Social@State
College of Arts & Letters Marketing Office
7/30/19
JOSHUA MOREY
CREATIVE MASTERMIND
MY TOP 5 STRENGTHS
INDIVIDUALIZATION
IDEATION
COMPETITION
COMMUNICATION
STRATEGIC
I am part of a Guinness World Record.

RYAN KILCOYNE
IMAGINEER
MY TOP 5 STRENGTHS
MAXIMIZER
FUTURISTIC
SELF-ASSURANCE
RESPONSIBILITY
BELIEF
I was the 1987 Kalamazoo County Paperboy of the Year.

JOSHUA MOREY
CREATIVE MASTERMIND
MY TOP 5 STRENGTHS
INDIVIDUALIZATION
IDEATION
COMPETITION
COMMUNICATION
STRATEGIC
I am part of a Guinness World Record.
OUTCOMES

Team Structure/Environment

What has worked well for us for Social Kindling - Sparking ideas
AGENDA

Content Strategy > Social Media

Examples

Questions
ALL MARKETING CENTRALIZED
This defines where you will focus your efforts to improve content substance, structure, workflow, and/pr governance.

It must provide clear boundaries for what you will do ... and what you won’t.
COLLEGE PRIORITIES

Recruit and Retain World-Class Faculty
Enhancing Graduate Education
Enriching the Undergraduate Experience
Social Media is a Team Approach
# Who are MSU/CAL Audiences?

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<th>Faculty</th>
<th>Prospective Students</th>
<th>Current Students</th>
<th>Alumni</th>
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<td>Staff</td>
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<td>Academic Peers</td>
<td>Scholars</td>
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<td>Parents</td>
<td>Advisors</td>
<td>Researchers</td>
<td>Teachers</td>
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<td>Fans</td>
<td>Arts &amp; Humanities Community</td>
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**LARGEST # FOLLOWERS ~7400**  
**MOST CLICKTHRUS OF SOCIAL PLATFORMS 8:1**
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<td>Teachers</td>
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<tr>
<td>Fans</td>
<td>Arts &amp; Humanities Community</td>
<td>~3700 FOLLOWERS</td>
<td>ACADEMIC AND EVENT (LIVE) FOCUSED</td>
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~1700 FOLLOWERS
MOST ENGAGED PLATFORM W/ STUDENTS
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**ALUMNI ENGAGEMENT & INDUSTRY TRENDS**
**LEAD GENERATION / DISCOVERY OF ALUMNI STORIES**
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HOW WE DO IT

1. Internship Program
2. Team Development
3. Collaboration Tools
4. Priority
Internship Program
THEY

If you build it he will come.
INTERDISCIPLINARY INTERNSHIP

- Ecosystem for content creators is becoming more complicated - social
- Internships shifting from “nice-to-have” to necessity
- More internship opportunities available. Enriching?
- Content needs increasing among university leadership
- Common Solution: “Hire an intern.”
- Limitations in intern outcomes.
“It mirrors the real world. Working with people that have different skill sets. If I have that experience before I graduate it gives me an edge to land a job.”

-ANN DESROCHERS, 2020
PROGRAM ASPECTS

• Paid

• Receive academic credit

• Reflections at middle and end of program

• Digital assets to add to portfolio and/or resume

• Lead projects

• Ideators

• Interdisciplinary learning
Creating Experiences
MAY 21, 2019

at Google today testing out brand new tech! Very exciting developments here in assistive technology

Listen as Dr. Figueroa discusses decolonization

Students also got the opportunity to practice formal speaking through lightning talks

The exhibition features a new set of student work each week... and will be open until the end of the semester.
FRESHMAN COLLOQUIUM
INTERN BROCK - GRADUATES IN MAY

INTERN ANN - 3/4 MONTH OVERLAP

MOMENTUM & CONSISTENCY
Always pass on what you have learned.

- Yoda
WHERE OUR INTERNS GO
Ideation
MAKE THE TIME

Ideation retreats
Outside consultants / vendors
Team meetings
Value each other’s expertise
Collaboration tools
WOW!

Leaves lasting impact

Worth sharing to others

Reference material / best practice

Inspires you to take action
2018 DEAN’S REPORT

IDEATION ➔ CONCEPT ➔ CREATION ➔ EXECUTION
PURSUING THE DREAM

UNDOCUMENTED LIVES: PERSISTENCE THROUGH UNCERTAINTY

At ages 10 and 15, José Adrián Badillo Carlos and Osvaldo Sandoval moved with their families from Mexico to the United States where they struggled to adapt. They had to persevere through language barriers, racial prejudice, cultural differences, and a new way of life. Both undocumented immigrants, they dreamed of one day going to college. In 2012, these dreams became possible with the implementation of the Deferred Action for Childhood Arrivals (DACA) immigration policy. DACA makes them, and others like them, eligible for work permits and protects them from deportation. Now both Ph.D. candidates in MSU’s Hispanic Cultural Studies program, they face the possibility that DACA will be terminated and along with it, their dreams of completing their doctoral degrees.
EXECUTION
It has arrived! The 2018 #MSU College of Arts & Letters Dean's Report, featuring six courageous stories of Resilience. [deansreport.cal.msu.edu #MSUResilience](deansreport.cal.msu.edu #MSUResilience)

Tamara Butler, #MSU Assistant Professor of English and African American Studies, researches the untold stories of the Black women who have lived, thrived, and found joy on Johns Island, SC. Learn more about their #MSUResilience in the 2018 Dean's Report. [deansreport.cal.msu.edu/2018/](deansreport.cal.msu.edu/2018/)
CONTENT CHALLENGE

How do we engage with prospective and current students?

EXAMPLE

Study abroad and study away experiences
5 Years
15k+ Images
20 Hours of Video
150+ Students Featured (articles & social)
"I'm here spending my SpartanSummer interning abroad with @SP Spartans in Sydney, Australia!"
NEW VS EDIT

INSTEAD OF “WE NEED TO PUBLISH MORE CONTENT”
LET’S START THINKING “WE NEED TO EDIT MORE CONTENT”
96% UNDERGRADUATE JOBS PLACEMENT RATE

LEADING COLLEGE FOR INTERNATIONAL INTERNSHIPS IN MORE THAN 14 COUNTRIES

STUDY ABROAD IN: 80 PROGRAMS | 40 COUNTRIES | 80 CONTINENTS

OFFERING INTERNSHIPS SUCH AS:

LEADING COLLEGE FOR INTERNATIONAL INTERNSHIPS IN MORE THAN 14 COUNTRIES

95% UNDERGRADUATE PLACEMENT RATE

STUDY ABROAD IN:

80 PROGRAMS | 40 COUNTRIES | 80 CONTINENTS

VIDEO CONTENT NOT DISPLAYED
REPURPOSING
On this day 157 years ago, the #MorrillAct was passed, which allowed @michiganstateu to serve as the nation’s pioneer land-grant university. Today, #MSUCAL’s commitment to a liberal arts education is constantly driving decisions that help achieve a higher standard.

In 1859, the Agricultural College of the State of Michigan found itself at a

3:44 PM · Jul 2, 2019 · Twitter for iPhone

9 Retweets 63 Likes
Taking Social Past Their Platforms
KATHLEEN FITZPATRICK

My idea Chris Long recently invited me to talk about "Generous Thinking" with him on his podcast, the Liberal Arts Endeavor. It was a great discussion, and I'm grateful to have had the opportunity.

MSU Arts & Letters (for MSU)

In the latest episode of the LAC podcast, Liberal Arts Endeavor, I hosted a conversation with Dr. Chuck Long, author of "Generous Thinking." We discussed the importance of generosity in higher education and how it can foster a culture of care and support among students and faculty. We also talked about the role of liberal arts education in preparing students for a diverse and complex world.

You can listen to the full episode on the Liberal Arts Endeavor podcast page or on Apple Podcasts, Google Podcasts, or Spotify.

See also:
- New York City: Evan
- China: Xiao
- New York Public Library: Emily

YOUR KIND OF PLACE
Teams

Conversations dedicated to each product / focus
Johnson, Caroline  7/19 4:41 PM
Pretty cool photo of Linton decorated with lights that I found on MSU archives that we could use potentially use for a holiday (halloween or in Dec.) http://onthebanks.msu.edu/Object/1-4-865/linton-hall-decorated-with-lights-date-unknown/

Kilcoyne, Ryan 7/19 7:39 PM
yes, let's put in the content calendar...very cool!

Hardey, Sam 7/23 10:58 AM
MSU American Semester Program on Instagram: “We’re so excited to welcome our Fall 2019 students. #Yeet. ...” 29 Likes, 2 Comments - MSU American Semester Program (@americansemester) on Instagram: “We’re so excited to welcome our Fall 2019 students. #Yeet. · · · · · · · · · ·”

www.instagram.com
FILE NAMING
Consistent file naming practices allow easy location of the latest files for a project. This also provides an archive of our work in case we need to reference an older file or there is a corrupt project.

CAL_projectname_typeofproject_jm1.indd

FOLDER ORGANIZATION
Proper file organization is key in allowing the senior designer, and other design interns able to locate your files quickly.
Social Media Consulting

Social Media Guidelines

Social media is prominent in the content of popular platforms like Facebook, Twitter, Instagram, LinkedIn, YouTube, and more, with the audience's reach and exposure determined by the platform and social media tool. Generally, an accessible guide to update the tactics for your organization are as follows:

Consultation

For the consultation, we evaluate any and all questions about social media, present referrals for training or seminars, and partner with the College of Arts & Letters and Creative Writing offices.

Platforms

Facebook is a news platform, with a focus on networking with other and diverse audiences, the users of Facebook. Unlike Twitter, Facebook does not have a word limit, and you can post a picture to share information. Additionally, your word count can be up to 2213 characters. Twitter

Instagram is a social media-based platform that makes your content more interactive and compelling to younger audiences. Like Facebook, Instagram also has a 60-character caption and features stories. Instagram stories are worth posting to Twitter as they are on Twitter for Facebook. The focus on Instagram is strengthening your brand.

If you need assistance creating a brand or increasing a strategy for your personal social media, please submit a Marketing Proposal Form. To learn more about specific Instagram tactics, visit our Instagram Stories 101: The art of IG stories.

In This Section

- Consultation
- Facebook
- Twitter
- Instagram
- Polls
- Slide Emojis

INTERACT WITH YOUR AUDIENCE

- QUESTIONS
  - You can ask your audience questions, or they can ask you questions through the customizable "questions" feature
  - If they ask questions, answer them in the story with either a video or photo with you answer in text
- POLLs
  - Ask your audience’s opinion
- SLIDE EMOJIS
  - Ask a question, get audiences opinion via an emoji slide

Instagram Stories 101:
The art of IG stories
Kindling
Inspiration
Key Takeaways
KEY TAKEAWAYS

Social media channels fitting into overall content strategy
Evaluating internship programs
Creating spaces for ideation
Utilizing tools for effectiveness and efficiency
Questions?