



Creating a Social Media Strategy

MICHIGAN STATE UNIVERSITY

AGENDA

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

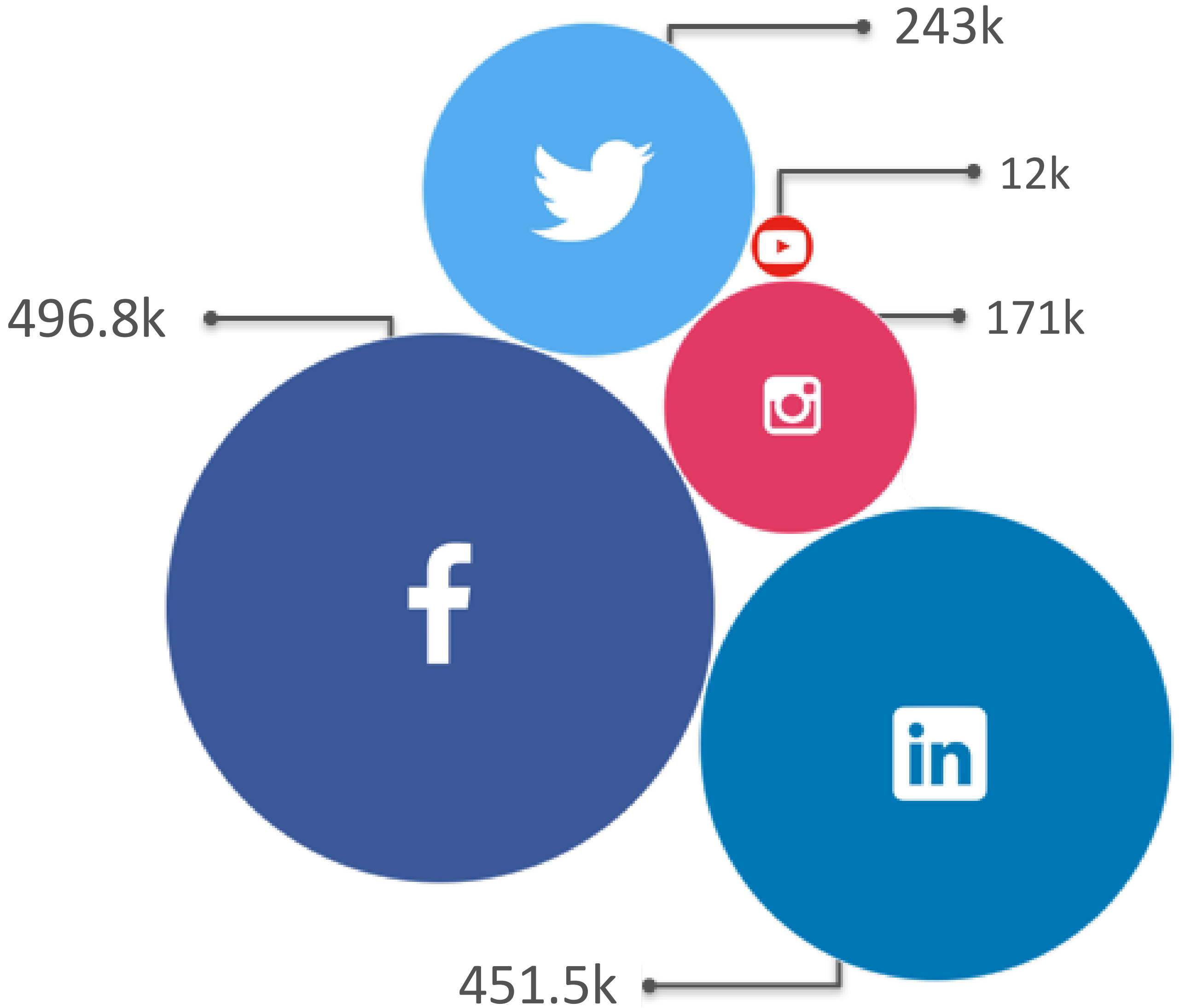
A. Audit landscape

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

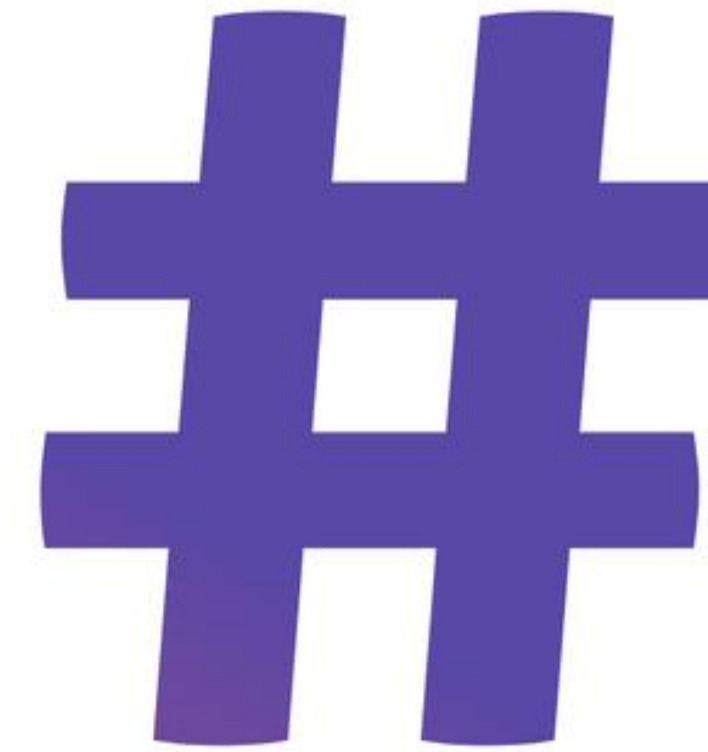


Audit landscape



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

The screenshot shows the Instagram profile for West Virginia University (@westvirginiau). The profile includes a blue and yellow 'WV' logo, a bio stating 'West Virginia University' with '400+ student organizations, 23 national championships, ground-breaking research, & an atmosphere like no other. We are West Virginia's University. wvu.edu', and a grid of seven category icons: FALL 2020, SPORTS, MASCOT, WVU TIPS, COVID-19, GEE Q&A, and TEMPLATES. Below the profile are six grid images: a campus view with autumn trees, a black dog sitting on a lawn in front of a brick building, an aerial view of a campus building, a modern glass building at night, a stone building with a tower, and a young child in a 'MOUNTAINERS' sweatshirt sitting on a carpet.

The screenshot shows a black Instagram post by the user @Consent. The text on the post reads: 'What Consent Looks Like, Does Not Look Like and Red Flags'. At the bottom left, there is a 'Send Message' button.

The screenshot shows a tweet from Texas A&M University (@TAMU). The tweet text is '1 RT = 1 virtual pet for @Reveille'. It features a video of a dog's face. The video player shows '0:06' and '68.9K views'. The tweet is dated '11:07 AM · Apr 7, 2020 · Twitter Media Studio' and has '1.4K Retweets', '45 Quote Tweets', and '1.9K Likes'.

The screenshot shows a tweet from the University of Iowa (@IOWA). The tweet text is 'Missing some of the fall's best halftime entertainment.' It features a large image of a stadium filled with a crowd during a game. The tweet is dated '4d' and has '769' likes, '15 Comments', and '46 Shares'.

Assess competitors

Netflix @netflix

Love, Guaranteed presents the correct opinion of Pumpkin Spice Latte season



0:04 81.4K views

1:44 PM · Sep 3, 2020 · Twitter Media Studio

166 Retweets 97 Quote Tweets 1.6K Likes

Chipotle @ChipotleTweets

you know @gucci is punching the air rn



11:05 AM · Sep 16, 2020 · Twitter Web App

323 Retweets 119 Quote Tweets 3.7K Likes



airbnb • Follow Chattanooga, Tennessee

airbnb Superhost Katie's house hides a touch of glamour among the woods and mossy boulders of Lookout Mountain. Follow trails right from your neighborhood to the views that inspired the name. When you're ready to trade your hiking boots for dancing shoes, you're only 10 minutes from the clubs and concert halls of Station Street. #GoNear

Photo: @mountnouveau

5d

ladonnacigilli I've been here! The rest of the home is even more glorious and tucked away in the woods.

Liked by ovunno and others

6 DAYS AGO

Add a comment... Post

airbnb We'd love to share this shot on Airbnb social channels and materials. Agree to our Terms of Use <http://airbnb.co/terms>, reply with #Airbnbphoto @Airbnb and link to the Airbnb home if we can feature your photo.

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?



Michigan State



Michigan



Wisconsin



Penn State



Illinois



Purdue



Texas A&M



Baylor

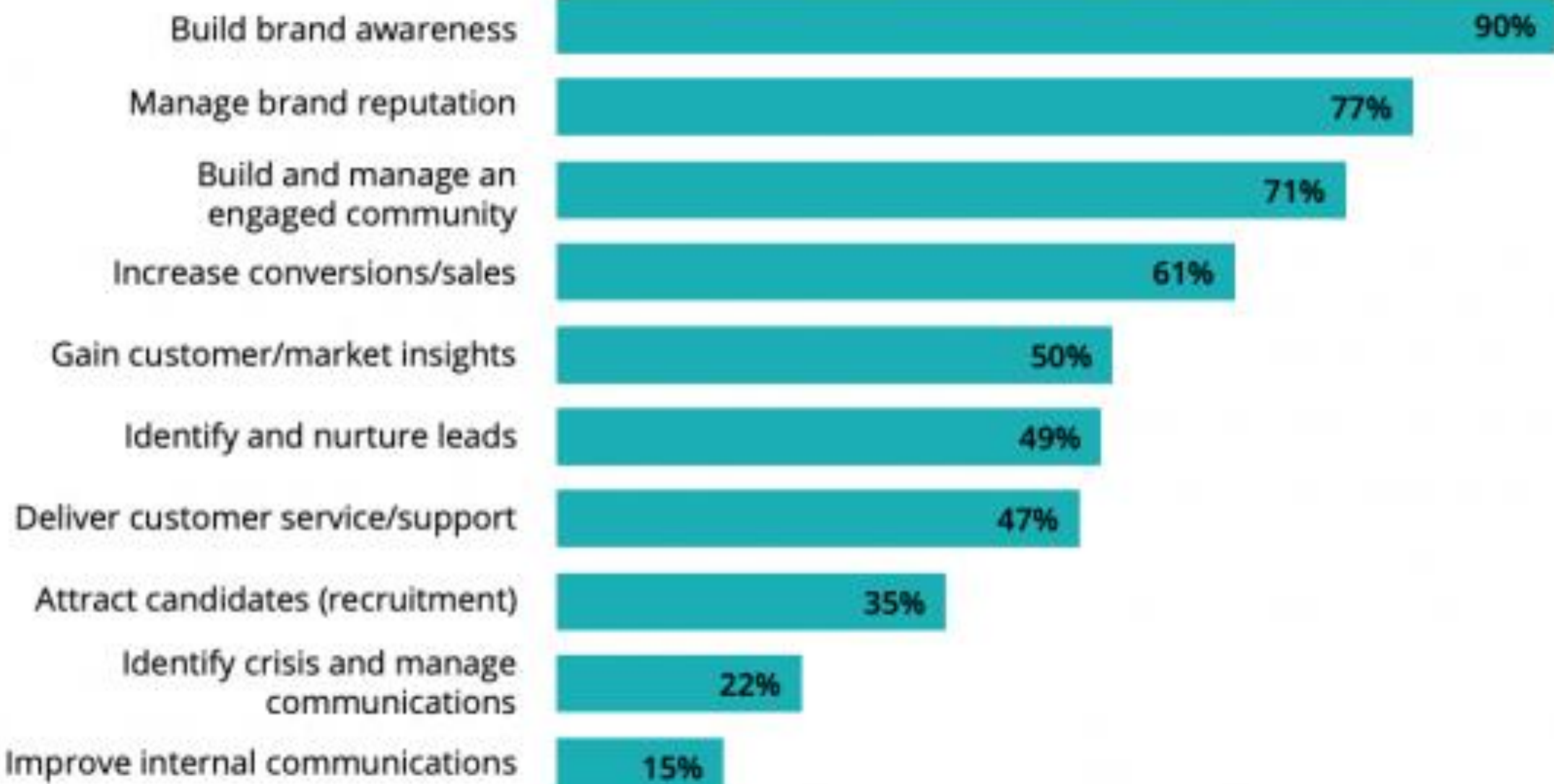
Social Media
Platform
Average

C. Build strategy

#GOALS

Goals

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



Goals

1

Drive affinity and esteem through engaging content specific to social media

Drive traffic to content that deepens relationship and builds reputation by XX%

2

Boost sentiment through meaningful interactions on social media that elicit brand advocacy

Increase valuable engagement across platforms by XX%

Brand alignment



**INDIVIDUAL STRENGTH.
COLLECTIVE POWER.
EXTRAORDINARY IMPACT.**

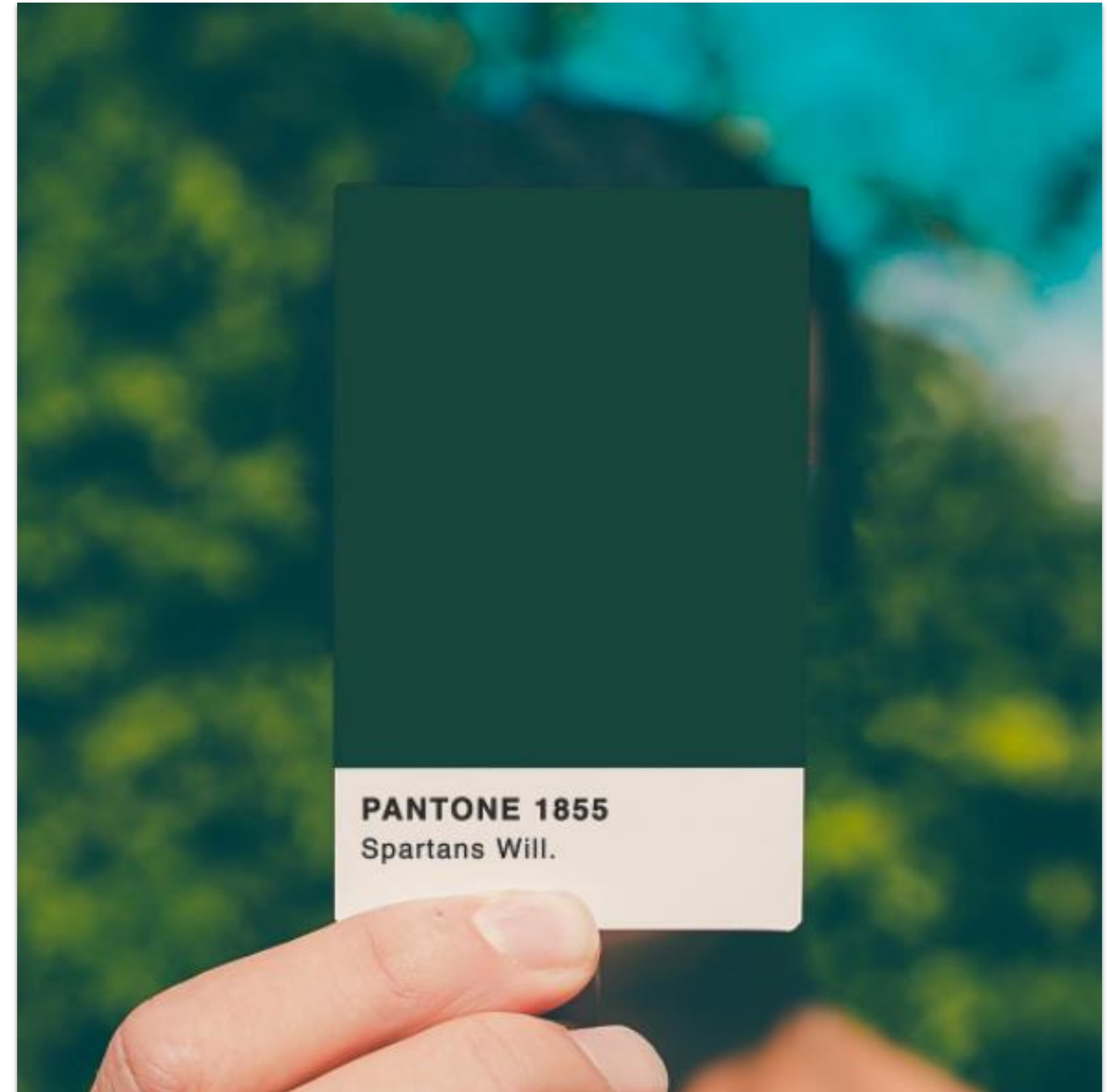


**GENUINE
TENACIOUS
DIVERSE
OPEN
COLLABORATIVE
BOLD
WORLD CHANGING**

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.

Voice

 **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



11 75 293

 **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 and 5 others

5 21

 **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



7 27

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

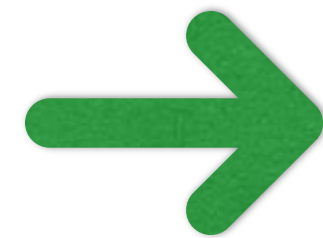
- **51% of 13-17 year olds** use Facebook
- **81% of 18-29 year olds** use Facebook
- 78% of 30-49 year olds use Facebook
- 65% of 50-64 year olds use Facebook
- 41% of 65+ year olds use Facebook

- **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

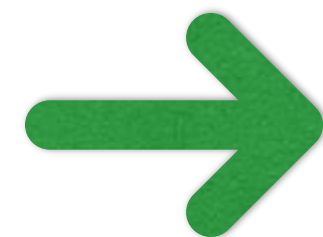
- **72% of 13-17 year olds** use Instagram
- **64% of 18-29 year olds** use Instagram
- 40% of 30-49 year olds use Instagram
- 21% of 50-64 year olds use Instagram
- 10% of 65+ year olds use Instagram



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




Michigan State University  May 21 · 

MSU ranks among the top 8% of universities in the nation, according to [QS Top Universities](#).



MSUTODAY.MSU.EDU
MSU ranked in top 8% of US universities
MSU is ranked in the top 8% of higher education institutions in the nation, according to Q...

201,609 People Reached	32,945 Engagements	Boost Post
---------------------------	-----------------------	----------------------------

   9K 418 Comments 1.6K Shares

Michigan State University  April 3 · 

MSU and [Sparrow Health System](#) have developed a baking process to decontaminate N95 masks, allowing them to be reused by doctors and nurses treating COVID-19 patients.



FREEP.COM
'This is huge': MSU baking process decontaminates masks used for treating COVID-19 patients

93,344 People Reached	24,078 Engagements	Boost Post
--------------------------	-----------------------	----------------------------

   4.7K 234 Comments 2.2K Shares

Content opportunities

Affinity

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

A screenshot of a Facebook post from Michigan State University. The post is dated April 29 and features a video of Jonathan Kirkland, an actor and singer, wearing a green cap and smiling. The text of the post reads: "Congratulations, Class of 2020! We are all so proud of you. <http://go.msu.edu/fDP>". Below the video, the name "JONATHAN KIRKLAND" and "ACTOR & SINGER" are displayed. The post has 1,163,165 people reached and 135,741 engagements. There are 15K reactions (likes, loves, wow), 963 comments, and 5K shares. A "Boost Post" button is visible in the bottom right corner.

Michigan State University
April 29 · 🌐

Congratulations, Class of 2020! We are all so proud of you. <http://go.msu.edu/fDP>

JONATHAN KIRKLAND
ACTOR & SINGER

1,163,165 People Reached 135,741 Engagements Boost Post

👍❤️🤩 15K 963 Comments 5K Shares

Content opportunities

Spartan Spirit

Stories that instill a sense of pride about being a Spartan from a school spirit standpoint



michiganstateu

michiganstateu Two campus icons. @nisasupload 8w

dtngreen Soooo much to 7w Reply

minnj_m god I miss the tower so badly 7w Reply

johnvincentartist How cold is it in Michigan in the Winter? It is so cold that even the squirrels can't

Liked by msuburgessinstitute and others JULY 29

Add a comment... Post

MSU @michiganstateu

No matter where you might be, we're in this together, Spartans.

33K views 0:00 / 1:53

12:00 PM · Sep 10, 2020 · Sprinklr

View Tweet activity

307 Retweets 82 Quote Tweets 1.3K Likes

Content opportunities

michiganstateu Michigan State University

Some of our favorite #Spartan photos from 2019.

38w

camperdoodleoo Woohoo happy new year spartan fam!!!

38w 3 likes Reply

hashemrahnama21 Hi, so cool.

38w Reply

journeyofdiedo Thanks for the

Liked by msucollegeofed and others

DECEMBER 31, 2019

Add a comment... Post

michiganstateu

View Insights **Promote**

Liked by msubroadcollege and others

michiganstateu "This is definitely not how I expected my journey into medical school to look like, and honestly, it was frustrating at first. However, this frustration quickly turned into realization, realization of the fact that I am so immensely privileged to have this opportunity."

Content opportunities

	Brand Content Types			Frequency	Source
	Affinity	Affinity + Esteem	Spartan Spirit		
Signature Products	X	x		1/quarter	CABS
Dedicated Brand Content	X	x		1/quarter	CABS
Spartans Will. Advertising	X			1/quarter	BVK; CABS
Dedicated Strategic Story Content	X	x		2/month	CABS
Repurposed Content	X	x		1/quarter	CABS; Campus
Resurfaced Content	x	X	X	1/week	Ellen
UGC: Proactive	x	X	x	2/year	CABS; Campus
UGC: Reactive		x	X	3/week	Ellen; Campus
News Stories	X		X	3/week	Media Team; Ellen; Campus
Quote Tiles		X	x	2/month	Interns; Design Team
Historical	x	X	X	2/quarter	Ellen; Interns
Motivational		X	X	2/month	Interns; Ellen
Holiday			X	as applies	Interns; Ellen
#Day	x	X	X	2/month	Interns; Ellen
Trending Topics		X	X	1/month	Interns; Ellen
Campus Photos			X	3-4/week	Photo Team
Campus Shares	X	x	x	5/week	Ellen
Pride Points	X	X		1/week	Media Team; Ellen
Stories		X	X	2/month	Interns; Campus
Paid Social Media Ads	X			10/month	BVK
Live Videos		X	X	1/month	Interns; Video Team
Affinity Videos		X		1/month	Video Team; Ellen; Interns
Text Over Video	X	X		1/month	Video Team
Emergency/Crisis				As necessary	CABS

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.

Content shift

 **Proud of you, Class of 2020** ✓
@michiganstateu

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



ALT

 **lauren** I LOVE YOU  

14w 3 likes Reply

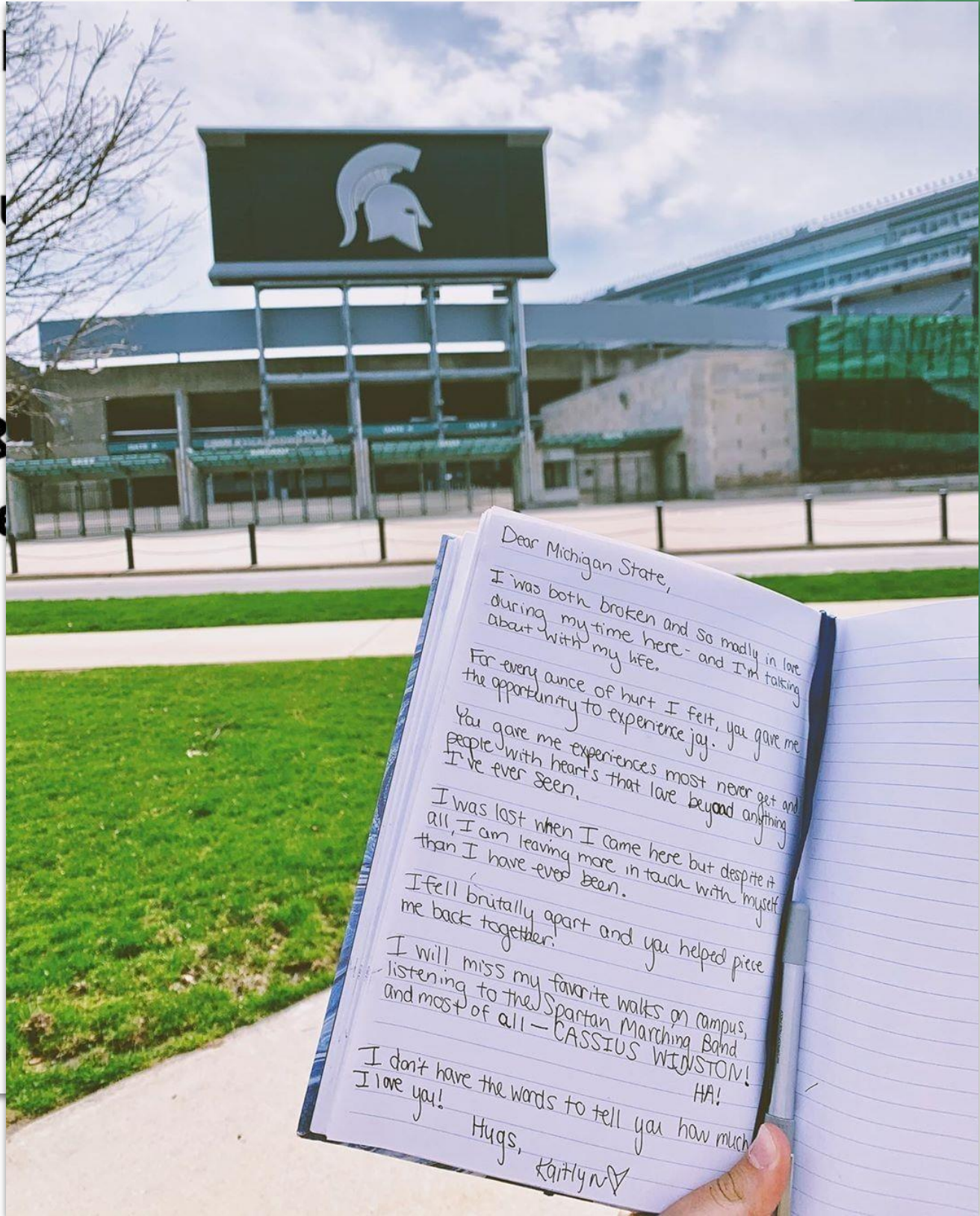
 **michiganstateu** ✓ @lauren  

14w 1 like Reply

Content shift

**You matter.
Your mental health
matters.
We are here for you**

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



SPARTANS WILL. STAY INSIDE BINGO CHALLENGE

LISTENED TO THE SPARTAN MARCHING BAND	WATCHED MSU BASKETBALL HIGHLIGHTS	WORE SPARTAN SWEATSHIRT	SAID "GO GREEN"	REPLIED "GO WHITE"
ATTENDED CLASS ONLINE	CUDDLED YOUR PET LIKE ZEKE	VIEWED BEAUMONT TOWER CAM	WISHED YOU WERE BACK ON CAMPUS	READ THE STATE NEWS
PUT OUT YOUR SPARTAN FLAG	WORKED OUT LIKE SPARTY	 FREE	TOOK ON A NEW HOBBY	RECEIVED ENCOURAGEMENT FROM A FELLOW SPARTAN
TOOK A VIRTUAL TOUR OF CAMPUS	CALLED FELLOW SPARTANS TO SAY HI	TOOK AN ONLINE EXAM	INDOOR TAILGATE	DREAMT OF DAIRY STORE ICE CREAM
BINGE WATCHED A TV SERIES	STAYED IN GREEN AND WHITE PAJAMAS ALL DAY	WASHED HANDS WHILE SINGING "VICTORY FOR MSU"	PRACTICED SELF-CARE	MISSED YOUR SPARTAN FAMILY

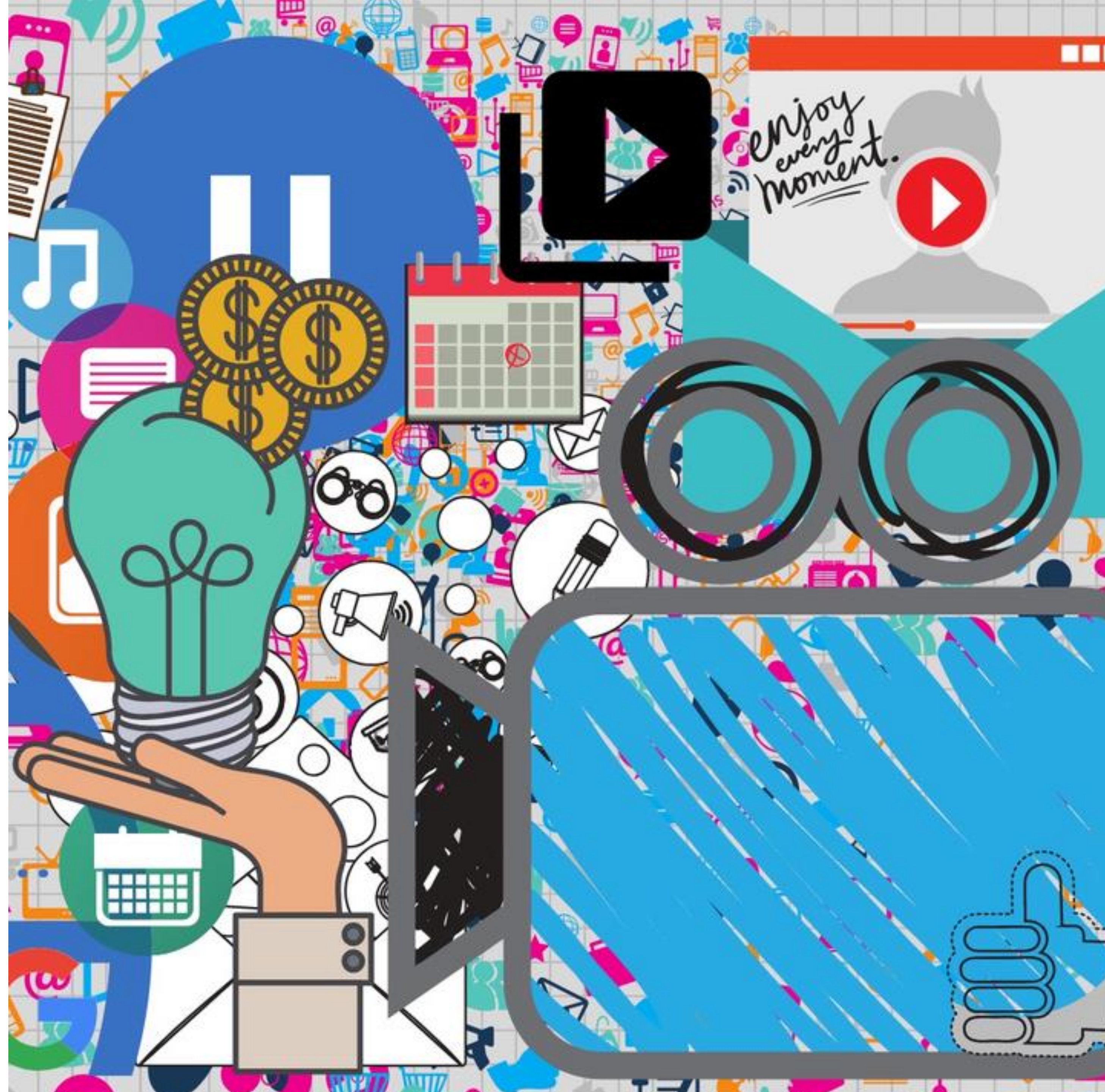
Content shift

- 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

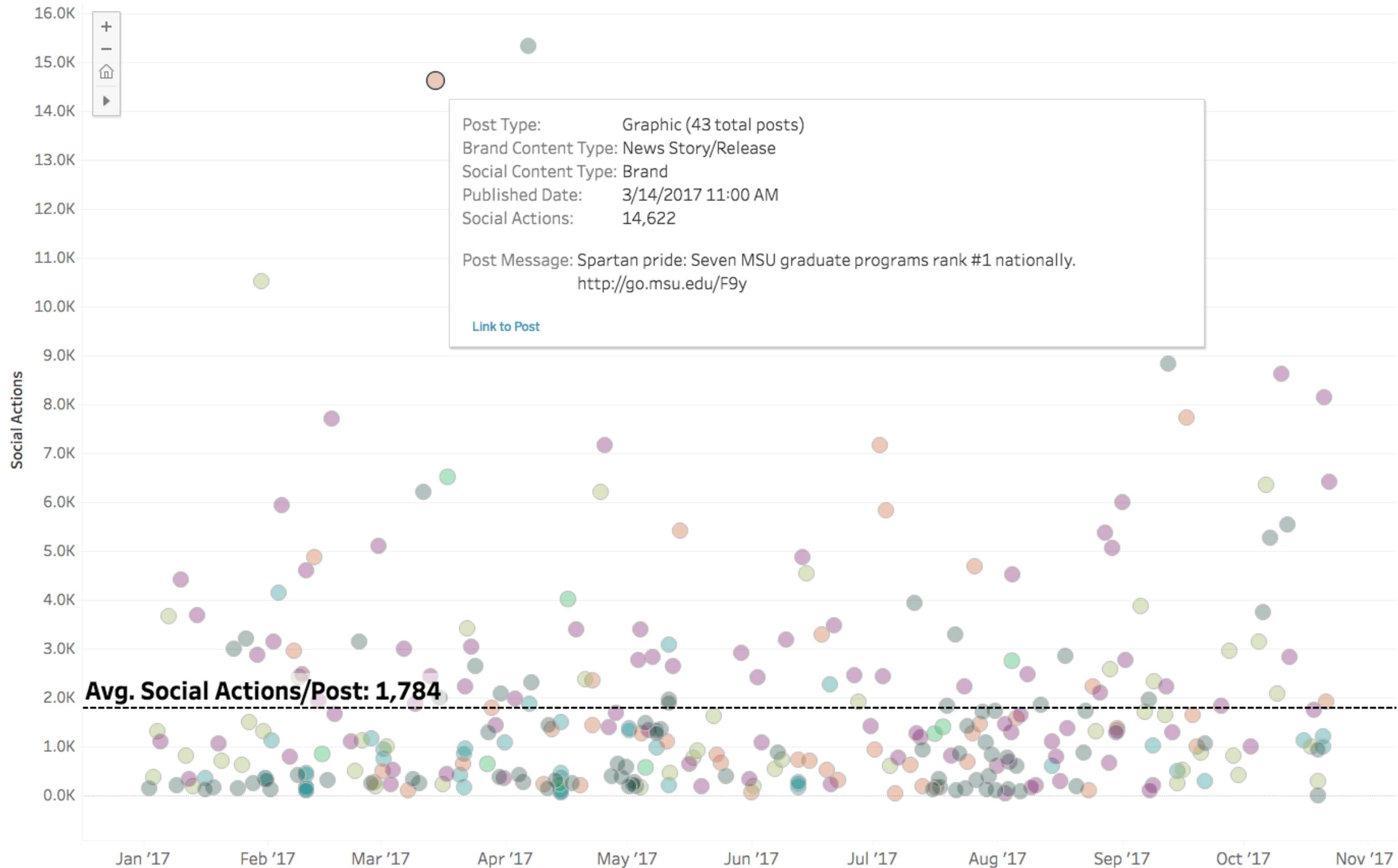
- Create benchmarks
- Test
- Analyze
- Use data to empower decision-making
- Adjust strategy as needed



Implement strategy

Benchmarks

Facebook Social Actions by Post



Published Date

1/1/2017 10/22/2017

Account

Facebook

Post Type

- Video
- Photo
- Text
- GIF
- Graphic
- Link

Search for Post Text:

Campaign Name

(All)

Brand Content Type

(All)

Social Content Type

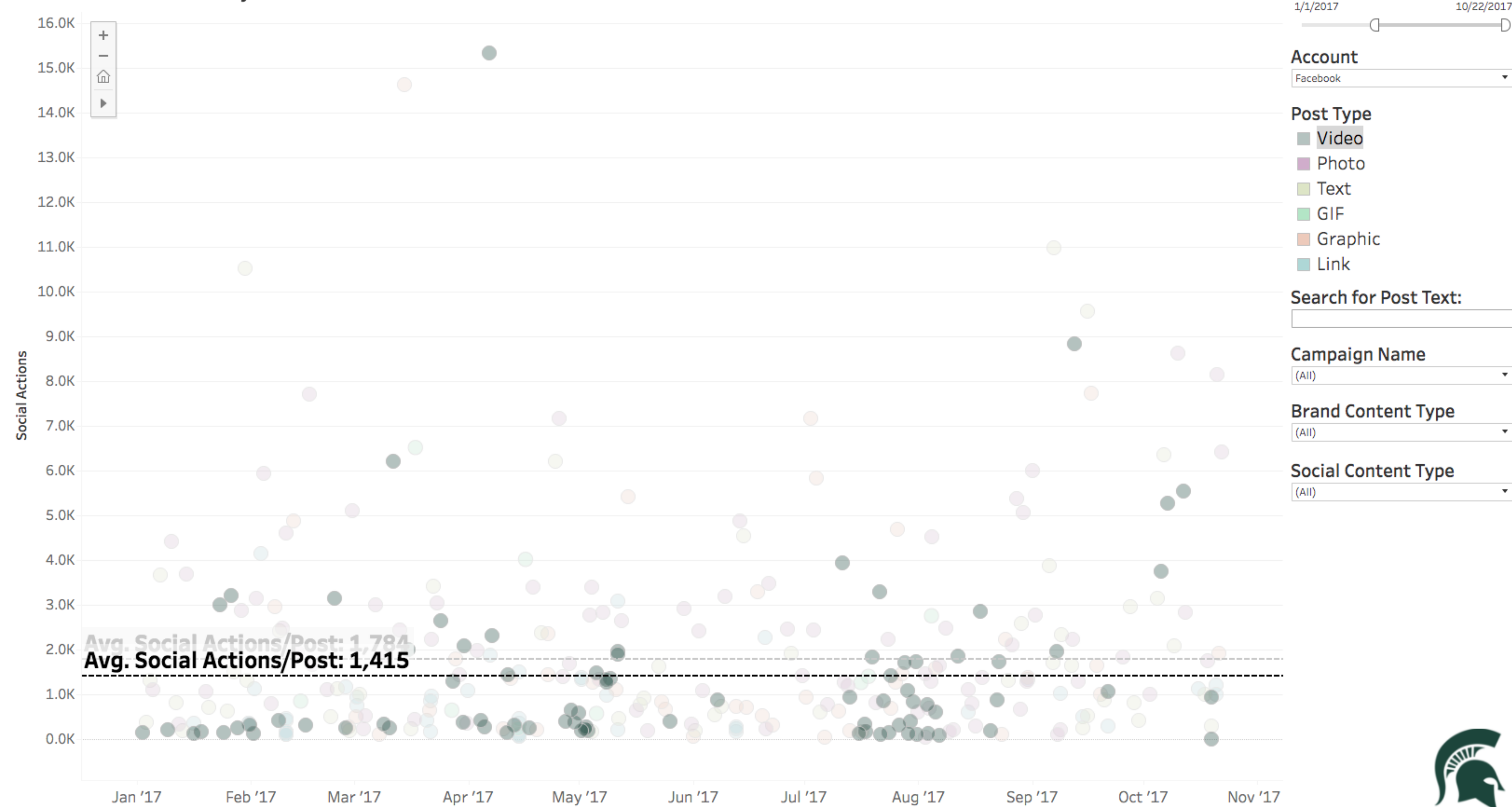
(All)



Implement strategy

Benchmarks - By post type

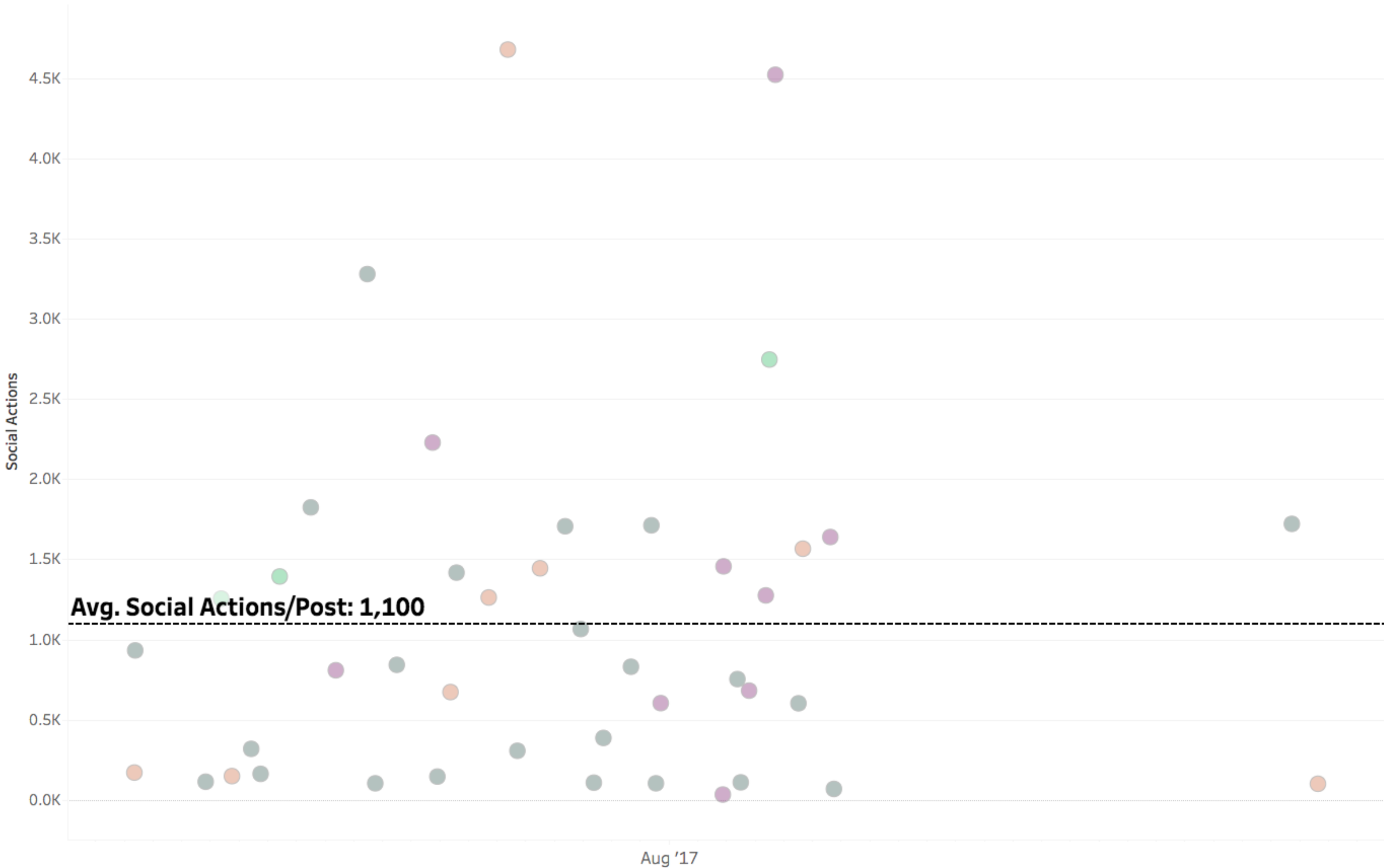
Facebook Social Actions by Post



Implement strategy

Benchmarks - By campaign

Facebook Social Actions by Post



Published Date

1/1/2017 10/22/2017

Account

Facebook

Post Type

Video

Photo

GIF

Graphic

Search for Post Text:

Campaign Name

Great State Road Trip

Brand Content Type

(All)

Social Content Type

(All)



E. Best practices recap

Do your research every day

US news · LIVE
Grand jury charges one officer with wanton endangerment in Breonna Taylor case
Trending with: Breonna Taylor and #JusticeForBreonnaTaylor

Politics · Trending
Dr. Birx
18.2K Tweets

Los Angeles Times · 35 minutes ago
Mariah Carey opens up about marriage to ex-husband

Trending in United States
Barry Sanders
1,661 Tweets

Politics · Trending
Rand Paul
Trending with: Dr. Fauci, #DrFauci

Dr Fauci loses patience with Senator Rand Paul in corona...
It is the latest in a series of heated public disagreements on Covid-19 between them
independent.co.uk

111K Tweets

Financial Times · Last night
How close are we to

Trending in United States
Temporary
38.6K Tweets

MSU @michiganstateu

The only #MondayMotivation you need.

“SPARTANS WILL is starting to

TAKE OVER

Tom Izzo
TOM IZZO

Michigan State University

The new Spartan Emotions have Spartans feeling every look of awe.

Like Comment Retweet

Sparks When These need to be a thing

Early Spans Love Part!

Early Spans (Emotion) This makes my emotions through support!

Stay Spans (Emotion) what you (Spans)?

SPARTANS WILL.

ATHLETIC TRAINERS
CUSTOM FIT THE DEVICE
TO WARD'S HAND

Spartans Helping Spartans

Michigan State University

Like Comment Share

5.5K 337 Comments 2.8K Shares

But proceed with caution

Chase @Chase

You: why is my balance so low
Bank account: make coffee at home
Bank account: eat
Bank account: you
You: I guess we'll r
Bank account: ser
[#MondayMotivati](#)

1:57 PM · Apr 29, 2019 · T



Cinnabon @Cinnabon · 28m
RIP Carrie Fisher, you'll always have the best buns in the galaxy.

NPR
1 hour ago

Ramona is given new toy: Smiles, examines for 20 seconds, discards.

Ramona gets a hug: Acquiesces momentarily, squirms to be put down.

Ramona sees three cats 30 feet away: Immediately possessed by shrieking, spasmodic joy that continues after cats flee for their lives.

McDonald's @McDonaldsCorp

Black Friday **** Need copy
2:00 AM - Nov 24, 2017

71.8K 23.6K people are



McDonald's @McDonaldsCorp

Replying to @McDonaldsCorp
When you tweet before your first cup of McCafé... Nothing comes before coffee.
10:48 AM - Nov 24, 2017

37.8K 2,785 people are talking about this

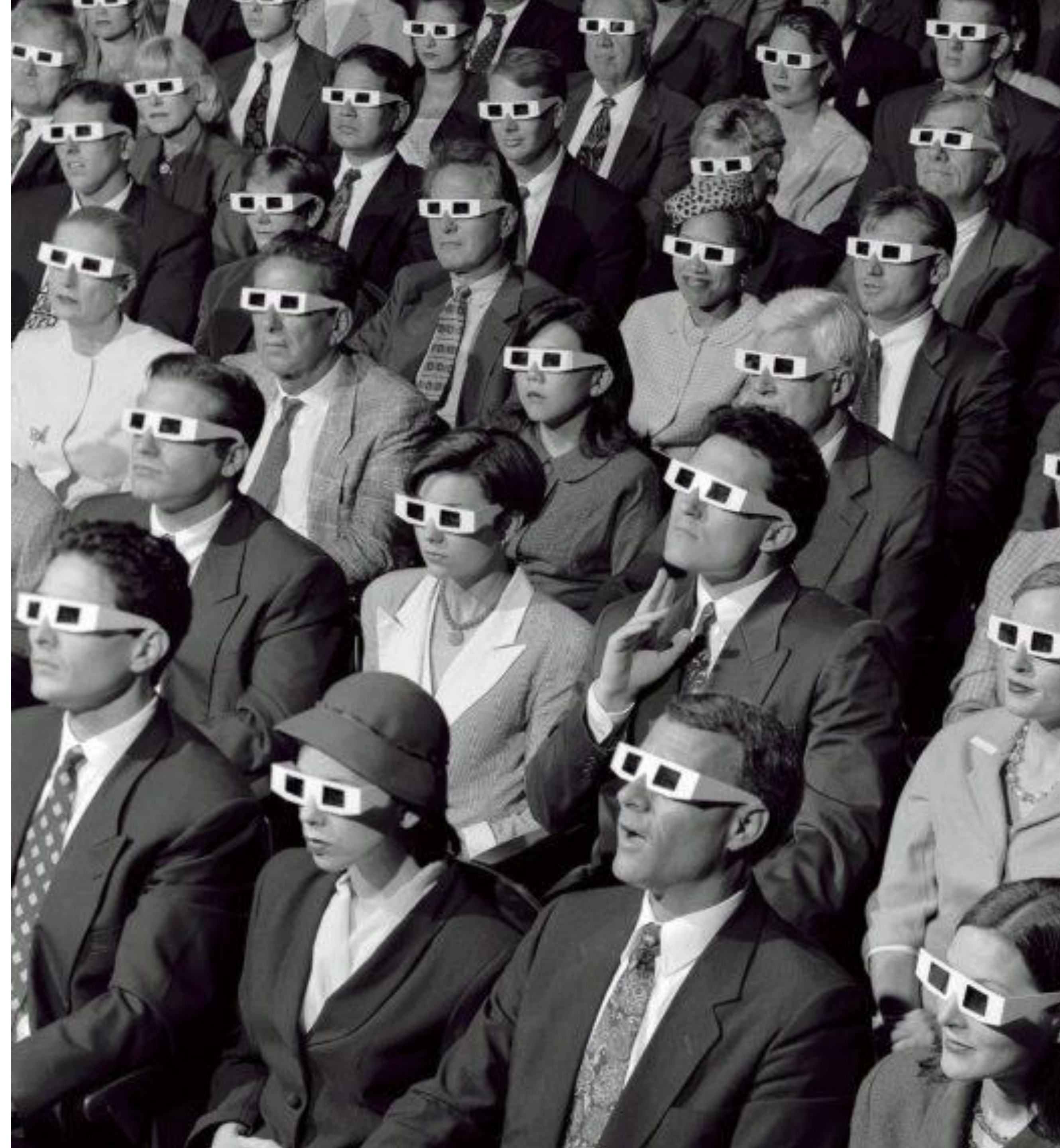
Invest in your audience

Learn the most you can about your audience.

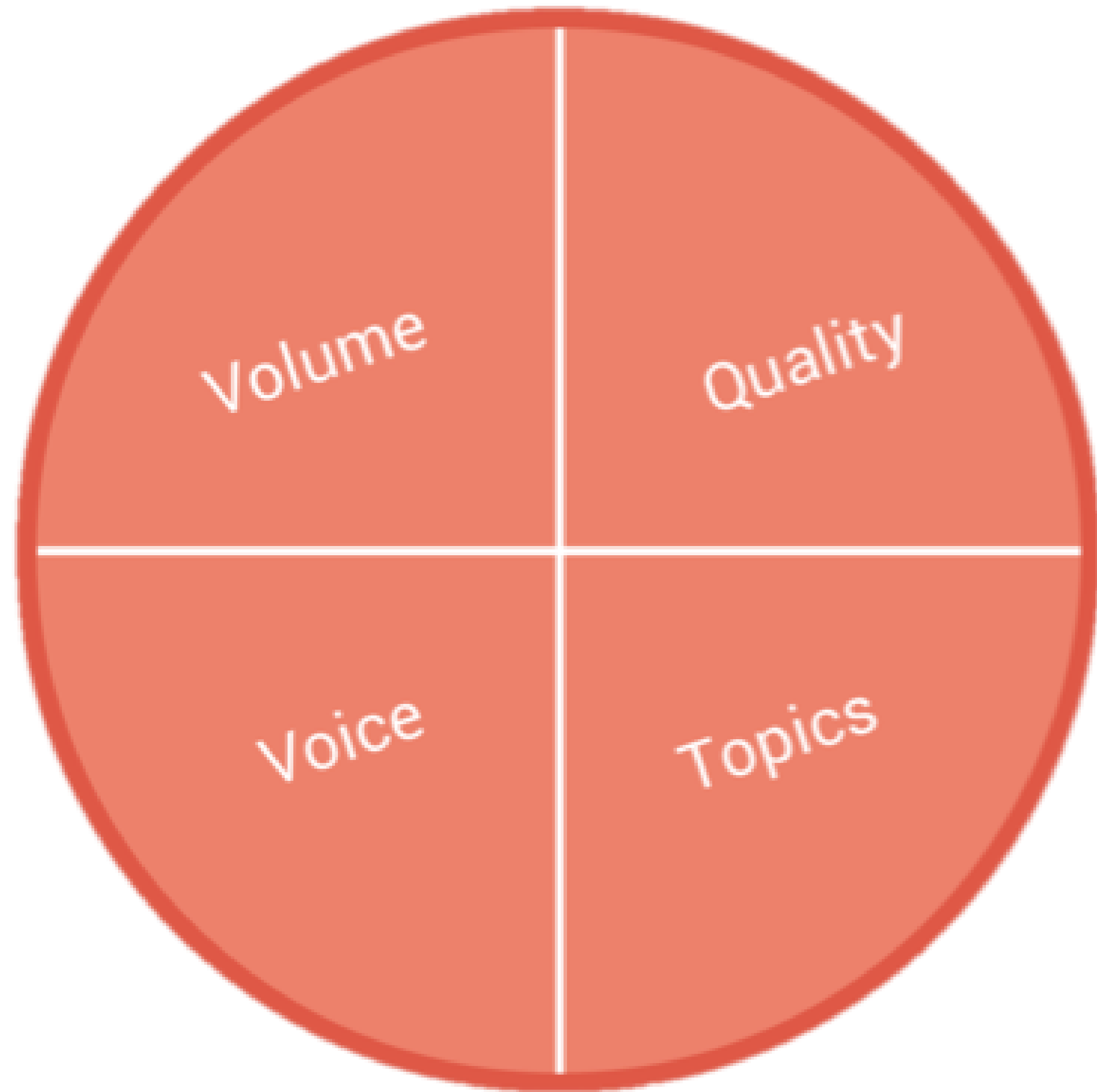
Don't make your audience think too hard.

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

MSU @michiganstateu

Even George Washington is a #Spartan. #MSU alumnus @TheRealJKirk plays him in Chicago's @HamiltonMusical. bit.ly/2fXFqP4



2:00 PM - 9 Oct 2017

131 Retweets 620 Likes

MSU @michiganstateu · Jul 2

On this day in 1862, President Lincoln signed the #MorrillAct into law, establishing #MSU as the nation's pioneer land-grant university. go.msu.edu/wBH



1:23 13.6K views

Land-Grant Roots

3 135 463

Don't be afraid to try new things



 **MSU** 
@michiganstateu

Good morning to everyone, especially @MSU_Basketball. #GoGreen



9:02 AM - 29 Mar 2019

360 Retweets 2,356 Likes



Remember social media is SOCIAL

Vaughn @VaughnieRose · Aug 21
How do I sign up to do my degree again

MSU @michiganstateu · Aug 21
Ready for a new year. Welcome back, #Spartans! go.msu.edu/LxP
[Show this thread](#)

1:16 | 207.1K views | - [Danny] So while you're here, try something new.

MSU @michiganstateu · Aug 21
1 | 1

Vaughn @VaughnieRose
Replying to @michiganstateu
I miss you ❤️

michiganstateu

- tori_kirkland** @spencerheaphy
go off brother
26w 1 like Reply
- hayleighthornton** @spencerheaphy
well this is amazing
26w 1 like Reply
- jan.and.gary** Go Green!
26w 1 like Reply
- abbykurian** @dianebond_ lookin like a whole snack representing our graduating class 🤪🤪
26w 2 likes Reply

Class of 2024 3w

Advice, words of wisdom or encouragement for the Class of 2024. ⬇️

Type something....

MSU @michiganstateu

The best doggo.

WeRateDogs @dog_rates · Sep 24, 2018
This is Justice. She was supposed to be a leader dog for the blind, but never mastered stairs. Now she works in MSU's Sexual Assault Program, offering support and providing a smile where few are found. I'm told she likes peanut butter and carrots, and she's our sixth ever 15/10

michiganstateu

STAY STRONG AND SPARTY ON #SPARTANSWILL

View Insights Promote

Liked by msucollegeofed and others
michiganstateu Spartan strong. 📷: @chloe.lanning

YOU®



Get started

social media cheat sheet 2020

Optimal sizes in pixels
See bit.ly/rcgimagesizes

f Facebook Image Sizes

	minimum	optimal	maximum
• Cover Photo	400 x 150	1200 x 675	see template
• Group cover	not specified	1640 x 859	see template
• Event Cover	not specified	1200 x 675	see template
• Profile Picture	170 x 170	340 x 340	crops square and round
• Link Image	600 x 315	1200 x 630	(1.91:1 ratio)
• Photo Post Widths for quality 720, 960, 2048			(up to 2:3 ratio)
• Photo View max			2048 x 2048

Twitter Image Sizes

	minimum	optimal	maximum
• Header		1500 x 500	see template
• Profile Photo	400 x 400	400 x 400	crops round
• Tweeted Image	600 x 335	1200 x 675	any height when clicked
• Twitter Card (link)	600 x 314	1200 x 628	(1.91:1 ratio)

Pinterest Image Sizes

	minimum	optimal	maximum
• Profile Photo	180 x 180	600 x 600	600 * 600
• Pins (recommended)	600 x 600	1000 x 1500	600 x 2100*
• BoardCover	340 x 340	600 x 600	(1:1 ratio)

* Taller will be cropped in feed. Wider will be scaled. Clicked pins are 564 wide.

Instagram Image Sizes

	minimum	optimal	maximum
• Profile Photo	110 x 110	180 x 180	crops round
• Story Image		1080 x 1920	(9:16 ratio)
• Photo Post	1080 x 566	1080 x 1080	1080 x 1350*

* Larger sizes will work - these are sized to the feed.

LinkedIn Image Sizes

	minimum	optimal	maximum
• Profile Banner		1584 x 396	(4:1 ratio)
• Profile Avatar	400 x 400	400 x 400	20,000 any side
• Update/blog post	600 x 314	1200 x 628	(1.91:1)
• Company Cover	1192 x 220	1536 x 768	2Mb
• Company Logo	300 x 300	300 x 300	4Mb

YouTube Image Sizes

	minimum	optimal	maximum
• Channel Art	1546 x 423	2560 x 1440	see template*
• Video thumbnail	640 x 360	1280 x 720	
• Channel Icon		800 x 800	

* Crops differently per devices

BUSINESS DESIGN FOR VISUAL THINKERS

www.garyfox.co

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

MSU ✓
@michiganstateu

- Profile
- Lists
- Moments
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