Welcome!

Join the discussion: #MSUsocial
Solo Social: Success as a One-Person Team

Kathryn Sullivan Kutil, College of Veterinary Medicine
SOLO SOCIAL: SUCCESS AS A ONE-PERSON SOCIAL MEDIA TEAM

Katheryn L. Sullivan Kutil
Communications Manager @msuvets
MSU College of Veterinary Medicine and Veterinary Medical Center
@msuvets

- Facebook
- Instagram
- Twitter
- YouTube
- LinkedIn
- Google
- Dean’s Twitter and Wilson’s Twitter
STEP ONE
YOUR ROLE

◦ The nitty gritty recipe: responsibilities, expectations, and duties are clear
  ◦ Time commitment
  ◦ Number of accounts
  ◦ Priority of accounts
  ◦ Post frequency
  ◦ Content strategy
  ◦ Social strategy
STEP TWO
TIME MANAGEMENT

◦ 30%: how you’re going to crush your to-do list with limited time
◦ Prioritize + schedule
  ◦ Strategy
  ◦ Research
  ◦ Plan
  ◦ Engage
  ◦ Analyze
  ◦ Report
  ◦ Other: update, present
STEP THREE
SOCIAL STRATEGY

- 30%: who you are, what you do, and why you matter
  - Goals
  - Guiding questions
  - Brand guidelines
  - Audience
  - Tone
  - Campaigns
  - Governance
  - Challenges
  - Competitors
  - Resources
STEP FOUR
LEARN

◦ 10%: see and do
◦ Get on social
  ◦ Observe
  ◦ Analyze
  ◦ Absorb
  ◦ Adjust
  ◦ Mimic
STEP FIVE
AUDIENCE

- 20%
- Identify
- Observe
- Engage
- Get to know
- Reward
- Partner
- Maintain
- Expand
STEP SIX
RESOURCES

◦ 10% (bye bye donut): determine → use and take advantage of
  ◦ Your knowledge
  ◦ Communications team
  ◦ Colleagues
  ◦ Research
  ◦ Sprinklr/platform-provided insights
  ◦ Social @ MSU
  ◦ Adobe Creative Cloud
  ◦ Audience
STEP SEVEN
DONUTS

◎ AKA eat the donut
◎ But wait, I’m full! I don’t like donuts!
◎ Digest
◎ Focus on what you know
◎ Adjust if needed
◎ Prioritize
◎ Enjoy yourself
◎ Share your donuts
◎ Reward yourself for a job well-done—by eating a donut
AND REMEMBER

- **FACEBOOK**: Life update! I like donuts so much; I’m moving to Boston to manage a new Dunkin’
- **INSTAGRAM**: Here is a photo/story of these pretty donuts #bloggerswhoeatdonuts
- **TWITTER**: Cat in Michigan eats two-dozen donuts! #NationalDonutDay
- **YOUTUBE**: Cooking With Carol, Let’s Do Donuts!
- **LINKEDIN**: Dunkin Donuts takes over East coast. Review of acquisitions and business impacts
- **PINTEREST**: Learn how to make gluten free donuts at home
- **SNAPCHAT**: Look, I’m eating a donut
- **MESSENGER**: OMG did you see this holiday donut recipe?! Copying the link for you right now
THANK YOU!

@ ME

- sulli465@msu.edu
- IG: @kutilkatmeow
- Twitter: @KutilKat_Meow
- FB: Katheryn Lamour
- LinkedIn: Katheryn L. Sullivan Kutil
- Snapchat: Kat (sullykat)
- Pinterest: Kat Kutil
How to Make Text-Over-Videos (TOVs)

Anthony Siciliano, University Communications
Text Over Video (TOV)
Why TOV?

• Users can consume your content with the sound off

• Leads to better engagement on social

“As much as 85% of video views happen with the sound off”
Scripting

- Succinct text
- Aim to have 10 words per clip
- Start with the most interesting line
Visual Stories

- Capture most interesting visuals
- Be mindful of when and where text appears on screen
- Photos or video work
Visual Pacing

- Long enough to read, quick enough to keep attention
- Animation of text helps
- Limit changing shots while text on screen
- Don’t rely on music
Our Standards

• ALL CAPS text
• “Spartan Green” background
• White (primary text)
• "Bright Lime" (highlighted text)
TOV+

- Interweave interview audio
- Open caption all spoken word
- Still operates under the mindset that audience has audio turned off
Questions?

ANTHONY SICILIANO
VIDEO PRODUCER
SICILIA5@MSU.EDU
Social Media
Event Promotion

Morgan Butts and Zoe Kissel,
Eli and Edythe Broad Art Museum
Get everyone together

- Gain additional insight about upcoming programs + events
- Provides important face-to-face time
- Gives social media a seat at the table
<table>
<thead>
<tr>
<th>Social Drafting</th>
<th>Exhibition Openings</th>
<th>Exhibition Closings</th>
<th>Events</th>
<th>Holidays</th>
<th>Hashtags</th>
<th>Facebook (1–2)</th>
<th>Art Lab Facebook (2)</th>
<th>Facebook Events</th>
<th>Twitter (%)</th>
<th>Instagram (1 or every other)</th>
<th>Instagram Stories</th>
<th>Website</th>
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<tbody>
<tr>
<td>Tuesday, Dec 31</td>
<td>MUSEUM + ART LAB CLOSED</td>
<td>New Year’s Eve #NYE</td>
<td>New Year’s Eve - UG Image, MUSEUM HOLIDAY HOURS, ART LAB CLOSED - Pinned</td>
<td>Open Call: The Sound around, Membership</td>
<td>New Year’s Eve - UG Image, MUSEUM HOLIDAY HOURS, ART LAB CLOSED - Pinned</td>
<td>New Year’s Eve - UG Image</td>
<td></td>
<td></td>
<td></td>
<td>MUSEUM HOLIDAY HOURS, ART LAB CLOSED - Pinned</td>
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<tr>
<td>Wednesday, Jan 1</td>
<td>MUSEUM + ART LAB CLOSED</td>
<td>New Year’s Day</td>
<td>New year, new you, new exhibitions at the #MSUBroad - New Year’s Day, MUSEUM HOLIDAY HOURS, ART LAB CLOSED - Pinned</td>
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<td>New year, new you, new exhibitions at the #MSUBroad - New Year’s Day</td>
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<td>Thursday, Jan 2</td>
<td>Studio (in)Process: MUSEUM HOLIDAY HOURS, ART LAB CLOSED</td>
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<td>New year, new you, new exhibitions at the #MSUBroad</td>
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<td>Collection Highlight -</td>
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<td>Friday, Jan 3</td>
<td>MUSEUM HOLIDAY HOURS, ART LAB CLOSED</td>
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<td>Open Call: Schrodinger’s Cat is in Town, Embroidery Workshop</td>
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<td>Current Exhibition: Beatriz Santiago Muñoz</td>
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<td>Saturday, Jan 4</td>
<td>Free Public Tours, Family Day, Chance, MUSEUM HOLIDAY HOURS, ART</td>
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<td>The Edge of Things: Dissident Art Under Repressive Regimes - ONE DAY LEFT, MUSEUM HOLIDAY HOURS, ART LAB CLOSED - Pinned</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>The Edge of Things: Dissident Art Under Repressive Regimes - ONE DAY LEFT</td>
<td>MUSEUM HOLIDAY HOURS, ART LAB CLOSED - Pinned</td>
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</table>
Editorial Calendar

- Excellent way to schedule posts
- Ensures a variety of posts
Social Drafting

● Helps diversify content

● Reminds you of your own best practices...

● ...while also looking at the big picture
Testing Strategies

● Which strategy fits you and your audience best?

● Follow the metrics

● Stay flexible
### Campaign

<table>
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<th>Awareness</th>
<th>Consideration</th>
<th>Conversion</th>
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<td><img src="image" alt="Conversions" /></td>
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<td><img src="image" alt="Reach" /></td>
<td><img src="image" alt="Engagement" /></td>
<td><img src="image" alt="Catalog sales" /></td>
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<tr>
<td><img src="image" alt="App installs" /></td>
<td><img src="image" alt="Video views" /></td>
<td><img src="image" alt="Store traffic" /></td>
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<tr>
<td><img src="image" alt="Lead generation" /></td>
<td><img src="image" alt="Messages" /></td>
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</tr>
</tbody>
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*We love using the engagement bid for event responses!*
Creative

Hey Spartans! We missed you over the summer—wanna hang out? Stop by the MSU Broad and the Art Lab across the

Gift boldly this season with a little help from the MSU Broad. Shop an eclectic mix of goods at our museum store this Sunday,

Katrín Sigurðardóttir's exhibition explores the way distance and time transform our memories of home, drawing together three

In this era of hypermedia production, whose stories are considered newsworthy? And whose voices are represented?

WED, AUG 28
Celebrate Fall Welcome with the MSU Broad

181 people interested

11.25.18
25% off storewide

BROADMUSEUM.MSU.EDU
Katrín Sigurðardóttir
On view through Mar. 1, 2020

FRI, NOV 8
The Broadcast Exhibition Opening Preview

43 people interested · 10 going

MSU BROAD
FOLLOW-UP
The event happened—now what?

- Keep your audience engaged
- Post within the event
- Take advantage of likes
QUICK TIPS + TRICKS

- Share the ticket link in the event description, as well as in the designated ticket link location.
- Within each post about an event, be sure to tag the event as well as provide a direct link to either the event page or ticketing page.
- Posting inside the event is super important!
- Try to ensure that someone takes ownership of making the event if it is a partnership—it’s important to have only one central event that everyone shares. You can always add multiple hosts to have the event show up on everyone’s pages.
- Look at the pros and cons of who will host the event—is one page’s audience more likely to participate than another?
- Pay attention to the audiences you’re reaching with your paid promotions. You don’t want to compete with yourself by targeting the same group too many times within a date range.

Morgan Butts
Director of Communications
buttsmor@msu.edu

Zoe Kissel
Digital Media Coordinator
kisselzo@msu.edu
Using UTM Tags and Link Shorteners

Katie Kelly, University Communications
What is a UTM tag?

- UTM = Urchin Traffic Monitor
- Snippet of code is added to the end of your link in order to track traffic acquisition in Google Analytics
- Good resource for additional information: https://agencyanalytics.com/blog/utm-tracking
Why Should You Care?

- Know where your traffic is coming from
- Know which links in a campaign perform best
- Group your traffic by medium
- Track traffic for different campaigns
- Prove the value of social media to your department!
UTM Parameters

• Source: The referrer, where the traffic originated from
  Ex: &utm_source=twitter (or facebook, linkedin, etc.)

• Medium: The marketing medium, what type of traffic the visitor originated from
  Ex: &utm_medium=email (or social, referral, display, etc.)

• Campaign Name: Track specific campaign performance
  Ex: &utm_campaign=holiday-greeting
UTM Parameters

• Content: Allows you to differentiate when you have multiple links pointing to the same URL (such as different ads or two links to the same place in the same email)
  Ex: &utm_content=navlink

• Keyword Term: Which keyword term a website visitor came from (used only for paid search ads)
  Ex: &utm_term=online+masters+michigan
Building Your Links

• Manual: Combine UTM codes by separating each parameter with the ‘&’ sign, as seen below:

   http://comms.msu.edu/social-media/?
   utm_campaign=socialatstate&utm_medium=email&utm_source=meeting-notes

<table>
<thead>
<tr>
<th>Campaign Name</th>
<th>Medium</th>
<th>Source</th>
</tr>
</thead>
</table>

• Use a Campaign URL Builder tool:
   ga-dev-tools.appspot.com/campaign-url-builder/
# Building Your Links

<table>
<thead>
<tr>
<th>Organization</th>
<th></th>
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<tr>
<td>Campaign Name:</td>
<td></td>
<td>Group Name:</td>
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<tr>
<td>Vanity Name:</td>
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</table>

<table>
<thead>
<tr>
<th>Google Campaign Tracking (help)</th>
<th></th>
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<tbody>
<tr>
<td>Name: standard-promo</td>
<td>Source:</td>
<td>msutwitter-post</td>
</tr>
<tr>
<td>Medium: social</td>
<td>Term:</td>
<td></td>
</tr>
<tr>
<td>Content:</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Link Shorteners

- Sprinklr - built-in tool
- Hootsuite - built-in tool
- bitly.com
- go.msu.edu - Available to Admissions, MSU IT, and University Advancement
UTMs in Google Analytics

• Custom Reports:
  • Customization > Custom Reports > Add medium, campaign, or source as a dimension, and add the metrics you want to view

• Acquisition:
  • Acquisition > Overview > All Traffic > Source/Medium

• Campaigns:
  • Acquisition > Campaigns > All Campaigns
Best Practices

• Establish a naming convention.
  • Underscores or dashes?
  • All lowercase?
  • .com or no?

• Use easy to understand names.

• Use link shorteners for user-friendly URLs (on social, print, etc.).
Best Practices

• Use the same exact campaign name for all links related to that campaign, across all platforms.

• Document what tags you’re using and how they are to be used. Train everyone!

• Use a unique link w/ appropriate UTM parameters for every link you share for every platform you share it on.
Questions?
Tricks and Tools for Creating Social Graphics

Aaryn Richard, Burgess Institute for Entrepreneurship & Innovation
Graphics: Tricks & Tools (in ~8 minutes 😂 😳 )

AARYN D. RICHARD

COMMUNICATIONS WIZARD 🧙

BURGESS INSTITUTE FOR ENTREPRENEURSHIP & INNOVATION
back to basics
A TRIUMPHANT TRUE STORY
FROM THE ACADEMY AWARD-WINNING DIRECTOR OF
SLUMDOG MILLIONAIRE

JAMES FRANCO
127 HOURS
EVERY SECOND COUNTS

IN THEATRES NOVEMBER 5

balance
proximity
alignment
whale song
MARGRET GREBOWICZ
BLOOMSBURY
repetition
(& consistency)
contrast

negative space
typography
color
are you sweating?
you’re not alone; we’re in this together.
tricks for success
trick #1
hire a graphic designer

YOU THINK I'M KIDDING, DON'T YOU?

I'M NOT.
facing a massive project? death by a thousand papercuts? there are pros who can help.

— graphic design intern
— freelancer*
— agency
— full-time team member

*see: upwork, 99designs, logotournament.com
trick #2
pay attention

inspiration is everywhere
authenticity is earned

— constant content gathering
— action shots
— no room left empty
— play
seriously: play
trick #3
be resourceful

University Communications provides every communicator across campus resources for success. If you’ve never seen this page, do yourself a favor: ugly-run to your nearest device and bookmark:

brand.msu.edu
From Brand Rationale to fonts to templates, this page is an indispensable trove of resources. Ignore at your peril.

brand.msu.edu
there’s more to green & white . . .

. . . than merely green & white

COLOR PALETTE

Michigan State University’s colors are green and white. The official MSU green is represented by the Pantone Matching System ink color 567 (PMS 567).

• When matching the official MSU green, consider the medium. The same color formula can look different on the web than it does printed on paper or rendered in fabric. Sampling the color from the Brand Standards PDF is not an accurate way to render the color for any medium. Comparing what is printed on a desktop color printer to a computer screen also is not reliable.

• Each PMS ink color number translates into different formulas in different software. PMS 567 green translated into RGB or into a hex code (for web use) in Illustrator and InDesign provides a different formula than if it is translated in Photoshop.

To ensure the consistency of the color, type in the exact formula as appropriate to each application:

PMS: 567
CMYK: C:32 M:0 Y:64 K:70
RGB: R:24 G:69 B:59
WEB: 184E3B

SECONDARY COLORS

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<tr>
<th>Color Code</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hex Code</th>
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<tr>
<td>C:100 M:0 Y:100 K:0</td>
<td>R:13 G:177 B:75</td>
<td>#0D184B</td>
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</tr>
<tr>
<td>C:2 M:58 Y:100 K:0</td>
<td>R:240 G:133 B:33</td>
<td>#FO8521</td>
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<td>C:85 M:0 Y:35 K:35</td>
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<td>#008318</td>
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<tr>
<td>C:38 M:28 Y:7 K:11</td>
<td>R:144 G:154 B:183</td>
<td>#90A9b7</td>
<td></td>
</tr>
<tr>
<td>C:22 M:0 Y:91 K:0</td>
<td>R:209 G:222 B:63</td>
<td>#DDE3F</td>
<td></td>
</tr>
<tr>
<td>C:0 M:27 Y:65 K:24</td>
<td>R:200 G:154 B:85</td>
<td>#89A95B</td>
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<tr>
<td>C:47 M:36 Y:91 K:1</td>
<td>R:148 G:174 B:74</td>
<td>#94AE4A</td>
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<td>C:40 M:100 Y:0 K:40</td>
<td>R:110 G:0 B:95</td>
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<tr>
<td>C:15 M:77 Y:100 K:4</td>
<td>R:203 G:90 B:40</td>
<td>#CB5A28</td>
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</tr>
</tbody>
</table>
trick #4
less is [always] more
trick #5
refer to #4, then revise . . . mercilessly
a suite of tools
Aaryn, tell your story with Spark!

Here's a few things you can create:

- Instagram story
- Instagram post
- Facebook cover
- Photo collage
- Presentation
- Slideshow

Pick up where you left off

Your recent projects:

- motivation
- burgess
- esocial
- eship at rock
thank you
Managing Student Account Takeovers

Lizzy King, Office of the Provost - Undergraduate Education
Student Takeovers

Lizzy King
Assistant Director, Undergraduate Research
Office of the Associate Provost for Undergraduate Education

@ur_at_msu    @queenlizzyking
Quick Roadmap

• Unit Context
• Review of Resources
• Staffing Structure used to implement takeovers
• Brief Glimpse of process
Undergraduate Research Office

• Nested within Office of the Associate Provost for Undergraduate Education (APUE)

• Small Office
  • 3 full-time staff, 15+ students (undergrad and grad)

• Scope of my Role
  • Manage daily operations of office
  • Oversee student staff and full-time coordinator
  • Manage planning and implementation of 2 major research forums
  • Coordinate funding in 14 colleges
  • ....Communication work for the unit (!!!!!!!)

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Resources

- Sprinklr – High ROI
- Content Calendar
- Student Staff
  - Graduate Assistant
  - Undergraduate Intern
  - Ambassador Program

@ur_at_msu
## Content Calendar

### Sep-19

<table>
<thead>
<tr>
<th>SUNDAY - 1</th>
<th>MONDAY - 2</th>
<th>TUESDAY - 3</th>
<th>WEDNESDAY - 4</th>
<th>THURSDAY - 5</th>
<th>FRIDAY - 6</th>
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<tr>
<td>Learning about UR Post</td>
<td>Learning about UR Post</td>
<td>Learning about UR Post</td>
<td>Learning about UR Post</td>
<td>Learning about UR Post</td>
<td>CAL Excel Fair</td>
<td>Shared CUR/UR Content</td>
</tr>
<tr>
<td>UR Workshop (Real-Time)</td>
<td>Neighborhood Feature</td>
<td>Neighborhood Feature</td>
<td></td>
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<tr>
<td>UR Event (Real-Time)</td>
<td>Ambassador Takeover</td>
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###月 15

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<tr>
<td>UR Workshop (Real-Time)</td>
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<td>Neighborhood Feature</td>
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**KEY:**
- UR Event (Real-Time)
- Neighborhood Feature
- Shared MSU Content
- Faculty/Advisors
- Shared CUR/UR Content
- Workshops
- Non-UR Campus Events
- Ambassador Takeover

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Personnel Strategy for Social Media

- **Assistant Director (40 hours)** – oversees strategy, approves content when necessary, checks in on platforms routinely, troubleshoots with student staff
- **Graduate Assistant (20 hours)** – manages implementation on a daily/routine basis. Supervises undergraduate student intern tasks, coordinates ambassador takeovers
- **Undergraduate Intern (10 hours)** – creates and schedules content in Sprinklr (w/ approval from GA), corresponds with ambassadors for takeover logistics

@ur_at_msu
Ambassadors

- Conduct takeovers throughout the semester (one of several responsibilities in their role).
- Trained in August during 1 ½ day orientation program
- Sign “Code of Conduct” / Contract for program
- Provided with social media guidelines & examples
- **New Fall 2019:** storyboard content in advance, review w/ intern & graduate assistant

@ur_at_msu
Timeline

1. Ambassador Signs up for Takeover
2. Ambassador sends storyboard to GA & Intern (3 days prior)
3. GA & Intern review and provide feedback
4. Intern creates and schedules “intro post” for Instagram
5. GA sends Ambassador Login Credentials
6. Ambassador conducts takeover
7. GA changes login credentials
8. Intern archives & saves takeover content to highlights
9. GA changes login credentials
10. Intern archives & saves takeover content to highlights
11. Repeat!
Storyboards... sort of

Take over template. Will include lots of emojis, animations and also different colors to make them lively.

Aim: show how I manage my time on Tuesday, increase number of followers

Story 1 (8am): intro selfie video. Name, major, hometown, research topic. Ask me any questions throughout the day, I will respond.

Story 2 (10am): Picture of French book and my laptop on my room desk, caption: Apart from research I love learning other languages. I can speak 4 languages.

Story 3 (12pm): video as I walk to biochemistry building. Captions: this is where I spend most of my time outside of class. Right now, I am going in for my 5hr advanced molecular biology lab.

Story 4 (1.30pm): poll. What do you think happens in a lab? Science or magic?

Story 5 (2.00pm): boomerang of my lab experiment. Caption: science is fun. (give some brief description of the pic)

*Story 7 (2:45pm): might ask my TA for a comment. (However, I will ask them about this first to see if they agree. I hope they will give one piece of advice for undergrads.)

Story 8 (5:6pm): Video of me getting out of lab. Talking about my evening routine, get off class, grab dinner at Owen and settle down to do assignments.

Story 9 (7-8pm): pic: signoff. Thanks for spending the day with me. Make sure you follow @ur_at_msu to catch Suki's takeover next week!
Sadhana is a senior majoring in Physiology and a third-year undergraduate research ambassador. She's been involved in several impressive research projects throughout her undergraduate career, working well with journals and managing stress. She's a mad scientist, making breakthroughs and innovations during her research. Sadhana sees a future in medicine, pursuing medical school or interventional radiology.

23 likes
October 28
Log in to like or reblog

@ur_at_msu

Followers

Daniel Greeson (@greason_daniel) takes over the UR Instagram! Daniel is a Linguistics and Math double major with minors in Portuguese and Spanish in the College of Arts and Letters (@msu_cal) and the College of Natural Science (@msunatnsc). He is involved in MSU QALMS (@Undergraduate Association for Linguistics at Michigan State), follow our story tomorrow as Daniel shares his experiences as an undergraduate researcher at MSU! #msuresearch #spartanswill #gogreen

Liked by buenoss_diaz and 41 others
October 21
Add a comment...
Ask your research questions!

Why would you say research in phonology is important?

NAME: KIERA
OR: NEUROSCIENCE DR PHARM & TOX

Here’s me presenting at #uwsnt2019 in April. I also got to present a poster at Michigan SHI, which was an opportunity for me to meet neuroscientists from all over the state and learn about their research.

Don’t forget that our National Forest’s are free to enjoy!!

Follow me @buena Diaz to see more of what I do and send me a DM if you have any Qs!
Questions?

Lizzy King
@queenlizzyking

Undergraduate Research Office
@UR_at_MSU
Designing Environmental Graphics for Social Media

Linda Karbo and Katie Nye, Residence Education and Housing Services
EXPERIENCE SHARING

Designing Environmental Graphics for Social Media

Linda Karbo & Katie Nye
REHS Marketing & Communications
Environmental Graphic Design: Connecting Brand and Culture in the Physical Space

- Humans are attracted to experiences.

- Gensler’s 2017 Experience Index indicates five main manners in which people experience a space. These “modes of experience,” or intentions with which people interact with a space, include:
  - Task
  - Social
  - Discovery
  - Entertainment
  - Aspiration
Environmental Graphic Design: Connecting Brand and Culture in the Physical Space

- In these findings, they found that “people are **10 times** more likely to share their experience on social media” when a branded space has unique design features and include dynamic environmental graphic design.

- These brand spaces use graphic elements or design to create **brand stories** through messaging, color, imagery and typography that align with your organization.

- Ultimately, spaces should be a **strategic extension** of your brand.
Types of Environmental Graphic Design

■ Branded Environments
  – Bringing day-to-day spaces to life through storytelling
  – Creating immediate brand awareness
  – “It’s a mood”

■ Signage & wayfinding
  – How people navigate through your space

■ Walls & glass graphics
  – Create flow and cohesion

■ Interactive media: combining video, audio & imagery
  – Virtual reality, video, gaming, sensory evoking

■ Social Media
  – Real time interaction
  – Creates stronger identifiable connections between people, brands and value
Creating On-Campus Connections
Tradition, Spirit, Affinity... **Spartans for Life**

- Live On Experience
- Spartan Traditions
- School Pride
- “Instagrammable” Moments
Positives

- Creates a **positive atmosphere** to help people be productive and engaged.
- Promotes **creative thinking**. Use graphics to stimulate minds.
- Authentic spaces reinforce brand recognition and creates **brand loyalists** and **advocates**.
- Encourages **social sharing** and tagging.
- Becomes part of the culture and **brand story** by curating destinations and memory captures.
- Celebrates **mission**, **vision**, and **values**.
EXAMPLES
Akers Hallway Entrances
Bathroom Stickers

NSO Backdrop
MSU Union Stairwells
msuliveon
West Shaw Hall

View Insights

Promote

Liked by kadielalpers and 251 others

msuliveon ROCK THE BLOCK TONIGHT!
6-9 p.m. Shaw Hall Multipurpose Room
msullivan
Greetings from MSU 💖
@annexwong

msullivan
NSO is over for now but the friends made will last a lifetime. 🎉 @enric.n.mada
👍 17
ON DECK
East McDonel
Wall Installation & Floor Sticker
THANK YOU
Trends and Predictions for Social Media in 2020

Ellen Doepke, University Communications
Stories aren’t slowing down

- Most viewed stories are from brands
- Surpass feeds as primary way people share things
- 45% of Instagram ad budget is being spent in Stories

Source: Instagram
Stories examples
Niche social platforms

**TWITTER**
Up in daily active users but still on a decline from all-time high in Q1 2018

**TIK TOK**
Surpassed FB, Insta, YouTube & Snapchat in app installs in Q3 2019

1.5 billion+ users

Top 50 creators have more followers than populations of Mexico, Canada, the U.K. & U.S. combined
Social media = Customer service tool

• Responding = Increase advocacy by as much as 25%

• Not responding = Decrease advocacy by 50%
Evolution of influencers

- The number of Insta posts with #ad increased by 48% in 2019
- 59% of marketers plan on increasing their influencer budget in 2020
Larger shift toward authentic experiences

- Three of the fastest-evolving topics on Twitter:
  - Everyday wonder
  - Well being #SelfCare
  - Identity

- User-generated content (UGC) matters:
  - More than 50% of people say they create content at least once a day
  - 56% of consumers say UGC is the kind of content they want to see most
VIDEO!

- One in three social video viewers watch videos made by brands each month
- 82% of all online content will be video by 2022
- More types of video: bite-sized, long-form, live-stream, IGTV, etc.
Takeaways

• How can you differentiate your Insta feed vs. Stories strategies?
• Pay attention to trends.
• Take time to have meaningful interactions with your audience. It matters—to you and to them.
• What affects influencers also affects us as marketers.
• Create (and find!) authentic content.
• How can you more effectively tell stories through video?
Questions?
How to Sketchnote Your Meetings and Workshops

Katie Kelly, University Communications
Types of navigation
- Traditional (New York Times)
- Carousel (NPR)
- Tile (Flipboard)

Types of stories
- Text with still photo
- Text with still graphic
- Text with photo gallery
- Photo gallery
- Text with video
- Video
- Pop-up graphics

Results
- 70% prefer landscape orientation
- 83% prefer traditional, 13% prefer carousel, 4% prefer tile
- If they could choose, 50% would use carousel, 35% would use traditional, 15% would use tile

Pages are tidy and fast, but require more clicks and it can be hard to tell what the image represents.

Traditional designs have hierarchy
Carousel leads to image-based decisions but this can be misleading. It can be overwhelming.

Behaviors
- People enter through a dominant element.
- If no dominant element, faces draw attention.
- People fixate 18 times before choosing a first story. If they only fixated 9 times, then they didn’t finish reading the story.
- The bail out point is after 78.3 seconds of reading. Put a “gold coin” at this point of your story to keep readers engaged. Also could include a quick summary of key points.
- 67% use native controls (like a back button) to navigate.

Swiping
- Apps swipe horizontal between stories and vertically through stories.
- Instinctive to swipe horizontally through photogalleries.
- Most use advance buttons instead of image thumbnails.

Reading
- 48% methodical: In sequence; top to bottom, read captions
- 52% scan: headlines, lists, display elements, but little text. Part of story, jump to multimedia etc., then leave

Print nets (45-55)
- 76% methodical
- 24% scan

Digital Natives (18-28)
- 75% scan
- 25% methodical

Both read deeply when they found what they wanted.

- 39% detached: hands off, touch deliberately to adjust or choose, then sit back to read.
- 61% intimate: constant contact with screen, move text field of vision rather than moving eyes
• 224 pages of handwritten notes
• Really great presentations!
• I don’t remember any of the content.
• I do remember the hand cramps from writing.
EDUCATED
TARA WESTOVER
KEYNOTE
TODAY NAMED THE
2019 TIME
PERSON OF THE YEAR

RESPECTING
OTHERS IS THE 1ST
STEP TO SELF-RESPECT

EDUCATION IS
GIVING THE
GIFT OF FAITH

EASIER TO ASK
FOR GIVENSNESS THAN
PERMISION?

PARENTS DIDN'T
BELIEVE IN PUBLIC
EDUCATION, MEDICAL CARE

SELF-TAUGHT
FROM BOOKS

GROW UP IN IDAHO

LIFE CHANGING
MOMENT: ONE TEACHER
WHO CARED AND HELPED
HIM TO SUCCEED.

IT TAKES A VILLAGE!
OUR WORK NEEDS
SO MANY YOUTH TO
ACHIEVE DREAMS

MAGIC JOHNSON
KEYNOTE

MENTORS
MINORITY BUSINESS
LEADERS MAKE
SURE HE WAS IN
BUSINESS CLASSES IN 1ST JOB

INVESTS IN
URBAN AMERICA
KNOW YOUR CUSTOMER!

MILLENIALS?
TALK ABOUT
EXCITES

YOU CAN DO
WELL AND DO
GOOD AT THE
SAME TIME.

NOTES BY @KELLYMSU

images: K-SquaredCreative.com
Why Sketchnoteing?

- Put things into your own words and way of communicating
- Focus on distilling the big ideas, not capturing words verbatim
- Activates both sides of the brain - better retention of information
- Reduces distractions during presentations and improves listening

Image: Pixabay
Five Basic Elements

You can draw anything by combining circles, squares, triangles, lines and dots.
Lettering Style Tips

1. Write bigger or with a thicker pen.

2. Bubble letters

3. Write letters twice, then fill in between.
Tools & Resources

• Something to write on
  Blank paper, scrap paper, fancy notebook, iPad - *whatever!*

• Something to write with
  *Pen, pencil, iPad Pencil...*
  *Try to find something that won’t bleed through or smear.*

• BONUS: Different colored things to write with
  *Colored pencils, pens, markers.*

• DIGITAL: iPad/tablet, a camera phone or a scanner
  *Take notes digitally, or scan/photograph them after the fact.*
  *You can clean them up in a photo editing app.*

• Learn more: The Sketchnote Handbook by Mike Rohde
Things I’ve Learned

• Don’t be too particular about where you take your notes.
• Start by adding the event/session name.
• Note the presenter names/handles so you can refer back to them.
• Keep your color palette simple, but having accent color can be nice.
• Color should make things more clear, not more confusing.
• Develop your own system of symbols and icons.
Things I’ve Learned

• If you’re sharing on social media, be sure to write your handle on the page for attribution.

• Tag presenters, and use the conference hashtag!

• It’s okay to change your style and methods over time!

• Apps: Procreate, Linea Sketch, Paper by WeTransfer, Adobe Illustrator Draw (CC), Adobe Fresco (CC)
Questions?