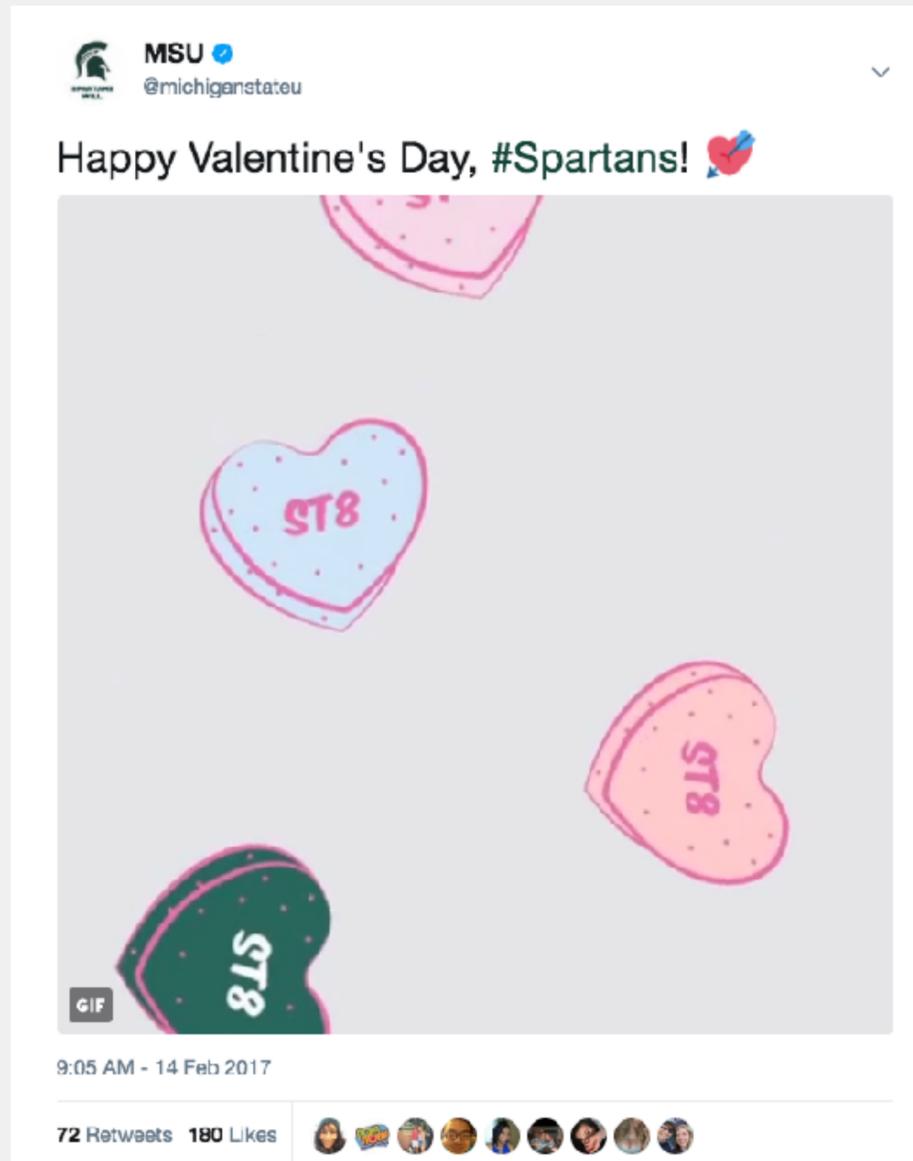
**Frequency:** 2/month

**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

# Content Types

## #Day

Content related to national days of celebration

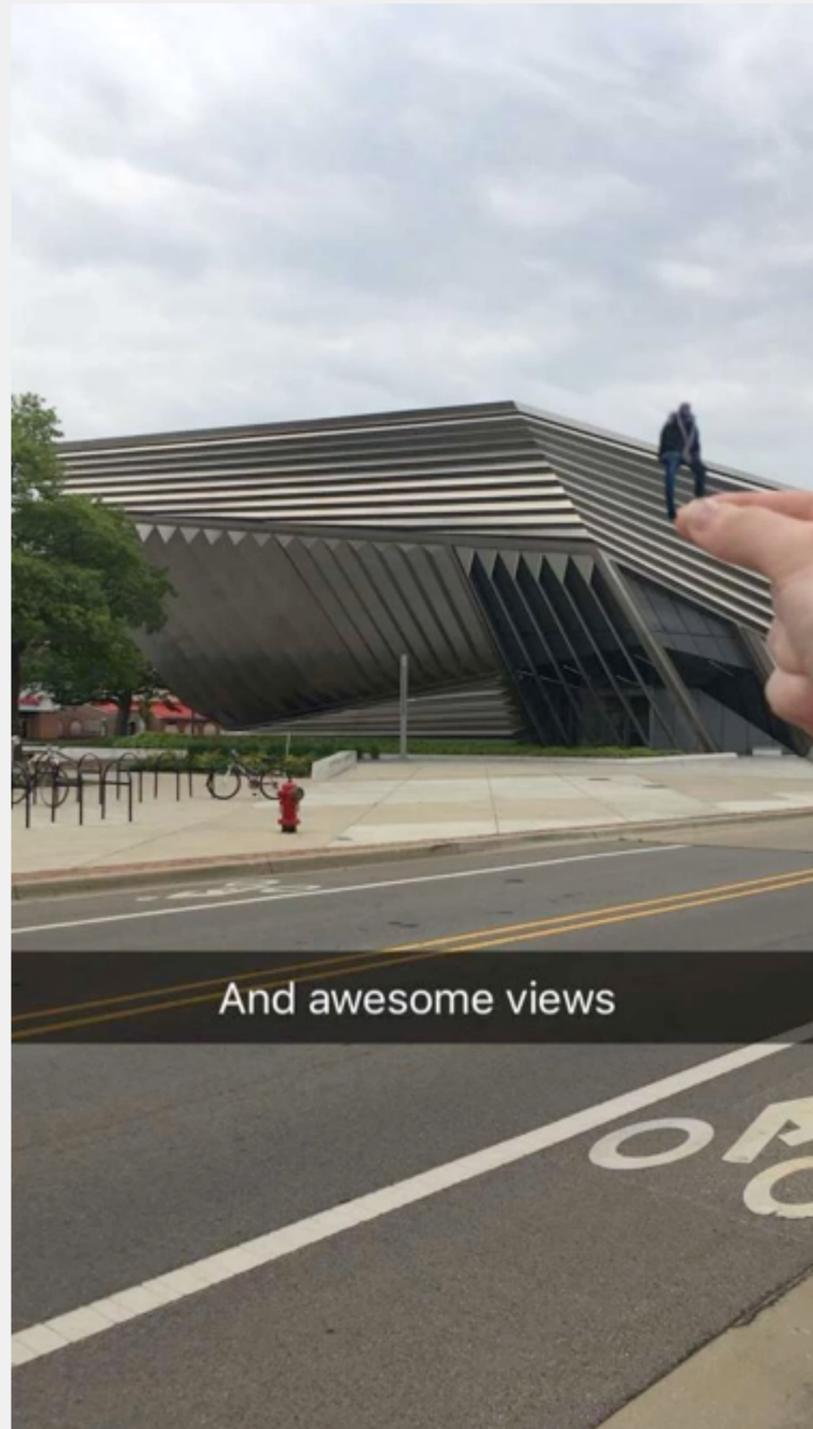
**Frequency:** 2/month

**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

**MSU** @michiganstateu

The history behind #MSU's West Circle is something Leslie Knope could get behind. #GalentinesDay

### The Women of WEST CIRCLE

The six dormitory buildings known as West Circle were named in honor of women who made significant contributions to Michigan Agricultural College, now known as Michigan State University. Original administrative offices, West Circle is currently home to more than 3,000 students.

- Mayo Hall**  
NAMED AFTER Mary Mayo  
BUILT 1955  
BRIEF HISTORY: The oldest residence hall on campus, Mayo Hall is named after Mary Mayo. She was an advocate for the creation of a women's course and the building of a women's library at MSU.
- Campbell Hall**  
NAMED AFTER Louise Hathaway Campbell  
BUILT 1959  
BRIEF HISTORY: Campbell Hall is named in honor of Louise Hathaway Campbell, who led MSU's Home Economic Extension and started Farm Women's Week. She also served as Dean of Women.
- Williams Hall**  
NAMED AFTER Sarah Langdon Williams  
BUILT 1927  
BRIEF HISTORY: Williams Hall was named in honor of Sarah Langdon Williams, the wife of MSU's first president. A Civil War nurse and social activist, she founded the Bazaar Club, the official publication of the women's suffrage movement.
- Gilchrist Hall**  
NAMED AFTER Hauda Gilchrist  
BUILT 1948  
BRIEF HISTORY: Gilchrist Hall is named in honor of Hauda Gilchrist, who was the Dean of women at MSU, leading various organizations in the women's course by 25 percent.
- Yakeley Hall**  
NAMED AFTER Eliza Yakeley  
BUILT 1948  
BRIEF HISTORY: Yakeley Hall was, and still remains, a remarkably dorm. Eliza Yakeley was the university's first English professor and held her position for 30 years.
- Landon Hall**  
NAMED AFTER Linda Landon  
BUILT 1947  
BRIEF HISTORY: The first post-World War II hall built on campus, Landon Hall is named after Linda Landon, MSU's first female instructor. She also served as the university librarian for 11 years.

12:00 PM - 13 Feb 2017

54 Retweets 126 Likes

# 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

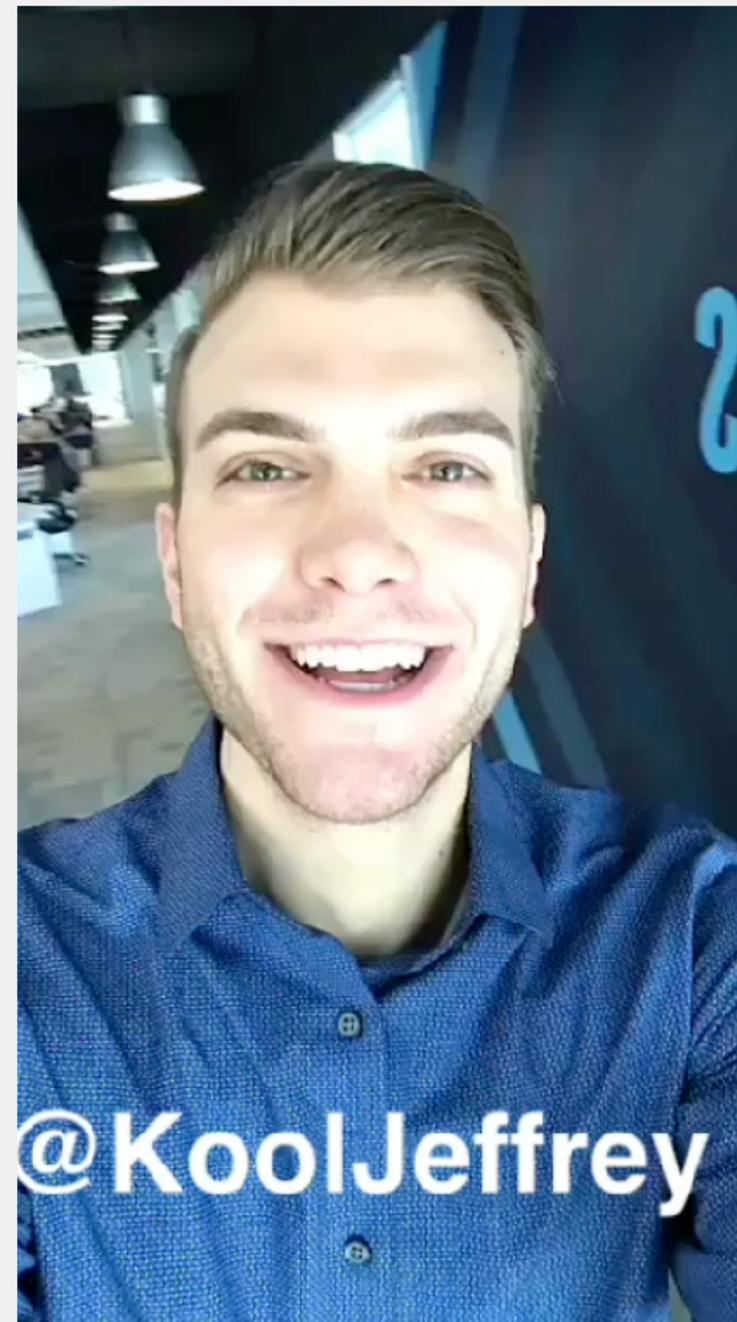
**Frequency:** 1/week

**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

**Michigan State University**  Written by BVK [?] · August 30 at 4:26pm · 

Strong as one. Extraordinary together. Sign up for MSUToday and stay connected.



**Sign Up for MSUToday**  
Stay connected. Subscribe to MSUToday Weekly Update and the MSUToday Daily Pride Point.

[Sign Up](#)

 **8,390 people** reached

 Like  Comment  Share 

  Karl Kindt, Claire Luce and 93 others Top Comments ▾

**MSU**  @michiganstateu

Follow the official Twitter page of Michigan State University. #SpartansWill



10:36 AM - 29 Nov 2016

4 Likes    

## 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



Michigan State University was live.  
Published by Ellen Doepke 17 · 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

268,056 people reached

121K Views

Like Comment Share

Heather Obrecht White, Jim Carroll and 2.9K others



Michigan State University was live.  
April 11 ·

Check out: the noon concert in Beaumont Tower!

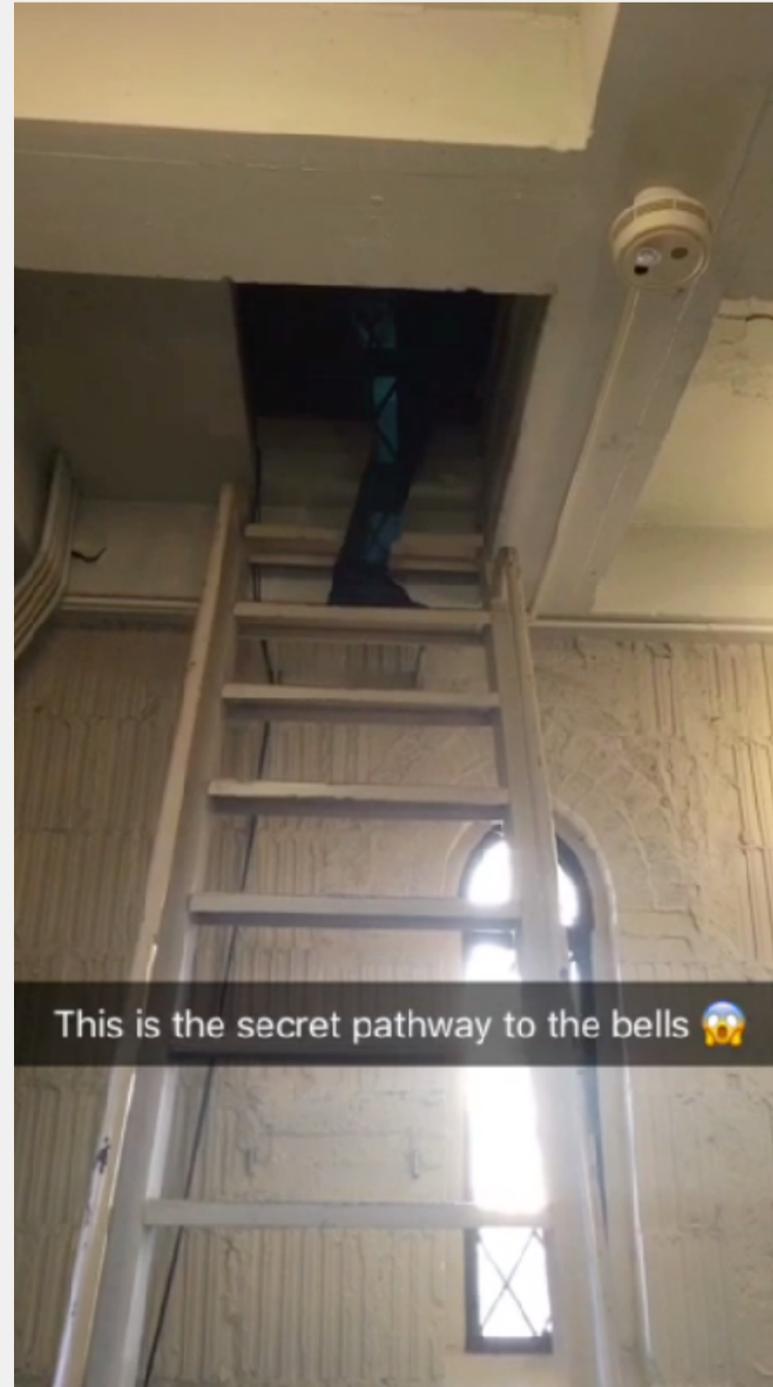
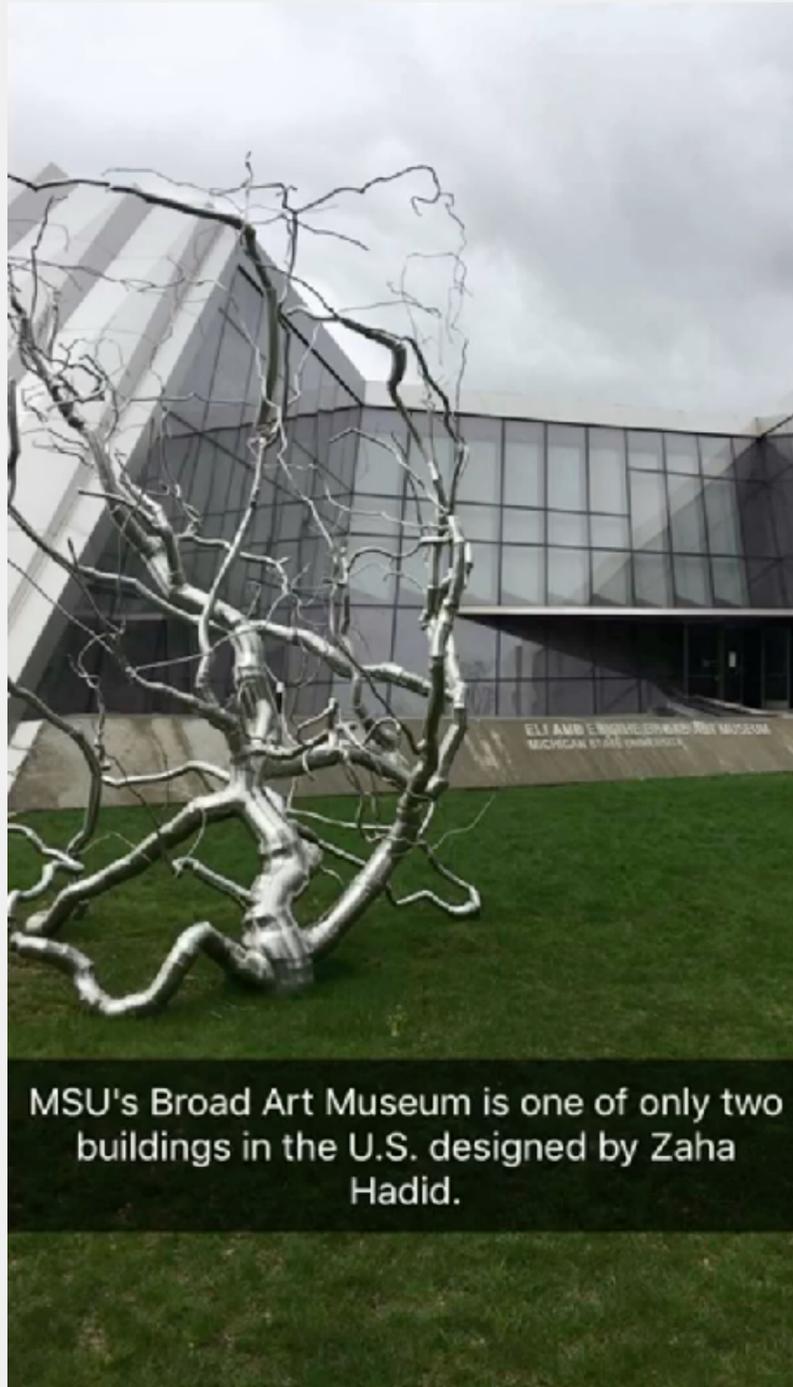
Your video is popular in Michigan

36K Views

Like Comment Share

Mary Schellpfeffer, Konnie Serr and 1.1K others

# 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

**MSU** @michiganstateu · Aug 21

This epic mouse vs. scorpion battle is #MSU research. The grasshopper mouse uses deadly scorpion venom as a painkiller.



0:30

2 26 104



Michigan State University

Published by Sprinklr [?] · September 12 at 9:00am ·

MSU will soon be home to the largest-known solar carport system in the U.S. <http://go.msu.edu/NGz> #SpartansWill

482,452 people reached

205K Views

Like Comment Share

Cathy Hopper Nycoer, Sammy Figurski and 5.7K others

## 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



A screenshot of a Facebook video post from Michigan State University. The post features the MSU logo and the text "Michigan State University" and "January 1". The video title is "New year, same Spartans Will." Below the video player, it shows "308,972 Views" and the post date "December 21, 2016". The caption reads "Take a look back at MSU's year. #SpartansWill".

**Michigan State University**  
January 1

New year, same Spartans Will.

308,972 Views

**Michigan State University** ✓  
December 21, 2016 · 🌐

Take a look back at MSU's year. #SpartansWill

## 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/](https://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/xYz](http://go.msu.edu/xYz) #B1GVotes



MSU Retweeted  
**MSU CON Advisors** @MSUCONAdvisors · Sep 13  
 Fight or Flight? "I jumped right in and began CPR. My tiny strength felt powerful," #MSUFirstANurse Amy Bakalar. [joom.ag/mVxW/p6](http://joom.ag/mVxW/p6)



MSU Retweeted  
**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



MSU Retweeted  
**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](http://food.msu.edu) today! #GoGreen



# 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)

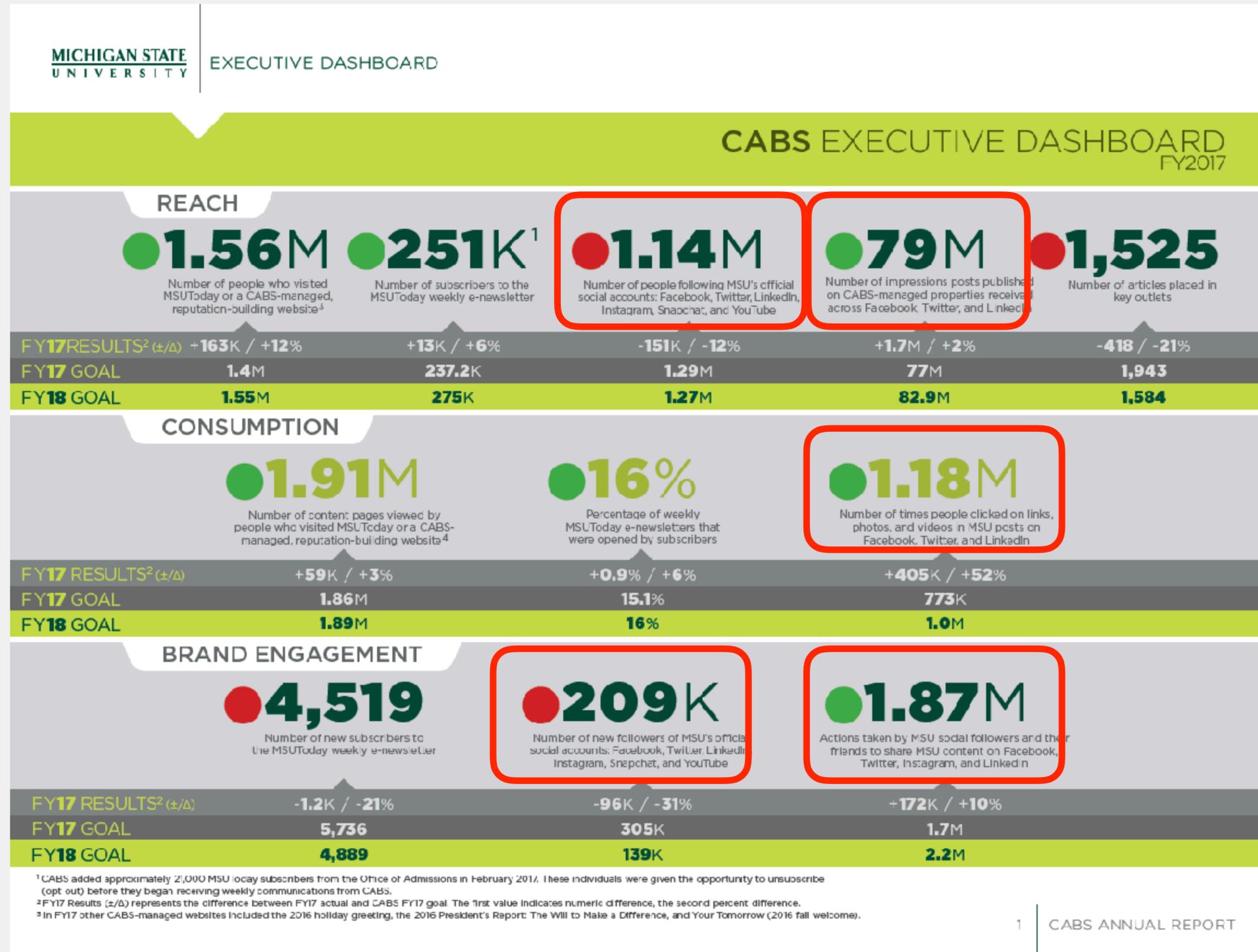
38





# Analytics

# Social Media Analytics



# Social Media Analytics

## Reach

Social Followers/  
Impressions

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

## Consumption

Social Interactions

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

## Engagement

Social Actions

- Shares
- Comments
- Retweets
- Likes
- New Followers

# Every time MSU posts



**9**

POSTS/WEEK

**131,239**

REACH/POST

**1,776**

ACTIONS/POST



**15**

POSTS/WEEK

**21,975**

REACH/POST

**179**

ACTIONS/POST



**4**

POSTS/WEEK

**101,940**

REACH/POST

**410**

ACTIONS/POST



**7**

POSTS/WEEK

**1,336**

VIDEO VIEWS/  
POST

**3,133**

ACTIONS/POST



**2**

POSTS/WEEK

**769**

VIDEO VIEWS/  
POST

**12**

ACTIONS/POST

# Average Post Performance by Post Type

Facebook, Twitter, & LinkedIn Combined

	<b># of Posts</b>	<b>Reach/ Post</b>	<b>Likes/ Post</b>	<b>Shares/ Post</b>	<b>Comments/ Post</b>	<b>Video Views/Post</b>
Photo	395	47,492	587	67	12	--
Video	236	67,971	442	126	18	2,540
Text	194	62,939	612	98	16	--
Graphic	200	49,433	486	101	11	--
Link	91	38,131	408	91	7	3,145
GIF	53	58,352	350	22	10	--
<b>TOTAL</b>	<b>1,169</b>	<b>54,943</b>	<b>518</b>	<b>87</b>	<b>14</b>	<b>655</b>

*\*Date Range: 1/1/2017 to 10/22/2017*

# Social Media Analytics

## Facebook Benchmarks

	# of Posts	Reach/ Post	Likes/ Post	Shares/ Post	Comments/ Post	Video Views/Post
Photo	112	102,875	1,565	154	35	--
Video	85	158,560	1,000	304	47	6,330
Text	49	129,783	1,771	280	55	--
Graphic	45	105,584	1,567	311	42	--
Link	81	207,602	375	24	10	--
GIF	9	106,898	1,655	332	33	4,270
<b>TOTAL</b>	<b>381</b>	<b>131,239</b>	<b>1,215</b>	<b>199</b>	<b>36</b>	<b>1,513</b>

## Social Media Analytics

## Twitter Benchmarks

	# of Posts	Reach/ Post	Likes/ Post	Shares/ Post	Comments/ Post	Video Views/Post
Photo	<b>237</b>	20,759	<b>149</b>	33	<b>1</b>	--
Video	<b>119</b>	20,392	107	29	<b>1</b>	<b>2,916</b>
Text	<b>103</b>	<b>23,799</b>	<b>159</b>	<b>37</b>	<b>2</b>	--
Graphic	<b>134</b>	<b>22,727</b>	136	<b>42</b>	<b>1</b>	--
Link	--	--	--	--	--	--
GIF	<b>43</b>	<b>22,769</b>	<b>149</b>	<b>42</b>	<b>2</b>	<b>2,996</b>
<b>TOTAL</b>	<b>636</b>	<b>21,733</b>	<b>140</b>	<b>35</b>	<b>1</b>	<b>748</b>

# Social Media Analytics

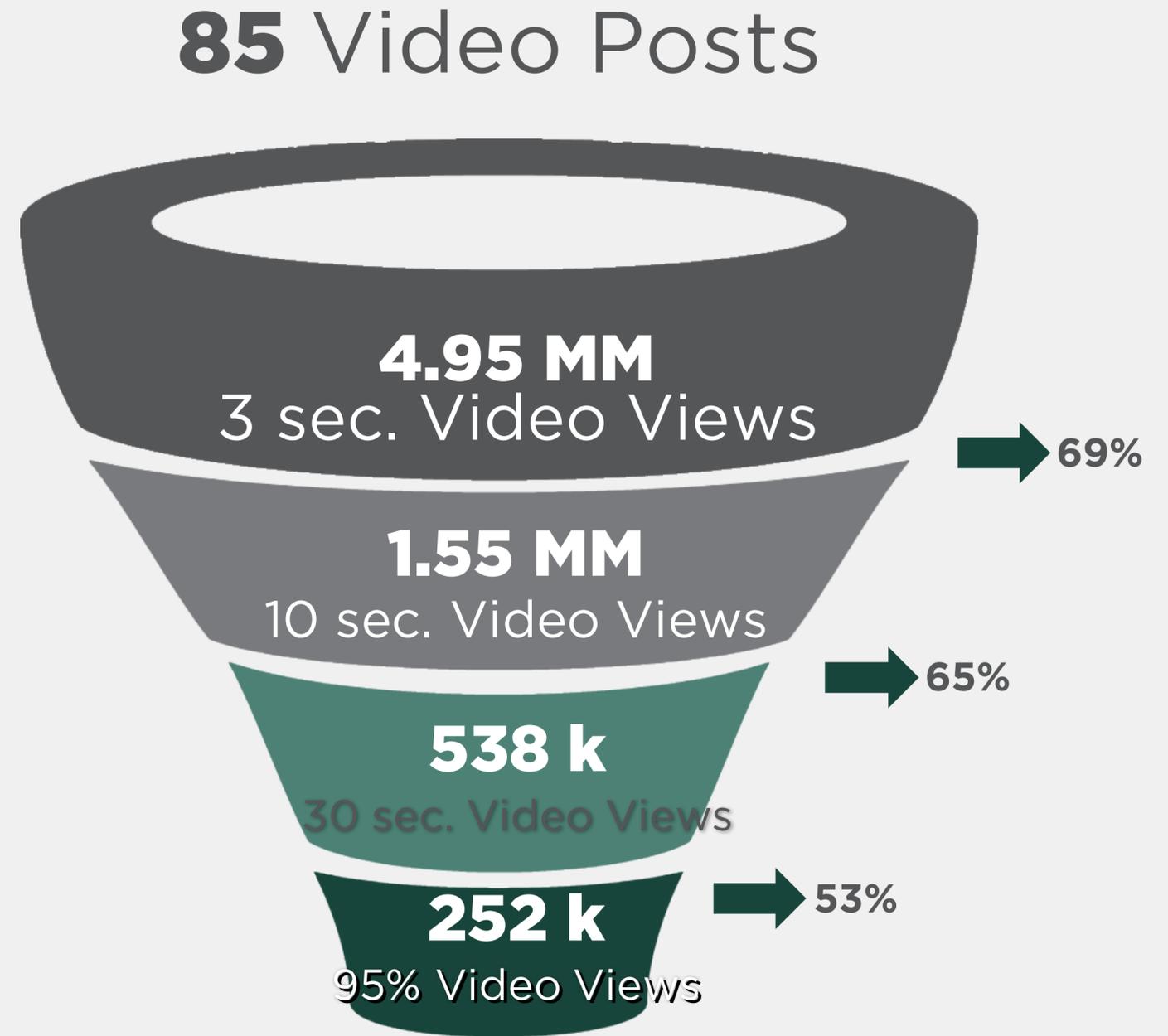
## LinkedIn Benchmarks

 # of Posts	Reach/ Post	Likes/ Post	Shares/ Post	Comments/ Post	Video Views/Post	
Photo	<b>46</b>	<b>115,230</b>	<b>461</b>	<b>27</b>	<b>14</b>	--
Video	<b>32</b>	83,562	203	13	3	--
Text	<b>42</b>	90,211	<b>369</b>	<b>33</b>	8	--
Graphic	<b>21</b>	<b>114,600</b>	<b>402</b>	<b>32</b>	<b>9</b>	--
Link	<b>10</b>	79,783	<b>360</b>	17	3	--
GIF	<b>1</b>	32,761	143	8	4	--
<b>TOTAL</b>	<b>152</b>	<b>95,904</b>	<b>352</b>	<b>25</b>	<b>9</b>	--

# 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 fallout before viewing for 10 second or greater



**\*Date Range: 1/1/2017 to 10/22/2017**

**\*\*Fallout percentage is indicated by arrow on right side of funnel.**



# Summary

## 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**