MICHIGAN STATE UNIVERSITY

# CABS Digital Updates

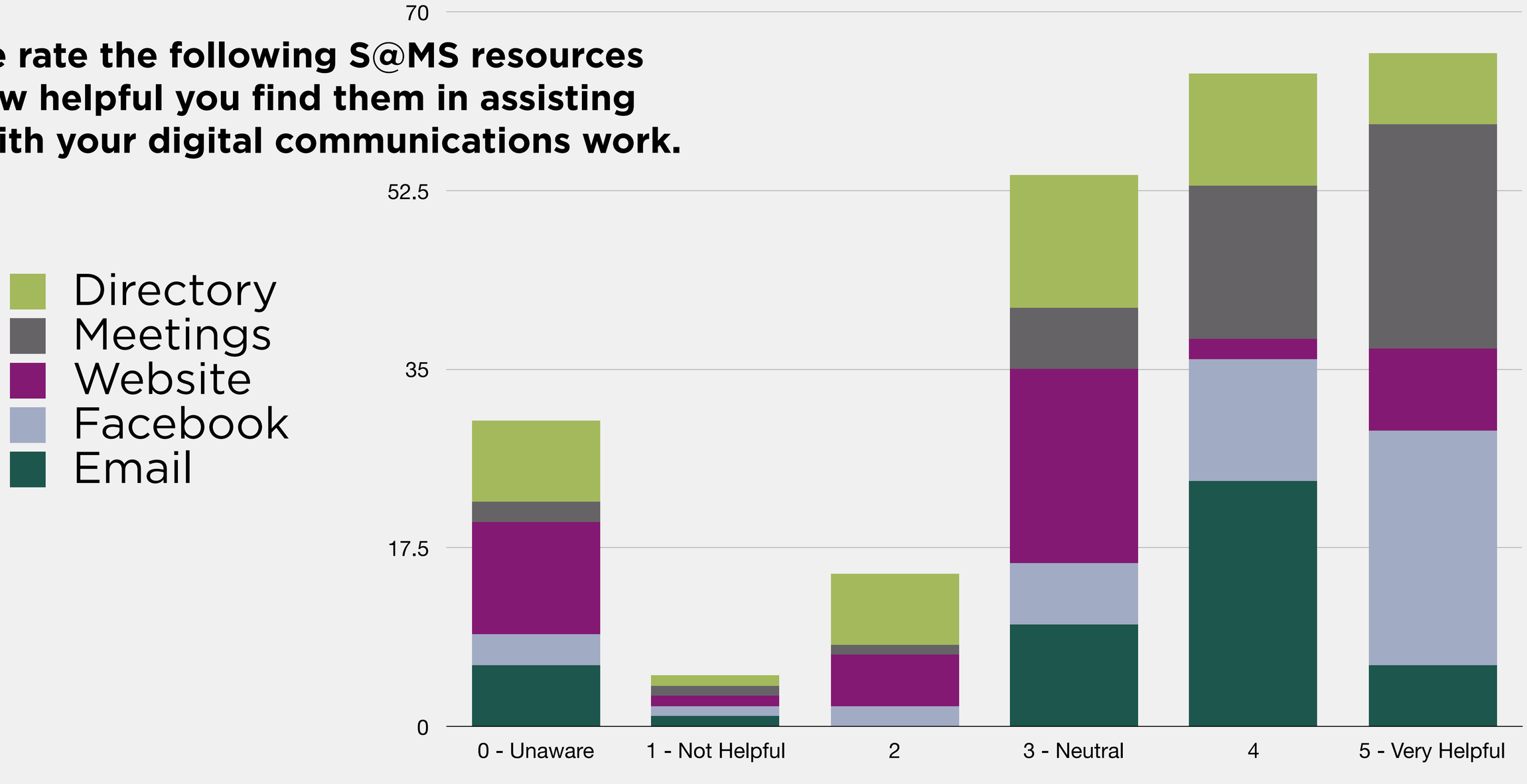
November 29, 2018

# Agenda

- Digital team staff update
- S@MS survey results
- Sprinklr Enterprise update
- FERPA & HIPAA presentations
- Sharing tips & tricks

# Social @ Michigan State Survey Results

**Please rate the following S@MS resources for how helpful you find them in assisting you with your digital communications work.**

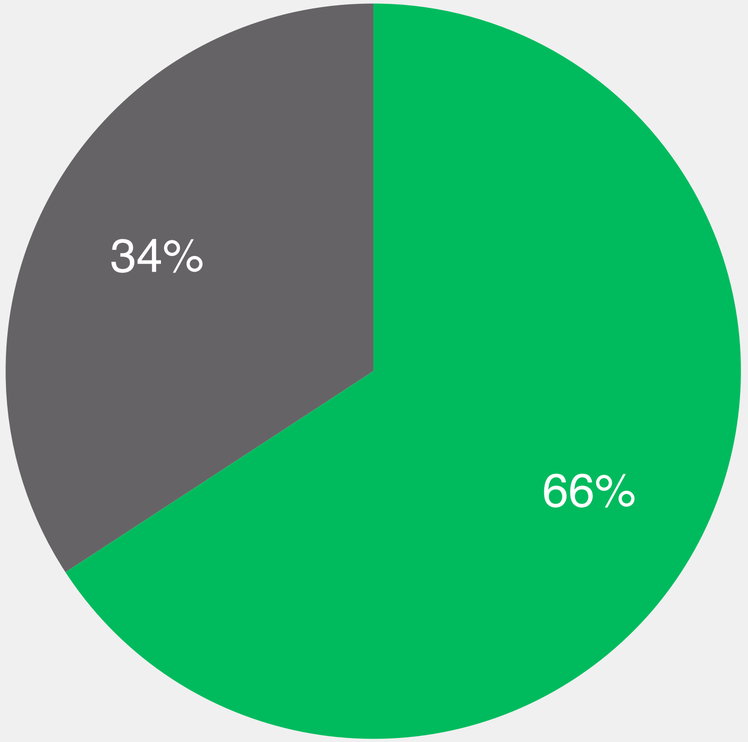


# Social @ Michigan State Survey Results

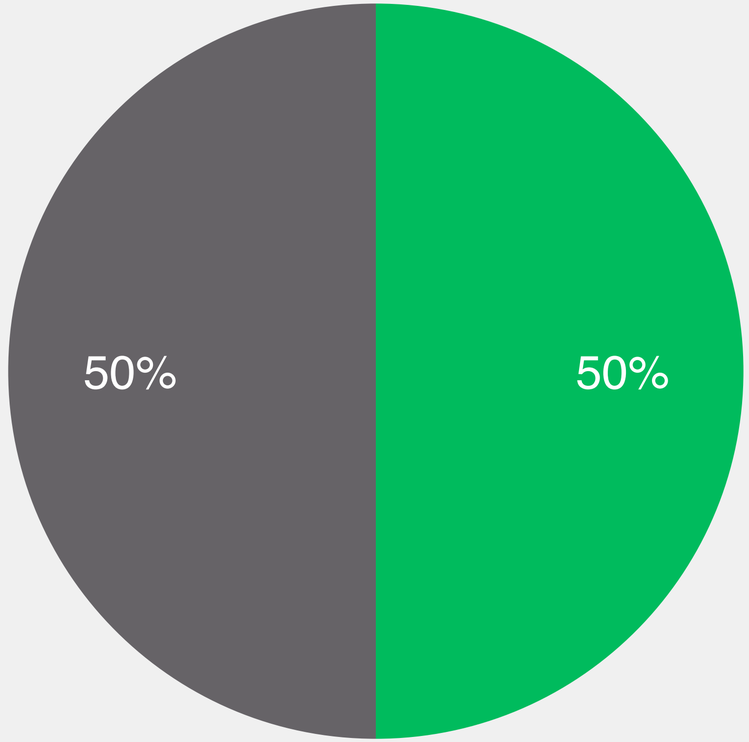
**Do you currently utilize any of the following?**

Yes
No

## Communications Strategic Plan



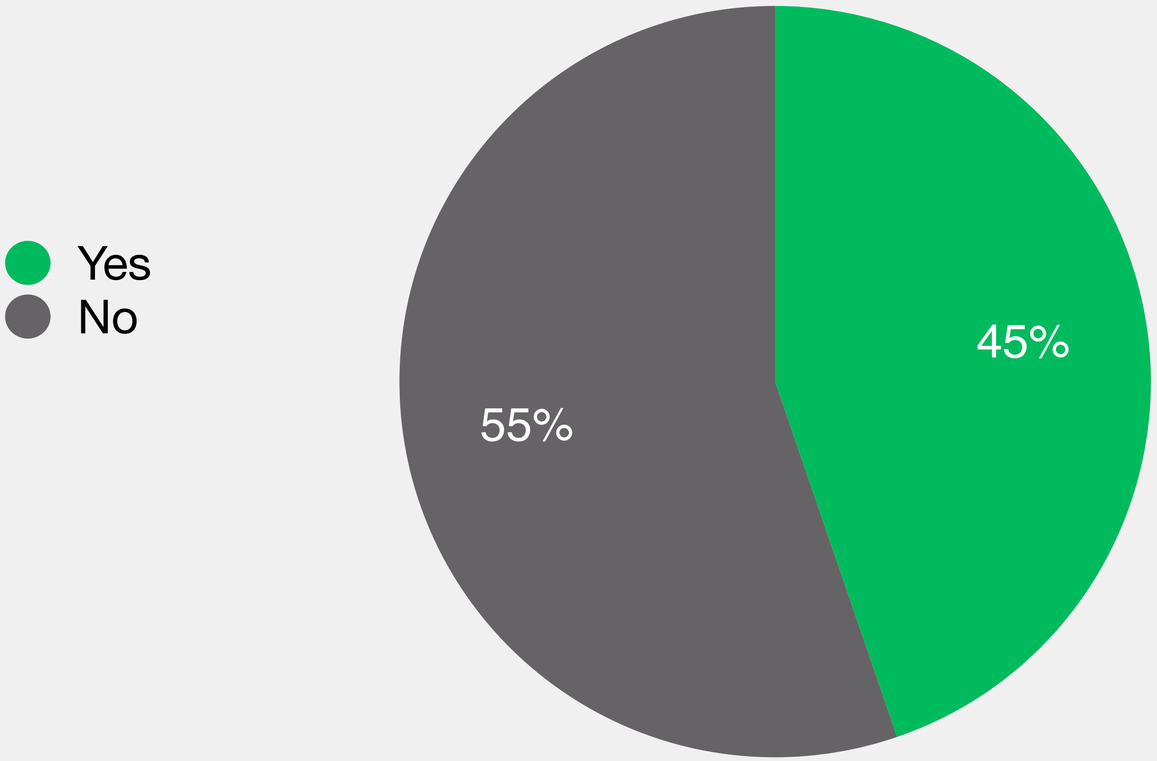

## Communications Editorial Calendar



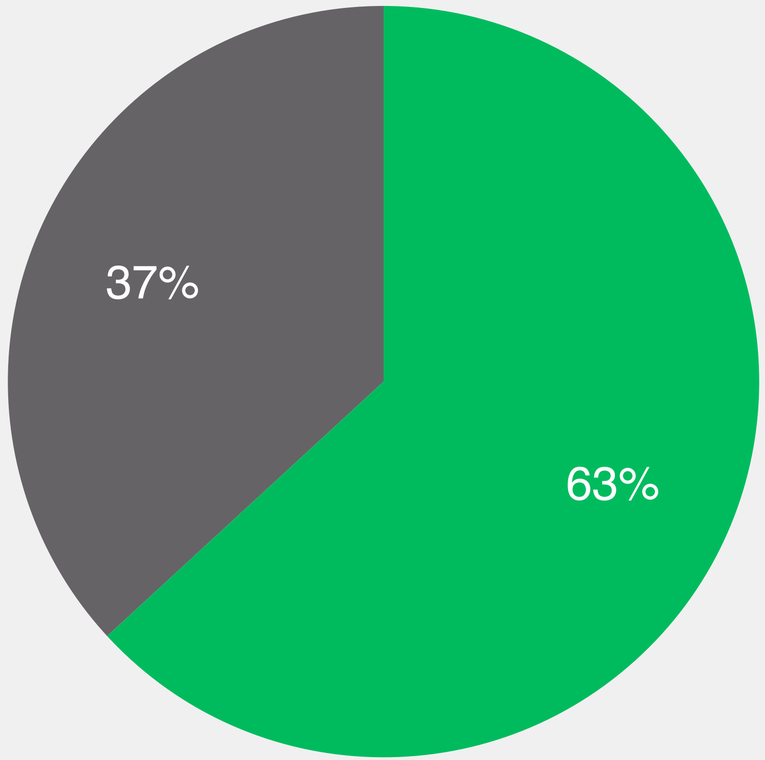
# Social @ Michigan State Survey Results

**Do you currently utilize any of the following?**

Social Media Specific Strategic Plan



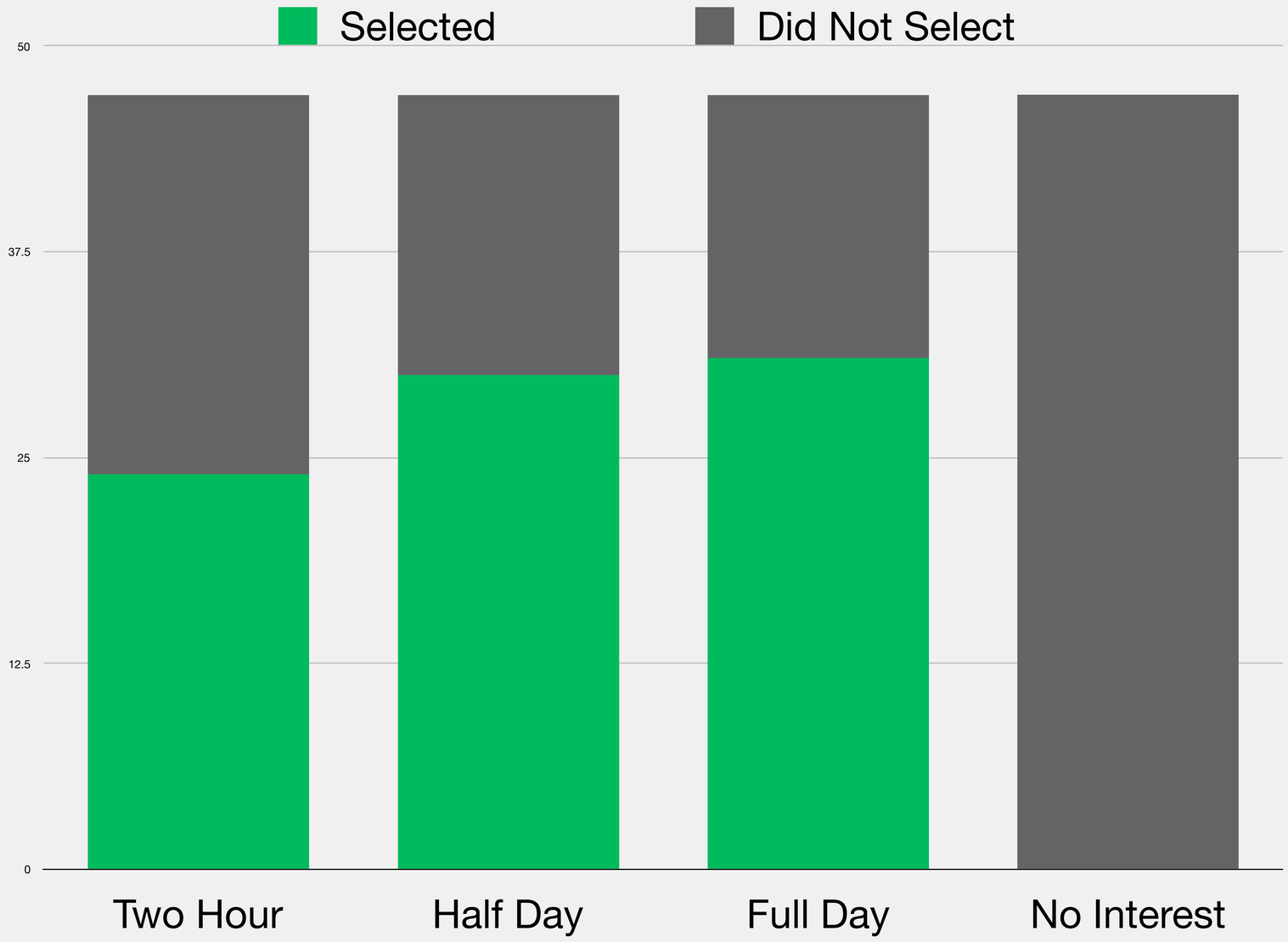

Social Media Specific Editorial Calendar



# Social @ Michigan State Survey Results

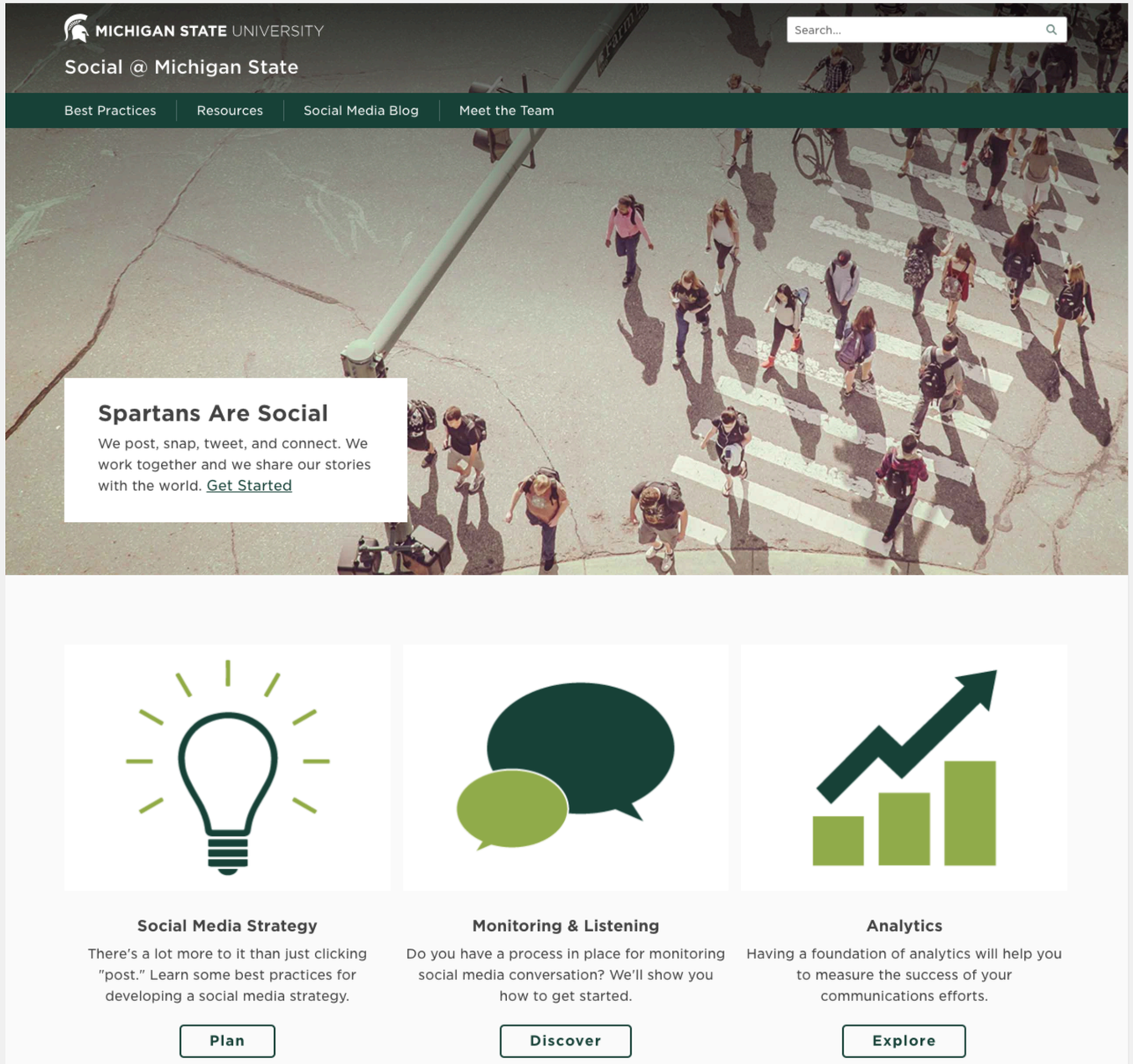
**We are considering developing a series of focused workshops related to social media and digital communications.**

**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**