Creating a Social Media Strategy
AGENDA

A  Audit landscape
B  Assess competitors
C  Build strategy
D  Implement strategy
E  Best practices recap
A. Audit landscape
Audit landscape

• What platforms are you using?
  • Number of followers
  • Follower growth rate
  • Engaged audience(s)

• What kind of content are you posting?
  • Best-performing posts
  • Worst-performing posts
  • Traffic drivers
Audit landscape

- Twitter: 243k
- YouTube: 171k
- Instagram: 12k
- Facebook: 496.8k
- LinkedIn: 451.5k
Audit landscape

• What are the platform projections?
  • Growth vs. challenges
  • Audience shifts
  • Trends
  • Features on road map
  • Preferred content
Audit landscape

• Users watch 85% of Facebook video without sound.
• One in three Instagram Stories contain #ad.
• 60% of consumers believe UGC is the most authentic marketing content.
• Square Facebook videos get 35% more views than landscape videos.
• Using more than two hashtags in a post will cause a decline in engagement.
• Instagram recently launched auto captions for IGTV.
B. Assess competitors
Assess competitors
Assess competitors
Assess competitors

• What platforms are similar organizations, departments or units using?
  • Number of followers
  • Content strategy
  • Best- and worst-performing posts
• Who is your favorite? Why?
• Who is your least favorite? Why?
C. Build strategy
GOALS

#GOALS
Which of the following goals is your organization trying to achieve with social media?

- Build brand awareness: 90%
- Manage brand reputation: 77%
- Build and manage an engaged community: 71%
- Increase conversions/sales: 61%
- Gain customer/market insights: 50%
- Identify and nurture leads: 49%
- Deliver customer service/support: 47%
- Attract candidates (recruitment): 35%
- Identify crisis and manage communications: 22%
- Improve internal communications: 15%
Goals

1. Drive affinity and esteem through engaging content specific to social media
2. Drive traffic to content that deepens relationship and builds reputation by XX%
3. Boost sentiment through meaningful interactions on social media that elicit brand advocacy
4. Increase valuable engagement across platforms by XX%
Brand alignment

INDIVIDUAL STRENGTH. COLLECTIVE POWER. EXTRAORDINARY IMPACT.

GENUINE TENACIOUS DIVERSE OPEN COLLABORATIVE BOLD WORLD CHANGING

SPARTANS WILL.
Style

- Incorporate brand color palette, typeface and other graphic design elements into account presence and social media content.

- Put a Spartan helmet — rather than the block S — on graphics, video end slates and other content as applies.

- Update cover photos and other account visuals on regular basis to keep presence current and consistent.
Voice

Personality and tone should align with brand qualities and be consistent across channels.

- Proud but humble. Witty but not sarcastic. Personable and human.

Posts should be written specifically for social media.

- Don’t copy and paste headlines. Add value to the conversation. Keep it short and simple.
EXERCISE: Defining your voice

It’s a startling statistic: At least 20 veterans take their own lives every day.

There’s a suicide epidemic among veterans, and mental health professionals aren’t equipped to handle it, argue Michigan State University social workers and veterans.

But a new MSU program could change that.

MSU is the first university in the country to launch a Combat Veterans Certificate Program, which immerses social work graduate students in veterans’ intense and emotional journeys from boot camp to war to civilian life.

While other universities offer social work classes on veterans, those curricula are broad.

“We have deliberately chosen to make our focus on those veterans who have experienced combat because that is something few people (especially civilians) understand, and it brings with it unique challenges,” said Glenn Stutzky, senior clinical instructor in the School of Social Work.
MSU @michiganstateu · Apr 26
MSU is the first university in the country to launch a Combat Veterans Certificate Program, helping battle the suicide epidemic among veterans. go.msu.edu/cWH

BTN LiveBIG @BTNLiveBIG · May 2
At the vanguard of mental health treatment tailored to combat veterans @michiganstateu’s newly established certificate program trains social workers to deal with the unique needs of our nation’s service members. msutoday.msu.edu/news/2019/batt...

MSU News @MSUnews · Apr 29
@michiganstateu is the first university in the U.S. to launch a Combat Veterans Certificate Program, which immerses social work students in vets’ emotional journeys from boot camp to war to civilian life. go.msu.edu/pCH
Key audiences

Matthew Kobach (but just got his pink Fast hoodie) 🧤
@mkobach

There are no shortcuts when building an engaged audience:

- You cannot buy it
- You cannot borrow it
- You cannot inherit it
- You cannot steal it
- You cannot keep it without constant effort
Key audiences

- 51% of 13-17 year olds use Facebook
- 81% of 18-29 year olds use Facebook
- 78% of 30-49 year olds use Facebook
- 65% of 50-64 year olds use Facebook
- 41% of 65+ year olds use Facebook

- 32% of 13-17 year olds use Twitter
- 40% of 18-29 year olds use Twitter
- 27% of 30-49 year olds use Twitter
- 19% of 50-64 year olds use Twitter
- 8% of 65+ year olds use Twitter

- 72% of 13-17 year olds use Instagram
- 64% of 18-29 year olds use Instagram
- 40% of 30-49 year olds use Instagram
- 21% of 50-64 year olds use Instagram
- 10% of 65+ year olds use Instagram

Most engaged: Older alumni
Most followers: Younger alumni

Most engaged: Younger alumni, students
Most followers: Students

Most engaged: Students, prospective students
Most followers: Younger alumni, students
Content opportunities

1. Look for opportunities to align brand messages in an engaging way (trending topics, holidays, MSU events, etc.)

2. Instead of producing content that ends up being put on social, content is created *for* social

3. Can link back to MSU websites, but will likely be consumed within social
Content opportunities

Affinity + Esteem

Stories that drive reputation and admiration for the work being done and the impact it has on others.
Content opportunities

Affinity

Stories that define what it means to be a Spartan and align with the brand
Content opportunities

**Spartan Spirit**

Stories that instill a sense of pride about being a Spartan from a school spirit standpoint.
Content opportunities
### Content opportunities

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<th>Brand Content Types</th>
<th>Frequency</th>
<th>Source</th>
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<td>CABS</td>
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<tr>
<td>Dedicated Brand Content</td>
<td>1/quarter</td>
<td>CABS</td>
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<td>BVK; CABS</td>
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<td>#Day</td>
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<td>Pride Points</td>
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<td>Stories</td>
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<td>Paid Social Media Ads</td>
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<td>Live Videos</td>
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<td>Affinity Videos</td>
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<td>Text Over Video</td>
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<tr>
<td>Emergency/Crisis</td>
<td>As necessary</td>
<td>CABS</td>
</tr>
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Content shift

• Goal: Provide students with support and a sense of home and belonging via social media.

• Content needed to focus on:
  • Information: Timely resources, updates, etc.
  • Place: The physical space and traditions of campus
  • User-generated content (UGC)
  • Empathy: Q&As, quotes, etc.
It has been a tough semester. For some of you, this was your last week of classes ever. But we will always be here. We will always be home. And you will always be Spartans. #MSUGrad20

I LOVE YOU 🍃

14w 3 likes  Reply
You matter.
Your mental health matters.
We are here for you.

Students:
Call Counseling & Psychiatric Services day or night at 517-355-8270.

Content shift

this is temporary.
being a spartan is forever.

Spartans will: stay inside
BINGO CHALLENGE

LISTENED TO THE SPARTAN MARCHING BAND
WATCHED MSU BASKETBALL HIGHLIGHTS
WORE SPARTAN SWAGGER
SAID "GO GREEN"
REPLIED "GO WHITE"

ATTENDED CLASS ONLINE
CUDDLED YOUR PET LIKE ZEKIE
VIEWED BEAUMONT TOWER CAM
WISHED YOU WERE BACK ON CAMPUS
READ THE STATE NEWS

PUT OUT YOUR SPARTAN FLAG
WORKED OUT LIKE SPARTY
TOOK ON A NEW HOBBY
RECEIVED MARRIAGES FROM A MARRIED SPARTAN

TOOK A VIRTUAL TOUR OF CAMPUS
CALLED FELLOW SPARTANS TO SAY HI
TOOK AN ONLINE EXAM
INDOOR TAILGATE

DREAM OF CAMPUS ICE CREAM

BINGE WATCHED A TV SERIES
STAYED IN GREEN AND WHITE BAJAMAS ALL DAY
WASHED HANDS WHILE SINGING "VICTORY FOR MSU"
PRACTICED SELF-CARE

MISSED YOUR SPARTAN FAMILY
Content shift

- Use social listening to guide your tone.
- Acknowledge how your audience is feeling when and where you can.
- Talk to your audience like they talk to and about each other.
- Highlight and elevate your audience’s voices and content.
- Lead with empathy.
D. Implement strategy
Implement strategy

• What resources do you need to accomplish your strategy?
  • Editorial calendar
  • Creation or curation tools and software
  • Analytics
  • Meetings
  • Content strategy
  • Staffing
Implement strategy

• Create benchmarks
• Test
• Analyze
• Use data to empower decision-making
• Adjust strategy as needed
Implement strategy

Benchmarks
Implement strategy

Benchmarks - By post type

Facebook Social Actions by Post

Published Date
Jan '17 Feb '17 Mar '17 Apr '17 May '17 Jun '17 Jul '17 Aug '17 Sep '17 Oct '17 Nov '17

Average Social Actions/Post: 1,415
Implement strategy

Benchmarks - By campaign

- Facebook Social Actions by Post
  - Published Date: 1/20/2017 - 10/20/2017
  - Account: Facebook
  - Post Type: Video, Photo, GIF, Graphic
  - Search for Post Text:
  - Campaign Name: [Dropdown]
  - Brand Content Type: [Dropdown]
  - Social Content Type: [Dropdown]
  - Avg. Social Actions/Post: 1,100

Aug '17
E. Best practices recap
Do your research every day
But proceed with caution
Invest in your audience

Learn the most you can about your audience.

Don’t make your audience think too hard.

Create content that your audience wants to consume, not the kind you want them to consume.

Make your audience feel something.
Be consistent

Post regularly.

One piece of amazing content is better than 100 pieces of mediocre content.

Pretend you’re talking to your mom on the phone.

Stay relevant to your brand.
Think twice

Don’t be everywhere until you can be awesome everywhere you are.

Not all channels are appropriate for every brand.

Evaluate platform projections and trends.

Know your audience.
Develop a balanced editorial calendar
Don’t be afraid to try new things
Remember social media is SOCIAL
Get started

#hesm
Mashable
Ragan
TechCrunch: Social
AdWeek
Digiday
Social @ Michigan State FB group