Creating a Content Strategy

MICHIGAN STATE UNIVERSITY
2,329,304,445 Google searches today
2,216,642 Blog posts written today
262,420,007 Tweets sent today
2,439,749,027 Videos viewed today on YouTube
28,435,751 Photos uploaded today on Instagram
47,827,951 Tumblr posts today
Why consumers unfollow brands on social media

- 49% Poor quality of product or support
- 49% Poor customer service
- 45% Irrelevant content
- 45% Too many ads from that brand
- 39% Privacy concerns
- 29% Negative press
- 26% Corporate scandal
- 24% Brands post too much
L to R: Truffle & Herb, Poutine, & Cajun #fries 🍟🍟🍟

October 20 at 3:11 PM • 🍎
Just because it’s sooo cute!

October 19 at 8:42 AM • 🍎
When someone plays with your hair... 😢
Credit: Hi Josh

7,783,761 Views

3 Comments 11 Shares

11 Comments 1 Share
AGENDA

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

• What kind of content are you posting?
  • Best-performing posts
  • Worst-performing posts
  • Traffic drivers
• How often are you posting content?
  • Cross-platform opportunities
Distinctly MSU = More Instagram engagement

13.3k

12.1k

10.7k

10.1k

9.9k

9.3k

8.6k

8.2k

7.7k

6.5k
First, best, only and emotional storytelling = best-performing posts

6.3k
5.1k
5k
3.8k
2.7k
1.9k
1.8k
1.6k
1.5k
1.3k
Takeaways & Insights

• Nearly 3/4 of MSU’s top 100 Instagram posts were user-generated content.
• Staged headshots performed poorly on Instagram.
• Listicles or wrap-up stories performed among the lowest on both Facebook and Twitter.
• The majority of top-performing posts on Facebook had a visual element.
• Many top-performing posts on Twitter were retweets with commentary.
Audit landscape

• What are the platform projections?
  • 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.
• Twitter recently implemented forced quote tweet prompt.
B. 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?
Assess competitors
C. Build strategy
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%
Goals

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

Increase valuable engagement across platforms by XX%
## Content opportunities

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Look for opportunities to align brand messages in an engaging way (trending topics, holidays, MSU events, etc.)</td>
</tr>
<tr>
<td>2</td>
<td>Instead of producing content that ends up being put on social, content is created <em>for</em> social</td>
</tr>
<tr>
<td>3</td>
<td>Can link back to MSU websites, but will likely be consumed within social</td>
</tr>
</tbody>
</table>
Content buckets

Affinity + Esteem

Content that drives reputation and admiration for the work being done and the impact it has on others
Content buckets

Affinity

Content that defines what it means to be a Spartan and aligns with the brand

You're a Spartan, and #SpartansWill.
Content buckets

**Spartan Spirit**

Content that instills a sense of pride about being a Spartan from a school spirit standpoint
## Content types

<table>
<thead>
<tr>
<th>Brand Content Types</th>
<th>Affinity</th>
<th>Affinity + Esteem Spartan Spirit</th>
<th>Frequency</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Signature Products</td>
<td>X</td>
<td>X</td>
<td>1/quarter</td>
<td>UComms</td>
</tr>
<tr>
<td>Brand Content</td>
<td>X</td>
<td>X</td>
<td>As available</td>
<td>UComms</td>
</tr>
<tr>
<td>&quot;Feature&quot; stories</td>
<td>X</td>
<td>X</td>
<td>1/month</td>
<td>UComms</td>
</tr>
<tr>
<td>Repurposed Content</td>
<td>X</td>
<td>X</td>
<td>1/quarter</td>
<td>UComms/Campus</td>
</tr>
<tr>
<td>Resurfaced Content</td>
<td>X</td>
<td>X</td>
<td>4/month</td>
<td>Ellen/KB</td>
</tr>
<tr>
<td>UGC: Proactive</td>
<td>X</td>
<td>X</td>
<td>2/year</td>
<td>UComms/Campus</td>
</tr>
<tr>
<td>UGC: Reactive</td>
<td>X</td>
<td>X</td>
<td>3/week</td>
<td>Ellen/KB</td>
</tr>
<tr>
<td>News &amp; media</td>
<td>X</td>
<td>X</td>
<td>3/week</td>
<td>UComms</td>
</tr>
<tr>
<td>Quote Tiles</td>
<td></td>
<td>X</td>
<td>2/month</td>
<td>KB/Designer</td>
</tr>
<tr>
<td>Historical</td>
<td></td>
<td>X</td>
<td>2/quarter</td>
<td>Ellen/KB</td>
</tr>
<tr>
<td>Motivational</td>
<td></td>
<td>X</td>
<td>2/month</td>
<td>Ellen/KB</td>
</tr>
<tr>
<td>Holiday</td>
<td></td>
<td>X</td>
<td>As applies</td>
<td>Ellen/KB</td>
</tr>
<tr>
<td>#Day</td>
<td>X</td>
<td>X</td>
<td>2/month</td>
<td>Ellen/KB</td>
</tr>
<tr>
<td>Trending Topics</td>
<td>X</td>
<td>X</td>
<td>1/month</td>
<td>Ellen/KB</td>
</tr>
<tr>
<td>Campus Photos</td>
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<td>X</td>
<td>3-4/week</td>
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<td>Campus Shares</td>
<td>X</td>
<td>X</td>
<td>5/week</td>
<td>Ellen/KB</td>
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<tr>
<td>Pride Points</td>
<td>X</td>
<td>X</td>
<td>1/week</td>
<td>UComms</td>
</tr>
<tr>
<td>Stories</td>
<td>X</td>
<td>X</td>
<td>2/month</td>
<td>Ellen/KB</td>
</tr>
<tr>
<td>Live Videos</td>
<td>X</td>
<td>X</td>
<td>1/month</td>
<td>Videographers</td>
</tr>
<tr>
<td>Text Over Video</td>
<td>X</td>
<td>X</td>
<td>1/month</td>
<td>Videographers</td>
</tr>
<tr>
<td>Emergency/Crisis</td>
<td>X</td>
<td>X</td>
<td>As necessary</td>
<td>UComms</td>
</tr>
</tbody>
</table>
Content types: Signature products
Content types: “Feature” stories

An MSU professor developed three of the world’s most widely planted Northern Highbush blueberry varieties: Aurora, Draper and Liberty.

In case you’re missing West Circle today: Its six residence halls honor the legacies of MSU’s first female pioneers.

Varieties from Michigan State University are well-known across the world...

Their legacies continue to inspire the Spartan women who have lived in West Circle.

People Reached: 47,359
Engagements: 1,891

People Reached: 158,209
Engagements: 20,005
Content types: Repurposed content

MSU College of Veterinary Medicine and Veterinary Medical Center has proudly provided veterinary medical care to the Michigan State Police Canine Unit for the last 50 years.

Caring for canine cops
Established in 1960 by Trooper Richard Abbott and Jocko the police dog...

77,544 People Reached 4,195 Engagements

The Psychology of Screen Time
Researchers in the field of media psychology at MSU are seeking to understand the causes and consequences of humans' media use.

Media Psychology at ComArtSci

Home has the largest concentration of media psychologists in the world, @MSUComArtSci is working to understand the causes and consequences of humans' media use. go.msu.edu/QBP
MSU is home to the nation’s largest solar carport system.
michiganstateu

michiganstateu #SpartansWill wear a mask. 🎃🥗 @geocazer

geocazer 🍁!

1w 15 likes Reply
——— View replies (2)

maggie.beauchamp.jones This Spartan will not, unless I’m in an enclosed space where I can’t distance myself 6 feet from others.

1w 7 likes Reply

colecr1 Why is he wearing a

Liked by msurburgessinstitute and others

October 19

Add a comment...
Content type: UGC (Reactive)
Beginning in fall, @MSU_RCPD will provide electronic braille displays to all incoming blind students, a first-of-its-kind effort for a university. go.msu.edu/x2p

Michigan State University
Published by Sprinklr • February 26

The seventh ever CEO in the history of the Walt Disney Co. is a Spartan.

LANSINGSTATEJOURNAL.COM
New Disney CEO Bob Chapek has MSU ties
Bob Chapek is just the seventh person to become CEO of the Walt Disney Co.

147,650 People Reached 21,940 Engagements

6.8K 230 Comments 947 Shares
Content types: Quote tiles

Spartans Will Vote
@michiganstateu

Never lose the drive to make a difference that brought you to MSU. #MSUGrad20

“Go forth with Spartan pride and confidence.”

PRESIDENT SAMUEL L. STANLEY JR. M.D.
#MSUGrad20

10:59 AM · May 16, 2020 · Sprinklr

View Tweet activity

48 Retweets 5 Quote Tweets 355 Likes

Spartans Will Vote
@michiganstateu

Welcome, Class of 2024.

“MAY YOU KNOW SUCCESS AND CELEBRATE THAT OF YOUR FELLOW SPARTANS IN EVERY FIELD OF ENDEAVOR — AND MAY THERE BE MANY SuCCESSES."

PRESIDENT SAMUEL L. STANLEY JR. M.D.

10:38 AM · Aug 31, 2020 · Twitter Web App

View Tweet activity

65 Retweets 7 Quote Tweets 289 Likes
On this day in 1945, the Spartan statue was officially unveiled and dedicated. (@MSUArchives)

The 1966 @MSU_Football team won a national championship, but its most important legacy was its role in the integration of college football—a story narrated by @TonyDungy. go.msu.edu/zvH

Game Changers
MSU and these 20 brave Spartan student-athletes changed college football forever.

9:00 AM · Dec 27, 2019 · Twitter Media Studio
Content types: Motivational

Whether it’s your first day or your last first day, have a great semester, Spartans. You got this.

If you fall down, get back up. Never stop getting back up. #SpartansWill
At MSU, green is much more than a school color—it’s a responsibility. go.msu.edu/BDP #EarthDay
Content types: #Day
Content types: Trending topics

How it started: 

How it's going:

MSU Archives and Sparty
2:00 PM · Oct 8, 2020 · Twitter for Android

191 Retweets 24 Quote Tweets 2.1K Likes

Wash your hands. FaceTime your friends. Take care of yourself. go.msu.edu/Y7P

10:05 AM · Mar 13, 2020 · Sprinklr

150 Retweets 22 Quote Tweets 485 Likes
You Retweeted

MSU Entomology @MSUEntomology · Oct 19
Entomologists Anthony Cognato & Sarah Smith discover two new beetles in Southeast Asia. This discovery will help to better protect the U.S. from species that could cause problems here. bit.ly/3kbMXcE
#SpartansWill #SpartanInsects
Content types: Pride points
Content types: Stories
Content types: Live videos
MSU scientists have created the first functioning mini human heart model. go.msu.edu/7Hp #SpartansWill

MSU researchers are studying a species of octopus to understand how its brain interacts with its tentacles in an effort to create "smart" prosthetics for people. go.msu.edu/R2p #SpartansWill

Octopuses and Prosthetics
The way an octopus moves its limbs may have a hand in helping humans who have lost the use of their own.
As of noon March 11, MSU is suspending face-to-face instruction and moving coursework to virtual instruction. This suspension will last until April 20.
go.msu.edu/Y7P

10:15 AM · Mar 11, 2020 · Twitter Web App
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
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

• 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
Create an editorial calendar

**TUES OCT 29**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Content</th>
<th>Posting Date</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>FB/LI</td>
<td>✔️ Content name here</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TW</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IG</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**IG Stories**

Additional notes: Add swipe-up link to IG Stories

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**EDITORIAL CALENDAR**

<table>
<thead>
<tr>
<th>Content</th>
<th>Posting Date</th>
<th>Platform</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photos of annual gala</td>
<td>Week 1 Feb</td>
<td>Instagram, Facebook and Twitter</td>
<td>COMPLETE</td>
</tr>
<tr>
<td>Personal story</td>
<td>Week 1 Feb</td>
<td>Instagram, Facebook and Twitter</td>
<td>COMPLETE</td>
</tr>
<tr>
<td>Reminder of volunteer event</td>
<td>Week 2 Feb</td>
<td>Facebook and Twitter</td>
<td>COMPLETE</td>
</tr>
<tr>
<td>Volunteer photo</td>
<td>Week 2 Feb</td>
<td>Instagram, Facebook and Twitter</td>
<td>COMPLETE</td>
</tr>
<tr>
<td>Call for donations</td>
<td>Week 3 Feb</td>
<td>Facebook and Twitter</td>
<td>COMPLETE</td>
</tr>
<tr>
<td>Statistics displaying donor impact</td>
<td>Week 4 Feb</td>
<td>Facebook and Twitter</td>
<td></td>
</tr>
<tr>
<td>Personal story</td>
<td>Week 4 Feb</td>
<td>Instagram, Facebook and Twitter</td>
<td></td>
</tr>
<tr>
<td>National/International news</td>
<td>Week 4 Feb</td>
<td>Twitter</td>
<td></td>
</tr>
<tr>
<td>New hire</td>
<td>Week 5 Feb</td>
<td>Twitter</td>
<td></td>
</tr>
<tr>
<td>Call for donations</td>
<td>Week 6 Feb</td>
<td>Instagram and Twitter</td>
<td></td>
</tr>
</tbody>
</table>

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**Sample Editorial Calendar**

<table>
<thead>
<tr>
<th>Publication Date</th>
<th>Article Title</th>
<th>Content Type</th>
<th>Format/Style</th>
<th>Format</th>
<th>CTA</th>
<th>Distribution Channels</th>
<th>KPIs</th>
</tr>
</thead>
</table>
Develop a balance editorial calendar
### Determine post frequency

<table>
<thead>
<tr>
<th></th>
<th>Facebook</th>
<th>Twitter</th>
<th>LinkedIn</th>
<th>Instagram</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-5/week</td>
<td>3-5/day</td>
<td>4-5/week</td>
<td>5-6/week</td>
<td>1-2/week</td>
<td></td>
</tr>
</tbody>
</table>
Don’t let anyone tell you there is a “correct” number of times your brand should post to social media each day. Post when you have content worth posting. Everything else is just noise. #hesm #casesmc
Facebook Algorithm Ranking Signals in 2020

Who a user typically interacts with

The type of media in the post (e.g., video, link, image etc...)

The popularity of the post
- **Recency**: How recently a Tweet was published.
- **Engagement**: Has to do with how many Retweets, clicks, favorites and impressions a Tweet has received.
- **Rich Media**: The type of media you include in your Tweet, such as images, videos and GIFs.
- **Activity**: Refers to how active a user is. For example, how long it's been since the user was last on the site, how many followers they have and how much they use the platform.
We’ve noticed an uptick in posts about Instagram limiting the reach of your photos to 7% of your followers, and would love to clear this up.

6:23 PM - 22 Jan 2019

1,018 Retweets 5,487 Likes

What shows up first in your feed is determined by what posts and accounts you engage with the most, as well as other contributing factors such as the timeliness of posts, how often you use Instagram, how many people you follow, etc.

We have not made any recent changes to feed ranking, and we never hide posts from people you’re following – if you keep scrolling, you will see them all. Again, your feed is personalized to you and evolves over time based on how you use Instagram.
Matthew Kobach @mkobach

I’ve never noticed the “ideal times to post on social media” advice to matter what-so-ever

Bad content sinks. Good content rises. Don’t overthink it.
Optimize content for social

The MSU Formula Racing Team designs, builds and races formula race cars against top collegiate teams in competitions across North America. http://go.msu.edu/nKP
Data is power

- **Mandatory Fields**
  - Post Type
  - New Social Content Type
  - Source of Content

- **Includes #SpartansWill?**
  - Includes #SpartansWill?

- **Link to MSU property?**
  - Link to MSU property?

- **MSU 2.0 Content Type**
  - MSU 2.0 Content Type
Data is power

<table>
<thead>
<tr>
<th>Published Date</th>
<th>Outbound Post</th>
<th>Total Engagements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jun 1, 2020 03:37 PM</td>
<td>michiganstateu The MSU Rock today: 🔊 (RT mulcrone) #BlackLivesMatter ! Jun 1, 2020</td>
<td>17.5K</td>
</tr>
<tr>
<td>Apr 29, 2020 10:00 AM</td>
<td>michiganstateu Congratulations, Class of 2020! We are all so proud! ! Apr 29, 2020</td>
<td>14.9K</td>
</tr>
<tr>
<td>Oct 7, 2020 12:00 PM</td>
<td>michiganstateu Shouting, &quot;Go Green!&quot; from 1,000 feet above. 🎈 ! Oct 7, 2020</td>
<td>14K</td>
</tr>
<tr>
<td>Jun 5, 2020 05:26 PM</td>
<td>michiganstateu @msu_nphc hosted a candlelight vigil at the MSU... ! Jun 5, 2020</td>
<td>12.8K</td>
</tr>
<tr>
<td>Apr 8, 2020 05:08 PM</td>
<td>michiganstateu To all the Spartan heroes out there: Thank you. 🎈 ! Apr 8, 2020</td>
<td>12.6K</td>
</tr>
<tr>
<td>Mar 14, 2020 08:39 PM</td>
<td>michiganstateu Class of 2020, we are so proud of you and all that... ! Mar 14, 2020</td>
<td>12.4K</td>
</tr>
<tr>
<td>Jul 29, 2020 09:53 AM</td>
<td>michiganstateu Two campus icons. 🎈 @msuasplead ! Jul 29, 2020</td>
<td>12.1K</td>
</tr>
</tbody>
</table>
Data is power

Benchmarks

Facebook Social Actions by Post

Post Type: Graphic (43 total posts)
Brand Content Type: News Story/Release
Social Content Type: Brand
Published Date: 3/14/2017 11:00 AM
Social Actions: 14,612
Post Message: Spartan pride: Seven MSU graduate programs rank #1 nationally. http://go.msu.edu/F8y

Published Date
L/5/2017

Account
Facebook

Post Type
Video
Photo
Text
GIF
Graphic
Link

Search for Post Text:

Campaign Name

Brand Content Type

Social Content Type

Avg. Social Actions/Post: 1,784.
Data is power

Benchmarks - By post type

Facebook Social Actions by Post

- Published Date: 1/2017 to 10/2017
- Account: Facebook
- Post Type: Video, Photo, Text, GIF, Graphic, Link
- Search for Post Text:
- Campaign Name
- Brand Content Type
- Social Content Type

Avg. Social Actions/Post: 1,415

MICHIGAN STATE UNIVERSITY
Data is power

Benchmarks - By campaign

Average Social Actions/Post: 1,100

Published Date
1/1/2017 - 3/23/2017

Account
Facebook

Post Type
- Video
- Photo
- GIF
- Graphic

Search for Post Text:

Campaign Name
Great State Road Trip

Brand Content Type
[ ]

Social Content Type
[ ]

Avg '17
The 1966 @MSU_Football team won a national championship, but its most important legacy was its role in the integration of college football—a story narrated by @TonyDungy. go.msu.edu/zvH
Resurface content
Resurface content

Always remember, home isn’t where you’re from, it’s where you belong. go.msu.edu/sCH #SpartanBucketList

Home isn’t where you’re from. It’s where you belong. 🧡
Retell stories

MSU is home to the nation’s largest solar carport system.

#MSU's solar panel parking bays will be the largest non-utility solar array in the state. on.isj.com/2u4z2hY #SpartansWill

#MSU is home to the largest carport solar array in North America. go.msu.edu/R7z

ARE BECOMING HIGH-TECH SOLAR ARRAYS

11:00 AM · May 14, 2018 · Sprinklr

View Tweet activity

57 Retweets 198 Likes
Use user-generated content
Make your content accessible

• Caption videos.
• Use #CamelCase for hashtags vs. #alllowercase, which text-to-speech tech will read as one word.
• Avoid excessive emojis, and place them at the end of your copy.
• Don’t use non-native characters.
• Make alt text descriptive and meaningful.
• Graphics should be relatively simple.
E. Best practices recap
Do your research every day
But proceed with caution
Engage your audience

Optimize content for your social audiences.

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

Resurface, reuse, retell stories that perform well.
Think twice

Evaluate platform projections, trends and competitors.

Make data-informed content decisions.

Stay relevant to your brand.
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
(and newsletter!)