



MICHIGAN STATE UNIVERSITY

Paid Social Media Ideas
August 2019

SOCIAL MEDIA BUYING

- Industry Trends
- Goals – 2018, 2019, 2020+
- Key Learning – Metrics
- Campus Opportunities

TRENDS - DIGITAL

- + Industry experts predict digital ad spending to exceed all other media channels

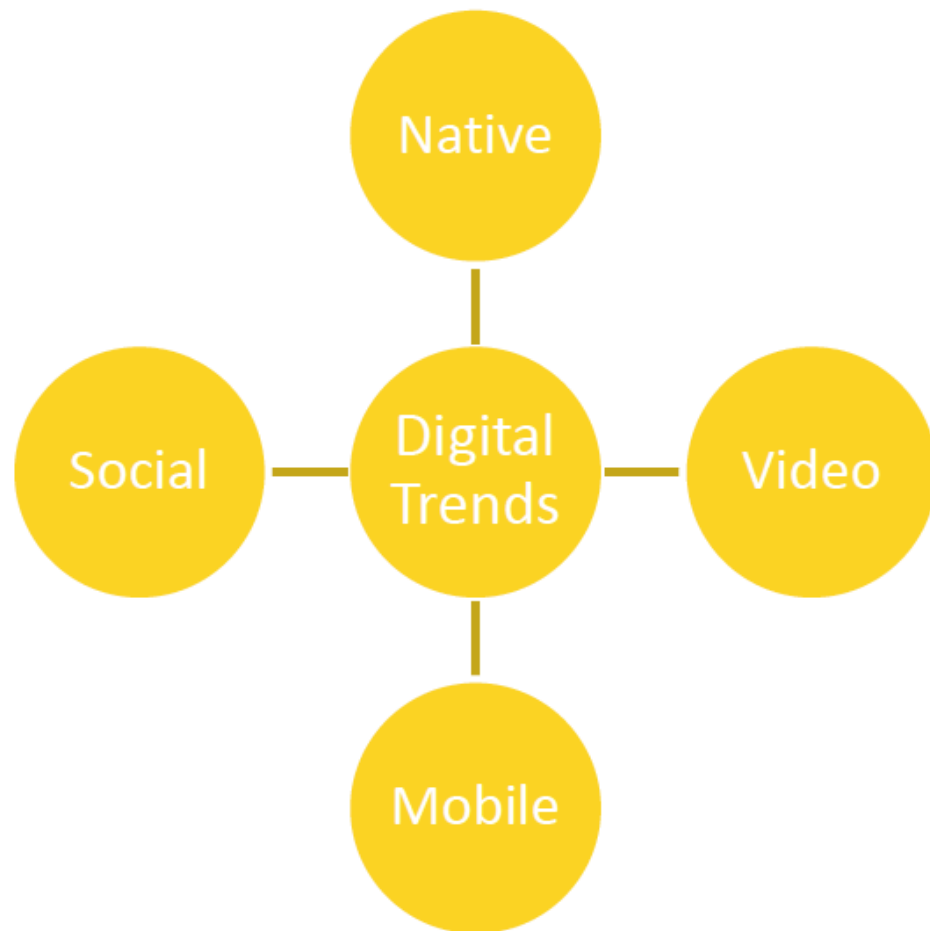
US Total Media Ad Spending Share, by Media, 2014-2020
% of total

	2014	2015	2016	2017	2018	2019	2020
TV*	39.1%	37.7%	36.8%	35.8%	34.8%	33.7%	32.9%
Digital	28.3%	32.6%	35.8%	38.4%	40.8%	43.1%	44.9%
—Mobile	10.9%	17.3%	22.7%	26.2%	28.8%	31.0%	32.9%
Print	17.4%	15.4%	13.9%	12.9%	12.2%	11.6%	11.1%
—Newspapers**	9.1%	8.0%	7.2%	6.6%	6.1%	5.7%	5.5%
—Magazines**	8.3%	7.4%	6.8%	6.4%	6.1%	5.8%	5.6%
Radio***	8.4%	7.8%	7.4%	7.0%	6.7%	6.4%	6.1%
Out-of-home	4.0%	4.0%	3.9%	3.8%	3.7%	3.5%	3.4%
Directories**	2.8%	2.5%	2.2%	2.0%	1.9%	1.7%	1.6%

*Note: *excludes digital; **print only, excludes digital; ***excludes off-air radio & digital*
 Source: eMarketer, March 2016

205439 www.eMarketer.com

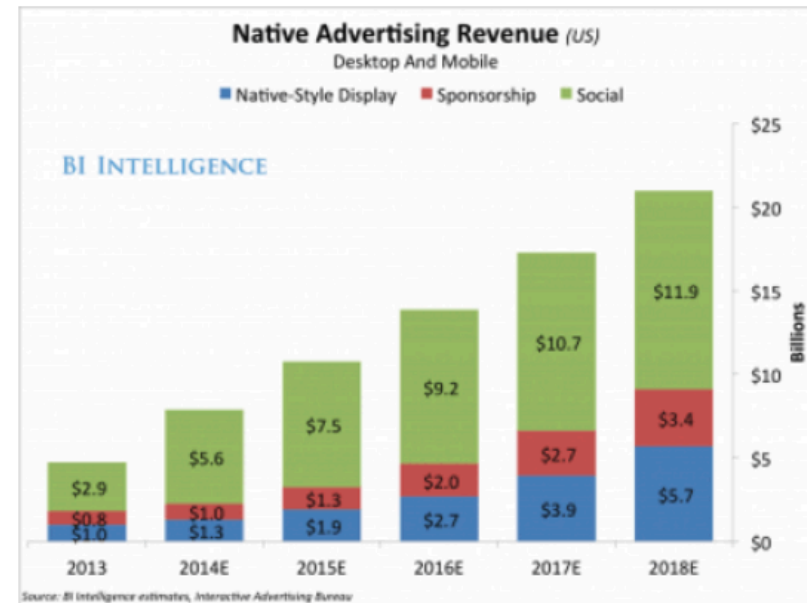
TRENDS



US NATIVE REVENUE

TRENDS - NATIVE

- + According to Business Insider (BI), Native Advertising spend reached \$21 Billion in the US by 2018
- + BI chart illustrates the largest spend is in the native social space, however the most growth potential lies with native display which is predicted to grow by 200% in the next two years



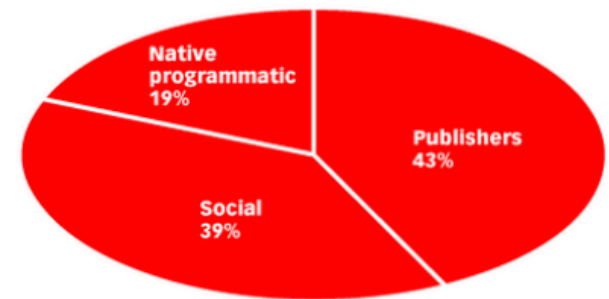
TRENDS - NATIVE

+ HOW IS IT PURCHASED?

- Like other digital media, native can be purchased on a site-direct or programmatic basis
- Native is purchased in three buckets
 - > Social is extremely cost efficient, self-serve
 - > Direct publisher buys can be more costly but offers alignment with premium content and more flexibility/customization
 - > Programmatic provides cost efficiency and scale
 - Outbrain, Sharethrough, Triple Lift

Allocation of Native Advertising Budget According to US Marketers and Agencies, May 2016

% of total



Note: among those involved in native advertising decision-making; numbers may not add up to 100% due to rounding
Source: Advertiser Perceptions, "Native Advertising Report, Wave 4" as cited in press release, Dec 6, 2016

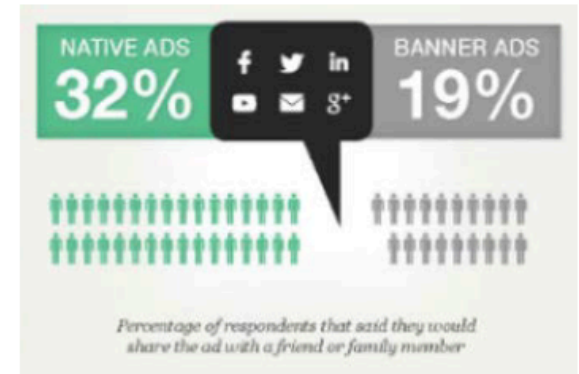
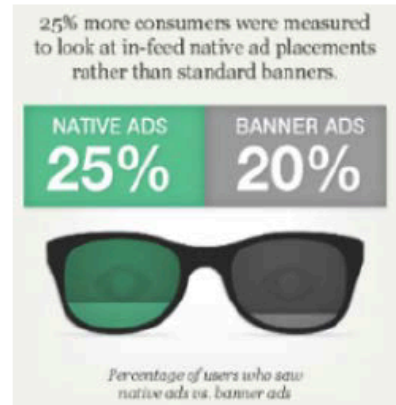
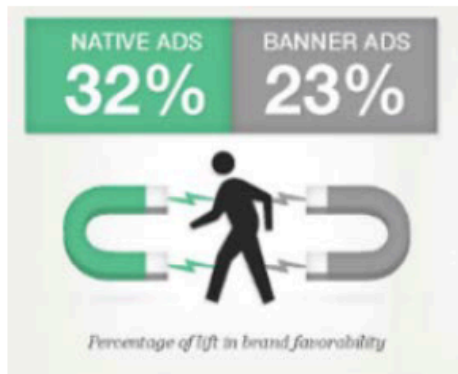
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www.eMarketer.com

TRENDS - NATIVE

+ BENEFITS

- Contextually relevant – the right content at the right time, fits seamlessly into the website’s environment
- Less prone to ad blockers
- Less disruptive



MEDIA OBJECTIVES



- + **Content Consumption**
 - Drive comprehension of positive messaging
 - Act as a content resource to audience segments
 - Promote in all environments (owned and third party)



- + **Community Growth**
 - MSU social followers
 - Prospective undergraduate student recruitment
 - Continue conversation in owned channels

Shift from Advertiser to Publisher



PLAN GOALS

FY18

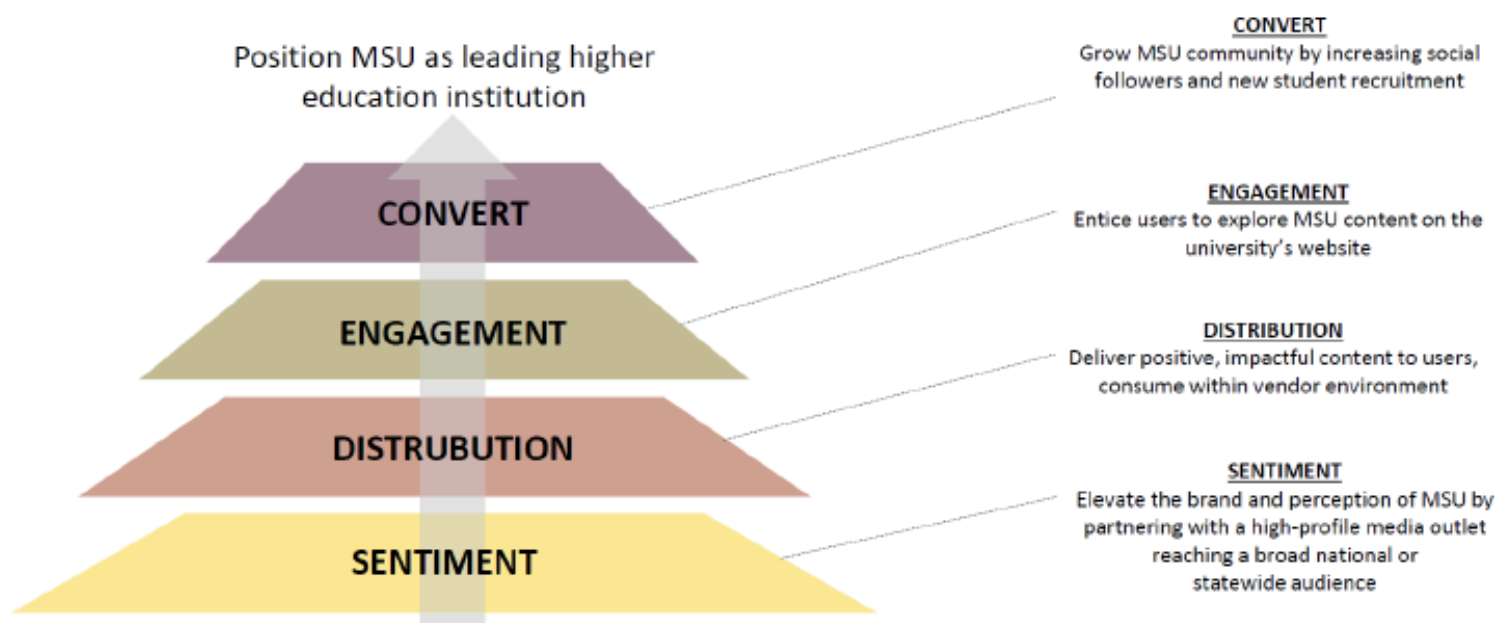
Goal 1: Video completes and on-post engagement

Goal 2: Unique visitors

Goal 3A: Social followers

Goal 3B: MSUToday sign-ups

FY19



Media Partners

FY18

Media Partners:

Digital

- Audience Partners – Pre-roll Video
- Outbrain – Tier 3 Native
- Sharethrough – Tier 3 Native
- GDN – Display Banners & Tier 3 Native
- Vibrant – Display Banners

Social

- Facebook
- Instagram
- YouTube
- Twitter
- LinkedIn

Traditional:

- Delta Sky
- United Hemispheres
- Airport (Detroit, Chicago, Atlanta, NY, In-Flight)

FY19

Media Partners:

Digital

- NYTimes – Tier 1 Native
- MLive – Tier 1 Native
- Audience Partners – Pre-roll Video
- Nativo – Tier 2 Native
- Outbrain – Tier 3 Native
- Sharethrough – Tier 3 Native

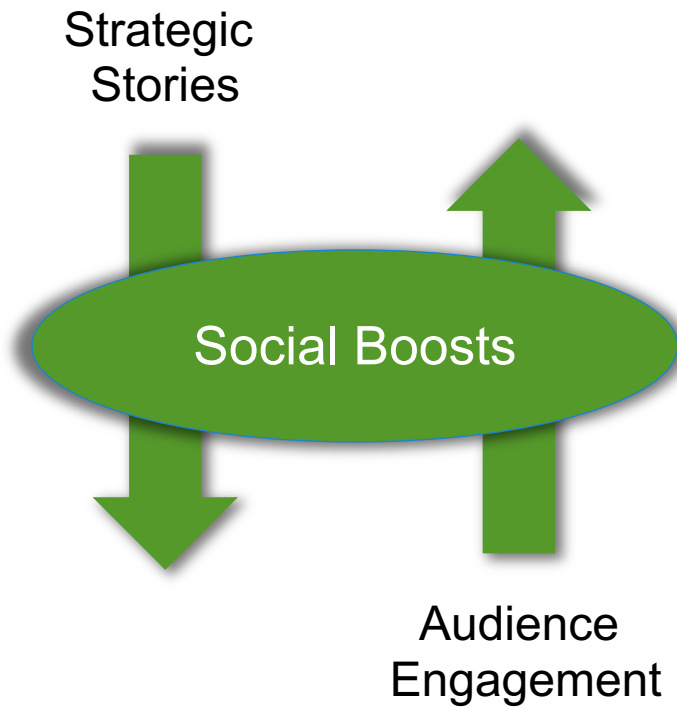
Social

- Facebook
- Instagram
- YouTube
- Twitter
- LinkedIn

Traditional:

- Delta Sky (National)
- MNI Business Network (MI geo only)
- Radio (MI geo only)

Which Stories Do We Promote?



Overall Metrics – Video Views

FY18 CREATIVE LEARNINGS SOCIAL (GOAL 1)

Campus

Holiday Greeting
Turf Grass
Honors College
Fall Welcome
Stranger Things
Land Grant
Year in Review

Brand

Something Bigger
What Makes a Spartan
Brand Spot

Environment

Sea Lampreys
Pandas
Honey Bees
Poo at the Zoo

Science & Technology

FRIB
Robot Learning
Solar

Health

Zika
Concussions
Skin Cancer Research

Life

License Plates

- + There was a larger quantity of campus-focused video creative.
- + The top performers were brand spots.
- + Zika and Sea Lampreys also performed well on social

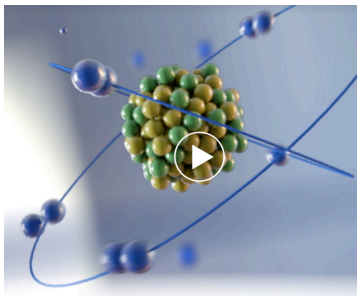
Social Video – Sponsored (view content non-MSU property)

Wide Range of Content: Affinity and Esteem

Creative	Video Completes	Engagements	VCR	CPCV
Poo at the Zoo	1,691	1,145	31.44%	\$0.02
FRIB	879	1,745	31.38%	\$0.02
Fall Welcome	3,836	2,364	30.78%	\$0.02
Robot Learning	3,577	680	28.85%	\$0.02
Land Grant	2,625	2,080	27.55%	\$0.02
Honey Bees	4,705	1,675	27.40%	\$0.02
Skin Cancer Research	563	1,408	23.95%	\$0.03
Football	6,353	140,610	1.26%	\$0.55
Justice the Dog	2,370	48,450	1.09%	\$1.02
Extraordinary Spartans	Parent 2,757	136,437	0.62%	\$1.81
Holiday Greeting	822	44,428	0.57%	\$1.82
Will the Poet	1,085	83,674	0.29%	\$4.61



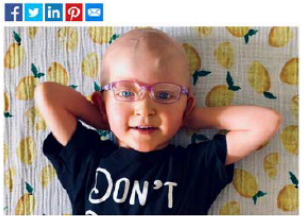
MSU TURNS ZOO WASTE INTO CLEAN ENERGY



ACCELERATING INTO THE FUTURE



New Genetic Syndrome Identified in 3-Year-Old Patient
By Michigan State University



- Read These Next**
- 1. Here's Why Popcorn Pops
 - 2. 20 Hilarious Ways Other Cultures Say "When Pigs Fly" AROUND THE WORLD
 - 3. 7 Things Your Favorite Type of Music Can Predict About Your Personality

Overall Metrics – Unique Visitors

FY18 CREATIVE LEARNINGS SOCIAL (GOAL 2)

Campus

Fall Welcome

Honors College
Stranger Things
Homecoming
Year in Review
Spartan Summer
Turf Grass
Land Grant
Entrepreneurship
Holiday Greeting
Commencement
Spartan Day of Service
Gaining Ground
100 Years Detroit
Peace Corps

Health

Blood Pressure App

Neuroblastoma Research

Environment

Honey Bees
Blueberry
Poo at the Zoo
Pandas

Life

Africa Partnership

Science & Technology

FRIB
Gene Therapy
Cisplatin
Women in Science
Biometrics
Robot Learning

Brand

Brand Spot
Top 10 Esteem

- + Social posts were heavily-focused on campus related content, which performs very well on Facebook.
- + Hot-topics and health/technology also performed well.

Social Boosts

Mix of Esteem and Affinity
 Campus stories performed well on Facebook (Fall welcome, Game Changers, Gaining Ground, Hauntings & History)
 Health/technology strong
 Capital campaign, commencement, day of service, holiday greeting, Will the Poet lower CTR



SOCIAL (FB, IG & LI)

Creative	CTR	CPC	Clicks
Top 10 Esteem	7.07%	\$0.05	2,035
Blood Pressure App	2.13%	\$0.25	5,948
Game Changers (Football)	1.30%	\$0.65	2,951
Fall Welcome	1.20%	\$0.49	3,467
Neuroblastoma Research	1.12%	\$0.37	1,335
Top 100 Universities	0.96%	\$1.19	1,261
Gaining Ground	0.85%	\$0.51	4,805
Hauntings & History	0.69%	\$1.72	1,121
Starbucks & NASA Grads	0.68%	\$0.68	870
GMO	0.64%	\$1.88	2,231
Gene Therapy	0.59%	\$0.84	595
Biometrics	0.56%	\$0.71	2,104
Extraordinary Spartans	0.51%	\$2.25	1,865
Good Will	0.49%	\$1.59	315
Vehicles	0.49%	\$2.40	116
Africa Partnership	0.48%	\$1.01	1,478
Honey Bees	0.46%	\$1.65	2,268
Blueberry Research	0.40%	\$1.17	691
Peace Corps	0.40%	\$1.03	1,454
Justice the Dog	0.38%	\$2.97	1,100
Poo at the Zoo	0.38%	\$1.41	1,064
Cisplatin	0.37%	\$1.47	1,177
Land Grant	0.37%	\$0.99	1,521
FRIB	0.34%	\$1.47	1,154
Year in Review	0.33%	\$0.93	2,442
College of Ed	0.33%	\$2.76	1,519
Capital Campaign	0.33%	\$2.30	839
Holiday Greeting	0.30%	\$5.59	2,829
Robot Learning	0.23%	\$2.01	746
Will the Poet	0.22%	\$4.17	1,006
Commencement	0.21%	\$2.20	681
Entrepreneurship	0.20%	\$3.10	1,668
Women in Science	0.19%	\$2.11	712
Spartan Day of Service	0.19%	\$2.18	689
Flint	0.17%	\$2.70	320

Overall Metrics – Engagement

FY19 CREATIVE LEARNINGS SOCIAL (ENGAGEMENT)

Campus

Football
Holiday Greeting
Hauntings & History
College of Ed
Justice the Dog

Science & Technology

Vehicles

Health

GMO

Environment

Flint

Arts

Will the Poet

Brand

Capital Campaign
Top 100 Universities
Extraordinary Spartans
Good Will

- + Vehicles, Football and GMO performed the best on Facebook. While Holiday Greeting and Football performed the best on Instagram.

Key Learning - Facebook

Michigan State University
Sponsored · 🌐

MSU is helping build a public health model that offers promise for a healthier future for Flint.

MSU.EDU
A better future for Flint
Building a public health model of...

LEARN MORE

👍❤️ 245 6 Comments 29 Shares

👍 Like 💬 Comment ➦ Share

- Sponsored Post
- Drive large increase in traffic with Button

- Boosted
- Engagement stay on post

Michigan State University
Sponsored · 🌐

What MSU researcher Kristin Parent and her team learn about viruses could be critically important to human health.
<http://go.msu.edu/6nH>

BIG POSSIBILITIES FOR
HUMAN HEALTH

👍❤️😱 Molly Perszyk and 780 others
42 Comments 105 Shares

👍 Like 💬 Comment ➦ Share

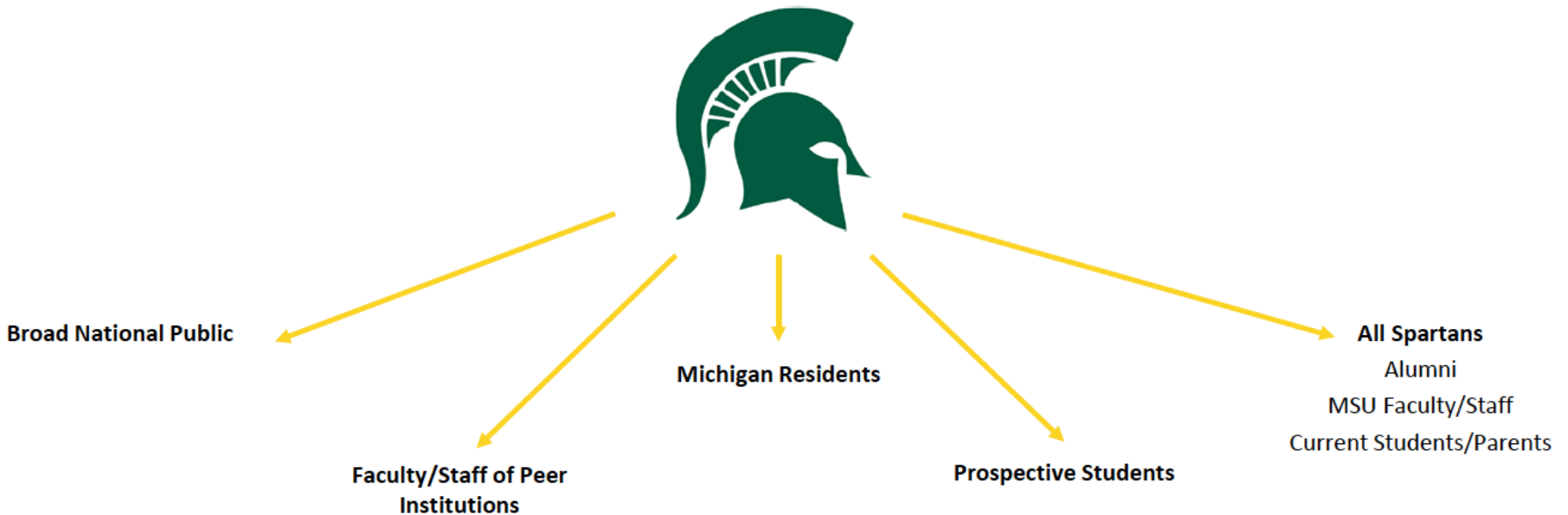


Key Learning

- Content
 - No real strong skews- Both Affinity and Esteem with slight skew toward news stories for native on news websites
 - Innovation, Science, Technology, Health
- LinkedIn removed from mix - expensive
- Facebook followers maxed out; Twitter and Instagram room to grow
- Partnered featured stories with UC get paid support
- Strategy down; audience interest up
- Primary focus on driving metrics and efficiencies
 - Refine vendors, refine channels, ongoing optimization
- Strategic Shift
 - Focus on content consumption in any environment even if not MSU property
 - Shift to “quality visits” instead of traffic

Shifting to Audience Approach

TARGET AUDIENCES



In light of the new landscape key audiences are expanded in FY19

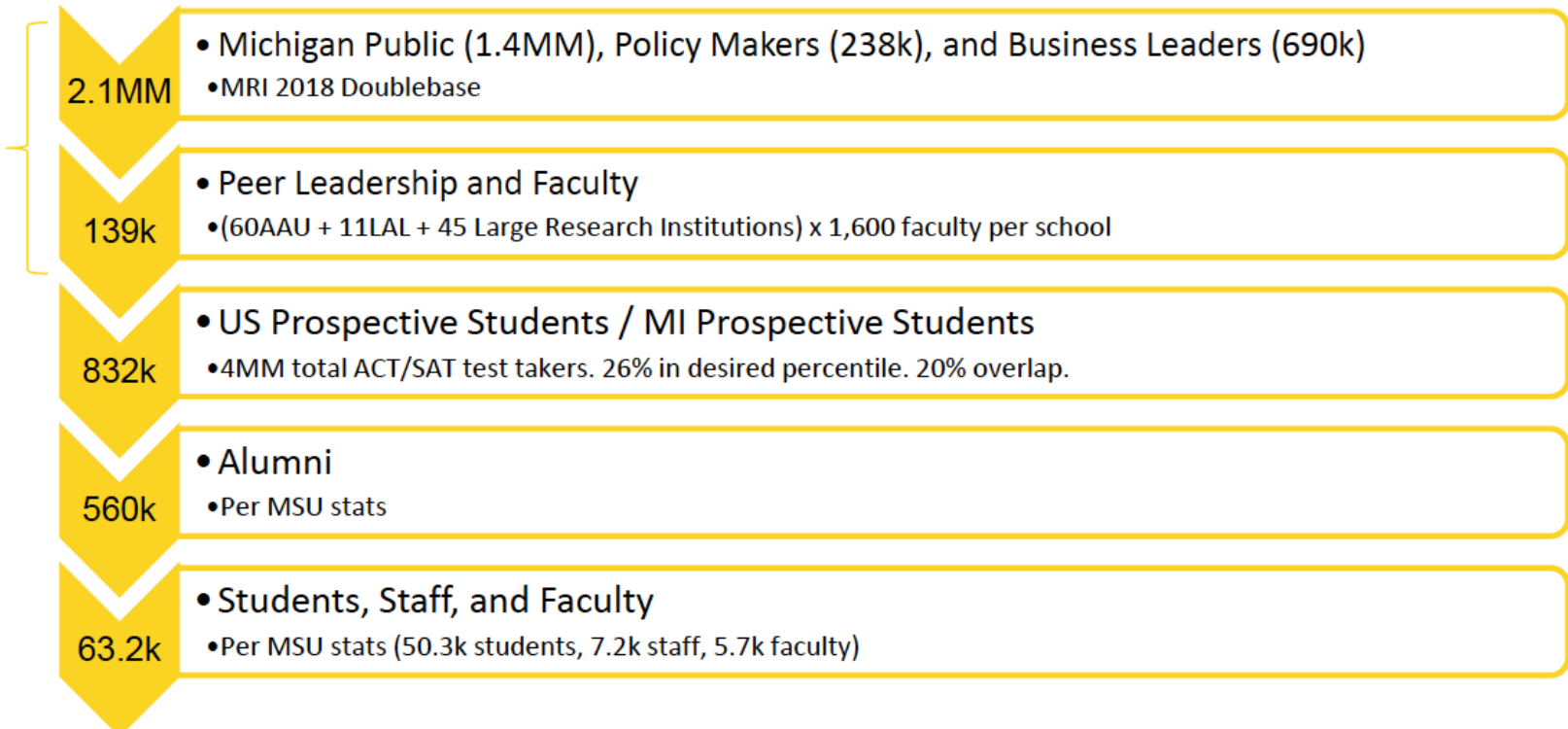
Media Objectives

- + **Align with the 2019 Comprehensive Communications Plan, focusing primarily on:**
 - Drive support from critical external constituencies (MI public and Leadership and faculty at peer institutions)
 - Instill pride throughout Spartan nation (alumni)
 - Increase engagement of internal audiences including students, faculty, staff and the administration
- + **In addition, the media plan will support undergraduate student recruitment by supporting the following outcome:**
 - Demonstrate to prospective students and their parents that MSU is a good fit for their personal and professional growth

UNDERSTAND YOUR AUDIENCE SIZE

Audiences and Plans

Critical External
Constituencies



AUDIENCE SOCIAL MEDIA INDEX

MI Public

Audience Insights

- + Relatively light consumers of media
- + Highest index is digital
- + Over 70% of parents use Facebook
- + High affinity of audience to share links from MLive (50x more likely)
- + Loyalty to brands/services tied to MI
 - The Mitten State
 - MGM Grand Detroit
 - Detroit Economic Club
 - Michigan Humane Society
 - Short's Brewing Company
 - Meijer
 - Pure Michigan

TV weekly hours viewed – 79 index
Radio weekly hours – 90 index
Digital weekly hours – 97 index

Streaming Audio – 108 index
Mobile Audio – 113 index

Facebook – 115 index
Instagram – 103 index
Twitter – 129 index
Online news / current events – 117 index

Access Internet via:
Smartphone – 115 index
Game console – 145 index
Smart TV – 132 index

MI PUBLIC SOCIAL MEDIA

MI Public

Social Media

Keep positive MSU messages top of mind through a steady stream of strong, traffic-driving content

Partnership Includes:

Facebook, Instagram & Twitter promotion

- Video views
- Traffic driving to MLive and MSUToday features

Retarget to engaged audience from Twitter In-Stream Video

Purpose:

Additional support driving traffic to MLive and MSUToday Features

Markets

Michigan – Focus in Lansing and Detroit

Schedule

Mid-September through June 2020



High/Low Funnel

AUDIENCE SOCIAL MEDIA INDEX

Peer Institutions

Audience Insights

- + **Heavy consumers of digital media**
- + **More “at desk” consumption of media than most audiences**
- + **Twitter use is high**
 - **74% of Twitter users say they use the network to get their news**
- + **Very politically and socially active**
 - **Write articles that have been published**
 - **Attend public meetings**
 - **Make speeches**
 - **Call/write politicians**
 - **Participate in environment groups/causes**

Magazine Issues read – 93 index
Radio weekly hours – 83 index
Digital weekly hours – 126 index

Online Access on Campus – 385 index

Facebook – 118 index
Instagram – 133 index
Twitter – 191 index
Online news / current events – 160 index

Access Internet via:
Desktop – 164 index
Tablet – 157 index
Smartphone – 120 index

PEER SOCIAL MEDIA

Social Media

Leverage past successes by delivering reputation-building stories through proven social channels

Partnership Includes:

Facebook, Instagram & Twitter
Traffic driving to MSUToday features

Purpose:

Reach peer influencers in an efficient environment they are already active in to enforce the positive impact of MSU research

Markets

National

Schedule

Mid-September through June 2020
(4 total – 2/3 week run time)

BVK

Peer Institutions



Low Funnel

ALUMNI SOCIAL MEDIA

Alumni

Social Media

Amplify and more widely distribute Spartan content in a proven environment in order to drive engagement and sharing

Partnership Includes:

Facebook Instagram, Twitter, LinkedIn (video)

Drive traffic and video views

Building on highly engaged audience to new content consumption or highly shareable content

Purpose:

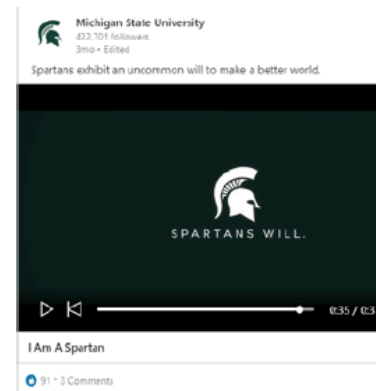
The ability to separate highly engaged audiences and exclude disengaged audiences.

Markets

National

Schedule

Mid-September through June 2020

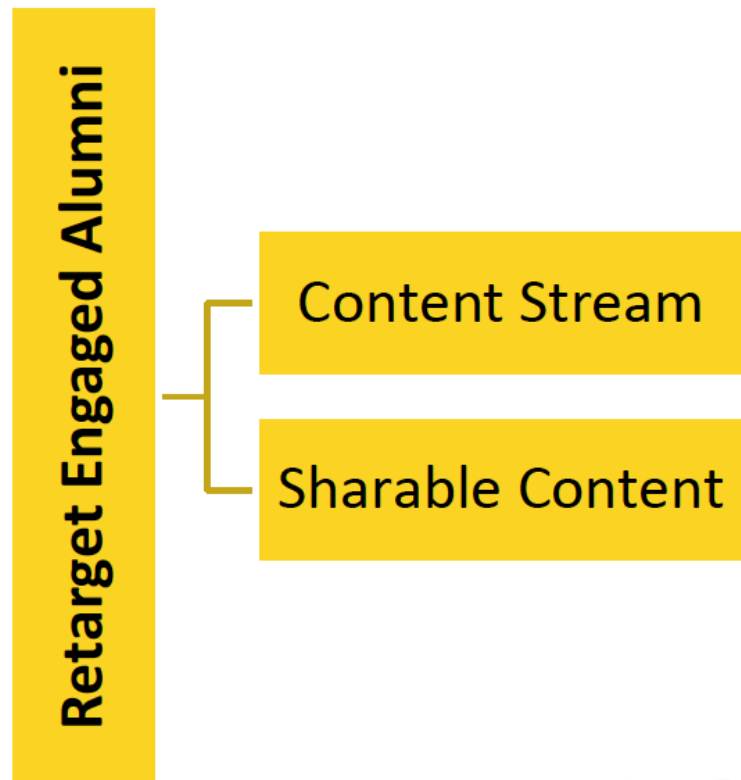


ALUMNI SOCIAL CONTENT

Alumni

Deeper Social Content

- + Take advantage of a highly engaged alumni audience to drive further relevant consumption or present top performing shareable content.
 - Present new but similar topic features with established content category buckets
 - Highly engaging, shareable content



INTERNAL INSIGHTS

Internal

Audience Insights

- + The internal audience includes a wide range of user demographics compelled to share different messages for different reasons. 55% of consumers will share posts that entertain and 50% will share posts that inspire. 74% of consumers share video content from brands on social media.
- + **Students**
 - Students don't want to feel like they're being "sold to" through traditional advertising, but according to Nielsen, 83% of consumers trust recommendations from peers over advertising.
 - Becoming an influencer is the fourth most popular career aspiration for Gen Z.
- + **Faculty/Staff**
 - Nearly half of consumers research a brand when its employees post about it on social media.
 - Today, almost three quarters (72%) of all social marketers use their employees as social media advocates.

INTERNAL SOCIAL MEDIA

Internal

Social Media

Capitalize on the sharing nature of social media to create Spartan ambassadors

Partnership Includes:

Facebook, Instagram, Twitter and LinkedIn
Video view, traffic and planned monthly organic boosts
Page Like/Follower promotions

Purpose:

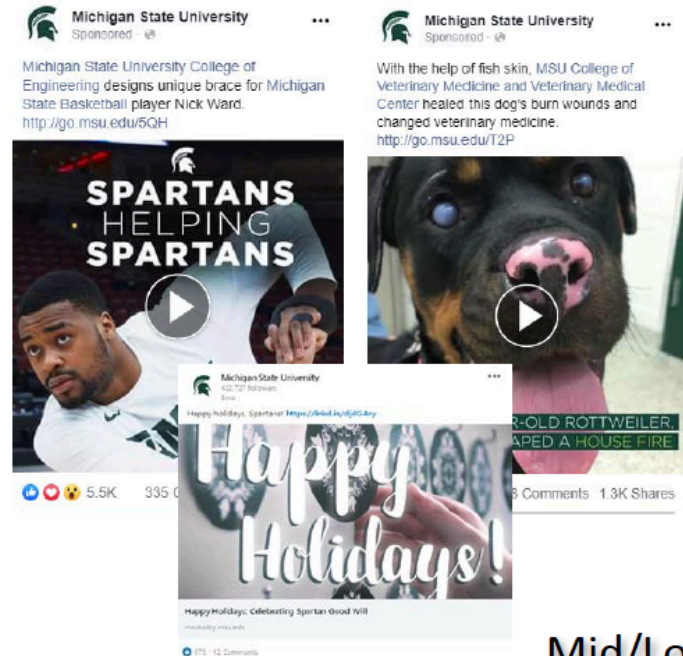
Provide content for Spartans that is easy to share and instills pride in being part of Spartan nation

Markets

Michigan – Focus in Lansing

Schedule

Mid-September through June 2020



Mid/Low Funnel

ADMISSIONS: PROSPECTIVE STUDENTS AND PARENTS

Prospective Students and Parents

Audience Insights

- + Heaviest consumers of digital media
- + Mobile-focused, no matter where
- + Relatively low consumption of news-oriented content
 - Social content and entertainment is priority – i.e. games, videos, and stories within their feeds
- + 72% of teens use Instagram daily
- + 51% of teens use Facebook
- + Over 70% of parents use Facebook

Cell phone use:

Social Media – 142 index
Video/Movies – 260 index
Games – 205 index

Online news/events – 83 index

Snapchat – 337 index
Facebook – 105 index
Instagram – 223 index
Twitter – 235 index

Access Internet at School – 336 index

ADMISSIONS PROSPECTIVE STUDENTS AND PARENTS

Prospective Students and Parents

Strategy

- + Follow phased approach to drive prospective students through the holistic admissions journey to ultimately increase enrollment.
 - **Phase I:** Generate awareness of MSU as a top college prospect. Build a pool of engaged and interested prospects to target with a lead gathering call to action.
 - > Build awareness for RCAH Admission program
 - **Phase II:** Inspire students to submit an application.
 - **Phase III:** Stay top of mind and encourage accepted applicants to enroll.

EXAMPLE RESIDENTIAL COLLEGE ARTS & HUMANITIES

Prospective Students and Parents

Social Media - RCAH

Reach prospects on the most cost-effective channels they frequent most, with content they consume thoroughly

Partnership Includes:
Facebook + Instagram

Purpose:

Drive awareness amongst prospective students searching for a small college feel with the benefits of a Big Ten university

Markets

In State – Metro Detroit, Lansing, Grand Rapids, Traverse City, Kalamazoo, Battle Creek, Flint

Schedule

August through October 19

**Pilot program*



- + Single image click-to-website ads driving traffic to RCAH Admissions page
- + RCAH messaging includes:
 - Small college feel, Big Ten benefits
 - Many classes in same building students live
 - 100% career and grad school placement

RHS MEAL PLANS

- Social Media Ads
 - Target: Off-campus students in East Lansing
 - Purchase on-campus meal plans
 - Geo-fencing around campus
 - Posts in Instagram and FB

Social Media Key Learning

- Social Media Boosting
 - Pay-to-play - especially FB
 - Anyone can do it, any budget size
- Clearly understand your goals - what you want to get out of investment
- Affinity and esteem content works well
- Test, learn and refine - start with pilot
- Best results Twitter, Facebook and Instagram (varies by audience)
- If need larger media buy, might want to consider BVK
- If interested, we ask communicator who does media boosts to explain the details