



College of Arts & Letters
MICHIGAN STATE UNIVERSITY

Social @State

College of Arts & Letters Marketing Office

7/30/19



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

A close-up, slightly blurred view of a wooden seal. The seal features a central figure, possibly a Native American, surrounded by text. The words "UNIVERSITY OF WISCONSIN" are visible at the top, and "FOUNDED 1833" is at the bottom. The seal is set against a dark, textured background.

400

Faculty

9

Departments

15+

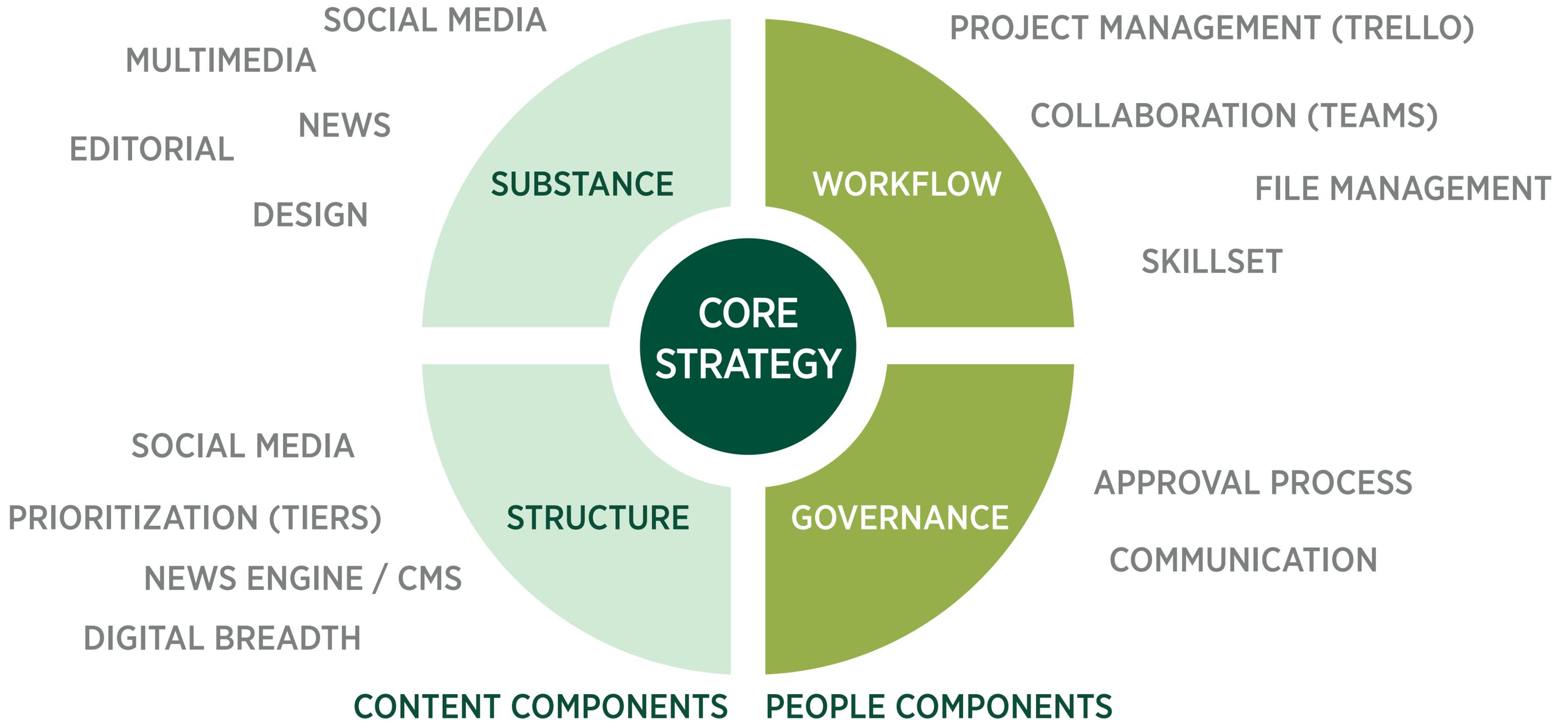
Centers

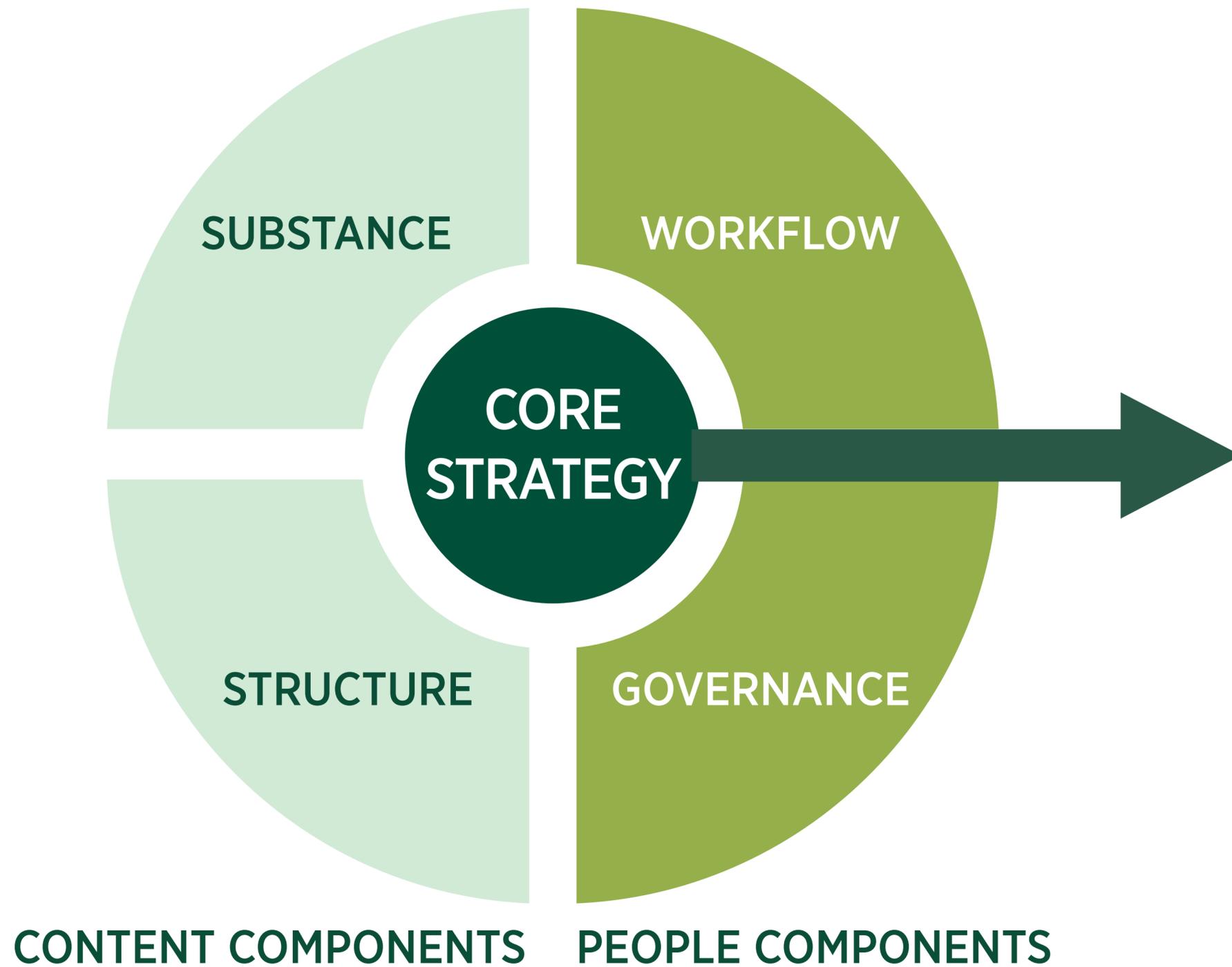
26

Majors

**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?

Faculty

Prospective Students

Current Students

Alumni

Staff

Donors

Academic Peers

Scholars

Parents

Advisors

Researchers

Teachers

Fans

Arts & Humanities
Community



Faculty

Prospective Students

Current Students

Alumni

Staff

Donors

Academic Peers

Scholars

Parents

Advisors

Researchers

Teachers

Fans

Arts & Humanities
Community

LARGEST # FOLLOWERS ~7400
MOST CLICKTHRUS OF SOCIAL PLATFORMS 8:1



Faculty

Prospective Students

Current Students

Alumni

Staff

Donors

Academic Peers

Scholars

Parents

Advisors

Researchers

Teachers

Fans

Arts & Humanities
Community

~3700 FOLLOWERS

ACADEMIC AND EVENT (LIVE) FOCUSED



Faculty

Prospective Students

Current Students

Alumni

Staff

Donors

Academic Peers

Scholars

Parents

Advisors

Researchers

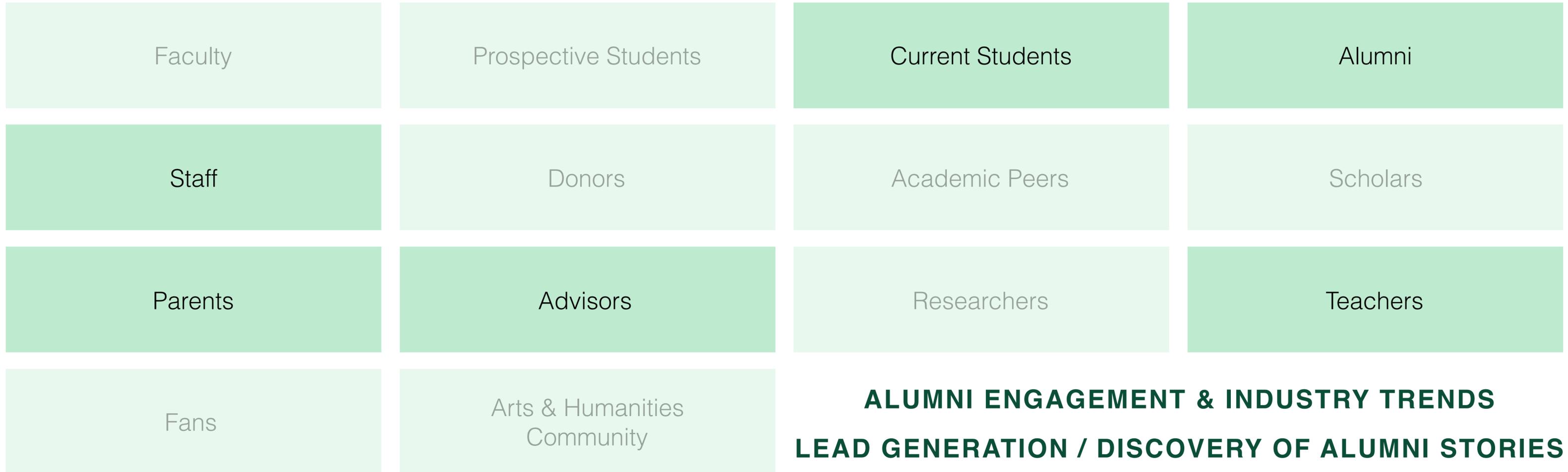
Teachers

Fans

Arts & Humanities
Community

~1700 FOLLOWERS

MOST ENGAGED PLATFORM W/ STUDENTS





Faculty	Prospective Students	Current Students	Alumni
Staff	Donors	Academic Peers	Scholars
Parents	Advisors	Researchers	Teachers
Fans	Arts & Humanities Community		

**FASTEST GROWING
DYNAMIC
FORMAT CHANGES - YOUTUBE TV INTRODUCTION**

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.

THINK BEFORE YOU TYPE
DATA-DRIVEN DECISIONS
Inspiration
DIGITAL + Z ACCESSIBLE

BOOM. LISTEN / LEARN
INSTANT FEEDBACK
CAREFULLY CRAFTED
CURATE
USER EXPERIENCE
BE AN IDEA GENERATOR
PODCAST
WHAT IS YOUR STORY?

CONTENT KING

STUDIO
LIVE YOUR BRAND
SPARK PASSION
REACH GLOBAL
DESIGN TOMORROW
USER INPUT TODAY
DANGER
WHAT CAN YOU DO WITH 80 CHARACTERS?
FOLLOW US
YOU ARE WHAT YOU EAT

CONNECT

CREATE

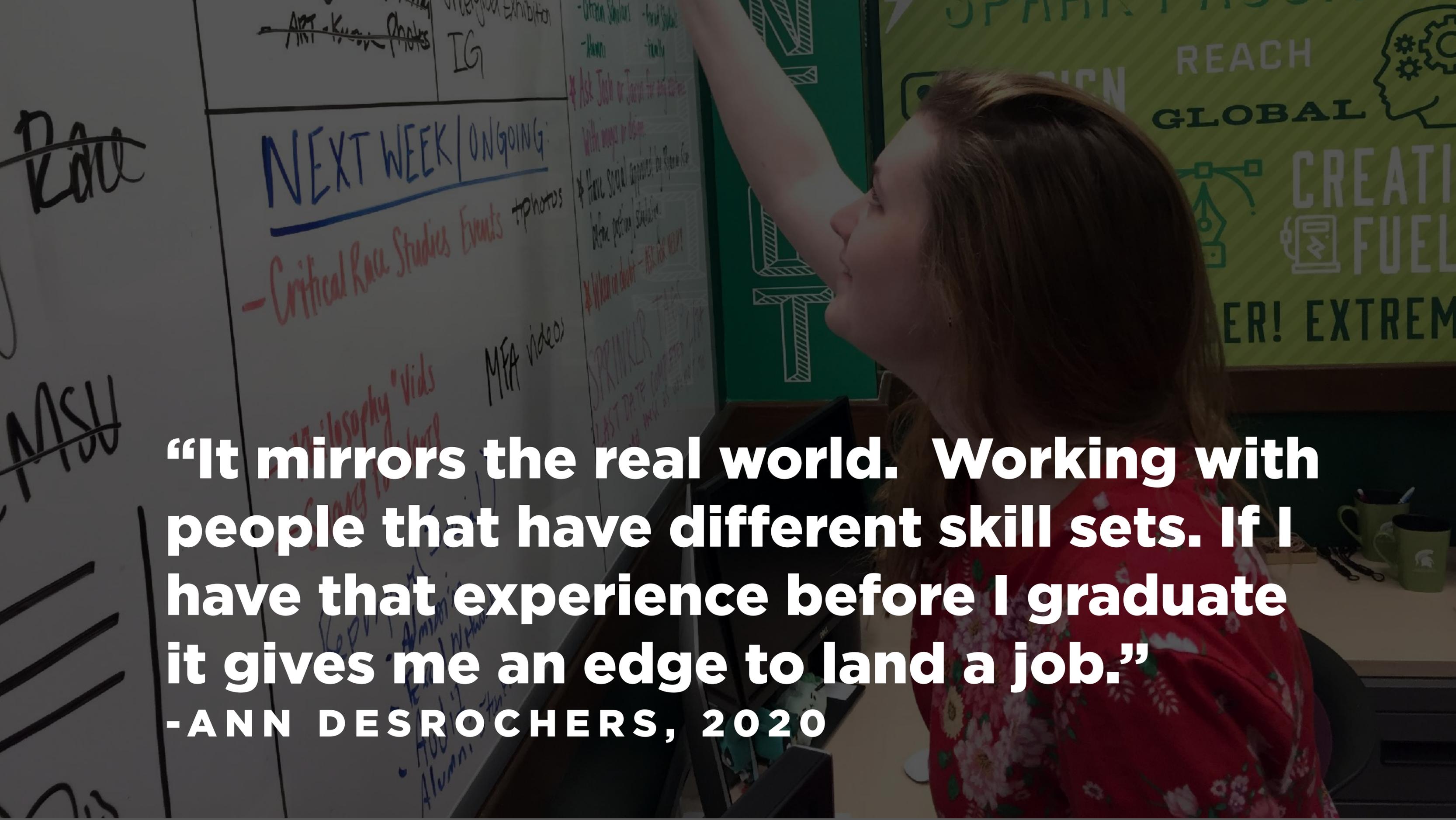
SPOOKY SEASON





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.

A woman with long brown hair, wearing a red floral patterned shirt, is looking at a whiteboard. The whiteboard is covered in handwritten notes in various colors. The notes include "ART - Kwan Photos", "IG", "NEXT WEEK / ONGOING:", "Critical Race Studies Events + photos", "MFA videos", "Philosophy Vids", "SPARK", "REACH", "GLOBAL", "CREATI", "FUEL", and "ER! EXTREM". The woman is pointing at the whiteboard with her right hand.

“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.”

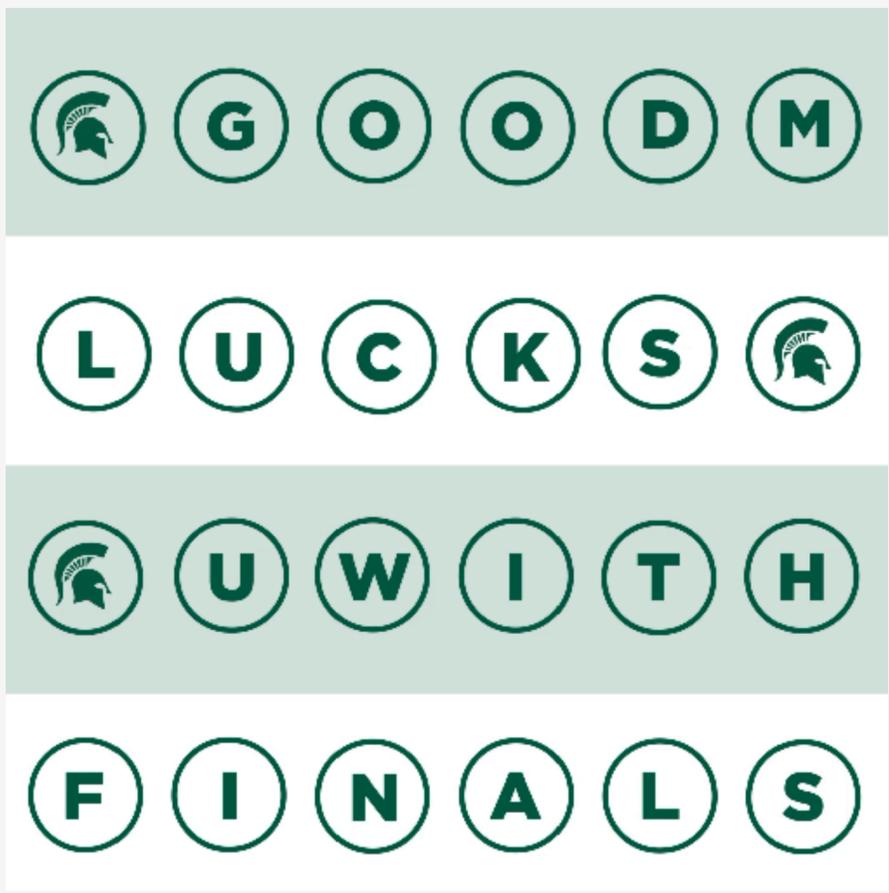
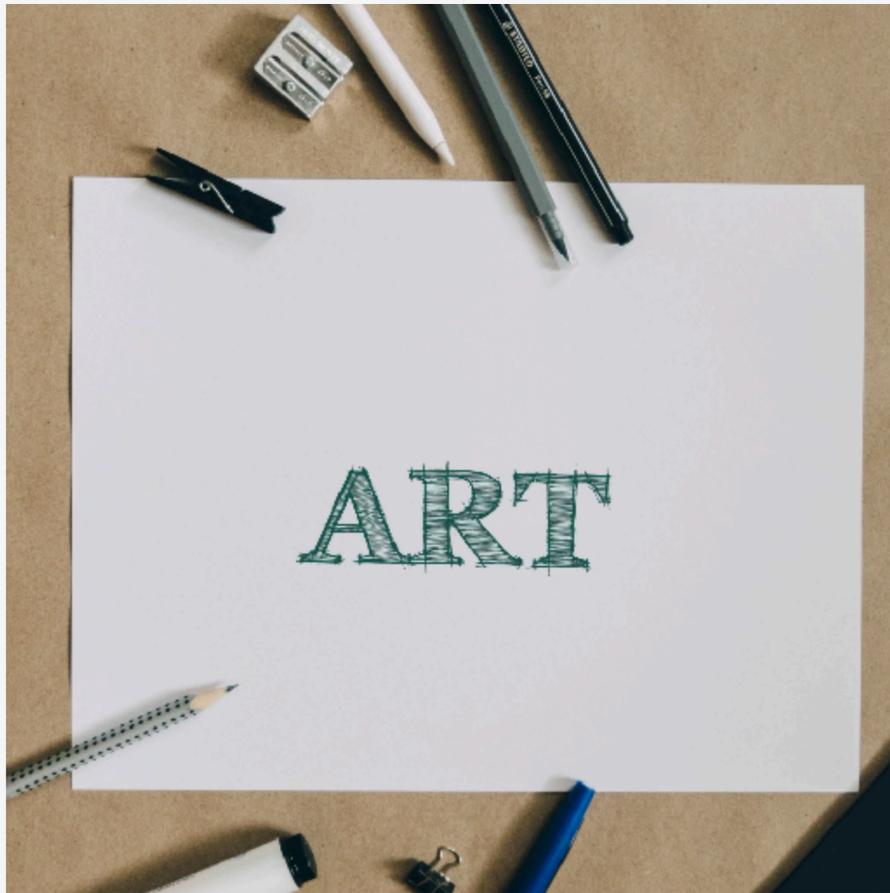
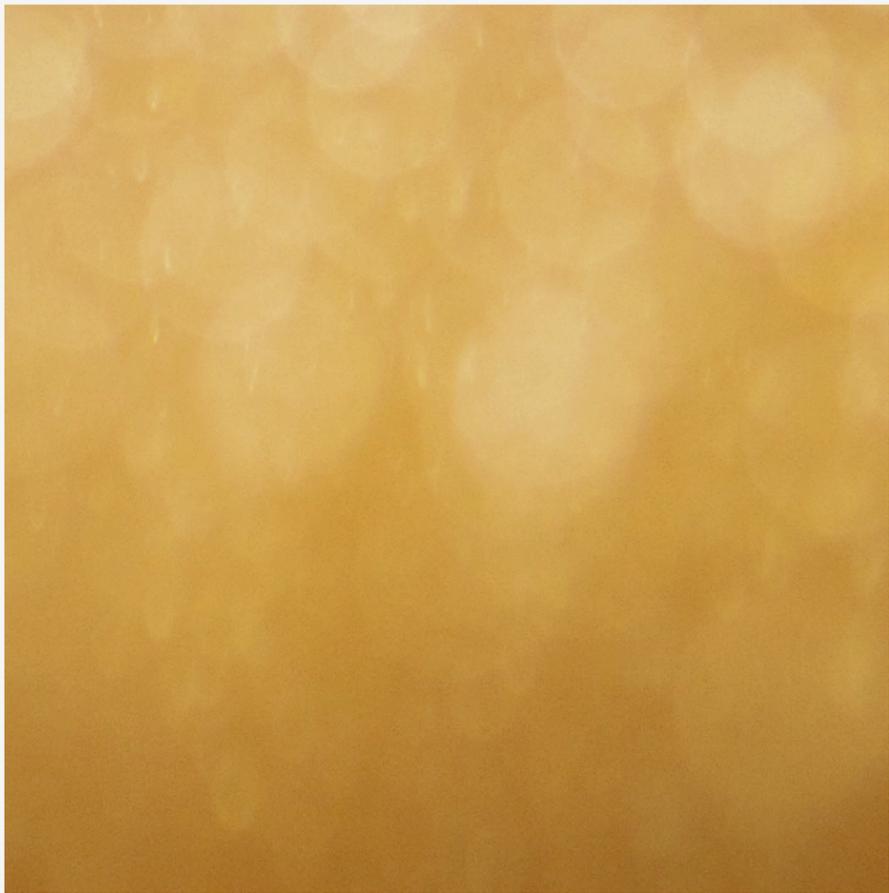
-ANN DESROCHERS, 2020

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

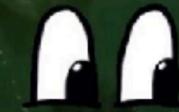
Listen as Dr. Figueroa discusses decolonization



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.

KATHRYN BAILEY

VIDEO CONTENT NOT DISPLAYED

FRESHMAN COLLOQUIUM

VIDEO CONTENT NOT DISPLAYED



MOMENTUM & CONSISTENCY

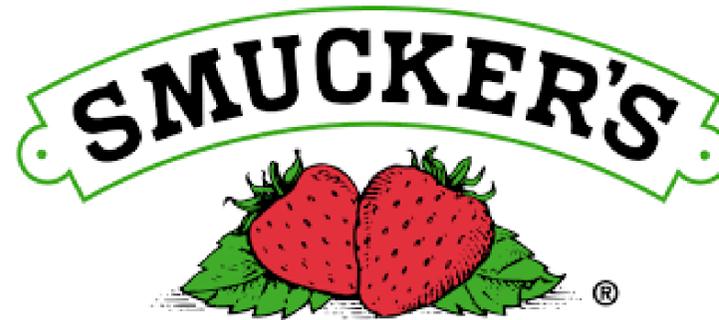


Always pass
on what you
have learned.

- Yoda



WHERE OUR INTERNS GO



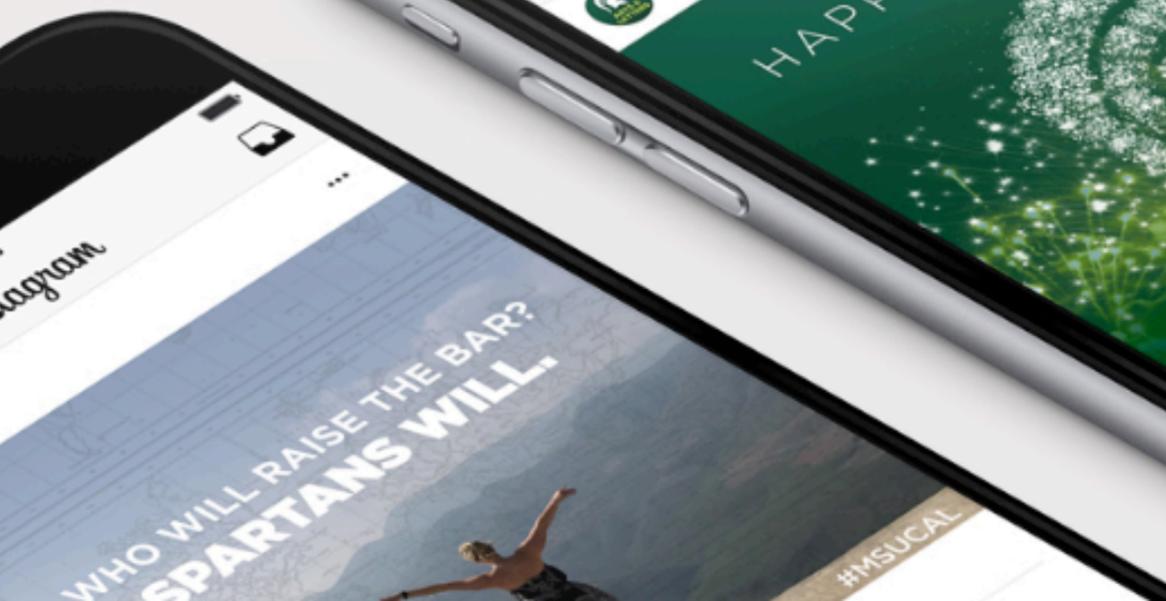
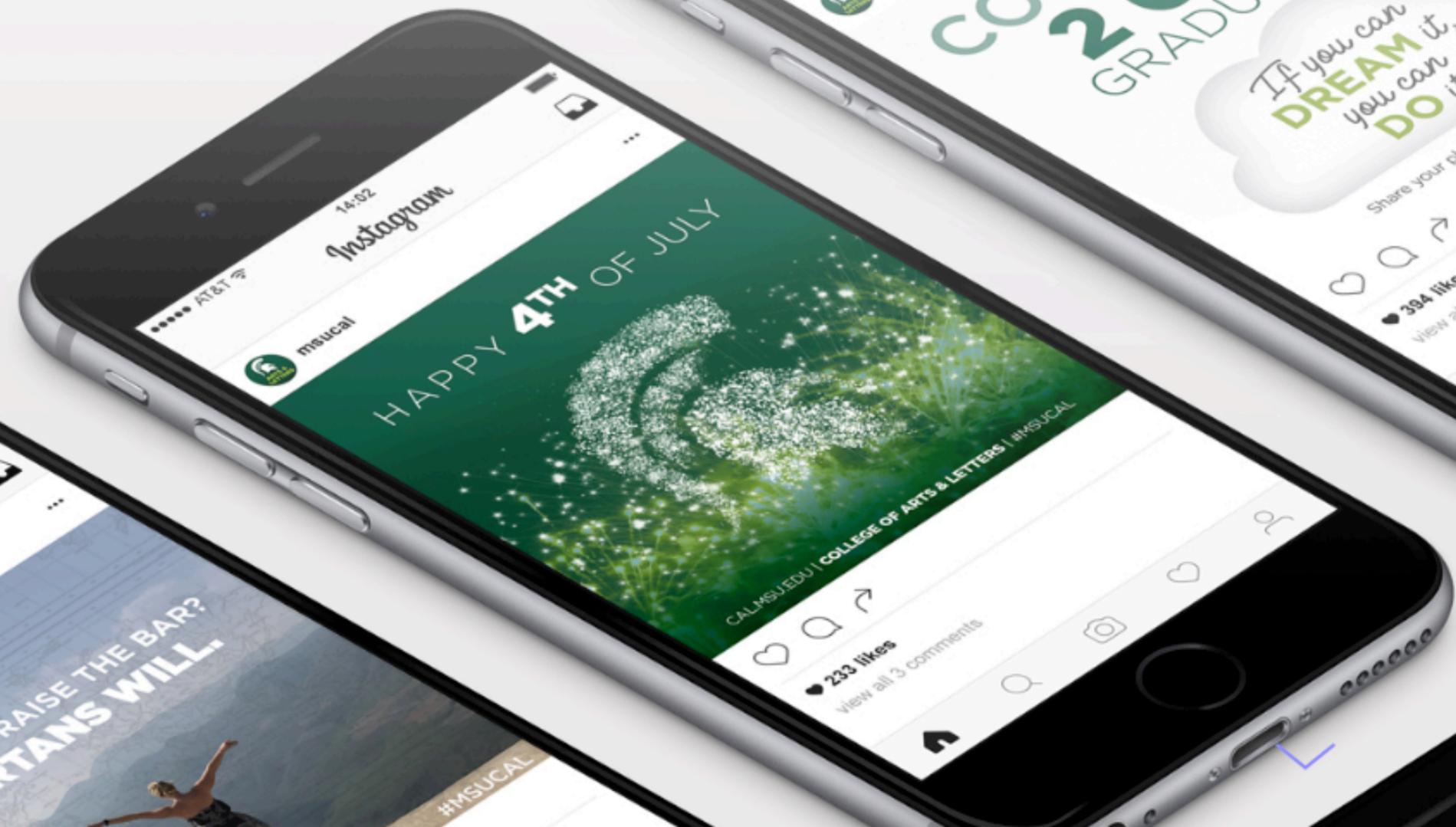
BuzzFeed

TASTY



WORK PLAY ABOUT

LAR



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

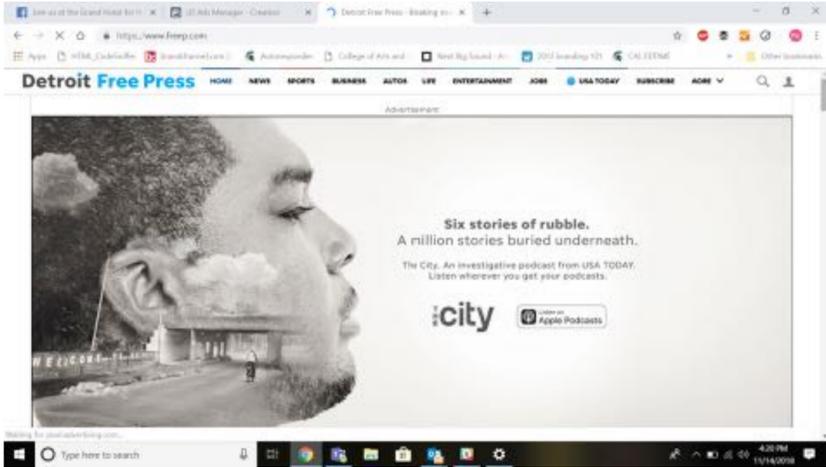
Reference material / best practice

Inspires you to take action

2018 DEAN'S REPORT

IDEATION → CONCEPT → CREATION → EXECUTION

IDEATION



CRISIS

CONTENT/LAYOUT

VISUAL STYLE

RESILIENCE

Chris Long @cplong

To the **#MSUCAL** Class of 2021: Be Resilient, Like a Tree: cplong.org/2017/08/to-the-... **#ResilientTree** **#MSU21**
Welcome home. **#MSU**

But it can also happen, if will and grace are joined, that as I contemplate the tree I am drawn into a relation, and the tree ceases to be an It. The power of exclusiveness has seized me.

Edward Thoreau, *A Week on the Concord and Merrimack Rivers*

MSU Arts & Letters and 8 others

7:17 AM · Aug 27, 2017 · Twitter for iPhone

7 Retweets 15 Likes

MSU @michiganstateu · Dec 14, 2017

This 347-year old tree on **#MSU's** campus stands strong despite being damaged in a violent storm. bit.ly/2C7pkMa **#ResilientTree**

3 replies 25 retweets 169 likes

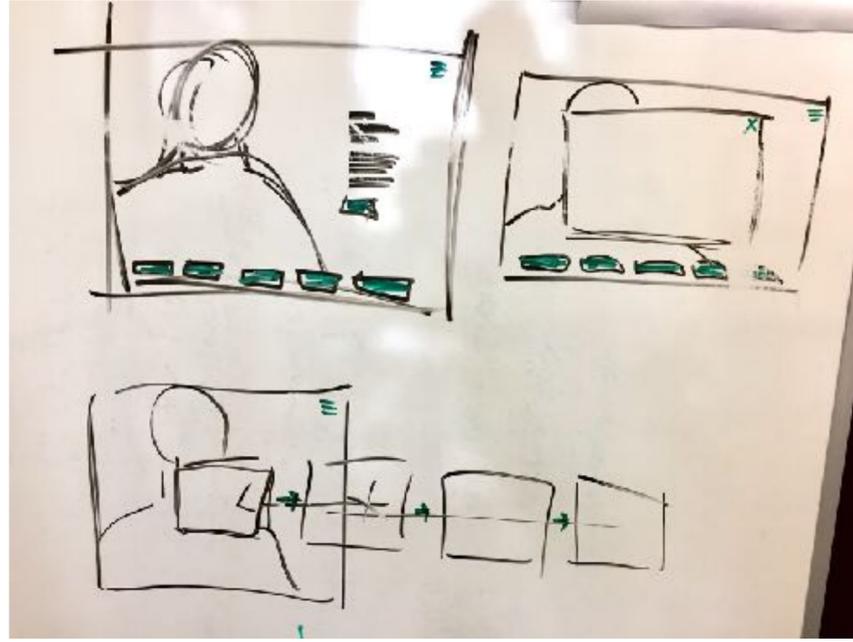
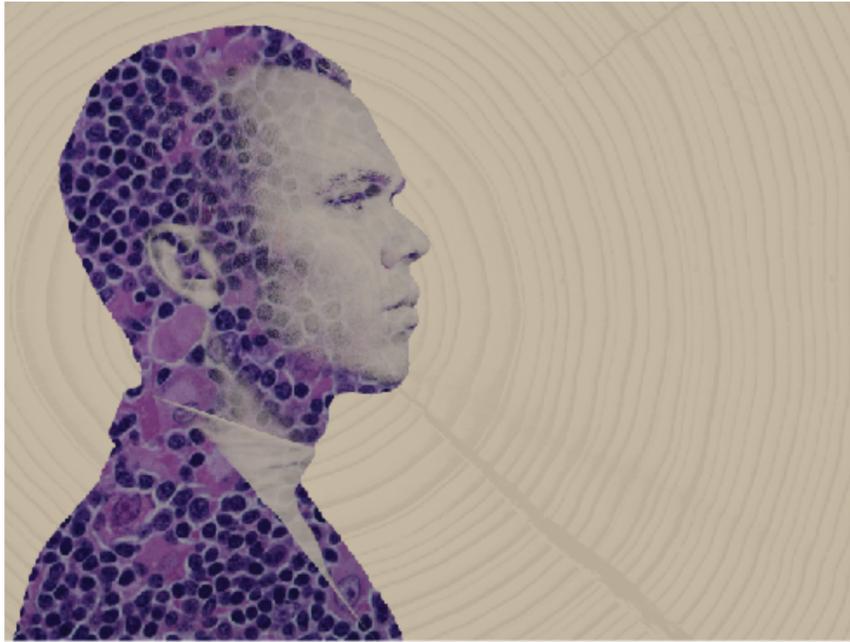
Chris Long @cplong · May 24, 2018

The **#ResilientTree**, May 24, 2018.

MSU Arts & Letters and 9 others

1 reply 3 retweets 28 likes

CONCEPT



CREATION





PURSUING THE DREAM

UNDOCUMENTED LIVES: PERSISTENCE THROUGH UNCERTAINTY

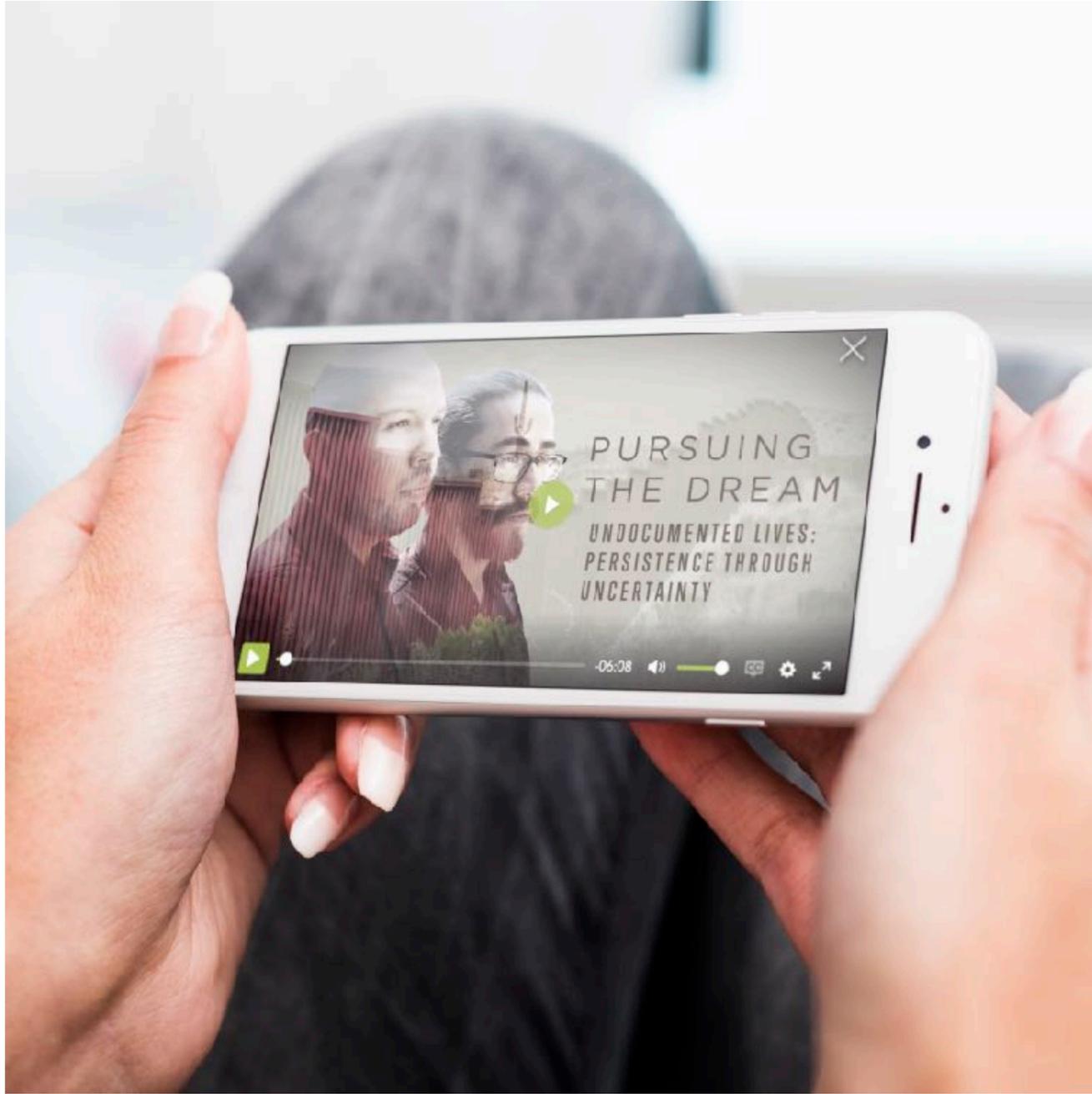
At ages 10 and 15, José Adrián Badillo Carlos and Osvaldo Sandoval moved with their families from Mexico to the United States where they struggled to adapt. They had to persevere through language barriers, racial prejudice, cultural differences, and a new way of life. Both undocumented immigrants, they 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.

 [PLAY STORY](#)

 COLLEGE OF ARTS & LETTERS DEAN'S REPORT

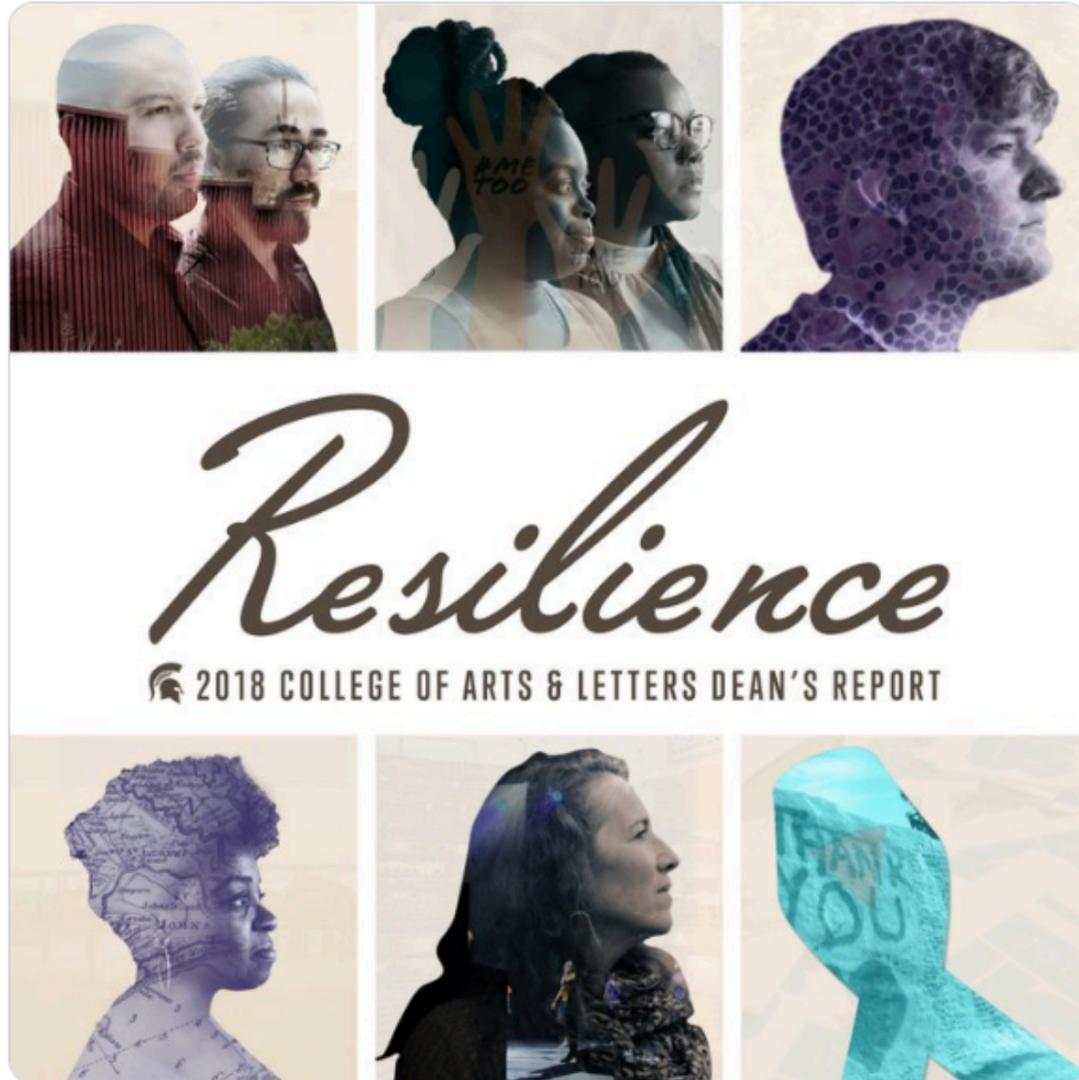
EXECUTION





MSU Arts & Letters
@CALMSU

It has arrived! The 2018 #MSU College of Arts & Letters Dean's Report, featuring six courageous stories of Resilience. deansreport.cal.msu.edu #MSUResilience



MSU Theatre and 9 others

2:55 PM · Nov 13, 2018 · [Twitter Web Client](#)



MSU Arts & Letters @CALMSU · Nov 29, 2018

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



Tamara T. Butler, PhD and 9 others



24

61



CONTENT CHALLENGE

How do we engage with prospective and current students?

EXAMPLE

Study abroad and study away experiences



STUDY ABROAD PHOTO & VIDEO

CONTEST



5

Years

15k+

Images

20

Hours of
Video

150+

Students
Featured
(articles & social)

msucal • Following
Dublin, Ireland

msucal Professional Writing major and Citizen Scholar Sophie Schmidt is in Dublin, Ireland interning this summer! How are you spending your #SpartanSummer? 🇺🇸

7w

Liked by cplong and 65 others

JUNE 4

Add a comment... Post

How The Excel Network Works

243 views

2 1 SHARE SAVE ...

Your Study Abroad - YouTube

https://www.youtube.com/watch?v=6y0cOI-bx3I

YouTube Search SIGN IN

YOUR EDUCATION

Your Study Abroad

27,109 views

4 0 SHARE SAVE ...

msucal • Following

msucal Alia Jones, a Humanities-Prelaw major and Citizen Scholar, will be showing us her #SpartanSummer in Australia tomorrow, where she's currently interning at @3m. Stay tuned! 🇺🇸

1w

Liked by grandhotelmichigan and 63 others

JULY 16

Add a comment... Post



Internships 1w



G'day mate!
Alia here spending my
#SpartanSummer
interning abroad with
3M Australia

SYDNEY, AUSTRALIA



Study Away 8w



#spartansummer

APPLE CAMPUS



NEW VS EDIT

INSTEAD OF “WE NEED TO PUBLISH MORE CONTENT”
LET’S START THINKING “WE NEED TO EDIT MORE CONTENT”

REPURPOSING

TRACK RECORD OF STUDENT SCHOLARSHIP WINNERS FROM MAJOR INTERNATIONAL AND NATIONAL AWARDS



INCLUDING

THE RHODES SCHOLARSHIP

MARSHALL SCHOLARSHIP

BARRY M. GOLDWATER SCHOLARSHIP

AND MANY MORE

STUDY ABROAD IN: 80 PROGRAMS | 40 COUNTRIES | 06 CONTINENTS



 96%

UNDERGRADUATE JOB PLACEMENT RATE

LEADING COLLEGE FOR INTERNATIONAL INTERNSHIPS IN MORE THAN 14 COUNTRIES



A LEADING COLLEGE IN STUDY AWAY



NEW YORK CITY
LOS ANGELES
BOSTON
SAN FRANCISCO

OFFERING INTERNSHIPS SUCH AS:



LEADING COLLEGE FOR INTERNATIONAL INTERNSHIPS IN MORE THAN 14 COUNTRIES



 95%
UNDERGRADUATE PLACEMENT RATE



LEADING COLLEGE IN STUDY AWAY



SILICON VALLEY
SAN FRANCISCO
HONOLULU
WASHINGTON D.C.
NEW YORK CITY
LOS ANGELES
CHICAGO
PUERTO RICO

STUDY ABROAD IN:

80 PROGRAMS | 40 COUNTRIES | 06 CONTINENTS



VIDEO CONTENT NOT DISPLAYED

REPURPOSING



msucal • Following

msucal Thanking our extraordinary alumni and donors who have been spreading #Spartan Spirit this year with custom-made gift labels (swipe to see them)! Happy Holidays 🎁

31w

Liked by emorey_plus_three and 42 others

DECEMBER 20, 2018

Add a comment... Post



msucal • Following

msucal Thanking our dedicated alumni and friends who invested in our Empower Extraordinary Campaign with a piece of Morrill Hall, which stood on MSU's campus for 113 years. Their generosity strengthens our land-grant mission to advance knowledge and transform the lives of @michiganstateu students.

7w

kerkatrob Can I still get one of these Morrill Hall bricks??

Liked by cplong and 59 others

MAY 31

Add a comment... Post

MSU Arts & Letters @CALMSU

We can't wait to start the 25th anniversary of #MSU Arts Weekend at the @GrandHotelMI which starts tomorrow! Check out customized 25th anniversary #MSUCAL Arts Weekend pins each guest will receive featuring the icon theatre in the Grand Hotel. 🎭



MSU Museum and 8 others

7:16 PM · Jun 27, 2019 · Twitter for iPhone



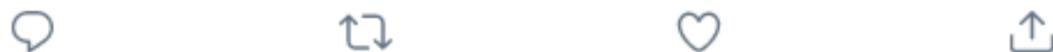
MSU Arts & Letters
@CALMSU

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.



3:44 PM · Jul 2, 2019 · [Twitter for iPhone](#)

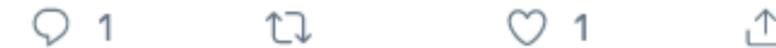
9 Retweets 63 Likes



science.wisc.edu @sciencewiscedu · Jul 3

Replying to @CALMSU and @michiganstateu

And a good thing, too, and an apt occasion for our periodic reminder that science and math have always been vital parts of the [#liberalarts](#). Notably, the Morrill Act stated a commitment to liberal as well as practical education.



science.wisc.edu @sciencewiscedu · Jul 3

The 1862 Morrill Act: "at least one college where the leading object shall be, without excluding other scientific and classical studies, and including military tactics, to teach such branches of learning as are related to agriculture and the mechanic arts,..."



science.wisc.edu @sciencewiscedu · Jul 3

...in such manner as the legislatures of the States may respectively prescribe, in order to promote the liberal and practical education of the industrial classes in the several pursuits and professions in life."

This text is a pivotal passage in the life of the United States.



Taking Social Past Their Platforms



KATHLEEN FITZPATRICK

[About](#) [Micro.blog](#) [Presentations](#) [Teaching](#) [Projects](#)

My dean [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
@CALMSU

In the latest episode of the LAE podcast, Dean @cplong discusses generous thinking in higher education and her new novel with Dr. Kathleen Fitzpatrick, Director of Digital Humanities and Professor of @MSUEnglish. #MSUCALonAir cal.msu.edu/news/generous-... @MSU_AAN @kfitz @msulibraries

Podcaster:
Kathleen Fitzpatrick
Director of Digital Humanities
Twitter: @kfitz

MSU LIBERAL ARTS ENDEAVOR
PODCAST

Season 3, Episode 1: Generous Thinking in Higher Education

14 10:06 AM - Feb 17, 2019

See MSU Arts & Letters's other Tweets

COLLEGE OF ARTS & LETTERS

[FUTURE STUDENTS](#)

[PARENTS](#)

[PROGRAMS](#)

[CONTACT US](#)

Instagram Stories

Internship



Sean - New York City

Study Abroad



Margo - China

Experience

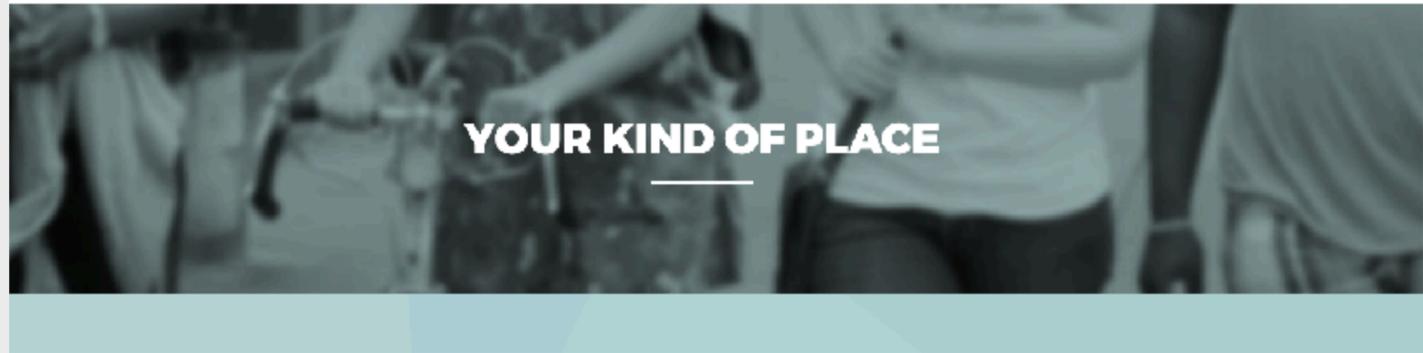


Chantel - New York Fashion Week

Alumna



Erin - BuzzFeed



YOUR KIND OF PLACE



INTERVIEW



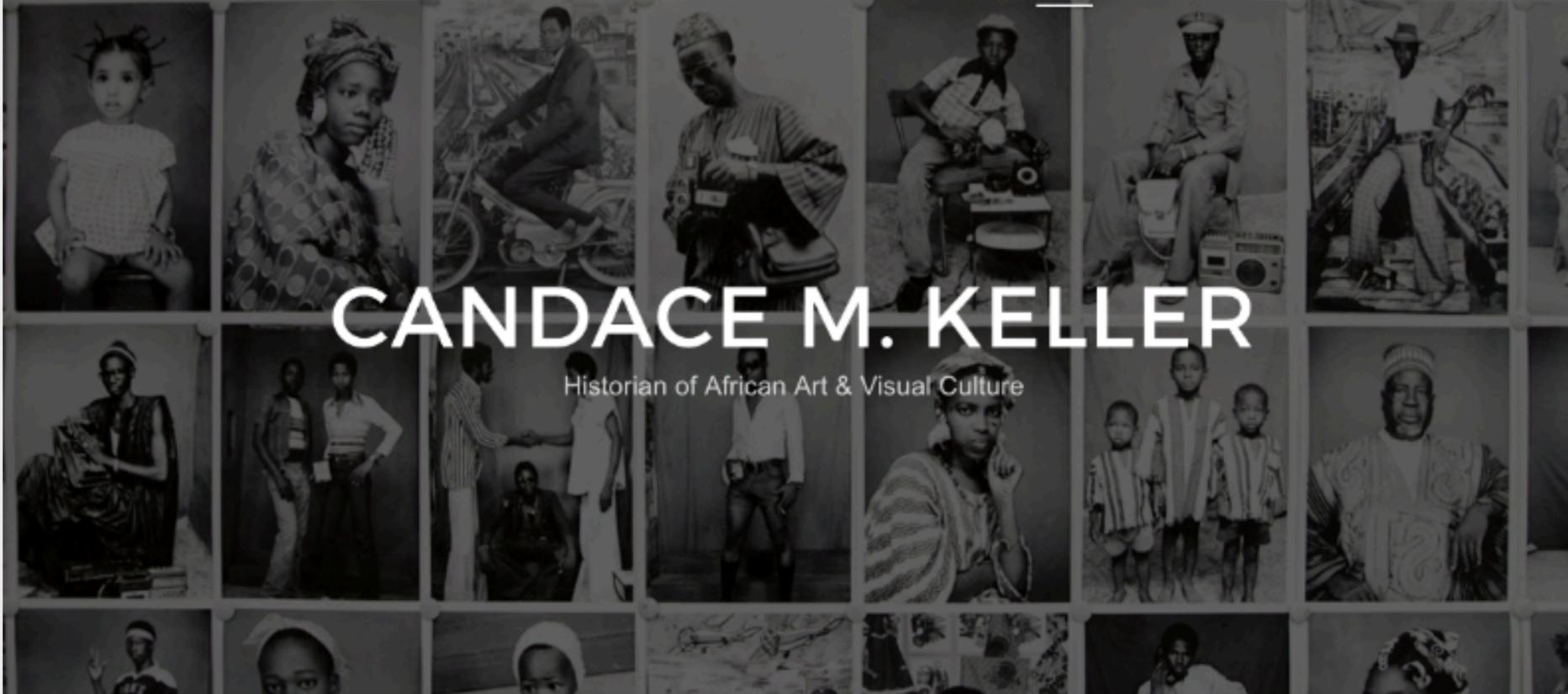
FULL-LENGTH VIDEO



SOCIAL SNIPPETS

CANDACE M. KELLER

Home Biography Research Teaching Contact



CANDACE M. KELLER

Historian of African Art & Visual Culture

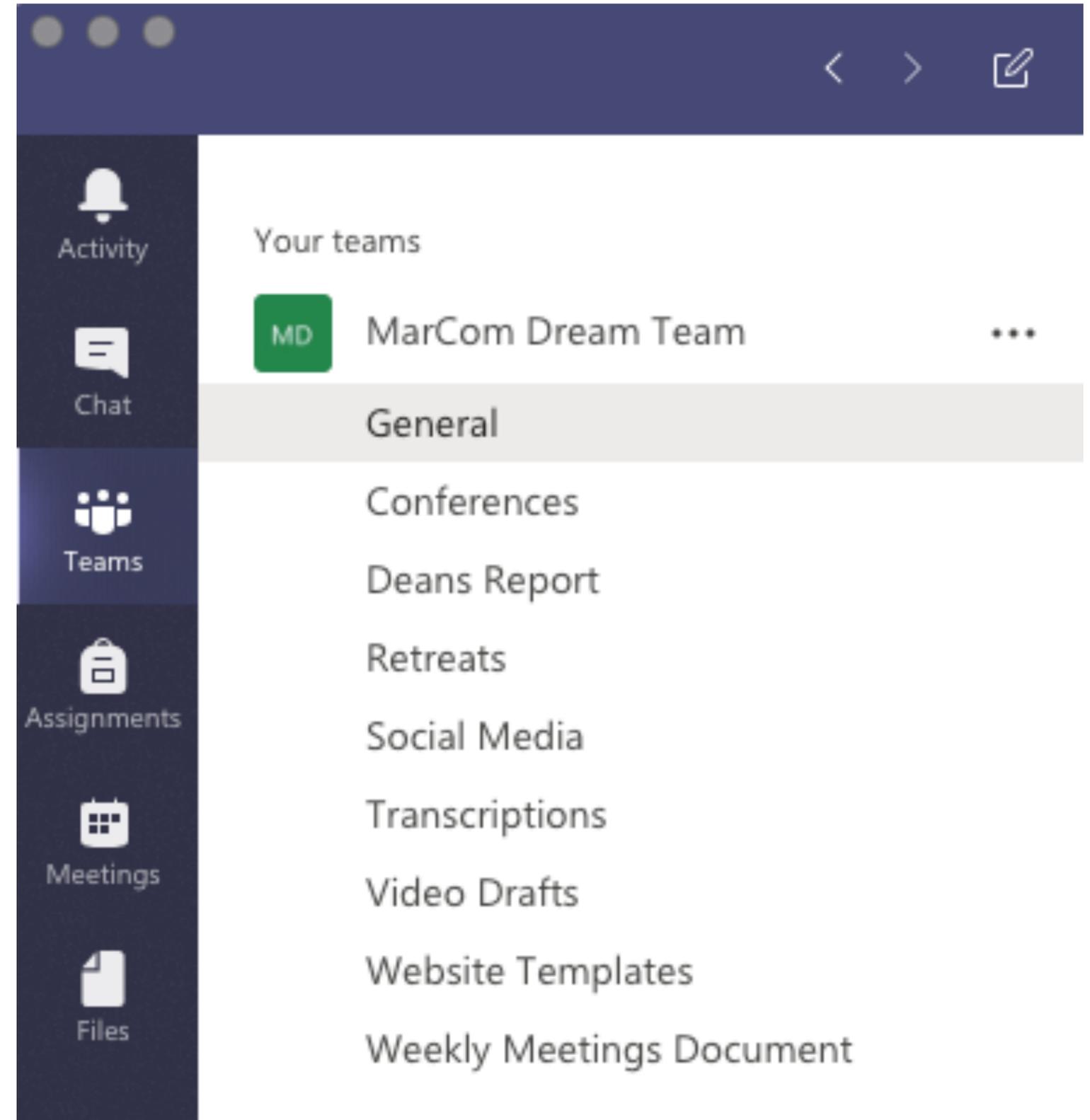
Multi-media Features



Tools

Teams

Conversations dedicated to each product / focus



News

- Valentina Denzel - Research and Grant (Sep 30) KP
- Gretal Van Weirn (Sep 30) KP
- Tse-Lan Sing Fellow (Jun 28) KP
- Julia Johnson - REL alum (Aug 30) KP
- IOS lab - April (student experiences) (Sep 10) KP
- Shawn Loewen- Babel (Jul 12) KP
- John Mohnberg - smart city grant (Jul 12) KP
- Karen Gillmor - \$1M professorship (Jul 3) KP
- Tacuma Peters (Jun 28) KP
- Adam Brown - Exhibition
- Gina Adams-Levy Alum - Buttons to

Theatre

- FEATURE - Chris Hibb Story - Dionne O'Dell (Casey) (Jul 19) 5 Status: In Progress
- GRAPHIC - Show Program Covers (Jul 19) 1 Status: Waiting for Client
- GRAPHIC - Postcards - Jumbo COGS Graduation Postcards 5.5" x 8.5" (Jul 19) 1 Status: Waiting for Client
- GRAPHIC - Postcards - Single Show 4" x 5.5" (Jul 19) 1 Status: Waiting for Client
- GRAPHIC - Postcards Chair Thanks 4" x 5.5" (Jul 19) 2 Status: Waiting for Client
- GRAPHIC - Postcards Double-Show 4" x 5.5" (Jul 19) 1 Status: Waiting for Client

Web

- People Database (Jul 31) BT
- Marketing/Home Page Designs (Jul 31) BT
- Content Marketing System - News Only (Jul 31) BT
- Philosophy Department Website (Jul 12) BT
- Training Guide for Red Cedar Template (Jul 31) BT
- WRAC (Jun 25) BT
- AIIS - native.msu.edu BT
- Art Website BT
- CeLTA Website BT
- FLTA standalone website BT

Video

- Headshots for CAL website (Status: In Progress)
- Giving Videos (Jul 26) 2 Status: In Progress
- Critical Race Studies (Jul 25) 1 Status: In Progress
- Josh Malerman - Bird Box (Jul 29) 1 Status: In Progress
- Summer Circle Videos (Sep 30) 3 1 Status: In Progress
- Jackie Rhodes - Behind the Will (Jul 28) Status: In Progress
- Behind the Will Videos (Jul 28)
- Justus Nieland - Grad students (Aug 13) 1 Status: Waiting for Client

Graphic Design

- Red Cedar Needs (Jul 26) 1
- e-newsletter template - Campaign Monitor (Jul 31)
- CeLTA template - Felix (Jul 31) 3
- President one-pager (Aug 1) 1
- Nameplate for Dean's conference room window (Jul 31)
- Content Studio at MSU (Jul 31)
- Faculty Directory Mocks (Jul 31)
- Citizen Scholar New Info Sheet (Status: Not Started) ON HOLD
- Trevor Noah - Vinyl on 3rd floor
- Social@State Presentation

Events

- Citizen Scholars Kickoff - August 26th (Aug 26) 2/3
- Homecoming--Meet and Greet 9/27 2:30-4 pm (2/9)
- American Catholic Thought and Culture (ACTC) October 3 (Oct 3) 0/20
- Speaker's Bureau (Jul 26) 0/5 Status: In Progress
- SLRF Sept 20-22 (Jun 1) 0/4
- Public Philosophy Network - Event October 2019 (Jun 1) 2/5
- ENG Upper Deck guest speaker 10-10 (0/2)
- Accessible Learning Conference Nov 21-22 (11/18) Status: In Progress
- Commencement 2020

+ Add another

- Activity
- Chat
- Teams
- Assignments
- Meetings
- Files
- ...

- Your teams
- CD CAL Dean's Office
 - MD MarCom Dream Team
 - CL CAL Linton Hall
 - CI CAL - Interns
 - Spartan Design League
 - CR CAL - Red Cedar Development
 - CS CAL Staff Advisory Council

CI CAL - Interns > Social Media Inspiration ...

Private

Conversations Files +

July 19, 2019



Johnson, Caroline 7/19 4:41 PM

👍 2

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

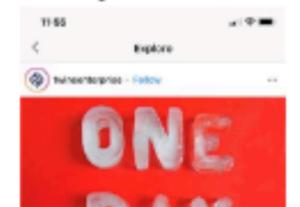
yes, let's put in the content calendar...very cool!

← Reply

July 23, 2019



Hardey, Sam 7/23 10:58 AM



See more



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

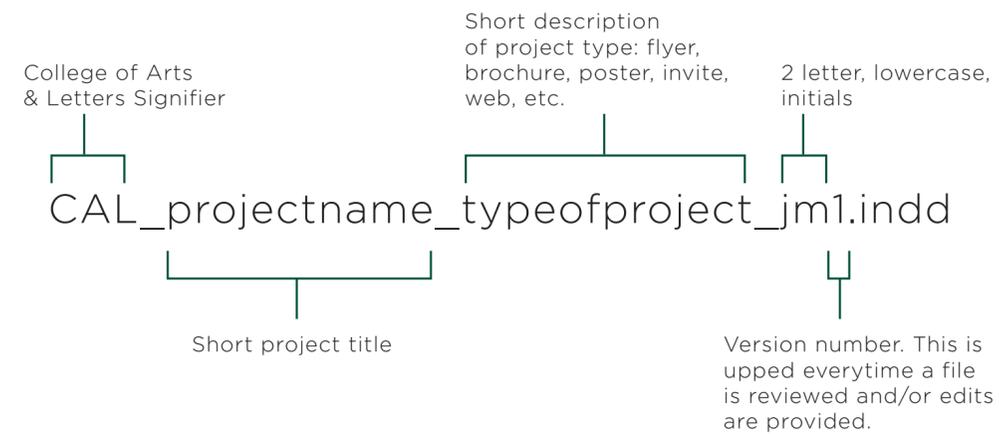
Start a new conversation. Type @ to mention someone.

FILE NAMING & FOLDER ORGANIZATION

Graphic Design Services

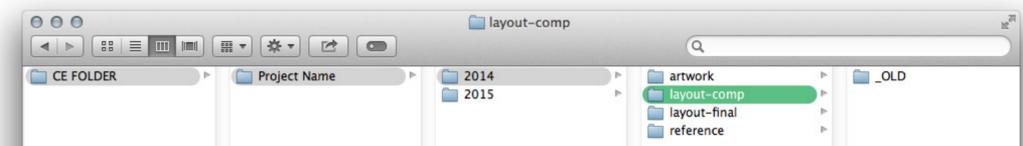
FILE NAMING

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.



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



[Home](#) > [Contacts](#) > [Marketing Office](#) > Social Media Guide

Social Media Guidelines

Social media is commonly encountered in the context of applications like Facebook, Twitter, Instagram, LinkedIn, YouTube, and Flickr where text, media, links, and opinions are shared, discussed, and redistributed. Social media is generally an accessible outlet to spread the word on your organization, program, or self.

The guide below will assist you through the basics of social media platforms, analytics, etiquette, and branding for a College of Arts & Letters related faction.

Consultation

For one-on-one consultations regarding any and all questions about social media, please submit a [Marketing Request Form](#) with the College's Marketing and Communications office.

Platforms

Twitter is a news platform, primarily used to share the most recent content, news, and opinions. The purpose of a Twitter page is to keep your audience current with the group. Because the lifespan of a tweet is less than a half hour, it's important to only post the most current information.

Facebook is also a news platform, with a focus on networking with alumni and older audiences, like parents of students. Unlike Twitter, Facebook doesn't have a word limit and you can post a bit more in-depth information. Additionally, your "news" can also be a bit dated, it is not as fast-paced as Twitter.

Instagram is a casual image-based platform that will make your group's web presence more human and appealing to younger audiences, like students. Instagram also has a 60-second video feature and stories. Your followers are more unlikely to "repost" on Instagram than they are on Twitter or Facebook. The focus for Instagram is strengthening your brand.

If you need assistance creating an icon or choosing a photo for your social media pages, please submit a [Marketing Request Form](#). To learn more about specific Instagram features, visit our [Instagram Stories 101](#) slideshow below.

Instagram Stories 101:
The art of IG stories

In This Section

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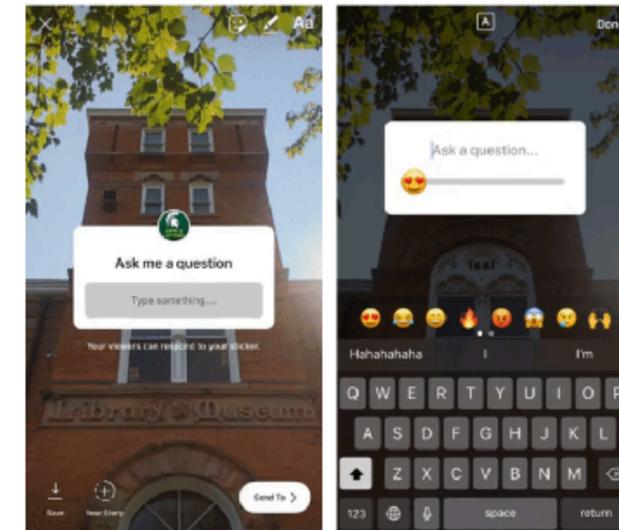
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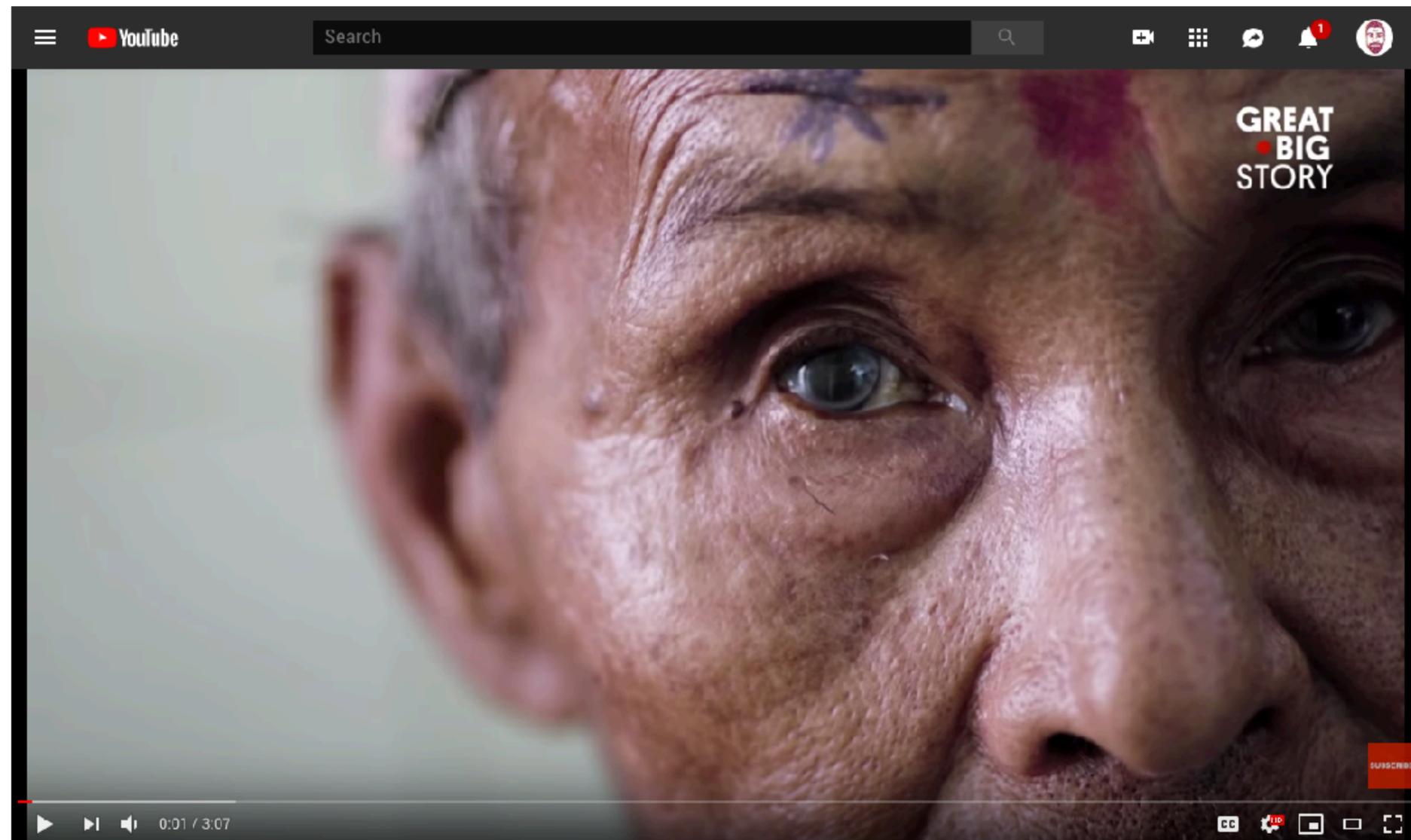
INTERACT WITH YOUR AUDIENCE

- **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 of yourself or photo with you answer in text
- **POLLS**
 - Ask your audience's opinion
 - Generally give "yes" or "no" options
- **SLIDE EMOJI**
 - Ask a question, get audiences option via an emoji slide



Kindling

GREAT BIG STORY



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?



College of Arts & Letters
MICHIGAN STATE UNIVERSITY

cal.msu.edu