CONTENT TYPES
SIGNATURE PRODUCTS
DEDICATED BRAND CONTENT
DEDICATED STRATEGIC STORY CONTENT
SPARTANS WILL. ADVERTISING
REPURPOSED CONTENT
UGC: PROACTIVE
UGC: REACTIVE
NEWS RELEASES/STORIES
QUOTE TILES
MOTIVATIONAL
HOLIDAY
#DAY
TRENDING TOPICS
CAMPUS PHOTOS
CAMPUS SHARES
PRIDE POINTS
TAKEOVERS
PAID SOCIAL MEDIA ADS
<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></td>
<td>3/week</td>
<td>Ellen; Campus</td>
</tr>
<tr>
<td>News Stories</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Media Team; Ellen; Campus</td>
</tr>
<tr>
<td>Quote Tiles</td>
<td>X</td>
<td></td>
<td>X</td>
<td>3/week</td>
<td>Interns; Design Team</td>
</tr>
<tr>
<td>#TBT/#FBF</td>
<td>X</td>
<td>X</td>
<td></td>
<td>2/quarter</td>
<td>Ellen; Interns</td>
</tr>
<tr>
<td>Motivational</td>
<td></td>
<td></td>
<td></td>
<td>2/month</td>
<td>Interns; Ellen</td>
</tr>
<tr>
<td>Holiday</td>
<td></td>
<td></td>
<td></td>
<td>as applies</td>
<td>Interns; Ellen</td>
</tr>
<tr>
<td>#Day</td>
<td>X</td>
<td></td>
<td></td>
<td>2/month</td>
<td>Interns; Ellen</td>
</tr>
<tr>
<td>Trending Topics</td>
<td></td>
<td></td>
<td></td>
<td>1/month</td>
<td>Interns; Ellen</td>
</tr>
<tr>
<td>Campus Photos</td>
<td></td>
<td></td>
<td></td>
<td>3-4/week</td>
<td>Photo Team</td>
</tr>
<tr>
<td>Campus Shares</td>
<td>X</td>
<td></td>
<td></td>
<td>5/week</td>
<td>Ellen</td>
</tr>
<tr>
<td>Pride Points</td>
<td>X</td>
<td></td>
<td></td>
<td>1/week</td>
<td>Media Team; Ellen</td>
</tr>
<tr>
<td>Takeovers</td>
<td></td>
<td></td>
<td></td>
<td>2/month</td>
<td>Interns; Campus</td>
</tr>
<tr>
<td>Paid Social Media Ads</td>
<td>X</td>
<td></td>
<td></td>
<td>10/month</td>
<td>BVK</td>
</tr>
<tr>
<td>Live Videos</td>
<td></td>
<td></td>
<td></td>
<td>1/month</td>
<td>Interns; Video Team</td>
</tr>
<tr>
<td>Stories</td>
<td>X</td>
<td></td>
<td></td>
<td>2/week</td>
<td>Interns</td>
</tr>
<tr>
<td>Affinity Videos</td>
<td>X</td>
<td></td>
<td></td>
<td>1/month</td>
<td>Video Team; Ellen; Interns</td>
</tr>
<tr>
<td>Text Over Video</td>
<td>X</td>
<td></td>
<td></td>
<td>1/month</td>
<td>Video Team</td>
</tr>
</tbody>
</table>
SIGNATURE PROJECTS
DEDICATED BRAND CONTENT

Content that delivers brand messaging without having to tell a story.
DEDICATED STRATEGIC STORY CONTENT

Content that delivers brand messaging through a story
SPARTANS WILL. ADVERTISING
Michigan State University
Published by Ellen Doepke [?] - February 3, 2016 -

With one of the largest study abroad catalogs in the country, MSU is a top producer of global citizens. More: http://go.msu.edu/zgB

College of Arts & Letters

MSU @michiganstateu • Jan 18
At #MSU, green is more than a school color. It's a responsibility. bit.ly/2k1Sly2 @BeSpartanGreen

1,086 Pounds of Coffee Grounds Collected from Starbucks

,530,787 Pounds of Coffee Grounds Collected from Landfills
UGC: PROACTIVE

User-generated content we ask for

- Michigan State University: It’s the first day of classes. What advice do you have for the Class of 2020? Post below or share at http://go.msu.edu/xxy.

- MSU: Celebrate the #MSUFightSong 100th anniversary by joining the first-ever Spartan Virtual Choir! go.msu.edu/Bw5
UGC: REACTIVE

User-generated content we find
NEWS RELEASES/STORIES

Michigan State University
Published by Spiridr ( ) January 7 at 9:00am

MSU researchers have discovered that a chemical compound, and potential new drug, reduces the spread of melanoma cells by up to 90 percent.

@CityofEL is one of the best college towns in the nation. bit.ly/2hZVao2 via @Forbes

Compound cuts melanoma’s spread by up to 90% - Futurity

"The majority of people die from melanoma because of the disease spreading," says Richard Neuhaus. Tests show a chemical compound inhibits that process.

257,016 people reached

Like Comment Share

38 112

1:00 PM - 19 Dec 2016
QUOTE TILES

WHEN YOU
THINK YOU
HAVE GIVEN
YOUR ALL,
TRY HARDER.

MSU
@msu

#Spartans never give up. #MondayMotivation

Spartans have genuine teamwork and collaboration in their DNA.

1,662 likes

michiganstateu It takes a #SpartansWill to understand that by working together, we can solve the world’s biggest problems.

vietvuong7293 Ok
marleewy Also in your DNA. @redeckhard! Come to MSU. 🌍
s.a.r.e.7.21 MSU is my future college I am planning to be a Nurse. Please Follow me and reply to me, Thanks for everything, Sara
spartybaby @betty_anne1952 explains why I’m good at my job 🤔
hungryforhealth.rdn Amen!!!
hungryforhealth.rdn #SpartansWill anywhere we’re called to go 🏈 #CountryGirlGoneCoastal
#MSU was founded on the belief that our purpose is to make the world a better place. #MondayMotivation

This is the definition of #SpartansWill. #MondayMotivation

WE KNOW WE CAN DO ANYTHING, SO WE'RE GOING TO DO EVERYTHING WE SET OUR MINDS TO. SPARTANS WILL.
HOLIDAY
It's Squirrel Appreciation Day, but let's be honest: That's every day at MSU. #PizzaSquirrel

Spartans are a force for good. #MayThe4thBeWithYou

National days of celebration
TRENDING TOPICS

Pop culture and on-the-fly trends

#My4WordNewYearsResolution: Who will? Spartans Will.

IT'S NOT JUST WHAT WE DO, BUT WHY AND HOW WE DO IT, THAT DISTINGUISHES US AS SPARTANS.

SPARTANS WILL.

11:30 AM - 21 Dec 2016
First snow of the season. #MSUView

michiganstateu Good morning, #Sparty, 😊
[CC D.L. Turner]
msulibraries Wow!!! 😊
ckleba It looks like he's taking a selfie! geo_doug Cool perspective, it looks like a selfie. How'd he get this shot?
howtonetworkcollege Now that's a great pic!
s.a.r.e.7.2.1 I love Michigan State!
Congratulations to @MSUEnglish alumnus Bill Mechanic, Producer of #HacksawRidge — the movie received 6 #OscarNoms!
#MSU's Beal Botanical Garden is home to more than 2,000 types of flowers and plants. #MSUPride
TAKEOVERS

Follow us on twitter @msu_racing and on facebook.com/MSUFormulaRacing
PAID SOCIAL MEDIA ADS

Michigan State University
Written by BVK

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.

118,434 people reached

MSUTODAY.MSU.EDU 1 BY MICHIGAN STATE UNIVERSITY

MSU
@michiganstateu

Strong as one. Extraordinary together. See what makes a Spartan a Spartan.

What Makes a Spartan a Spartan?
msutoday.msu.edu

12:18 PM - 28 Dec 2016
<table>
<thead>
<tr>
<th>Sun</th>
<th>Mon</th>
<th>Tues</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
</tr>
</thead>
<tbody>
<tr>
<td>1: Holiday</td>
<td>2: Campus share</td>
<td>3: Campus share</td>
<td>4: Campus photo; Takeover; UGC; #Day;</td>
<td>5: Pride point; News story; UGC; Campus</td>
<td>6: Campus photo; Spartans Will. advertising</td>
<td>7: Campus photo; News story; Campus share</td>
</tr>
<tr>
<td></td>
<td>8: UGC; Campus share</td>
<td></td>
<td>photo; Quote tile; News story; Campus</td>
<td>11: Pride point; Dedicated strategic</td>
<td>12: News story; UGC; Campus share</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>share</td>
<td>story content</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>15: Campus photo; Campus</td>
<td>16: Motivational; UGC;</td>
<td>17: Campus photo; News story</td>
<td>18: Campus photo; #Day; Campus share</td>
<td>19: Trending topic; UGC; Campus share</td>
<td>20: Takeover; News story; UGC</td>
</tr>
<tr>
<td></td>
<td>share</td>
<td>Campus share</td>
<td></td>
<td></td>
<td></td>
<td>21: Pride point; News story; Repurposed content; Campus share</td>
</tr>
<tr>
<td></td>
<td>22: Campus share</td>
<td></td>
<td>23: Pride point; News story; UGC; Campus</td>
<td>24: Campus photo; Quote tile; Campus</td>
<td>25: Motivational; Campus Photo</td>
<td>26: News story; Dedicated strategic</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>share</td>
<td>share</td>
<td></td>
<td>story content</td>
</tr>
<tr>
<td></td>
<td>29: Campus share</td>
<td></td>
<td>30: Campus photo; News story</td>
<td></td>
<td></td>
<td>27: Campus photo; News story; Campus share</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>