

Social @ Michigan State

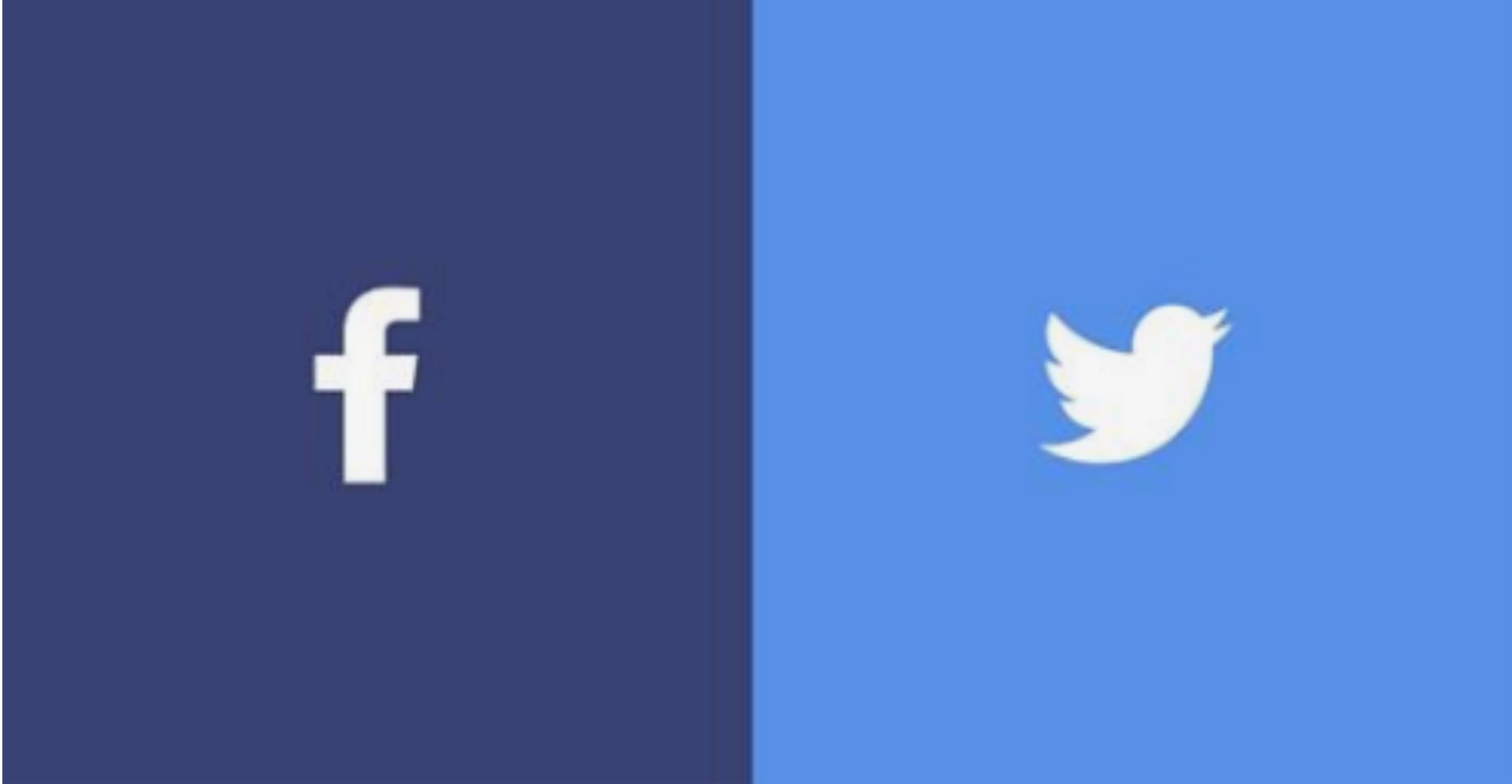
MICHIGAN STATE UNIVERSITY

PLATFORM UPDATES

Twitter: Chronological Feed



FB: No More Auto Post



CONTENT UPDATES

Best Performing Content



On this day in 1862, President Lincoln signed the #MorrillAct into law, establishing #MSU as the nation's pioneer land-grant university. go.msu.edu/wBH



9:01 AM - 2 Jul 2018

237 Retweets 646 Likes



Published by Sprinklr [?] · August 22 at 9:00 AM · 🌐

MSU is a place of possibilities and traditions, and the things you do here will change your life. <http://go.msu.edu/9CH> #SpartanBucketList



232,822

People Reached

4,985

Engagements

8,998

Clicks

Boost Post

👍❤️😱 2.3K

131 Comments 615 Shares 145K Views

Best Performing Content



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Proud of this. #GoGreen



7:59 AM - 13 Jun 2018

298 Retweets 986 Likes



Michigan State University

Published by Sprinklr [?] · July 30 ·

Keep making the world a better place, Spartans.



Spar-tan (noun)

: an individual who exhibits an uncommon will to make a better world

175,757
People Reached

7,486
Engagements

5,961
Clicks

Boost Post

3.2K

61 Comments 998 Shares

UPCOMING PROJECTS

NY Times

SECTIONS HOME SEARCH

The New York Times

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MICHIGAN STATE UNIVERSITY

LOG IN

BrandStudio

A NEW SUPERPOWER ON THE

H O R I Z O N

Michigan State University scientists look to the sun to solve Earth's biggest problems.

✓

The brilliant star at the center of our solar system still has untapped potential.

 **Michigan State University**
Published by Sprinklr [?] · Yesterday at 9:59 AM · 

Check out our paid post on The New York Times. #SpartansWill



PAIDPOST.NYTIMES.COM

A New Superpower On The Horizon (Paid Post by MSU From NYTimes.com)

23,972 People Reached 124 Engagements 697 Clicks [Boost Post](#)

 72 2 Comments 26 Shares

 **MSU** @michiganstateu · Sep 18
Check out our paid post on @nytimes. paidpost.nytimes.com/msu/a-new-supe... #SpartansWill



A New Superpower On The Horizon (Paid Post by MSU From NYTime...
The brilliant star at the center of our solar system still has untapped potential.
paidpost.nytimes.com

  18  29 

Extraordinary Spartans

WHAT:

Stories about the most interesting Spartans you know

WHO:

- First, best, only
- Students, faculty, staff, alumni
- Visually interesting stories
- Comfortable on camera
- Comfortable using IG Stories

HOW YOU CAN HELP:

Recommendations!



PAID SOCIAL

Paid Social

 **Michigan State University**  
Published by Sprinklr [?] · August 22 at 9:00 AM · 

MSU is a place of possibilities and traditions, and the things you do here will change your life. <http://go.msu.edu/9CH> #SpartanBucketList

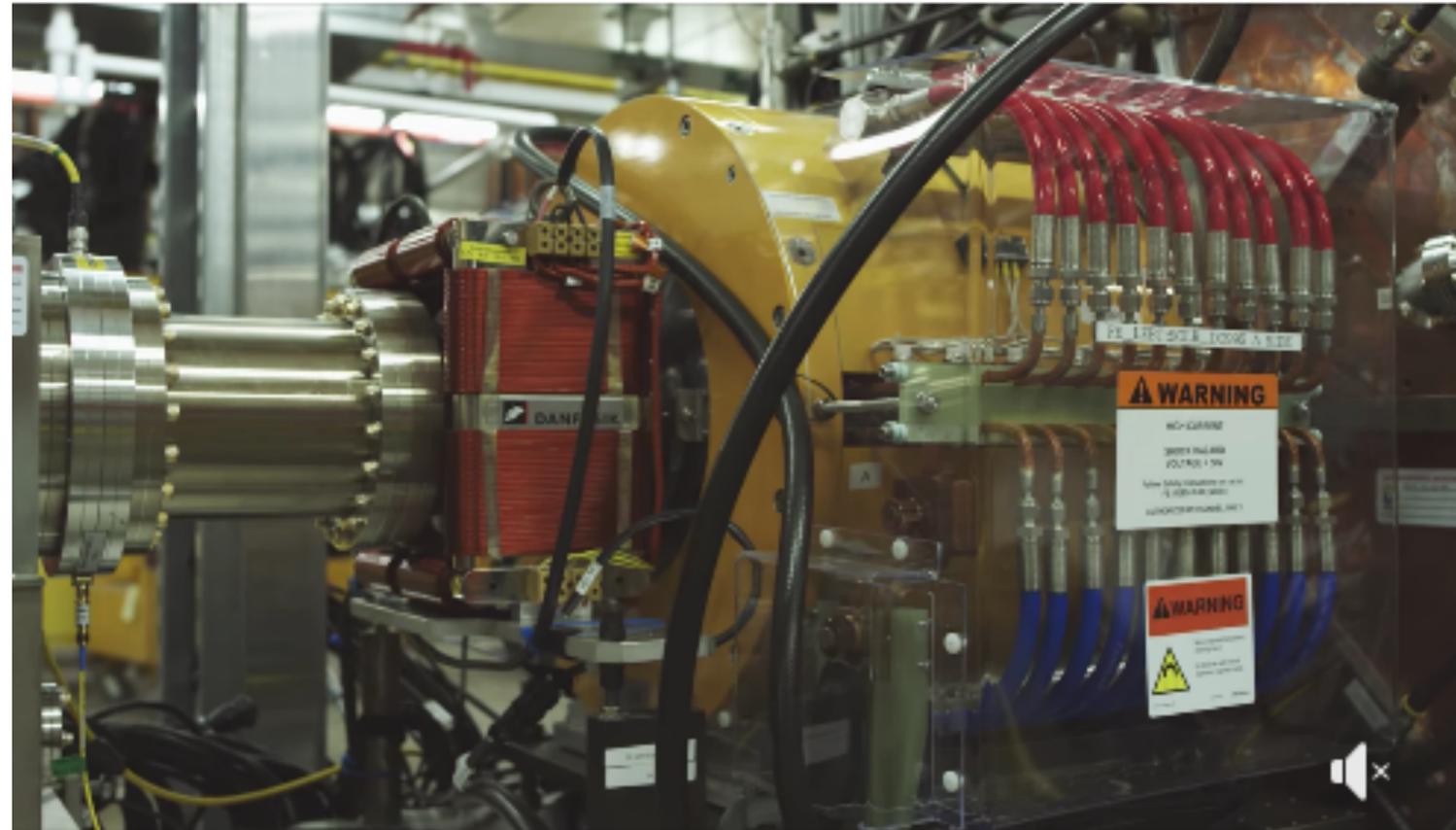


232,822 **4,985** **8,998**
People Reached Engagements Clicks [Boost Post](#)

   2.3K 131 Comments 615 Shares 145K Views

 **Michigan State University** 
Published by Sprinklr [?] · August 15 · 

When operational in 2022, the Facility for Rare Isotope Beams at MSU will be home to the world's most powerful rare isotope accelerator. <http://go.msu.edu/JCH>



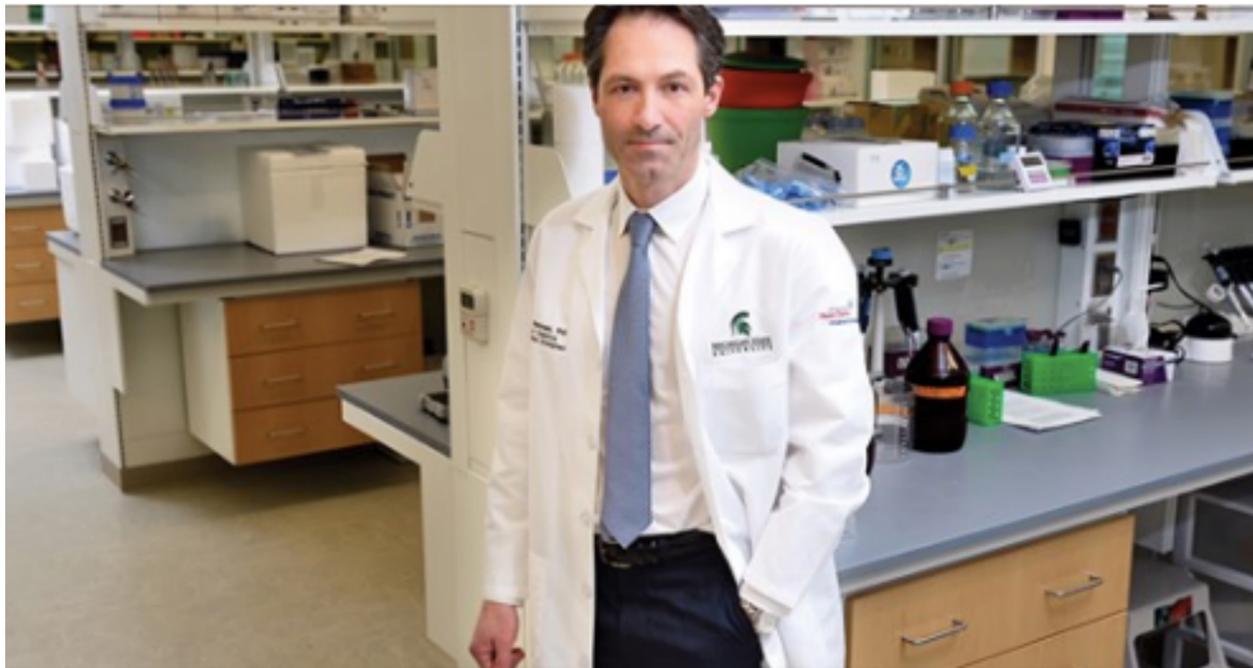
195,440 **3,727** **10,343**
People Reached Engagements Clicks [Boost Post](#)

   1.8K 102 Comments 504 Shares 142K Views

Paid Social

 **Michigan State University** ✓
Published by Sprinklr [?] · July 27 · 🌐

An MSU doctor is developing a promising treatment for an often-fatal pediatric cancer. #SpartansWill



MSUTODAY.MSU.EDU

Neuroblastoma researcher investigates promising new treatment

130,121 People Reached 4,361 Engagements 5,137 Clicks [Boost Post](#)

 Melissa Baker, Ana Victoria and 2.5K others 52 Comments 382 Shares

 **Michigan State University** ✓
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Keep making the world a better place, Spartans.



Spar-tan (*noun*)

: an individual who exhibits an uncommon will to make a better world

175,757 People Reached 7,486 Engagements 5,961 Clicks [Boost Post](#)

 3.2K 61 Comments 998 Shares

Questions?