MICHIGAN STATE MEN'S BASKETBALL
DIRECTOR, SOCIAL MEDIA/CREATIVE CONTENT

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THIS PRESENTIATION

MY APPROACH TO LIVE/GAMEDAY 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!

DAYS/DAY LEADING UP TO GAME OR EVENT

GAME PLAN DOCUMENT

Game 15 – vs Michigan 1:30 PM ET

- 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 Re
  - IG:
    - Player Reactio
  - IG Story:
    - Player Reactio

0. TRAVEL
1. GAMEDAY GRAPHICS ▶
2. STARTING FIVE ▶
3. HALFTIME ▶
4. FINAL SCORE ▶
5. CAREER HIGH/DOUBLES ▶
6. QUOTE ▶
7. PNG OVERLAYS ▶
8. V4 MSU ▶

02.25.20_M...A_0041.JPG
UMD_Gamed..._IGStory.mp4
UMD_Gameday_IGStory.psd
UMD_Gamed...witterFB.mp4
UMD_Gamed...witterFB.psd

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, RESHARING WHAT WE ARE TAGGED IN, IZZONE CONTENT

GRAPHICS, CROSSPOSTING FROM BTN ACCOUNTS, MAIN ATHLETICS ACCOUNT

BEYOND THE FINAL SCORE

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

KENNY MASON - "METAL WINGS"

osu_#2 triples_1x1_v1.mp4
osu_#5 triple_1x1_v1.mp4
osu_#5 up a...r_1x1_v1.mp4
osu_#11 block_1x1_v1.mp4
osu_#11 pos...1x1_v1.mp4
osu_#23 dunk_1x1_v1.mp4
osu_#23 fad..._1x1_v1.mp4
osu_banner up_1x1_v1.mp4
osu_guys on..._4x3_v1.mp4
osu_kissing f...4x3_V1.mp4

SET UP FOR SUCCESS

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

THANK YOU

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