CABS Digital Updates

November 29, 2018
Agenda

• Digital team staff update
• S@MS survey results
• Sprinklr Enterprise update
• FERPA & HIPAA presentations
• Sharing tips & tricks
Please rate the following S@MS resources for how helpful you find them in assisting you with your digital communications work.

- Directory
- Meetings
- Website
- Facebook
- Email
Social @ Michigan State Survey Results

Do you currently utilize any of the following?

- Communications Strategic Plan
  - Yes: 34%
  - No: 66%

- Communications Editorial Calendar
  - Yes: 50%
  - No: 50%
Social @ Michigan State Survey Results

Do you currently utilize any of the following?

<table>
<thead>
<tr>
<th>Social Media Specific Strategic Plan</th>
<th>Social Media Specific Editorial Calendar</th>
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<tbody>
<tr>
<td>Yes 55%</td>
<td>Yes 63%</td>
</tr>
<tr>
<td>No 45%</td>
<td>No 37%</td>
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We are considering developing a series of focused workshops related to social media and digital communications.

Would you be interested in participating in a workshop, under the following circumstances? (Select all that apply.)
cabs.msu.edu/social-media/

- Best Practices
  - General
  - Platform-Specific

- Resources
  - S@MS Community
  - CABS Resources
  - External Resources
  - Guidelines
  - Cover Images
Want to present?

Why present to S@MS:
• Share your team’s best practices and knowledge
• Help colleagues across campus gain insights and new perspectives
• Practice presentations for conferences, classes, etc.

Contact us:
• Email Katie.Kelly@cabs.msu.edu with your topic idea
Sprinklr Update

Participants:
• Institutional-level accounts
• 5 Colleges
• 8 Departments / Programs

Benefits:
• Increase team efficiency
• Work collaboratively
• Hone unit strategy with stronger analytics
• Save your budget

Cost:
• $1,500/seat/fiscal year - prorated at time of joining
Sprinklr Update

To Join:
- Email katie.Kelly@cabs.msu.edu to confirm # of seats
- Sign Memorandum of Understanding
- On-boarding meeting: Discuss workflow and needs
- CABS builds dashboards and imports accounts
- Training for team

Questions:
- Email katie.Kelly@cabs.msu.edu

Flyers are available at the front of the room with additional information & next steps