LIVE STORYTELLING

CARA KAYE, MICHIGAN STATE BASKETBALL
MY ROLE

SOCIAL MEDIA/CREATIVE CONTENT
CREATE/PLAN/EXECUTE
TEAM TRAVEL/EVENTS
GRAPHIC DESIGN/PHOTOGRAPHY
WORK WITH STAFF

BIG TEN CHAMPIONS 2018
THIS PRESENTATION

MY APPROACH TO LIVE/GAME DAY STORYTELLING

NOT A ONE SIZE FITS ALL

USE YOUR DEPARTMENT STRENGTHS/RESOURCES

EVERY GAME/SITUATION A LITTLE DIFFERENT

THINGS CHANGE- ADAPTING- LISTENING

HAPPY TO ANSWER ANY QUESTIONS!
Game Plan Document

Days/Day Leading Up to Game or Event

- 8 AM ET
  - Twitter: Post Gameday Motion Graphic
  - IG: Post Gameday Video
  - IG Story: Post Gameday Motion Graphic
  - Facebook: Post Gameday Motion Graphic

- 12 PM ET
  - Twitter: Post Michigan Hype Video
  - IG: Post Michigan Hype Video
  - Facebook: Post Michigan Hype Video

- 1:00 PM ET
  - Twitter: Check in picture from Breslin
  - IG: Check in picture from Breslin
  - IG Story: Pictures/Video from Pregame Warmup
  - Facebook: Check in picture from Breslin

- 1:15 PM ET
  - Twitter: Spartan Starting 5 GIF
  - IG Story: Spartan Starting 5 GIF
  - IG Post: Spartan Starting 5 Video

Halftime:
  - Twitter: Halftime Score Update
  - IG Story: Halftime Score Update
  - Facebook: Halftime Score Update

End of Game:
  - Immediately After
    - Twitter: Victory for MSU GIF
    - IG: Pic
    - IG Story: Victory for MSU graphic
  - 1 Minute After
    - Twitter: Final Score Motion Graphic; Top 1 or 2 play from game pull
    - IG: Pictures from game GIF with result; Top 1 or 2 play from game pull
    - IG Story: Final Score Motion Graphic
    - Facebook: Final Score Motion Graphic

- 15-20 Minutes After
  - Twitter: WIN: Player Reaction
  - IG: Player Reaction
  - IG Story: Player Reaction

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UMD_Gameday_IGStory.mp4
UMD_Gameday_IGStory.psd
UMD_Gameday_HalfTime.mp4
UMD_Gameday_FINALSCORE.psd
UMD_Gameday_VI.png
UMD_WitterFB.mp4
UMD_WitterFB.psd
04 MSU
DAY OF GAME OR EVENT
POST PREMADE GRAPHICS/VIDEOS
LEAD UP MOMENTS
CAPTURE LIVE CONTENT
IN-GAME COMMUNICATION

DIFFERENT STRATEGIES FOR DIFFERENT PLATFORMS

REAL-TIME TWEETS, PHOTOS, GIFS, NETWORK ACCOUNTS, BTN ACCOUNTS, RELEVANT PEOPLE, GRAPHICS, CAREER-HIGHS

BEST PHOTOS, IG STORY PHOTOS, IG STORY GRAPHICS, RESHRARING WHAT WE ARE TAGGED IN, IZONE CONTENT

GRAPHICS, CROSSPOSTING FROM BTN ACCOUNTS, MAIN ATHLETICS ACCOUNT
IN-GAME COMMUNICATION

Ideas and real-time decisions
Listening to the conversation

POSTGAME GRAPHICS NEEDED
Photo editing

Plays/Reax to pull for social
Post game planning
BEYOND THE FINAL SCORE

SCENES ONLY YOU CAN GET
SHORT + LONG(er) FORM STORYTELLING
SHAPING THE NARRATIVE
SHARING WITH PLAYERS
SET UP FOR SUCCESS

CROWDTANGLE
PLATFORM ANALYTICS
UNFOLD, ADOBE RUSH
BIG TEN/NATIONAL PARTNERSHIPS

B1G NETWORK

MARCH MADNESS
THANK YOU

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