Instagram: Grid & Stories

2/18/21
Agenda

• Instagram Landscape
• MSU Grid & Stories Landscape
• 2020 Insights & 2021 Trends
• User-Generated Content
• Takeovers
Instagram Landscape

• Average time spent on IG per day increased significantly in 2020.

• Algorithm = Saves, sends, comments and then likes

• Higher ed posts 2.9 times per week on average.

• Higher ed had a 3.19% engagement rate in 2020 — the highest of any industry.
MSU Instagram Landscape

- 177k followers
- Most followers: Younger alumni, students
- Most engaged audience: Students, prospective students
- 3-5 grid posts per week
- Benchmark: 7k likes per grid post
2020 Best-Performing Posts

- Lauren, will you marry me?
  - 20.2k
  - pro, photo

- Black Lives Matter
  - 17.5k
  - UGC, photo

- Celebrating the Class of 2020
  - 14.9k
  - pro, video

- Michigan State University
  - 14k
  - UGC, photo

- University of Michigan
  - 13.4k
  - UGC, photo

- Intern, photo
  - 12.8k
  - pro, carousel

- Pro, photo
  - 12.6k
  - UGC, photo

- Intern, photo
  - 12.4k
  - intern, photo

- Pro, photo
  - 12.1k
  - UGC, photo

- Pro, photo
  - 11.3k
  - pro, photo
Empathetic Content
Motivational Content
Interactive Content
User-Generated Content

michiganstateu "You are a Spartan, so you are a warrior, and you are indispensable." —@abiiilah_ MSU’s next student body president #SpartansWill
User-Generated Content

michiganstateu • This is so cool! Mind if we share your photo?
1w   2 likes   Reply

emily.wiegand • @michiganstateu not at all! Go Green!
1w   Reply

Save to Collection

All Posts
User-Generated Content

August 08, 12:05 PM
Mentioned you in their story

August 08, 2:44 PM

That sign is so cute! We would love for you to take a photo of it for us to feature on our feed. If you don’t mind changing the number to 7 days, we should be able to fit it into our Instagram schedule. Feel free to send Ellen the photo at doepke@msu.edu. -MSU Social Media Team

Yes omg ofcourse, thank you! I’ll send it, should I get the coffee mug in it?

Hi! This is my husband on our wedding day! Thought you’d like to share! Please let me know when you schedule it if it makes it.

COUNTDOWN 'TIL
EAST LANSING

7 DAYS

michigansstate - Following

There's a little bit of Spartan in everything we do.

Propane Mug

Andy, 1h ago This is STUNNING ❤️

TheStingспешor This is so awesome 2h

kewfinagh

michigansstate6 - Following

2,643 others
• The more distinctly MSU, the higher the engagement.

• Posts acknowledging “real life/real world” resonated with our audience.

• Majority of top 100 posts = UGC.

• The worst-performing posts were videos and graphics.

• Posts rooted in a sense of belonging, empathy and motivation also did well.

2020 Insights
Grid Guidelines

Notable green (or white)  Spartan helmet
Grid Guidelines

Iconic campus place (or person)

References to MSU words: Sparty, Spartans Will., etc.
MSU Grid

- Strong, cohesive grid = Increased engagement in 2020
- Increased engagements per post by 34%
- Hit 1.2M likes
- Increased comments by 104%
2021 Trends

• Short-form video: IG lengthening Reels to 60 seconds and adding “duet” feature

• Carousel posts gaining importance thanks to the algorithm

• More authenticity & user-generated content
2021 Trends

- Microblogging may blossom due to the introduction of IG Guides
- Visual brand storytelling
- IG Live usage skyrocketed 70% in March due to COVID
Brand + Higher Ed Inspiration
Stories Landscape

• 500 million people use Stories every day.

• Brand Stories have an 86% completion rate.

• The average brand publishes 10 Stories each month.

• Story reach rate is declining due to more competition in the space.

• 5x more followers see a brand’s grid post vs Stories.
MSU Stories Landscape

- 3-5 Stories posts per week
- Aim for variety of Stories types each week
- Benchmark: 10k views // 10 replies per Stories
MSU Stories Survey

Do you like IG takeovers? Yes: 75% / No: 25%

Do you like when we do Q&As and share the responses? Yes: 92% / No 8%

Do you like when we share resources? Yes: 90% / No: 10%

Do you want to see more on Stories? Yes: 90% / No: 10%

What do you want to see more of? Campus photos, student life (dorm tours, clubs and events), alumni success stories, and motivational and interactive content (polls, templates, etc.)
Stories: Promo + Shares

Students:
We are looking for extras to star in our fall welcome back video next week. No acting experience required. DM us if interested.
Stories: Resources

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

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

1-888-353-1294
MSU toll-free coronavirus hotline for students, faculty, staff and parents

Need some help with online classes?
Swipe up for resources: Workshops, podcasts, print materials and more.
Tell us about a Spartan who is making a difference right now.

Type something....
Stories: Takeovers

The tour begins at Beaumont Tower. Rumor has it that if you kiss someone in the shadow of the tower you will remain with them forever.

Finished product! Spartan Pure Maple Syrup
Takeovers: Process

- Participant is recommended or shows interest.
- Send and review takeover guidelines.
- Develop rough storyboard and content ideas.
- Participant texts or puts story in Dropbox for upload.
- Edit story with new, live stickers and captions for accessibility.
- Launch.
Takeovers: Storyboarding

**Story Title:** 2020 Commencement  
**Takeover Host:** Sparty Spartacus  
**Date:** 5/1/20

**Outline**
- Slide #1: Intro  
  Type: Video  
  “Hi, I’m Sparty + graduation year/college/details you’d like to share! I’m this year’s student commencement speaker.”

- Slide #2: Additional context  
  Type: Boomerang  
  Show decorated graduation cap.

- Slide #3: Overview  
  Type: Video  
  Film walking backstage of Breslin Center to get behind-the-scenes feel.

- Slide #4: Overview  
  Type: Photo  
  Take selfie from stage.

- Slide #5: Highlight  
  Type: Video  
  Share small bit of your speech after you’re done on stage.

- Slide #5: Outro  
  Type: Video  
  “Congrats, and Go Green!”

- **Be specific about expectations.**
- **Define as much detail ahead of time as you can.**
- **Script it out!**
- **Allow and encourage participant to have creative input.**
Giphy + Instagram GIFs

- GIFs enhance video performance 83% of the time.
- Using more than two GIFs is considered “visual clutter” and reduces performance.
- Search “Michigan State” or “Spartans Will” for options to use.
Instagram Highlights

• Great way to extend your content past the 24-hour expiration date

• Highlights can have up to 100 photos or videos.

• You can have as many Highlights as you’d like.

• Use customized thumbnails to draw more attention to Highlights.
Brand + Higher Ed Examples

Most Wishlisted Airbnbs by State

YOU DECIDE WHERE WE GO! WHICH FIRST?

WOODBURN CIRCLE 47%
LAIR 53%

Tom Golightly | BYU Psychologist
Takeaways + Best Practices

• Create separate strategies for the grid and Stories.

• Utilize UGC and lead with empathy.

• Test, refine and make data-informed content decisions.

• Create a strong and cohesive brand presence.

• Put a helmet on it.
Questions?