

# 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**

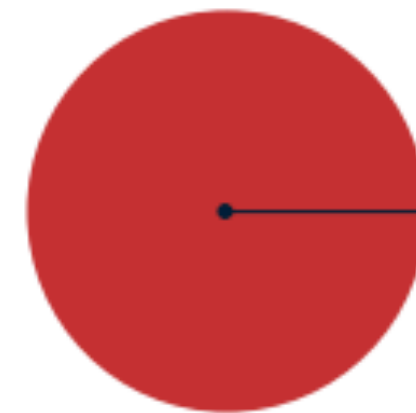
Tumblr posts [today](#)

## Why consumers unfollow brands on social media



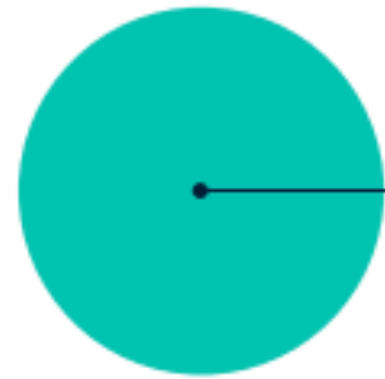
**49%**

Poor quality of product or support



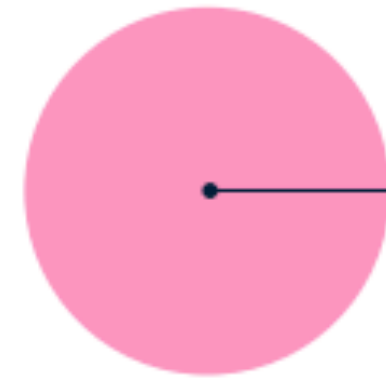
**49%**

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


 September 17 · 🌐

L to R: Truffle & Herb, Poutine, & Cajun #fries 🍟🍟🍟




  140

3 Comments 11 Shares

 October 20 at 3:11 PM · 🌐

Just because it's sooo cute!

@hjosh






7,763,761 Views

VT  Like Page

October 19 at 8:42 AM · 🌐

When someone plays with your hair... 🥰

Credit: Hi Josh

   11

2 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



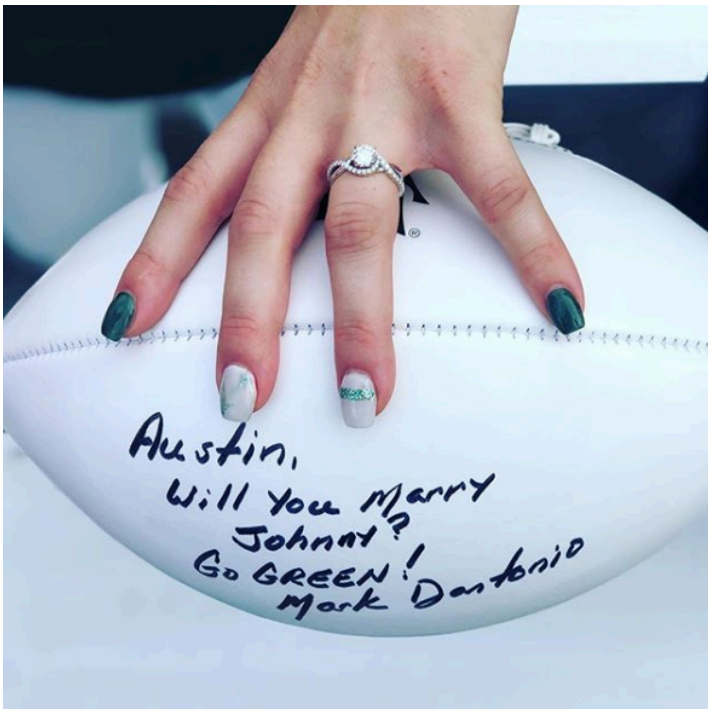
10.7k



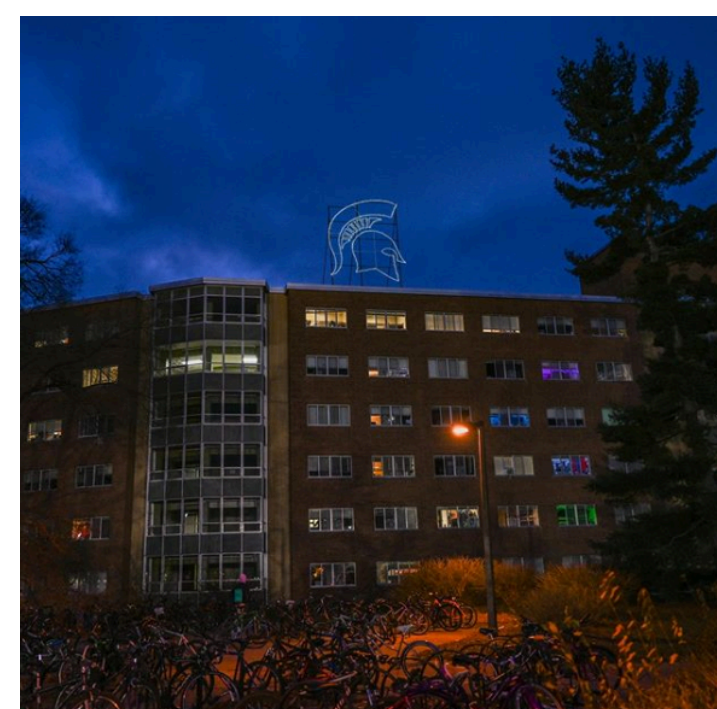
10.1k



9.9k



9.3k



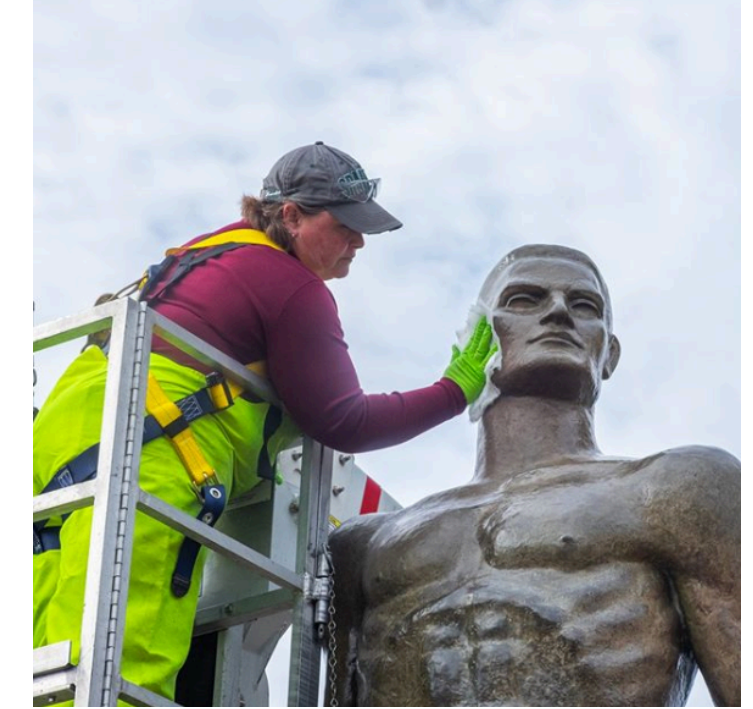
8.6k



8.2k



7.7k



6.5k



# First, best, only and emotional storytelling = best -performing posts



6.3k



5.1k



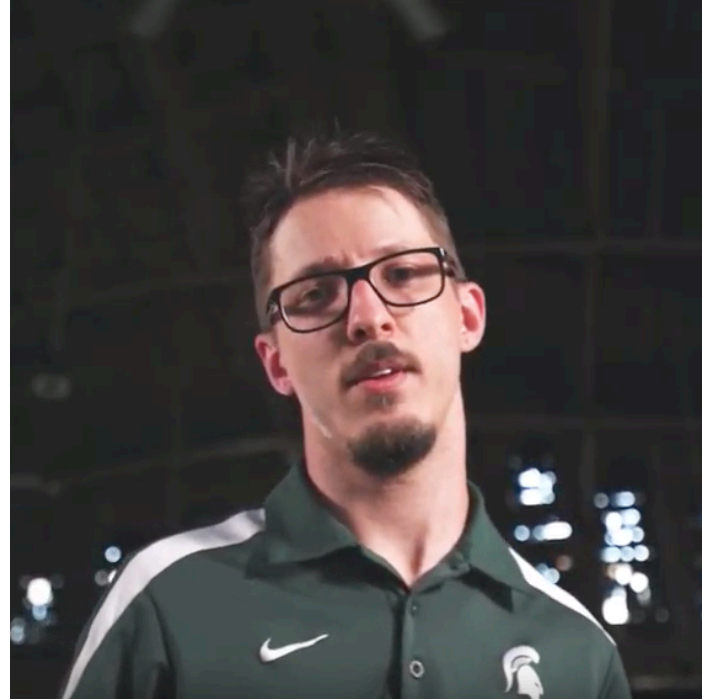
5k



3.8k



2.7k



1.9k



1.8k



1.6k



1.5k



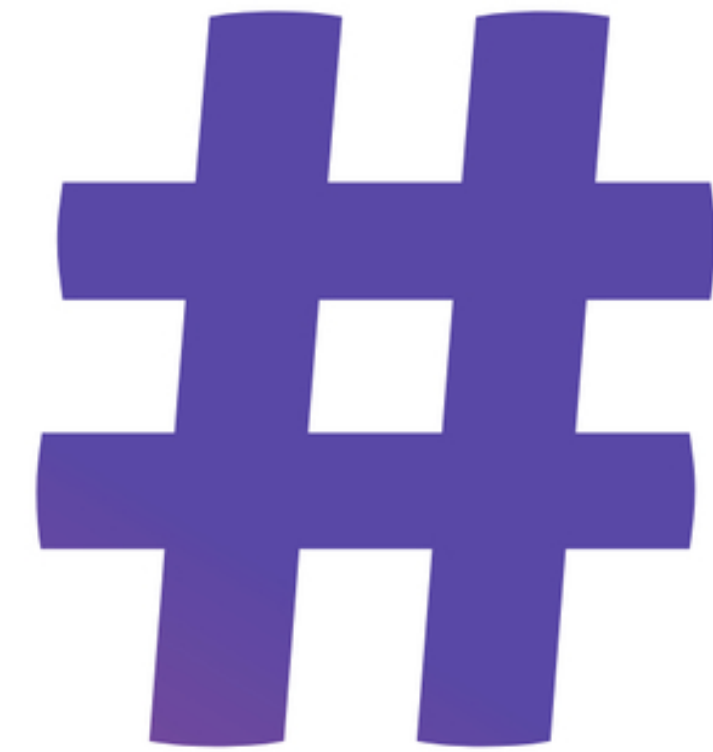
1.3k

# 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?



Michigan State



Michigan



Wisconsin



Penn State



Illinois



Purdue



Texas A&M



Baylor

Social Media  
Platform  
Average

# Assess competitors

The screenshot shows the Instagram profile for 'westvirginiau'. The profile includes a circular logo with a yellow 'WV' on a blue background. The bio states: 'West Virginia University 400+ student organizations, 23 national championships, ground-breaking research, & an atmosphere like no other. We are West Virginia's University. wvu.edu'. Below the bio are seven category icons: 'FALL 2020' (exclamation marks), 'SPORTS' (hearts), 'MASCOT' (a mascot character), 'WVU TIPS' (a smiling face), 'COVID-19' (a virus), 'GEE Q&A' (a person), and 'TEMPLATES' (a grid). The main feed shows six posts: a scenic view of campus buildings, 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 the floor.

The screenshot shows an Instagram post from the account 'Consent'. The post features a black background with white text that 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'. Below the text is a video thumbnail 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 'University of Iowa'. The tweet text is 'Missing some of the fall's best halftime entertainment.' Below the text is a large photograph of a football stadium filled with spectators 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

ladonnacingilli 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://abnb.co/terms>, reply with #Airbnbphoto @Airbnb and link to the Airbnb home if we can feature your photo.



## 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%

**Michigan State University**  
Published by Sprinklr [?] · October 10 at 3:59 PM · 🌐

For the first time, there is a pregnant black rhino at Potter Park Zoo, and MSU College of Veterinary Medicine and Veterinary Medical Center is part of the team keeping her healthy.



MSUTODAY.MSU.EDU  
**MSU veterinarians partner with Potter Park Zoo to deliver baby black rhino**

<b>112,811</b> People Reached	<b>9,836</b> Engagements	<a href="#">Boost Post</a>
----------------------------------	-----------------------------	----------------------------

👍❤️😮 3.6K      137 Comments 515 Shares

# Goals

2

Increase valuable engagement across platforms by XX%



# 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 buckets

## Affinity + Esteem

Content that drives 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	<a href="#">Boost Post</a>
---------------------------	-----------------------	----------------------------

 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	<a href="#">Boost Post</a>
--------------------------	-----------------------	----------------------------

 4.7K 234 Comments 2.2K Shares

# Content buckets

## Affinity

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



# Content buckets

## Spartan Spirit

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





# Content types

	Brand Content Types			Frequency	Source
	Affinity	Affinity + Esteem	Spartan Spirit		
Signature Products	X	x		1/quarter	UComms
Brand Content	X	x		As available	UComms
"Feature" stories	X	x		1/month	UComms
Repurposed Content	X	x		1/quarter	UComms/Campus
Resurfaced Content	x	X	X	4/month	Ellen/KB
UGC: Proactive	x	X	x	2/year	UComms/Campus
UGC: Reactive		x	X	3/week	Ellen/KB
News & media	X		X	3/week	UComms
Quote Tiles		X	x	2/month	KB/Designer
Historical	x	X	X	2/quarter	Ellen/KB
Motivational		X	X	2/month	Ellen/KB
Holiday			X	As applies	Ellen/KB
#Day	x	X	X	2/month	Ellen/KB
Trending Topics		X	X	1/month	Ellen/KB
Campus Photos			X	3-4/week	Photographer
Campus Shares	X	x	x	5/week	Ellen/KB
Pride Points	X	X		1/week	UComms
Stories		X	X	2/month	Ellen/KB
Live Videos		X	X	1/month	Videographers
Text Over Video	X	X		1/month	Videographers
Emergency/Crisis				As necessary	UComms

# Content types: Signature products

Michigan State University  
Published by Sprinklr · December 10, 2019 ·

Happy holidays, Spartans! <http://go.msu.edu/8ZP>




149,171 People Reached      9,796 Engagements      Boost Post

2.6K      79 Comments 521 Shares

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 types: “Feature” stories

 **Michigan State University** ✓  
Published by Sprinklr [?] · July 18 at 9:00 AM · 🌐

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



MSU.EDU  
**Building a Better Blueberry | Michigan State University**  
Varieties from Michigan State University are well-known across the worl...

**47,359** People Reached      **1,891** Engagements      [Boost Post](#)

 603      40 Comments 127 Shares

 **Michigan State University** ✓  
Published by Sprinklr [?] · March 25 · 🌐

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




MSUTODAY.MSU.EDU  
**Women of West Circle: Honoring the legacy of MSU's female pioneers**  
Their legacies continue to inspire the Spartan women who have lived in West Circle.


**158,209** People Reached      **20,005** Engagements      [Boost Post](#)

 5K      616 Comments 923 Shares

# Content types: Repurposed content


 **Michigan State University** ✓  
Published by Sprinklr [?] · June 19 · 🌐

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.



MSUTODAY.MSU.EDU  
**Caring for canine cops**  
Established in 1960 by Trooper Richard Abbott and Jocko the police do...

77,544 People Reached      4,195 Engagements      [Boost Post](#)

 1.3K      36 Comments      282 Shares

 **MSU** ✓ @michiganstateu · Jun 17

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](https://go.msu.edu/QBP)

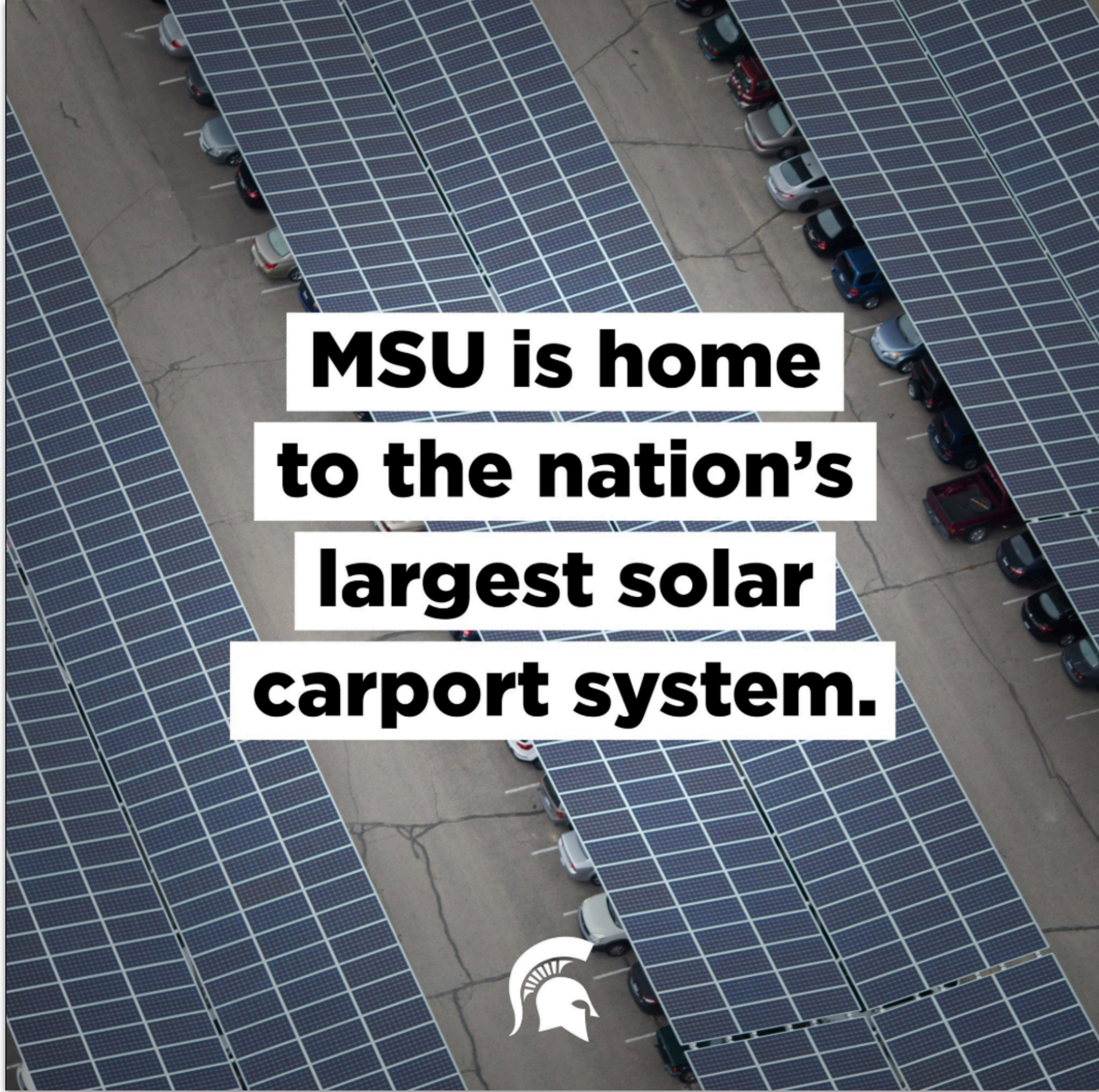


1:15 | 129K views

**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.

  8       33      

# Content types: Resurfaced content



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

**Michigan State University**  
Published by Sprinklr [?]  
Page Liked · June 17 ·

Proud of this. <http://go.msu.edu/2yP>

Tag Photo Add Location Edit

**123,525** People Reached    **11,491** Engagements    **Boost Post**

👍❤️👏 3.4K    115 Comments    647 Shares

Like Comment Share

Most Relevant ▾

- Angie Parkhurst** When I parked there I was pleasantly surprised to find out what was above me! WTG MSU!  
Like · Reply · Message · 5w
- Elli Hennessy** This is so cool. Besides the added benefit of keeping the elements off of your car.  
Like · Reply · Message · 5w  
↳ 5 Replies
- Benjamin Kaldahl** Boom! Go Green! #1 in the nation! 😊  
Like · Reply · Message · 5w
- Theresa Leonard** So very proud of you MSU !!!  
Like · Reply · Message · 5w
- Victoria Fitton** I love MSU and am grateful for the solar panels and commitment to being more "green." I will be proud of my University when its students are as covered and protected as their automobiles.  
Like · Reply · Message · 4w
- Darlene Ciampa** #spartanswill  
Like · Reply · Message · 5w

View more comments 6 of 68

Write a comment...

**MSU** @michiganstateu

Good morning to everyone, especially @MSU\_Basketball. #GoGreen

9:02 AM - 29 Mar 2019

360 Retweets 2,356 Likes

# Content types: UGC (Proactive)



**michiganstateu**  

**michiganstateu**  **#SpartansWill** wear a mask. 📷: @geoazar

1w

**geoazar** !

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

**colechr1** Why is he wearing a

Liked by **msuburgessinstitute** and others

OCTOBER 19

Add a comment... Post

# Content type: UGC (Reactive)



**michiganstateu** Spartan Stadium

**michiganstateu** Shouting, "Go Green!" from 1,000 feet above. @michiganskymedia

2w

**mtarase2a** Now that's social distancing 😊

2w 57 likes Reply

— View replies (1)

**campbellberg56** Submitted my application 😄 Go green!!! 🍀

2w 10 likes Reply

— View replies (4)

Liked by **msuburgessinstitute** and others

OCTOBER 7

Add a comment... Post



**michiganstateu**

**michiganstateu** So proud of @joshbutlertv (and @roxy\_remi\_theogstv! 🐶🎓 #msugrad19 #spartanswill

45w

**lorenapro71** Congrats!!! 🎉

45w Reply

**mcnealwright** Congratulations! You are an inspiration to many! Go conquer the world! #SpartansWill

45w 1 like Reply

Liked by **msuburgessinstitute** and others


DECEMBER 17, 2019

Add a comment... Post

# Content types: News & media

 **Spartans Will Vote** ✓  
@michiganstateu

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](https://go.msu.edu/x2p)




**ALT**

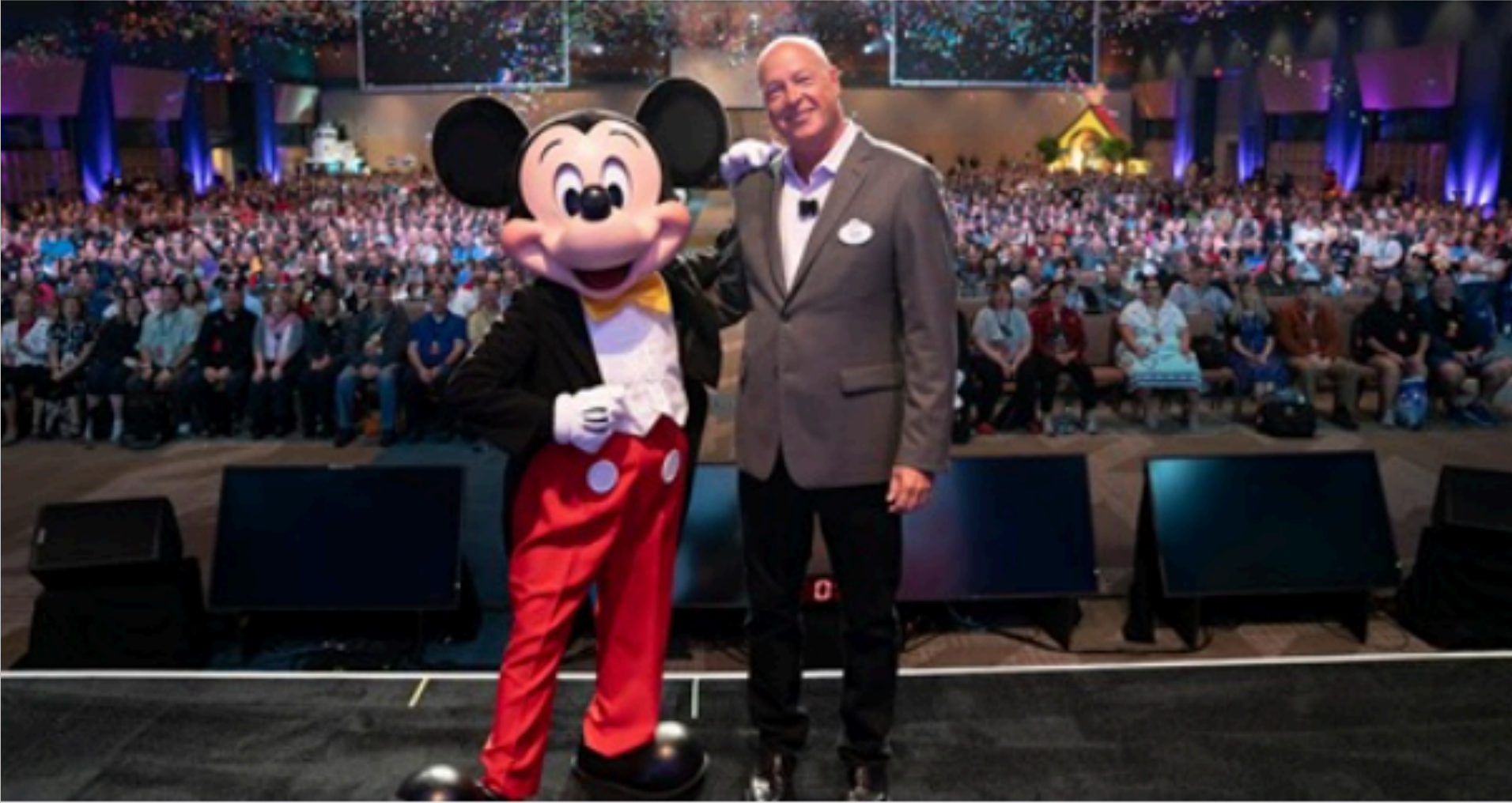
9:00 AM · Jun 16, 2020 · Sprinklr

||| View Tweet activity

**227** Retweets **21** Quote Tweets **891** Likes


 **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.

<b>147,650</b> People Reached	<b>21,940</b> Engagements	<a href="#">Boost Post</a>
----------------------------------	------------------------------	----------------------------

 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



ALT

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

# Content types: Historical

 **Spartans Will Vote** ✓  
@michiganstateu

On this day in 1945, the Spartan statue was officially unveiled and dedicated. (📷: @MSUArchives)



ALT ALT

8:59 AM · Jun 9, 2020 · Sprinklr

||| View Tweet activity

165 Retweets 18 Quote Tweets 1.3K Likes

 **Spartans Will Vote** ✓  
@michiganstateu

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](https://go.msu.edu/zvH)



2:16 49.4K views - The 1966 Michigan State University


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

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


||| View Tweet activity

97 Retweets 11 Quote Tweets 350 Likes

# Content types: Motivational

 **Spartans Will Vote** ✓  
@michiganstateu

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



ALT

10:30 AM · Sep 2, 2020 · Sprinklr

||| View Tweet activity

**194** Retweets **29** Quote Tweets **1.6K** Likes

 **Spartans Will Vote** ✓  
@michiganstateu

If you fall down, get back up. Never stop getting back up. #SpartansWill



0:43 4.6K views

11:43 AM · May 6, 2020 · Twitter Media Studio


||| View Tweet activity

**33** Retweets **12** Quote Tweets **152** Likes

# Content types: Holiday



# Content types: #Day



**Michigan State University**  
Published by Sprinklr · March 23 ·

Happy National Puppy Day! Post your Spartan pets in the comments below. (🐾: @savanathecorgi)


Edit

1.6K 598 Comments 113 Shares

Like Comment Share

Most Relevant


**Molly Fitzgerald Bradley**  
Tito was SO ready for March Madness, but he'll sport his jersey, while snuggling in his favorite blanket to keep everyone safe instead 🍷🐾



Like · Reply · Message · 31w

1 Reply


**Alexis Schwarz**  
Our goldendoodle, Breslin 🍷



Like · Reply · Message · 31w · Edited

2 Replies

**Chelsa Johnson**  
Carl the corgi 🍷🐾



Comment as Michiga...

# Content types: Trending topics

**Spartans Will Vote** @michiganstateu

How it started:      How it's going:

**ALT**      **ALT**

MSU Archives and Sparty

2:00 PM · Oct 8, 2020 · Twitter for Android

View Tweet activity

191 Retweets   24 Quote Tweets   2.1K Likes

**Spartans Will Vote** @michiganstateu

Wash your hands. FaceTime your friends. Take care of yourself. [go.msu.edu/Y7P](http://go.msu.edu/Y7P)

1. Go right through for MSU
2. Watch the points keep growing
3. Spartan teams are bound to win
4. They're fighting with a vim
5. Rah! Rah! Rah!
6. See their team is weakening
7. We're going to win this game!
8. Fight!
9. Fight!
10. Rah, Team
11. Fight!
12. Victory for MSU!

**ALT**

10:05 AM · Mar 13, 2020 · Sprinklr

View Tweet activity

150 Retweets   22 Quote Tweets   485 Likes

# Content types: Campus photos



**michiganstateu** Michigan State University

**michiganstateu** Red sky at night, Spartan's delight.  
11w

**burton6322** One of my favorite places on the planet  
11w Reply

**jamison1949** Go Green!  
11w 2 likes Reply

**scriverlisa** Most beautiful campus

Liked by msucomartsci and others  
AUGUST 5

Add a comment... Post

**Spartans Will Vote** @michiganstateu

B1G fan of fall.



2:00 PM · Oct 23, 2020 · Sprinklr

View Tweet activity

250 Retweets 37 Quote Tweets 1.8K Likes

# Content types: Campus shares

↻ 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](https://bit.ly/3kbMXcE)  
#SpartansWill #SpartanInsects



MSU CANR and 4 others

💬 18 ❤️ 75 ↗



### 10 TIPS FOR MAINTAINING MENTAL HEALTH

Your mental health matters.  
Michigan State Student Affairs & Services

1. Forgive yourself. You're doing the best you can.
2. Be flexible.
3. Find virtual ways to connect with those you love.
4. Maintain your regular sleep schedule, eat well and get dressed even if you are not leaving the house.
5. Identify things you are grateful for.
6. Meditate for at least 15 minutes every day to help lower your stress and anxiety levels.
7. Exercise daily.
8. Find tasks to break up your day.
9. Help others.
10. Be kind- to yourself and others.

@msu\_sas

Seen by 10398



# Content types: Pride points

 **Spartans Will Vote** ✓  
@michiganstateu

.@WDBM is one of the longest-running student radio stations in the country. [go.msu.edu/s3P](https://go.msu.edu/s3P) #MSUPride



3:29 PM · Nov 19, 2019 · Sprinklr

||| View Tweet activity

24 Retweets 8 Quote Tweets 72 Likes

 **Michigan State University** ✓  
Published by Sprinklr · October 8 at 12:00 PM · 🌐

Spartan pride: MSU enrolls the most Michigan students of any university in the state.



46,776 People Reached 2,974 Engagements [Boost Post](#)

👍❤️👏 1.3K 71 Comments 125 Shares

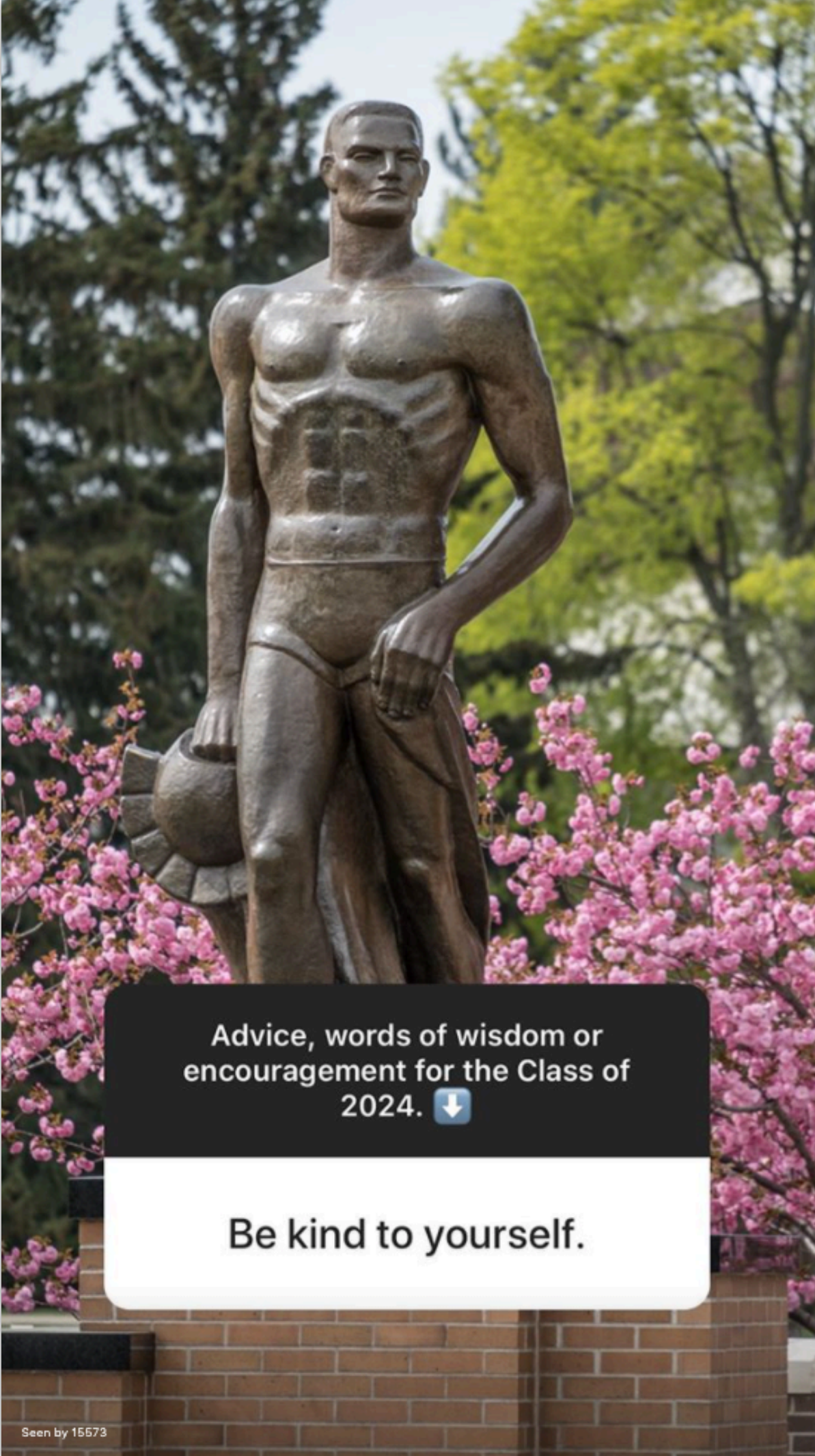
# Content types: Stories



**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	 <b>FREE</b>	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

Seen by 13669



# Content types: Live videos

**MSU Commencement 2019: Kirk Cousins**

Michigan State University was live. about 3 months ago

MSU Commencement 2019: Kirk Cousins

196,784 People Reached 33,096 Engagements Boost Post

2.6K Reactions 720 Shares 107K Views

Like Comment Share Up Next

Comments

Realtime Comments

- Jessica Kukla · 3:55 Ily kirk · Like · Reply · 11w
- Jean Tomlinson Schultz · 3:47 · Like · Reply · 11w
- Maria Fernanda Garcia · 3:47 · Like · Reply · 11w
- Dee Marlinga · 3:47 Yes · Like · Reply · 11w
- Christine Colton Sutton · 3:57 · Like · Reply · 11w
- Christine Turrell · 4:00 · Like · Reply · 11w
- James Michael · 4:07 Wise Young Man · Like · Reply · 11w


Write a comment...

Chat Share Comment Like


Like Comment Share

Katie Kelly, Lisa Weide Mulcrone and 4.3K others · 326 Comments

# Content types: Text over video

 **Spartans Will Vote** ✓  
@michiganstateu

MSU scientists have created the first functioning mini human heart model. [go.msu.edu/7Hp](https://go.msu.edu/7Hp) #SpartansWill



0:14 16.6K views

**First Functioning Mini Heart Model**

3:21 PM · Aug 28, 2020 · Twitter Media Studio

||| View Tweet activity

215 Retweets 5 Quote Tweets 652 Likes

 **Spartans Will Vote** ✓  
@michiganstateu

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](https://go.msu.edu/R2p) #SpartansWill



0:36 236.3K views

**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.

1:48 PM · Jun 17, 2020 · Twitter Media Studio

||| View Tweet activity

684 Retweets 42 Quote Tweets 2.2K Likes

# Content types: Emergency/crisis



 **Spartans Will Vote** ✓  
@michiganstateu

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](https://go.msu.edu/Y7P)

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

---

||| View Tweet activity

---

**1.5K** Retweets   **536** Quote Tweets   **2.8K** Likes

# 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

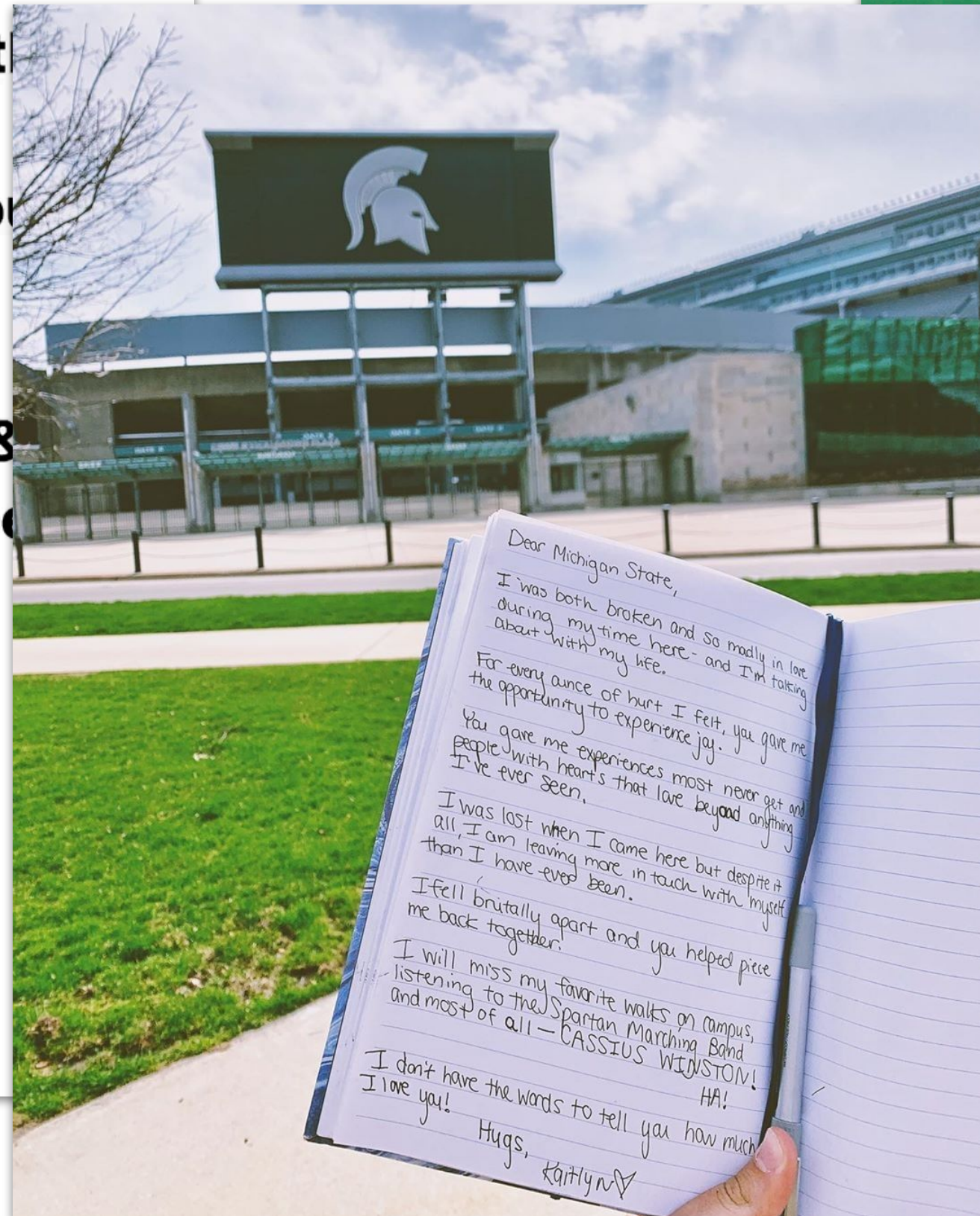
 **michiganstateu** ✓ @lauren  

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**

# Create an editorial calendar

**TUES  
OCT 29**

FB/LI	✓	Content name here
TW		
TW		
IG		
IG Stories		

**Additional notes: Add swipe-up link to IG Stories**

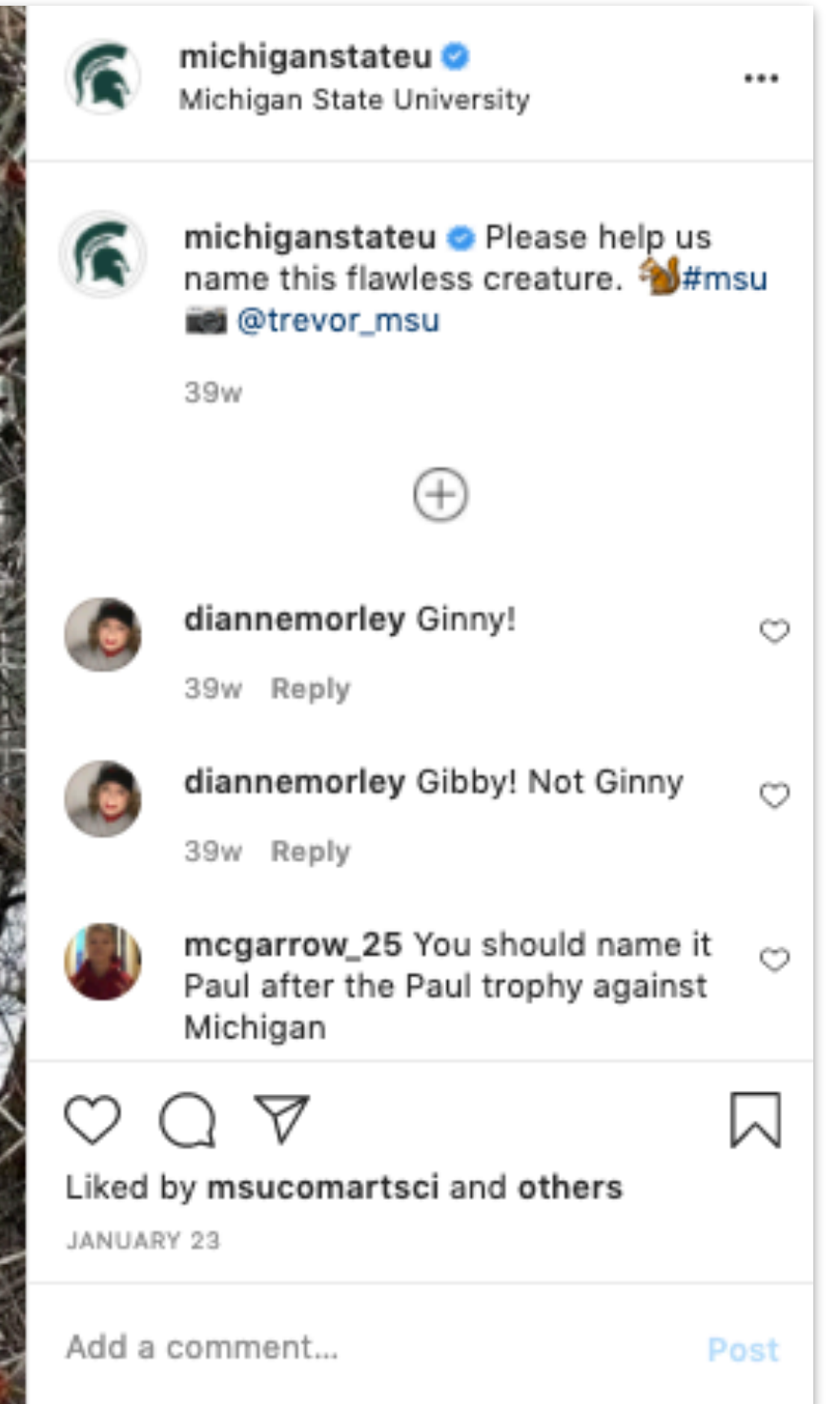
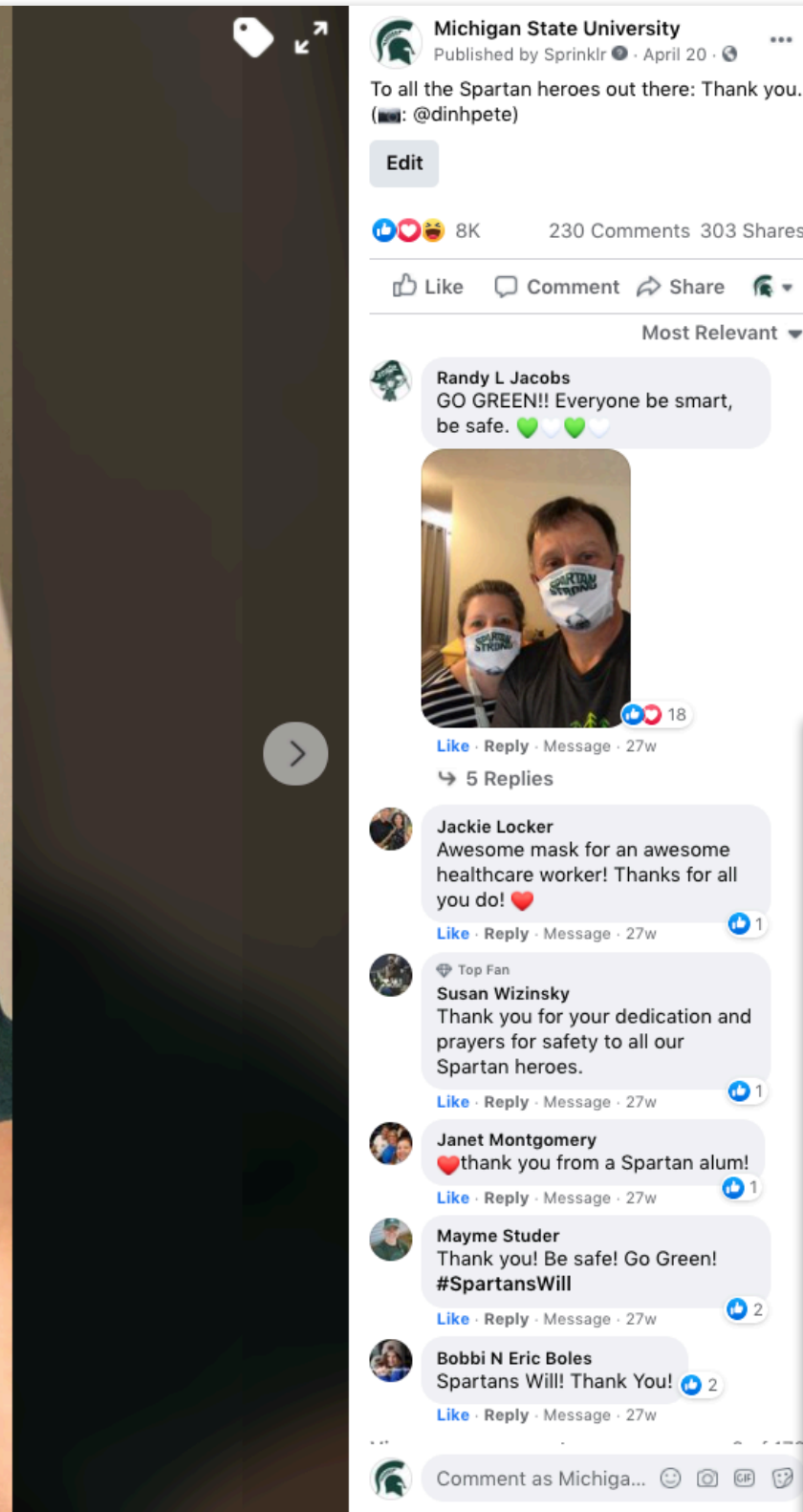
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
White paper goes live; Email blast to clients and leads		Blog post promoting white paper				Draft hangout recap for blog on Monday.
	G+: Post link to white paper	G+: Re-post blog	G+: Follow up, promote hangout on Friday	G+: Hangout at noon EST	G+: Thank participants for hangout time	
	Twitter: 2 tweets referring to white paper <a href="#">hashtag #whitepaper</a>	Twitter: 2 tweets referring to blog	Twitter: 3 tweets referring to G+ hangout	Twitter: Live tweet hangout with <a href="#">hashtag #whitepaper</a>	Twitter: Thank participants	
	FB: Post link to white paper	FB: Re-post blog	FB: Post follow-up			

EDITORIAL CALENDAR			
Content	Posting Date	Platform	Status
Photos of annual gala	Week 1 Feb	Instagram, Facebook and Twitter	COMPLETE
Personal story	Week 1 Feb	Instagram, Facebook and Twitter	COMPLETE
Reminder of volunteer event	Week 1 Feb	Facebook and Twitter	COMPLETE
Volunteer photo	Week 2 Feb	Instagram, Facebook and Twitter	COMPLETE
Volunteer photo	Week 2 Feb	Instagram, Facebook and Twitter	COMPLETE
Call for donations	Week 3 Feb	Facebook and Twitter	
Statistics displaying donor impact	Week 3 Feb	Facebook and Twitter	
Personal story	Week 4 Feb	Instagram, Facebook and Twitter	
National/International news	Week 4 Feb	Twitter	
New hire	Week 5 Feb	Twitter	
Call for donations	Week 5 Feb	Instagram and Twitter	

### Sample Editorial Calendar

Publication date	Article Title	Content Pillar	Funnel Stage	Format	CTA	Distribution Channels	KPIs

# Develop a balance editorial calendar



# Determine post frequency



**4-5/week**



**3-5/day**



**4-5/week**



**5-6/week**



**1-2/week**



**Jon-Stephen Stansel**

@jsstansel



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





- **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 its been since the user was last on the site, how many followers they have and how much they use the platform.





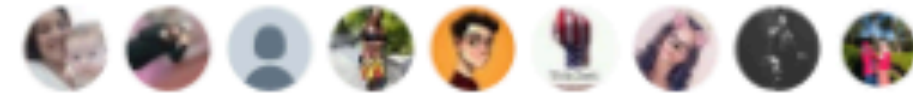
**Instagram**   
 @instagram

Follow

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



1.5K 1.0K 5.5K



**Instagram** @instagram · Jan 22

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.

1.4K 492 3.8K



**Instagram** @instagram · Jan 22

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. 🙌

1.5K 405 3.5K



**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


 **Michigan State University**  
Published by Sprinklr [?] · August 14 · 🌐

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>



It's also go fast.

**147,375** People Reached      **3,691** Engagements      [Boost Post](#)

 577      32 Comments 117 Shares



 michiganstateu • Following

10w 1 like Reply

 **tfroncko** You guys have come a long way in 30 years. Well done!

10w 1 like Reply  
— View replies (1)

 **nelson.cosgrove** Great job guys! @tfroncko and I were on the 89 team.

10w 3 likes Reply  
— View replies (1)

 **simone.qv** @laurentquaedvlieg omgggg zo coool

9w 1 like Reply

 **7,650 views**  
AUGUST 14

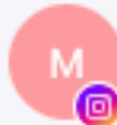

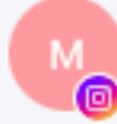


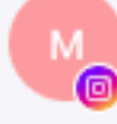



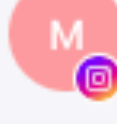

Add a comment... [Post](#)

# Data is power

▼ **Mandatory Fields**

<b>Post Type</b> •	<b>New Social Content Type</b> •	<b>Source of Content</b> •
<input type="text" value="Post Type"/>	<input type="text" value="New Social Content Type"/>	<input type="text" value="Source of Content"/>
<b>Includes #SpartansWill?</b> •	<b>Link to MSU property?</b> •	<b>MSU 2.0 Content Type</b>
<input type="text" value="Includes #SpartansWill?"/>	<input type="text" value="Link to MSU property?"/>	<input type="text" value="MSU 2.0 Content Type"/>

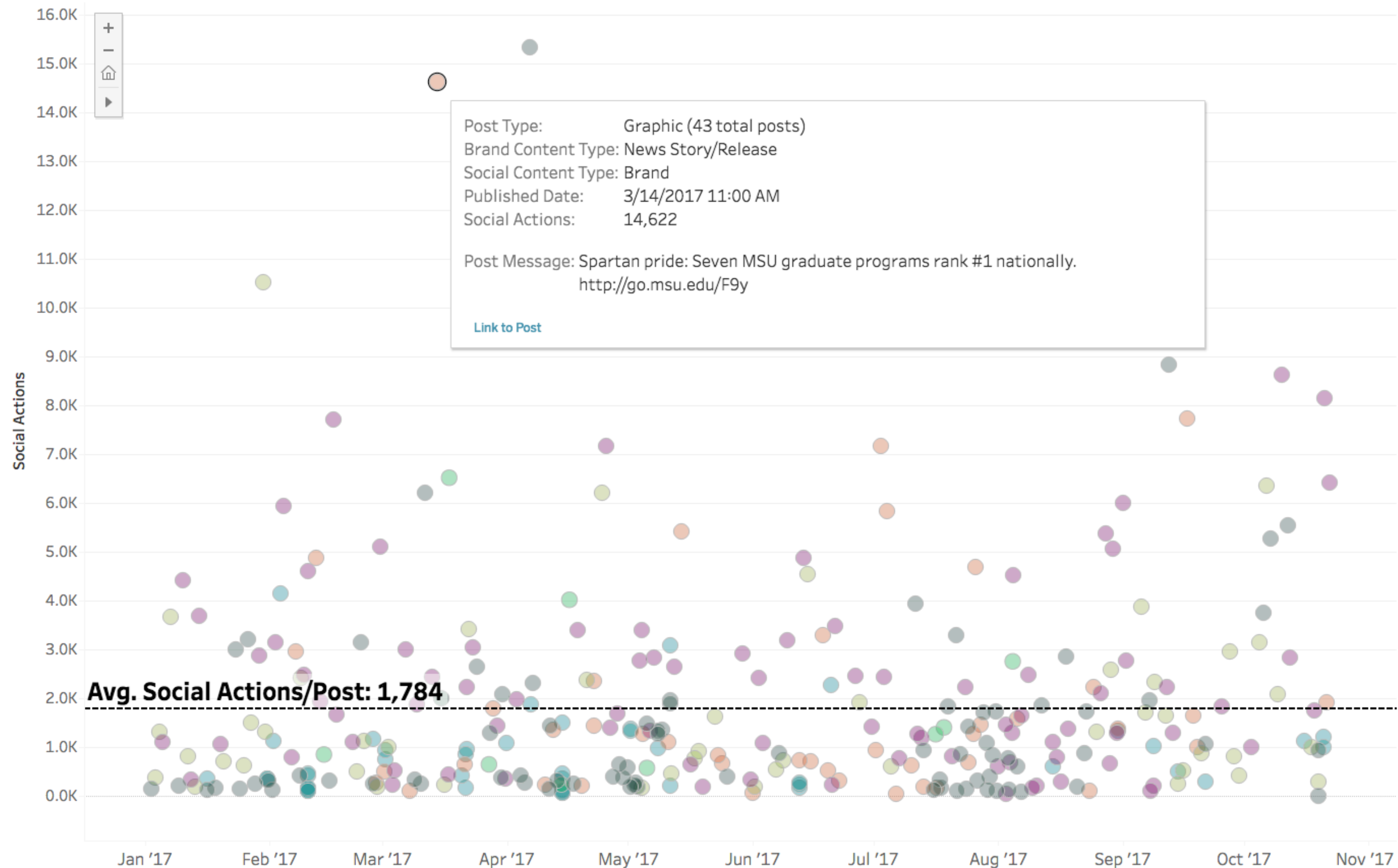
# Data is power

Message Scorecard		
Published Date	Outbound Post	Total Engagements
Jun 1, 2020 03:37 PM	 <b>michiganstateu</b> The MSU Rock today. (📷 @l.mulcrone) #BlackLive... Jun 1, 2020	17.5K
Apr 29, 2020 10:00 AM	 <b>michiganstateu</b> Congratulations, Class of 2020! We are all so proud... Apr 29, 2020	14.9K
Oct 7, 2020 12:00 PM	 <b>michiganstateu</b> Shouting, "Go Green!" from 1,000 feet above. 📷: @... Oct 7, 2020 	14K
Jun 5, 2020 05:26 PM	 <b>michiganstateu</b> @msu_nphc hosted a candlelight vigil at the MSU... Jun 5, 2020	12.8K
Apr 8, 2020 05:06 PM	 <b>michiganstateu</b> To all the Spartan heroes out there: Thank you. 📷 ... Apr 8, 2020 	12.6K
Mar 14, 2020 08:39 PM	 <b>michiganstateu</b> Class of 2020, we are so proud of you and all that... Mar 14, 2020 	12.4K
Jul 29, 2020 09:53 AM	 <b>michiganstateu</b> Two campus icons. 📷 @nisasupload Jul 29, 2020 	12.1K

# Data is power

## 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

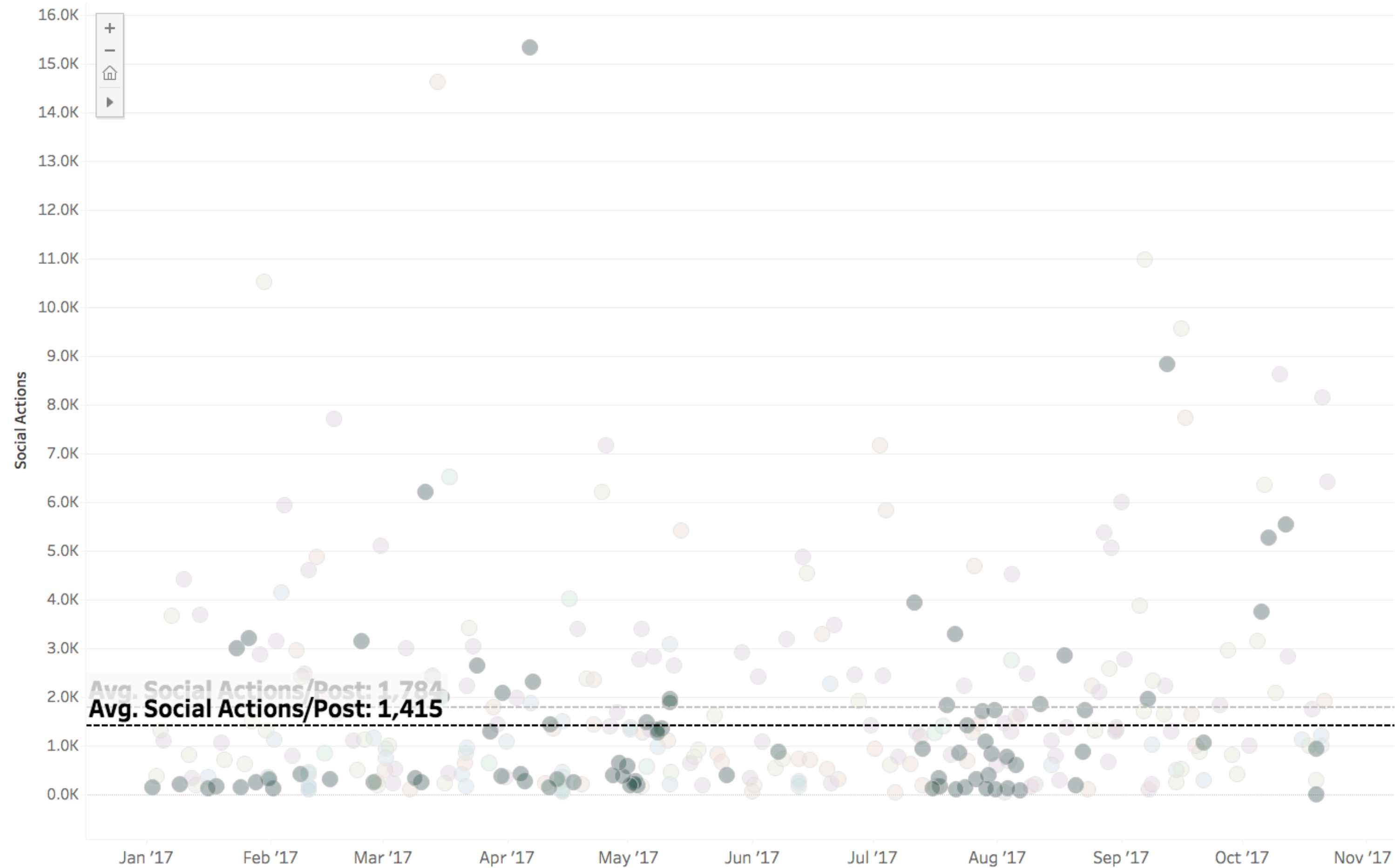
(All)



# Data is power

## Benchmarks - By post type

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

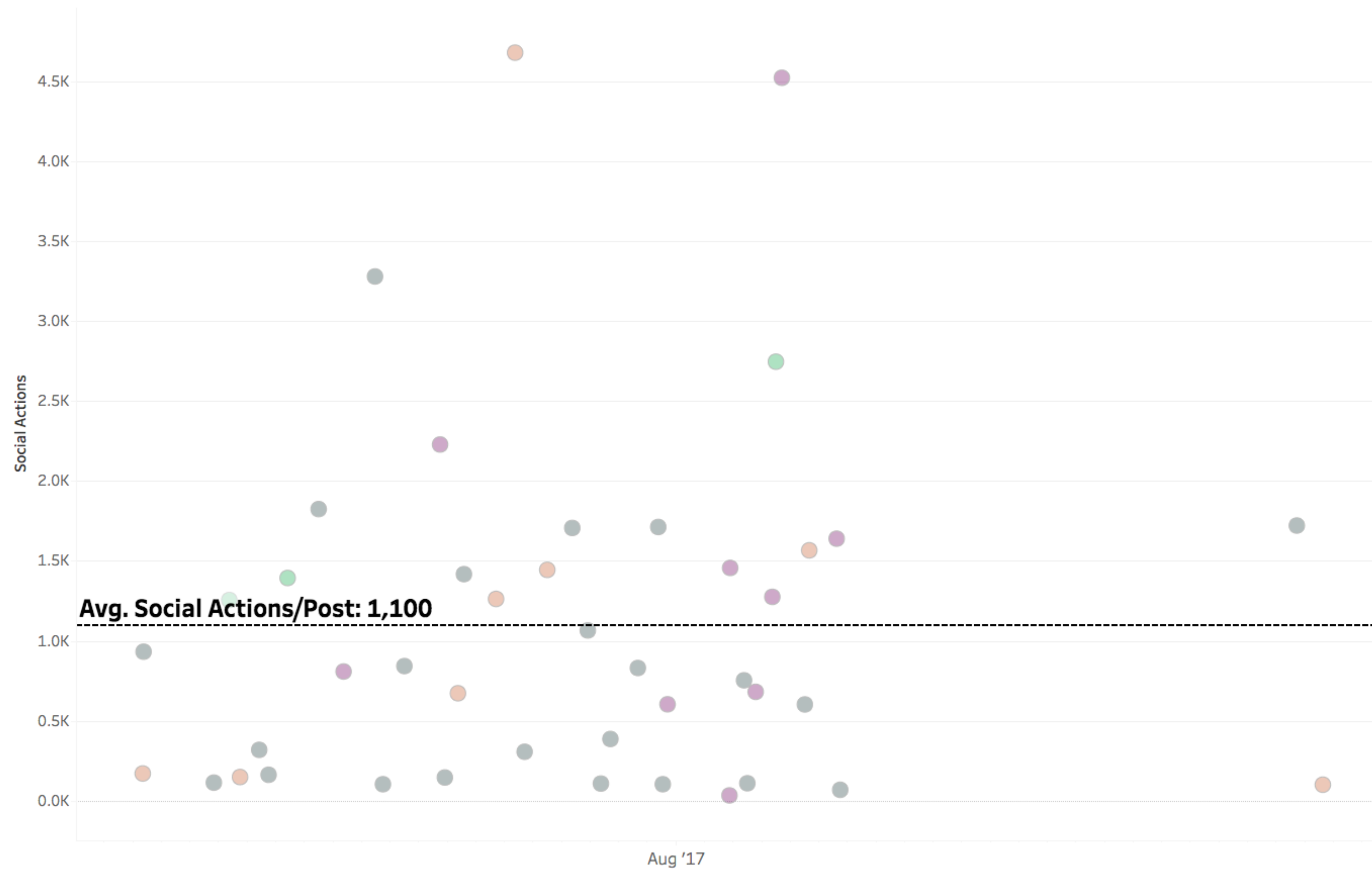
(All)



# Data is power

## 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)





# Resurface content

 **MSU**   
@michiganstateu

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](https://go.msu.edu/zvH)



2:15 89.7K views

9:03 AM · Oct 3, 2018 · [Sprinklr](#)

 View Tweet activity

**438** Retweets **920** Likes

 **MSU**   
@michiganstateu

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](https://go.msu.edu/zvH)



2:15 25.5K views

9:04 AM · Dec 31, 2018 · [Sprinklr](#)

 View Tweet activity

**154** Retweets **472** Likes

 **MSU**   
@michiganstateu

The 1966 @MSU\_Football team won a national championship, but its most important legacy was its role in the integration of college football. [go.msu.edu/2tH](https://go.msu.edu/2tH) #BlackHistoryMonth 🍪



2:14 13.1K views

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

10:00 AM · Feb 7, 2019 · [Twitter Media Studio](#)

 View Tweet activity

**66** Retweets **197** Likes

# Resurface content

 **MSU** [@michiganstateu](#)

Proud of this. [#MSUgrad18](#)

EMPLOYABILITY OF GRADUATES

**#1** **#22**

IN THE BIG TEN IN THE NATION

*Times Higher Education's 2017 Global University Employability Ranking*

10:00 AM · May 1, 2018 · [Sprinklr](#)

[View Tweet activity](#)

**355** Retweets **1.4K** Likes

 **MSU** [@michiganstateu](#)

Proud of this. [#GoGreen](#)

EMPLOYABILITY OF GRADUATES

**#1**  **#22**

IN THE BIG TEN IN THE NATION

*Times Higher Education's 2017 Global University Employability Ranking*

10:59 AM · Jun 13, 2018 · [Sprinklr](#)

[View Tweet activity](#)

**281** Retweets **962** Likes

 **MSU** [@michiganstateu](#)

Proud of this. [#GoGreen](#)

EMPLOYABILITY OF GRADUATES

**#1**  **#22**

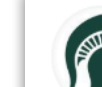
IN THE BIG TEN IN THE NATION

*Times Higher Education's 2017 Global University Employability Ranking*

8:59 AM · Aug 16, 2018 · [Sprinklr](#)


[View Tweet activity](#)

**189** Retweets **884** Likes

 **MSU** [@michiganstateu](#)

Proud of this. [#SpartansWill](#)

EMPLOYABILITY OF GRADUATES

**#1**  **#22**

IN THE BIG TEN IN THE NATION

*Times Higher Education's 2017 Global University Employability Ranking*

**ALT**

8:59 AM · Dec 14, 2018 · [Sprinklr](#)

[View Tweet activity](#)

**218** Retweets **867** Likes

# Resurface content

 **MSU**   
@michiganstateu

Always remember, home isn't where you're from, it's where you belong. [go.msu.edu/sCH](https://go.msu.edu/sCH) #SpartanBucketList



0:58 6K views

9:00 AM · Aug 24, 2018 · [Sprinklr](#)

||| View Tweet activity

50 Retweets 241 Likes

 **MSU**   
@michiganstateu

Home isn't where you're from. It's where you belong. 



ALT

8:59 AM · Aug 16, 2019 · [Sprinklr](#)

||| View Tweet activity

301 Retweets 2K Likes

# Retell stories

**MSU** @michiganstateu · Aug 14, 2017  
#MSU's solar panel parking bays will be the largest non-utility solar array in the state. [on.lsj.com/2u4z2hY](http://on.lsj.com/2u4z2hY) #SpartansWill



1 43 119

**MSU** @michiganstateu  
#MSU is home to the largest carport solar array in North America. [go.msu.edu/R7z](http://go.msu.edu/R7z)

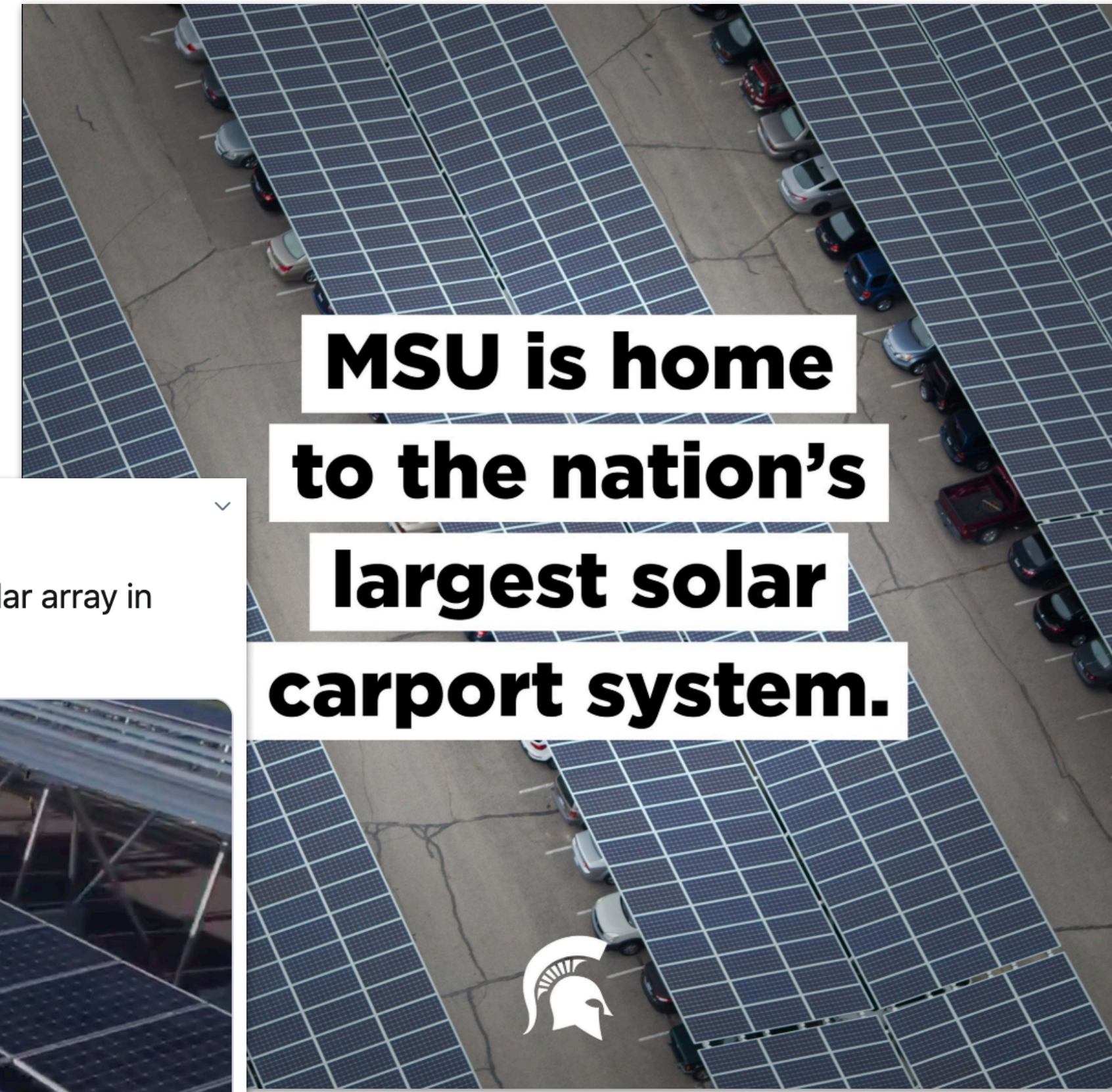


0:29 5.1K views

11:00 AM · May 14, 2018 · Sprinklr

View Tweet activity

57 Retweets 198 Likes



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

**Michigan State University**  
Published by Sprinklr [?]  
Page Liked · June 17 ·

Proud of this. <http://go.msu.edu/2yP>

Tag Photo Add Location Edit

123,525 People Reached 11,491 Engagements Boost Post

3.4K 115 Comments 647 Shares

Like Comment Share

Most Relevant

- Angie Parkhurst When I parked there I was pleasantly surprised to find out what was above me! WITG MSU!  
Like · Reply · Message · 5w
- Elli Hennessy This is so cool. Besides the added benefit of keeping the elements off of your car.  
Like · Reply · Message · 5w  
5 Replies
- Benjamin Kaldahl Boom! Go Green! #1 in the nation!  
Like · Reply · Message · 5w
- Theresa Leonard So very proud of you MSU !!!  
Like · Reply · Message · 5w
- Victoria Fitton I love MSU and am grateful for the solar panels and commitment to being more "green." I will be proud of my University when its students are as covered and protected as their automobiles.  
Like · Reply · Message · 4w
- Darlene Ciampa #spartanswill  
Like · Reply · Message · 5w

View more comments 6 of 68

Write a comment...

# Use user-generated content



**michiganstateu** Michigan State University

**michiganstateu** Some of our favorite #Spartan photos from 2019.

43w

**camperdoodledoo** Woohoo happy new year spartan fan 🍷🍷🍷

43w 3 likes Reply

**hashemrahnama21** Hi, so

43w Reply

**journeyofdiego** Thanks for

Liked by msucollegeofed and others

DECEMBER 31, 2019

Add a comment...



**michiganstateu** • Following Michigan State University

**michiganstateu** So proud of @eleesiaaaaa\_, a first-generation college graduate. Congrats! 🍷🍷🍷 #MSUgrad18

Load more comments

**lilmissdiggie** Congratulations 🍷🍷🍷🍷

**colden41** Congrats @eleesiaaaaa\_ you did it!!!!

**leeslees\_** @colden41 thank you! 🍷🍷

**zayad\_jbr10** Congrats #All

**katicoxon54** My favorite! I see more Spartans in your future!

**kathyondovcsik** 🍷

**karlideer** Sooo awesome!!! 🍷🍷🍷

**patgowder** Congratulations and here is to a great future.

**robertbinder44** Congratulations!! This video brought tears to my eyes on this fine

33,834 views

MAY 9

Add a comment...

# Make your content accessible

- Caption videos.
- Use #CamelCase for hashtags vs. #allowercase, 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


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



SPARTANS WILL.

Michigan State University  
Published by Ellen Doecke [?]  
Page Liked · February 24 · Edited

The new Facebook Reactions have Spartans feeling some type of way.

Tag Photo Add Location Edit

Like Comment Share

12K  
1,315 shares 131 Comments

**Sarah Meyer** These need to be a thing!  
Unlike · Reply · Message · 88 · February 24 at 4:06pm  
9 Replies

**Emily Zorza** Love this!!!!  
Unlike · Reply · Message · 2 · February 24 at 4:09pm

**Emily Waszak Florence** This covers my emotions through a game!  
Like · Reply · Message · 38 · February 24 at 4:15pm

**Greg Eberly** update which app, Brendan? I downloaded the image and cut them apart so I can  
Write a comment...

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 the  
Bank account: you do  
You: I guess we'll never  
Bank account: serious  
[#MondayMotivation](#)

1:57 PM · Apr 29, 2019 · [Twitter](#)



**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  
Immediately possesses  
spasmodic joy that  
for their lives.

**Pope Francis** @Pontifex

Today we give thanks to  
They walked by faith and  
intercession.

6:30 AM · Oct 13, 2019 · [TweetDeck](#)

26.6K Retweets 107.7K Likes

**Diontae Spencer** @DSpencer4\_

GOD ⚡ PEED



9:30 PM · Sep 24, 2019 · [Twitter for iPhone](#)

5.5K Retweets 20.5K Likes

**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

 **Michigan State University** ✓  
Published by Sprinklr [?] · August 21 · 🌐

Ready for a new year. Welcome back, Spartans! <http://go.msu.edu/txP>



- [Eli] A new year begins today.

**444,515**  
People Reached

**47,355**  
Engagements

[Boost Post](#)

 4.2K

246 Comments 1.8K Shares



**84**  
GIF Uploads

**16.5M**  
GIF Views

# 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.

2 1 11

MSU 🏆 @michiganstateu · Aug 21  
❤️ ❤️ ❤️

1 1

Vaughn 🧑‍🎓 @VaughnieRose  
Replying to @michiganstateu  
I miss you ❤️

michiganstateu 🏆

tori\_kirkland go off brother @spencerheaphy  
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



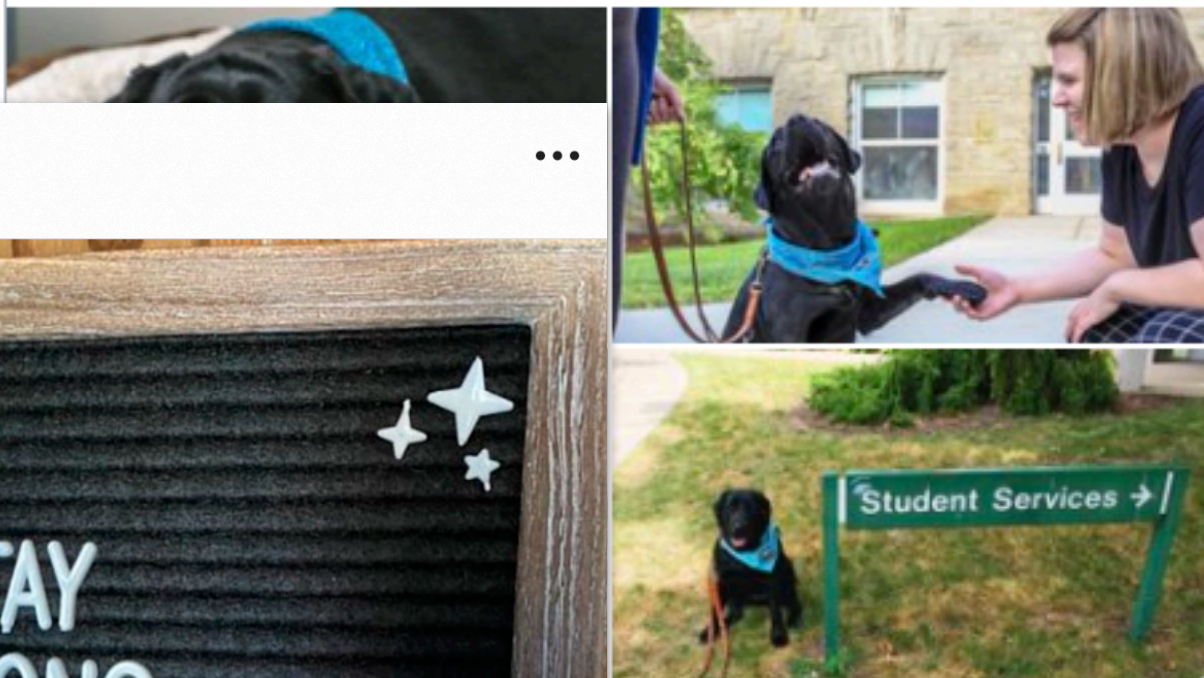
Advice, words of wisdom or encouragement for the Class of 2024. ⬇️

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



Student Services →

7K Likes

michiganstateu 🏆



STAY STRONG AND SPARTY ON  
#SPARTANSWILL

View Insights Promote

❤️ 💬 📌

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

YOUTUBE®



# Get started

**social media cheat sheet 2020**

Optimal sizes in pixels  
See [bit.ly/rcgimagesizes](http://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

**t 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)

**p 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.

**in 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](http://www.garyfox.co)

#hesm  
Mashable  
Ragan  
TechCrunch: Social  
AdWeek  
Digiday  
Social @ Michigan State  
FB group  
(and newsletter!)

**MSU**   
@michiganstateu

-  Profile
-  Lists
-  Moments
-  Promote Mode
-  Twitter Ads
-  **Analytics**
- Media Studio

 Michigan State University

Page    Inbox **20+**    Notifications **99**    Insights    Publishing Tools

