



MS

**SOCIAL
MEDIA
CONTENT
STRATEGY**

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

	Brand Content Types				
	Affinity	Affinity + Esteem	Spartan Spirit	Frequency	Source
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

SIGNATURE PROJECTS



Happy Holidays: Celebrating Spartans Will.

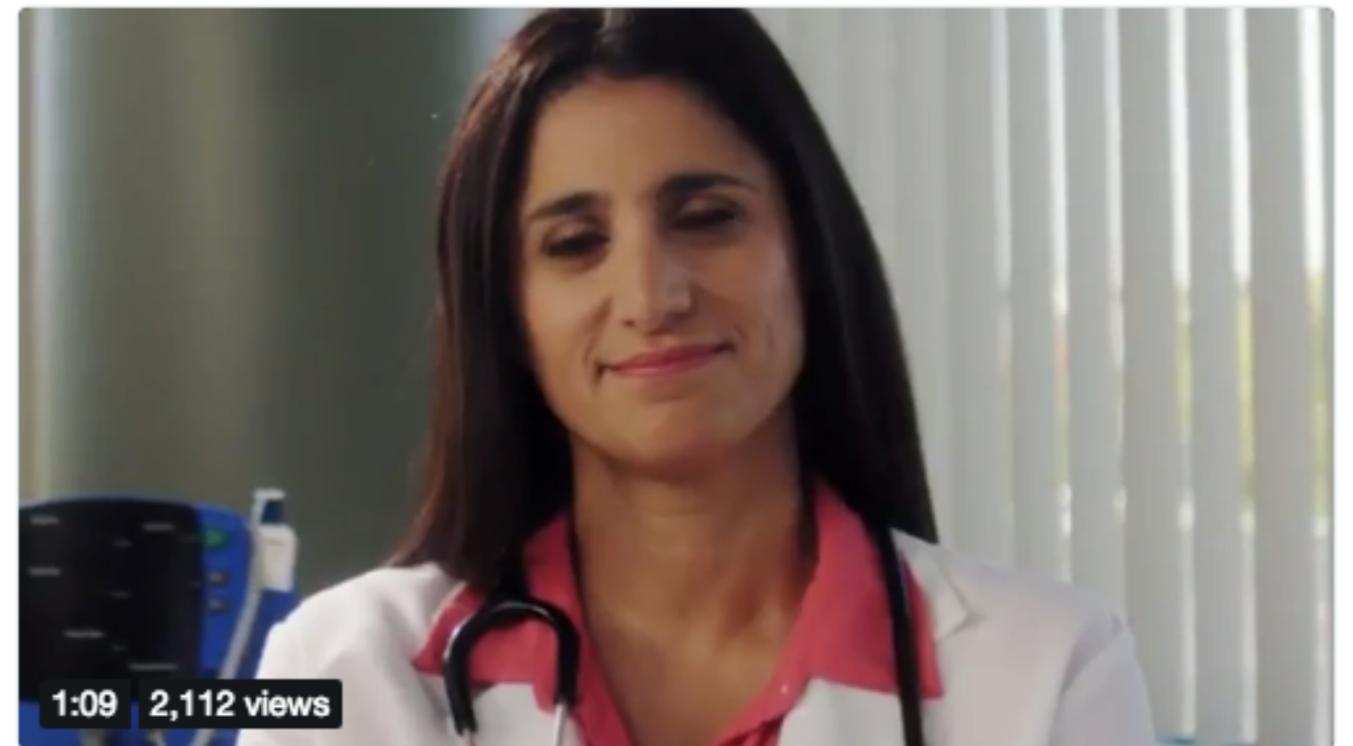
2,606 views

33 3 SHARE



MSU @michiganstateu · 27 Mar 2017

#MSU pediatrician @MonaHannaA helped prove the children of #Flint were being poisoned by lead in drinking water. go.msu.edu/59y



1:09 2,112 views

8 41

DEDICATED BRAND CONTENT

Content that delivers brand messaging without having to tell a story

 **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

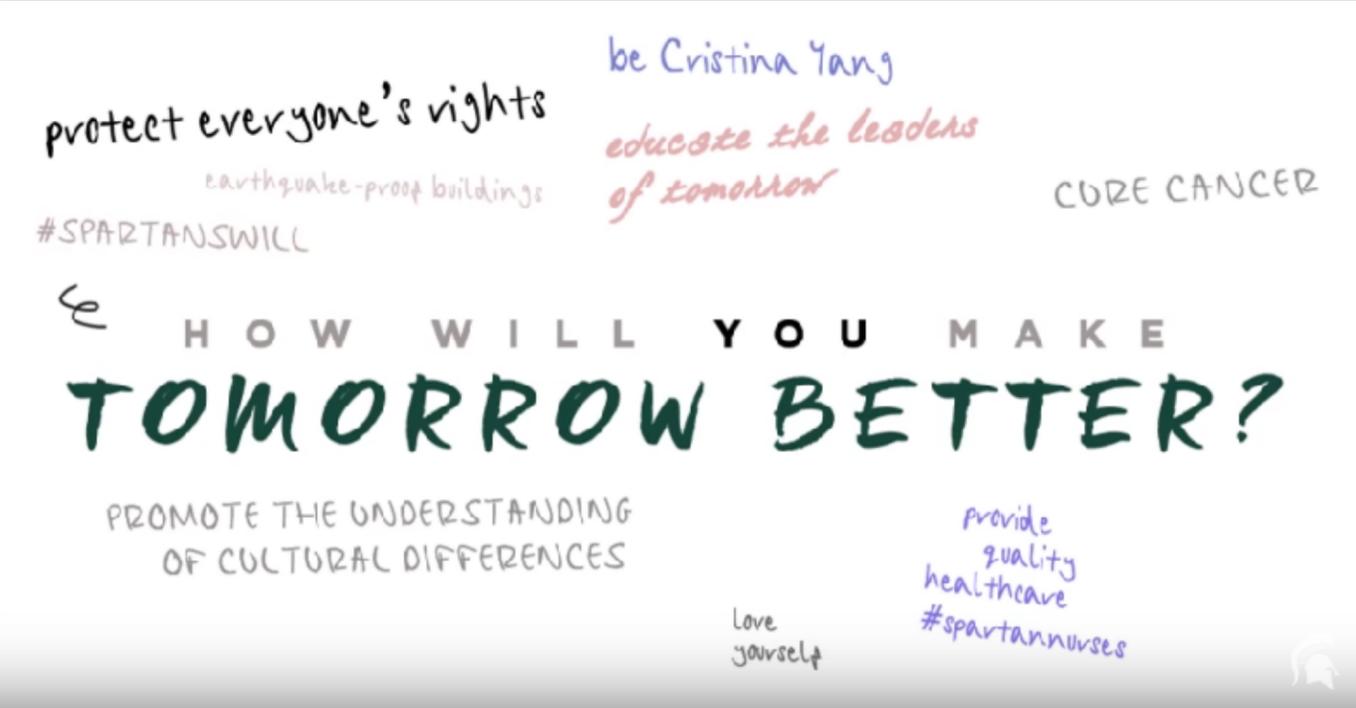


111,491 people reached Boost Post

25K Views

👍 Like 💬 Comment ➦ Share 

👤 Nancy Louise Appel, Bob Tomi Bartley and 1.3K others Top Comments ▾



0:12 / 2:32

A Better Tomorrow: Michigan State University

 Michigan State University 11,947 views

[Subscribe](#)

➕ Add to ➦ Share ⋮ More 👍 3 💬 0

DEDICATED STRATEGIC STORY CONTENT

Content that delivers brand messaging through a story



#MSU researchers have developed “mosquito factories” to help stop the spread of Zika and dengue fever. go.msu.edu/R6y #SpartansWill



RETWEETS 13 LIKES 34

2:01 PM - 26 Jan 2017



Eastern Massasauga Rattlesnake habitat conservation



18,331 views

+ Add to Share ... More

5 0

SPARTANS WILL. ADVERTISING



#SpartansWill is everywhere, including the Houston airport. ✈️



RETWEETS
42

LIKES
183



11:07 AM - 17 Feb 2016



Michigan State University

Published by Ellen Doepke [?] · November 2, 2015 ·

Have you seen these new signs across campus? Spartans Will.



137,951 people reached

Boost Post

Like Comment Share

Michelle Tyler, Aman Sarna and 3.9K others

Top Comments



michiganstateu Follow

2,597 likes 2w

michiganstateu Going up. #SpartansWill
champer490 Only 4 levels? Weak! I was hoping at least 14
lindsey.elice Lolz @aalysapo
john_deers_1 I love Michigan State
alexph1982 🙌

Log in to like or comment.

REPURPOSED CONTENT

 **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>



209,559 people reached View Results

227K Views

Like Comment Share

Michigan State University, Arindam Das and 2.7K others Top Comments

 **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 MATERIALS DIVERTED FROM LANDFILL

1 15 35

UGC: PROACTIVE

User-generated content we ask for

 **Michigan State University** ✓
Published by Sprinklr [?] · August 31, 2016 · 🌐

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>.



83,114 people reached Boost Post

 Like  Comment  Share 

   1.1K Top Comments

 **MSU** ✓
[@michiganstateu](https://www.snapchat.com/add/michiganstateu)

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



RETWEETS 70 LIKES 62 

2:27 PM - 1 Jul 2015

UGC: REACTIVE

 **Michigan State University** ✓
Published by Sprinklr [?] · December 9, 2016 · 🌐

A wintery Beaumont Tower is pretty special. (Photo/James J.)



483,512 people reached [Boost Post](#)

[Like](#) [Comment](#) [Share](#)

[14K](#) [Top Comments](#)

User-generated content we find



 michiganstateu [Follow](#)

4,683 likes 2d

michiganstateu #Sparty on, Cape Town. 🙌
(📷 @alexleegram)

alexleegram Thank you! Go Green Spartan Nation!

cartwrightalison05 #Spartanswill

aaustinnaalexanderr This is awesome

connorchambers3 Lets goo

matthewmountjoy Woo!!! #Spartanswill

[Log in to like or comment.](#)

NEWS RELEASES/STORIES

 **Michigan State University** ✓
Published by Sprinklr [?] · 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.
#SpartansWill



Compound cuts melanoma's spread by up to 90% - Futurity
"The majority of people die from melanoma because of the disease spreading," says Richard Neubig. Tests show a chemical compound inhibits that process.
WWW.FUTURITY.ORG

237,016 people reached [Boost Post](#)

👍 Like 💬 Comment ➦ Share 🇺🇸

👤 Patricia Foley, Proshanta Roy and 3.2K others [Top Comments](#) ▾

 **MSU** ✓
@michiganstateu

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



RETWEETS 38 LIKES 112

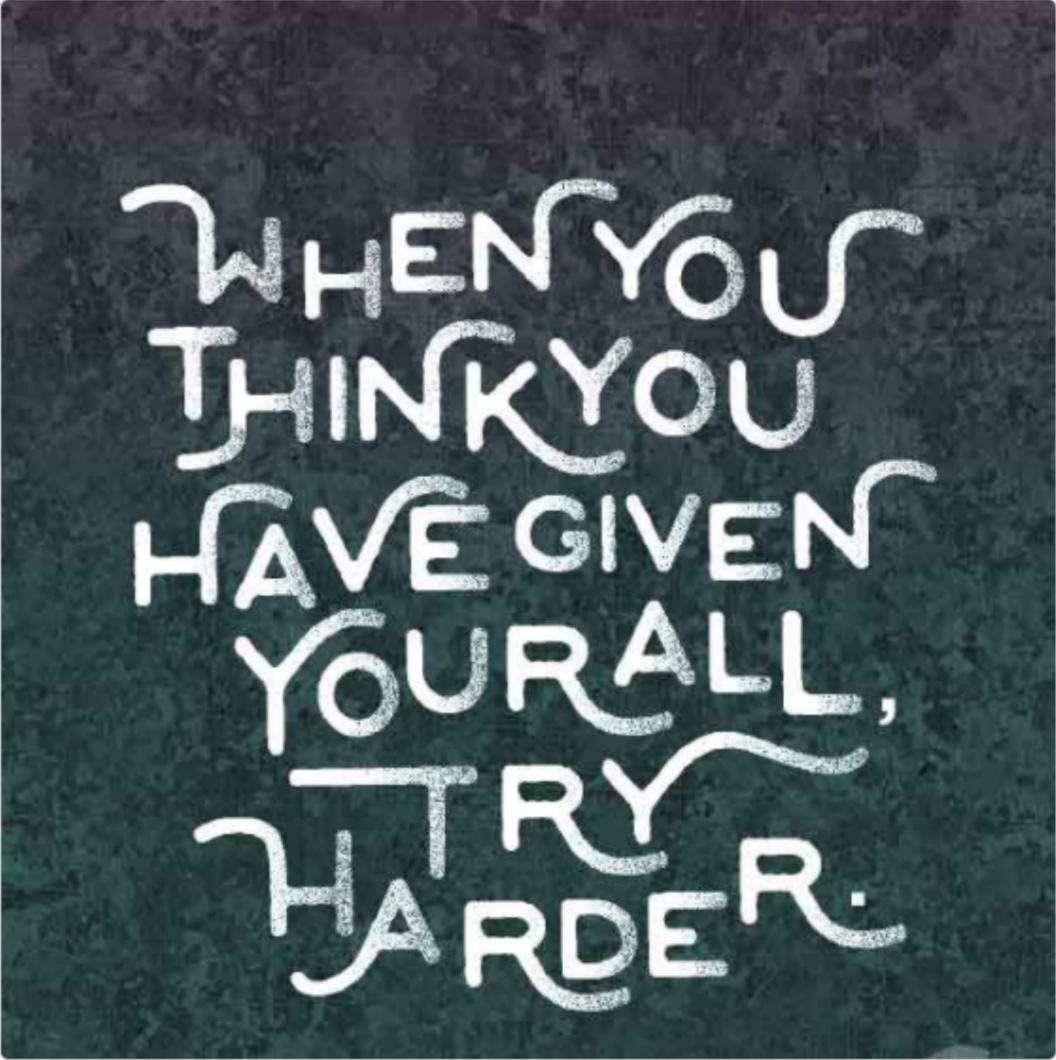


1:00 PM - 19 Dec 2016

QUOTE TILES

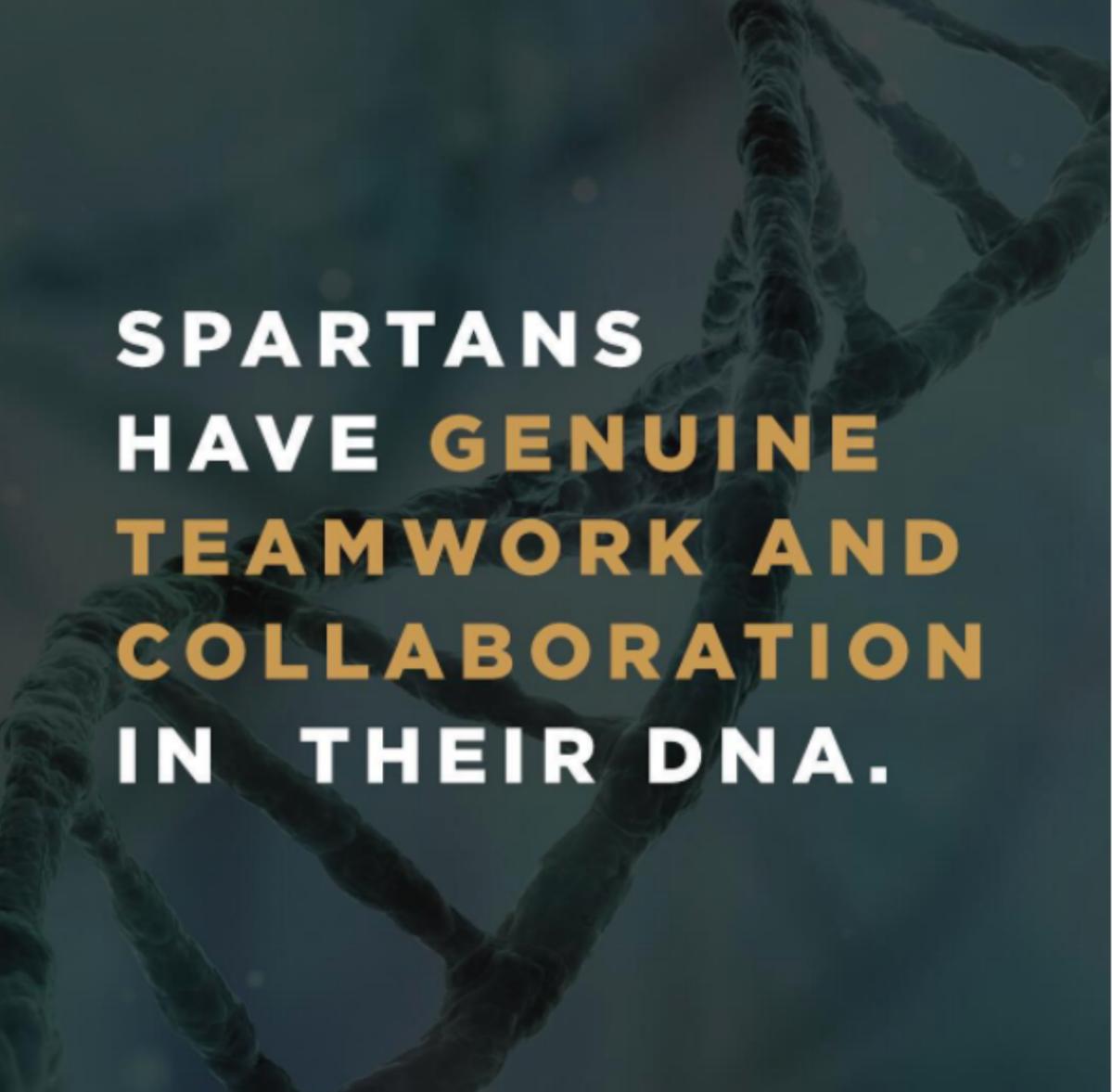
 **MSU** 
@michiganstateu

#Spartans never give up. #MondayMotivation



RETWEETS 21 LIKES 64

10:00 AM - 31 Oct 2016



 michiganstateu [Follow](#)

1,662 likes 12w

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

vietvuong7293 Ok

marieewy Also in your DNA @redeckhardt! Come to MSU! 😊

s.a.ra.7.2.1 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

[Log in to like or comment.](#) ⋮

MOTIVATIONAL



MSU
@michiganstateu

#MSU was founded on the belief that our purpose is to make the world a better place.
#MondayMotivation



MSU

1855

RETWEETS
81

LIKES
295



8:00 AM - 1 Aug 2016



MSU
@michiganstateu

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.

RETWEETS
61

LIKES
120

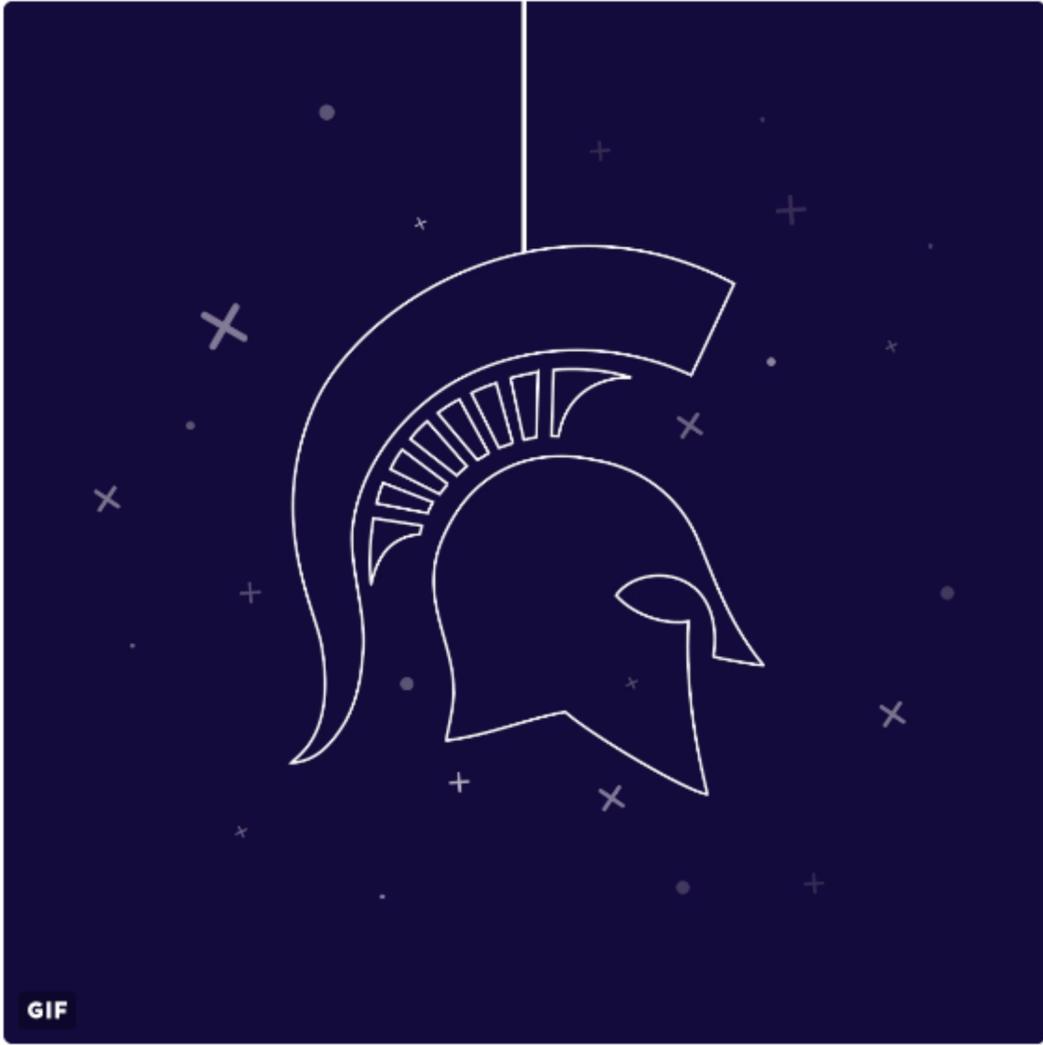


9:01 AM - 23 May 2016

HOLIDAY

 **MSU** 
@michiganstateu

Happy New Year's Eve, #Spartans! 🎉



GIF

RETWEETS 62 LIKES 192

9:00 AM - 31 Dec 2016

 **Michigan State University** 
Published by Sprinklr [?] · October 31, 2016 · 🌐

Happy Halloween, Spartans!



300,572 people reached [View Results](#)

 Like  Comment  Share 

   8.6K [Top Comments](#)

#DAY



MSU
@michiganstateu

It's Squirrel Appreciation Day, but let's be honest: That's every day at #MSU.
#PizzaSquirrel



RETWEETS 165 LIKES 240



10:04 AM - 20 Jan 2016



MSU
@michiganstateu

Spartans are a force for good.
#MayThe4thBeWithYou



RETWEETS 121 LIKES 156



8:37 AM - 4 May 2016

National
days of
celebration

TRENDING TOPICS

 **MSU** 
@michiganstateu

#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.

RETWEETS 19 LIKES 48

11:30 AM - 21 Dec 2016



**Pop culture
and on-the-
fly trends**

CAMPUS PHOTOS



MSU
@michiganstateu

First snow of the season. #MSUView



RETWEETS
87

LIKES
304



4:00 PM - 5 Dec 2016



michiganstateu

Follow

3,483 likes

14w

michiganstateu Good morning, #Spartan. 😊
(📷 D.L. Turner)

msulibraries Wow!! 😊

cklebba It looks like he's taking a selfie!

geo_doug Cool perspective, it looks like a selfie. How'd he get this shot?

howtonetworkincollege Now that's a great pic!

s.a.r.a.7.2.1 I love Michigan State!

Log in to like or comment.



CAMPUS SHARES

You Retweeted

 **MSU Arts & Letters** @CALmsu · Jan 24

Congratulations to @MSUEnglish alumnus Bill Mechanic, Producer of #HacksawRidge — the movie received 6 #OscarNoms!



FROM THE ACCLAIMED DIRECTOR OF
BRAVEHEART AND THE PASSION OF THE CHRIST
**HACKSAW
RIDGE**
BASED ON THE INCREDIBLE TRUE STORY
ONE OF THE GREATEST HEROES IN AMERICAN HISTORY
NEVER FIRED A BULLET.

You, MSU News, Hacksaw Ridge and 4 others

← 1 ↻ 56 ❤️ 164

You Retweeted

 **MSU Archives** @MSUArchives · Jan 15

#OnThisDay in #MSUHistory: 1954> WKAR-TV, the 1st educational TV station east of the Mississippi, begins broadcasting.



← ↻ 21 ❤️ 61

PRIDE POINTS



MSU ✓
@michiganstateu

#MSU's Beal Botanical Garden is home to more than 2,000 types of flowers and plants.
#MSUPride



RETWEETS
21

LIKES
100



11:01 AM - 20 Jun 2016



Michigan State University ✓

Published by Ellen Doepke [?] · May 10, 2016 · 🌐

Spartan Pride: Michigan State School Of Packaging ranks as the nation's best.



251,141 people reached

Boost Post

Like Comment Share

3.2K

Top Comments

TAKEOVERS



PAID SOCIAL MEDIA ADS

 **Michigan State University** ✓
Written by BVK [?] · December 30, 2016 · 🌐

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



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Stay connected. Subscribe to MSUToday Weekly Update and the MSuToday Daily Pride Point.
MSUTODAY.MSU.EDU | BY MICHIGAN STATE UNIVERSITY [Learn More](#)

119,434 people reached

Like Comment Share

Jeff-Linda Smithwick, Jean Butzer and 1.2K others Top Comments

 **MSU** ✓
@michiganstateu

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



What Makes a Spartan a Spartan?
msutoday.msu.edu [Read more](#)

RETWEETS 2 LIKES 13

12:18 PM - 28 Dec 2016

CALENDAR EXAMPLE

January 2017

Sun	Mon	Tues	Wed	Thu	Fri	Sat
1: Holiday	2: Campus share	3: Campus share	4: Campus photo; Takeover; UGC; #Day; Campus share	5: Pride point; News story; UGC; Campus share	6: Campus photo; Spartans Will. advertising	7: Campus photo; News story; Campus share
8: UGC; Campus share	9: Campus photo; Quote tile	10: Campus photo; News story; Campus share	11: Pride point; Dedicated strategic story content	12: News story; UGC; Campus share	13: #ThrowbackThursday; News story; UGC; Campus share	14: Campus photo; UGC; Campus share
15: Campus photo; Campus share	16: Motivational; UGC; Campus share	17: Campus photo; News story	18: Campus photo; #Day; Campus share	19: Trending topic; UGC; Campus share	20: Takeover; News story; UGC	21: Pride point; News story; Repurposed content; Campus share
22: Campus share	23: Pride point; News story; UGC; Campus share	24: Campus photo; Quote tile; Campus share	25: Motivational; Campus Photo	26: News story; Dedicated strategic story content; UGC	27: Campus photo; News story; Campus share	28: #FlashbackFriday; UGC; Campus share
29: Campus share	30: Campus photo; News story	31: Pride point; UGC; #Day				