



**SOCIAL @  
MICHIGAN STATE**



**June 7, 2018**

8:30 a.m. - 10:00 a.m.

# Agenda

- Announcements
- Climate Update
- Avoiding Issues on Social Media
- Branding Your Accounts
- Q & A



# Announcements

# MSU Communications Review

- Memo sent by Kathy Wilbur to DDC on May 24, 2018
- You may be asked to help gather the following:
  - Social media account links
  - Tools used to manage social presence
  - Staff responsible for managing social media accounts

# Social Media Directory

The screenshot shows the Michigan State University Social Media Directory page. At the top left is the MSU logo and name. A search bar is located at the top right. Below the search bar is a navigation menu with tabs for ABOUT, ADMISSION, ACADEMICS, RESEARCH, GLOBAL, ENGAGEMENT, and ATHLETICS. A secondary navigation bar includes links for STUDENTS, FACULTY & STAFF, ALUMNI & DONORS, BUSINESSES, VISITORS, OUR COMMITMENT, A-Z INDEX, FIND PEOPLE, and MAPS. The main content area features a heading "Connecting with MSU through Social Networks" and three paragraphs of text explaining the directory's purpose and how to use it. A callout box on the right asks "Don't see your account listed?" and provides instructions on how to request a listing. Below the text are two sections: "Michigan State University" and "University-wide", each with a list of social media icons and links for various platforms like Facebook, Flickr, Google+, Instagram, LinkedIn, Pinterest, Twitter, Slideshare, and YouTube.

**MICHIGAN STATE UNIVERSITY** Search...

ABOUT ADMISSION ACADEMICS RESEARCH GLOBAL ENGAGEMENT ATHLETICS

STUDENTS FACULTY & STAFF ALUMNI & DONORS BUSINESSES VISITORS OUR COMMITMENT A-Z INDEX FIND PEOPLE MAPS

## Connecting with MSU through Social Networks

Online communities are a great way to stay connected to Michigan State. Plus you can personalize your experience with MSU by joining social networks that fit your interests.

From colleges to athletics, alumni to admissions, you'll find communities where you can share your experiences, connect with new and old friends, or just learn more about MSU.

This directory is divided into categories to help you find areas of interest more quickly. Start with university-wide networks. Then scroll down to find specialized communities. If you don't find an area you're looking for, check back often, as this list grows almost daily.

**Don't see your account listed?**

To add or update a listing on this directory contact us using the [MSU Social Networks - Add/Change Request form](#).

### Michigan State University

	Facebook	Flickr	Google+	Instagram	LinkedIn	Pinterest	Twitter	Slideshare	YouTube
Michigan State University									
MSU News									

### University-wide

	Facebook	Flickr	Google+	Instagram	LinkedIn	Pinterest	Twitter	Slideshare	YouTube
Admissions									

# MSU Day Trips

- Day trips around the state of Michigan, following up on the summer 2017 Great State Road Trip
- Send story ideas to [Ellen.Doepke@cabs.msu.edu](mailto:Ellen.Doepke@cabs.msu.edu)
  - MSU research
  - Alumni stories
  - MSU-related locations



# Transitioning Staff / Interns

- Remove access to any Facebook pages/groups
- Change passwords for all accounts
  - Including generic account emails
- Notify CABS of staff changes
- Invite new members to join the S@MS listserv / Facebook group

# **Social Media Climate**

Weekly MSU Institutional Account Performance



# Facebook Comments

Facebook Page Engagement Sentiment

■ Negative ■ Positive ■ Neutral



# Spartans Will.

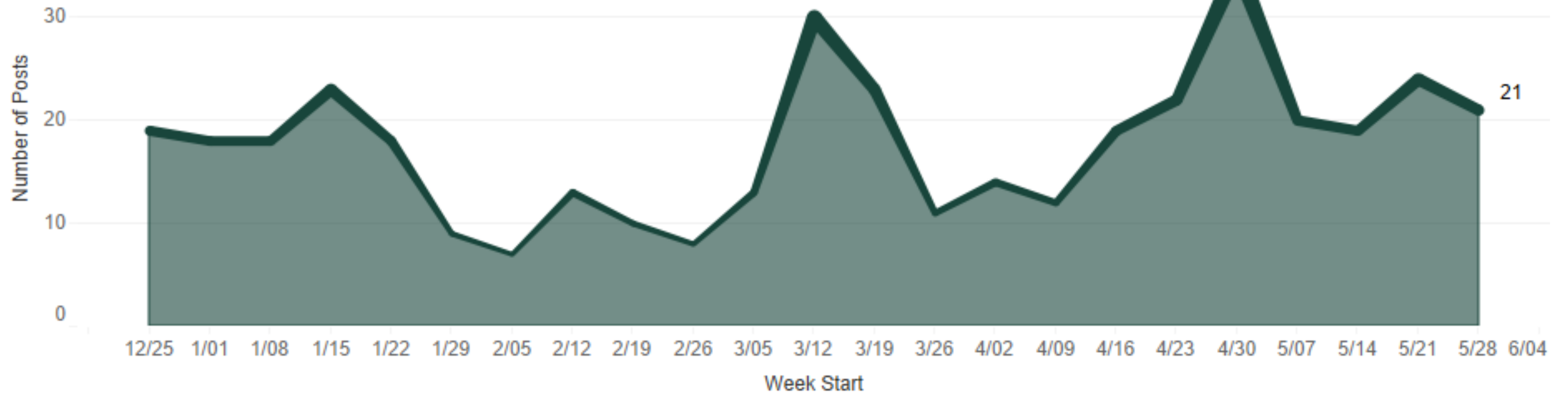
Sentiment Over Time



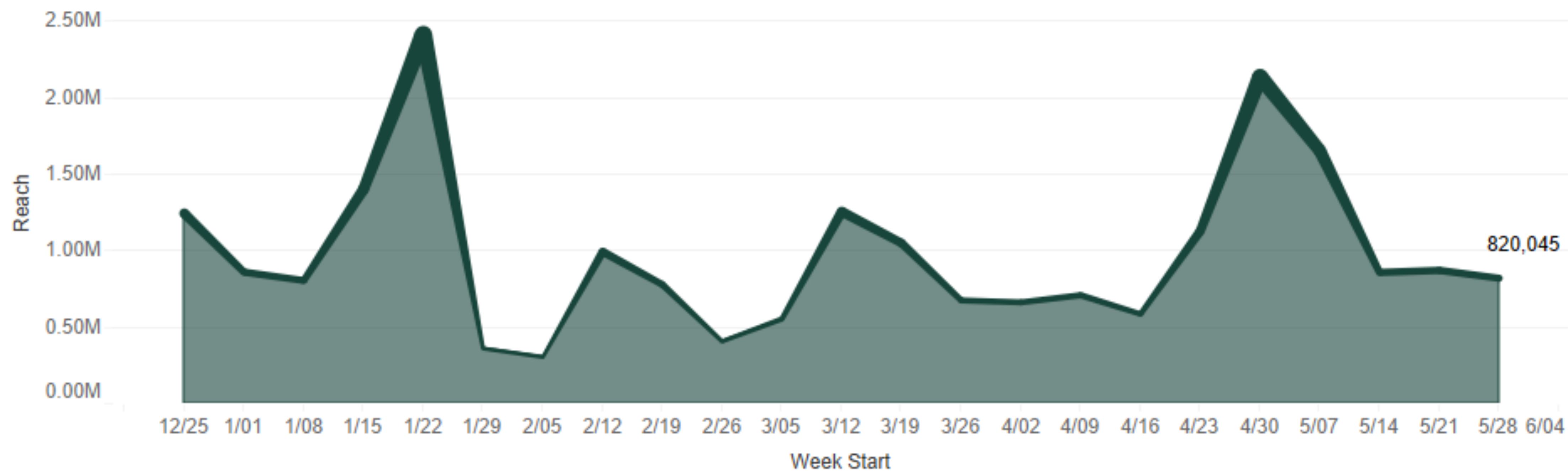
■ Positive ■ Negative ■ Neutral



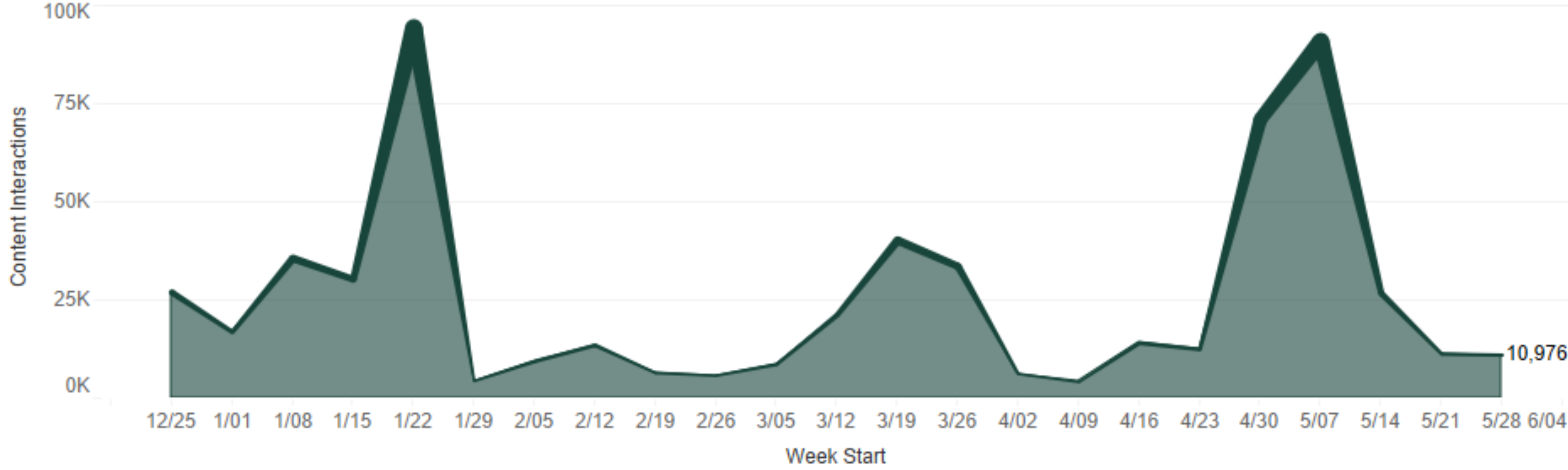
## Number of Posts by Week



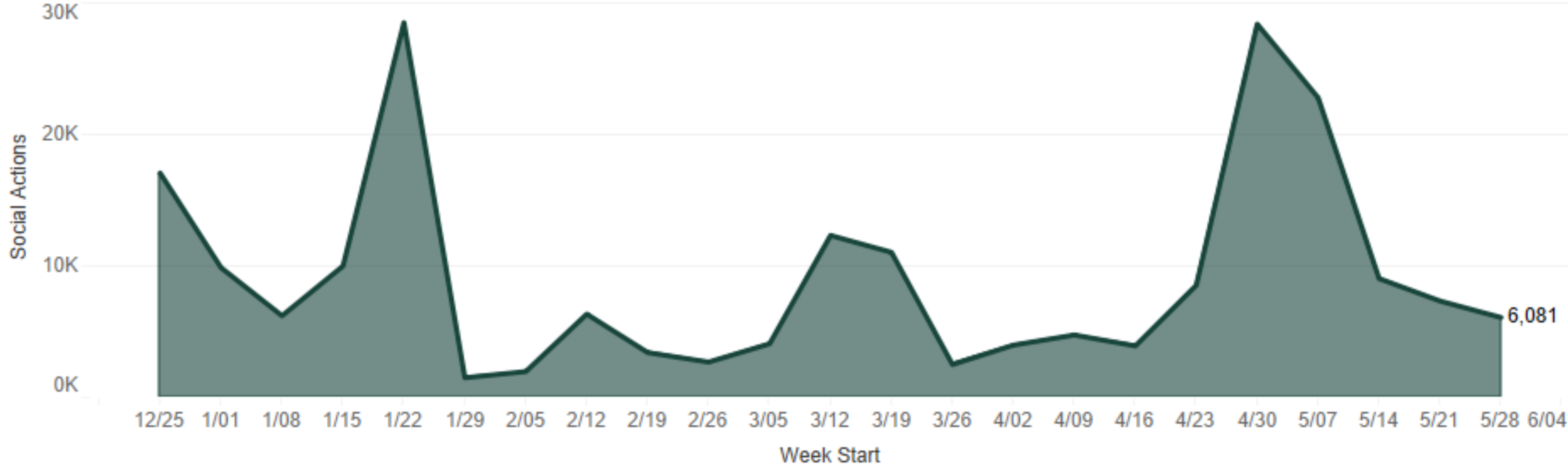
## Reach by Week



# Content Interactions by Week



# Social Actions by Week



# Current Content Strategy

- Day-to-day changes in content decisions
- Normal strategy content:
  - Research
  - Individual success stories
- Issues-related content:
  - Listening, when talking is not appropriate
  - Posting resources, announcements, acknowledgement as needed
- Spartan Spirit - slowly adding back into mix

# **Avoiding Issues on Social Media**



# Avoiding Issues on Social Media

- Make sure staff, including interns, are fully trained on using social media.
  - Likes on Twitter are public.
  - Unliking a tweet does not remove the notation of the original like from feeds.
  - Deleting posts does not make them disappear from the internet.
- Make sure all staff with access to accounts know to fully read a tweet/post and consider the source and brand appropriateness before liking, retweeting, sharing.

# Avoiding Issues on Social Media

- Train users to be situationally aware of feeds.
  - It is likely that the set of accounts being followed by a unit account differ from the accounts being followed by an individual.
- Encourage (or make it policy) that staff use different methods of updating Twitter from the office account and personal account.
  - Examples: Use Hootsuite or Tweetdeck for work, and a phone app and/or browser for personal use. Do not log in to a unit account on a personal device.

# Branding Social Accounts

# Summer Refresh

- Privacy / settings audit
- Profile content audit
- Account branding refresh
  - Is your account clearly identifiable part of MSU?
  - Including profile images and cover images
- Check in on your analytics

# New Resources

<http://go.msu.edu/socialimages>



**Questions?**



# Fall Meeting

September 20, 2018  
8:30 a.m. - 10:00 a.m.  
MSU Innovation Center