
2021 Insights & 2022 Predictions

Engaged with Content: Facebook



Fall UGC

Grad Rankings

STEM Facility

The Rock

Golf Champ

- 15.8K Facebook engagements
- Highest post reach on Facebook (398K)
- Top Facebook post of 2021

- 3.8K engagements
- Drove more traffic to MSUToday than any other post in 2021
- Highest Facebook reach of any news story in 2021 (226K)

- 4.2K engagements
- Most Facebook engagements of any feature story in 2021

- 8.6K engagements
- One of our most shared Facebook posts of 2021 (2K shares)

- 5K engagements
- Most Facebook engagements of any news story in 2021

Engaged with Content: Twitter



| Campus Gallery | Fall Semester Reqs | Game Changers | Apple partnership | Nostalgia Prompt |
|----------------|--------------------|---------------|-------------------|------------------|
|----------------|--------------------|---------------|-------------------|------------------|

- 2.9K engagements
- Top tweet of 2021

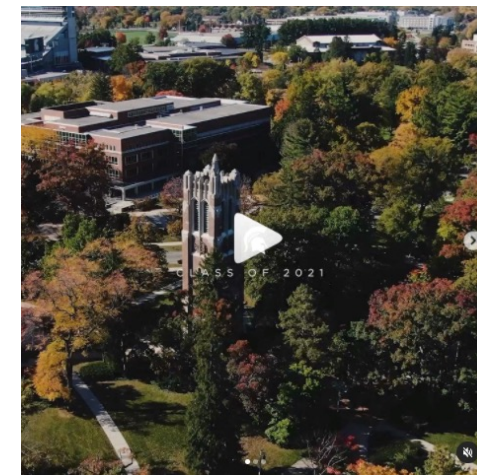
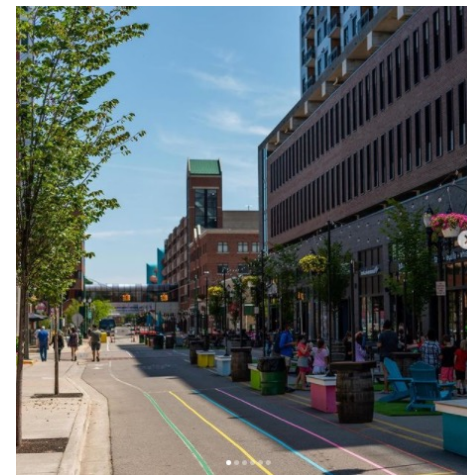
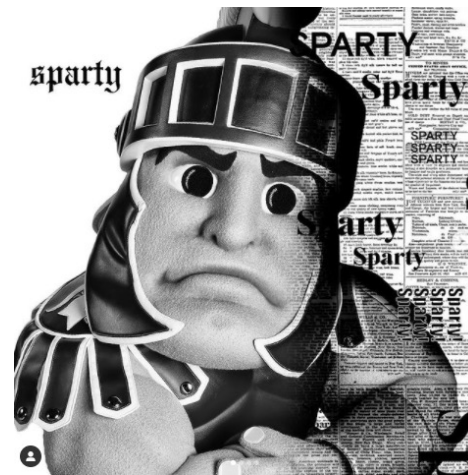
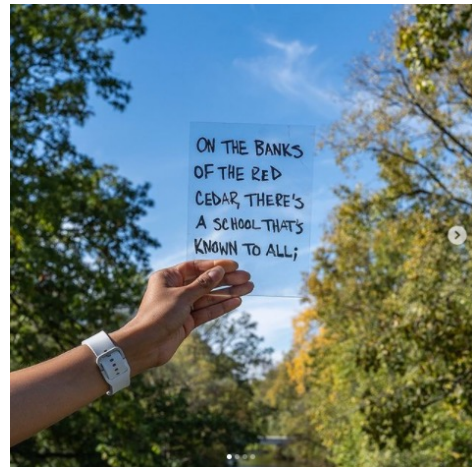
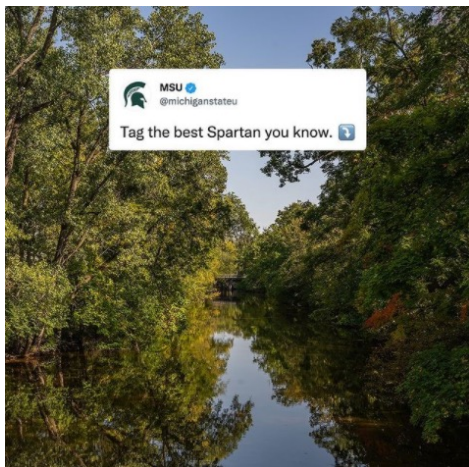
- 2.1K engagements
- Reach of nearly 1M
- Most retweeted post of 2021

- Most watched Twitter video of 2021 (64.9K views)
- Resurfaced story that continually performs well and is loved by our audiences

- 578 engagements
- Top news story on Twitter in 2021

- 1.6K engagements
- Most replied to tweet of 2021

Engaged with Content: Instagram



| Tag a Spartan | "Victory for MSU" | Taylor Swift Day | Gallery of EL | Commencement |
|---------------|-------------------|------------------|---------------|--------------|
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- 10K engagements
- Most comments on an Instagram post of all time (2.2K comments)

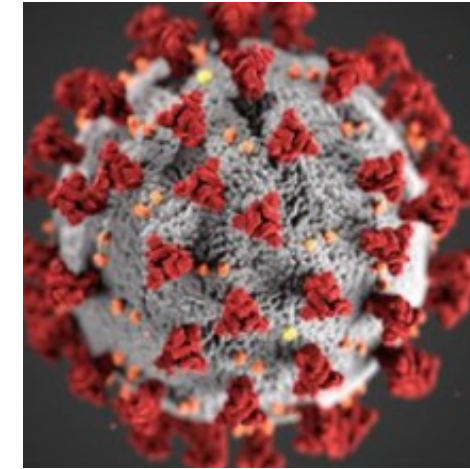
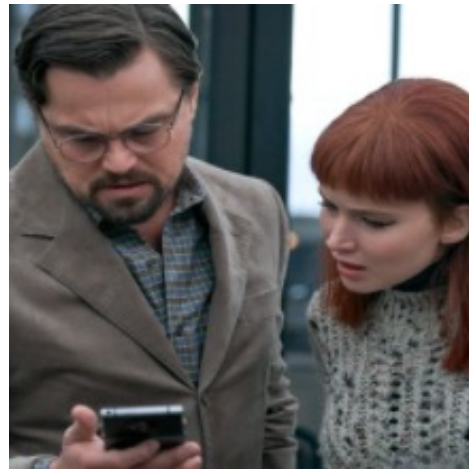
- 19.7K engagements
- Second most popular Instagram post of 2021
- Post netted 400+ followers

- 17.2K engagements
- Listed among the best brand reactions to this trend alongside NASA and the Smithsonian

- 16.8K engagements
- Fifth most popular Instagram post of all time
- Part of our highly successful Fall Welcome series

- 11.4K engagements
- 62.4K video views
- Most watched Instagram video of all time

Engaged with Content: MSU News



Apple Announcement

Netflix Movie

Impact 89FM Award

Student Vaccine Clinic

COVID-19 & Menstrual Changes

- 405 engagements
- 424.3K reach
- Top tweet of 2021
- Fourth most popular tweet of all time

- 262 engagements
- 91.3K reach
- Third most retweeted of 2021

- 225 engagements
- 72.2K reach

- 168 engagements
- 111.1K reach
- Retweeted by several reporters

- 11 engagements
- 53.6K reach
- Drove the most traffic to MSUToday (614 pageviews)

New Content Tactics



IG Stories Q&A

Ask the Expert

Interactive Content

Archival Photos

Carousel Posts

- Received hundreds of questions from students that we provided answers to
- Highest reach of any Instagram Story in the last year (52K)

- 295 engagements
- 53 participants

- Beaumont Tower tweet: 737 engagements
- Interactive content drove some of the most replies to our tweets in 2021

- Farm Lane Bridge tweet: 1.9K engagements
- Fourth most popular tweet of 2021

- Move-In UGC carousel post: 14.5K engagements
- Majority of our top Instagram posts in 2021 were in this carousel format



TAKEAWAYS

- Be timely, relevant and topical.
- Capitalize on key MSU moments.
- Pay attention to trends.
- Provide value + entertainment to your audience.
- Resurface, repurpose and recycle content that previously performed well
- The physical space and presence of campus has become more important than ever.
- Use social listening vs. monitoring to inform content choices.



SHORT-FORM VIDEO

WHAT TO KNOW:

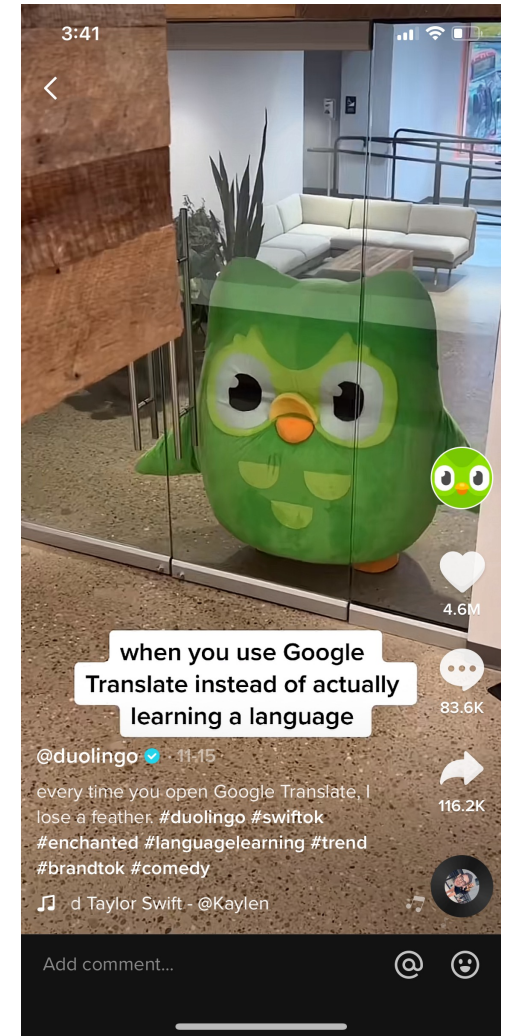
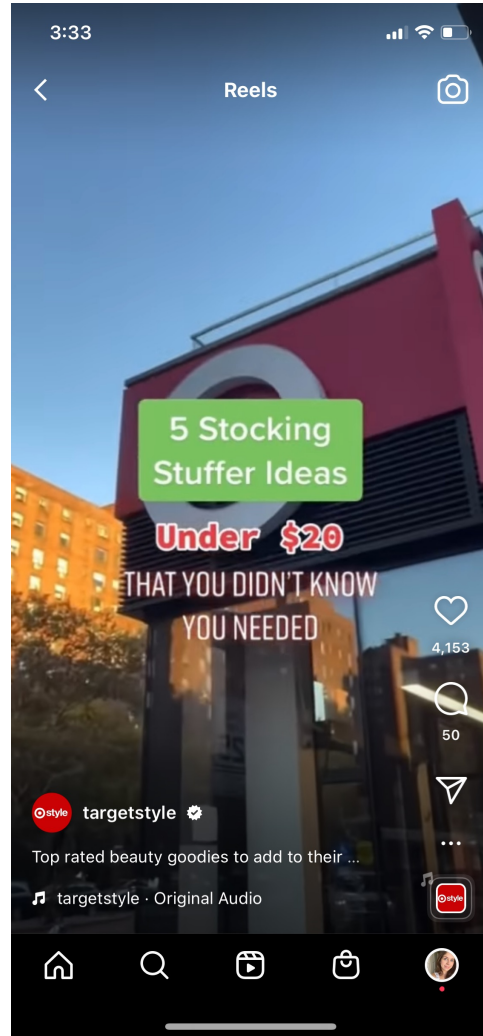
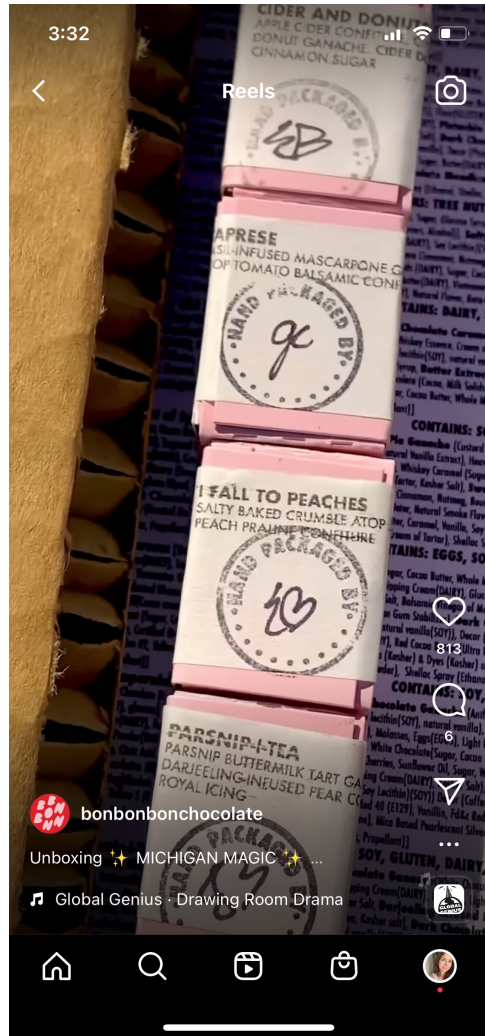
- Recent new features from IG: Collabs, new music for Reels, desktop posting
- TikTok surpassed the one billion user mark in September, making it the seventh most popular social platform in the world.
 - Its global user base increased 1,157% between 2018 and 2020. Instagram's monthly active users grew at a rate of 6%.

WHAT TO DO:

- Get on TikTok if you aren't on it yet – just to understand the landscape, trends and moments.
- Regularly look for and find brand inspiration.
- Experiment with short-form video on whatever platform works best for you.



SHORT-FORM VIDEO EXAMPLES





MORE ADS, DIFFERENT PLATFORMS

WHAT TO KNOW:

- Organic reach continues to decline, with the average organic reach for a FB post being 5.2%.
- More than half of the marketers say they plan to increase their paid social spend in 2022.
- Shift toward less saturated platforms for advertising options:
 - Consumers ranked TikTok ads as more inspiring and enjoyable than ads on other platforms.
 - Snapchat ads have more reach than TV ads and led to greater awareness and purchase intent.

WHAT TO DO:

- Take a closer look at your engagement across all platforms, and experiment with promoting top posts to reach new audience members.
- Experiment with creating ads on a new network, if you feel your content matches the vibe of that platform, and there is room for growth there.



AD EXAMPLES



quaint_official
Sponsored

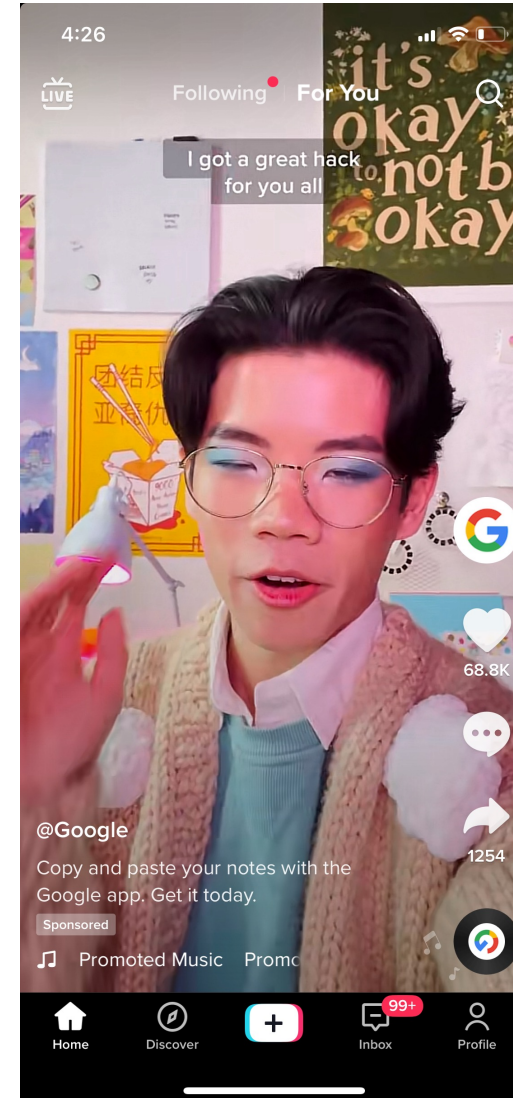
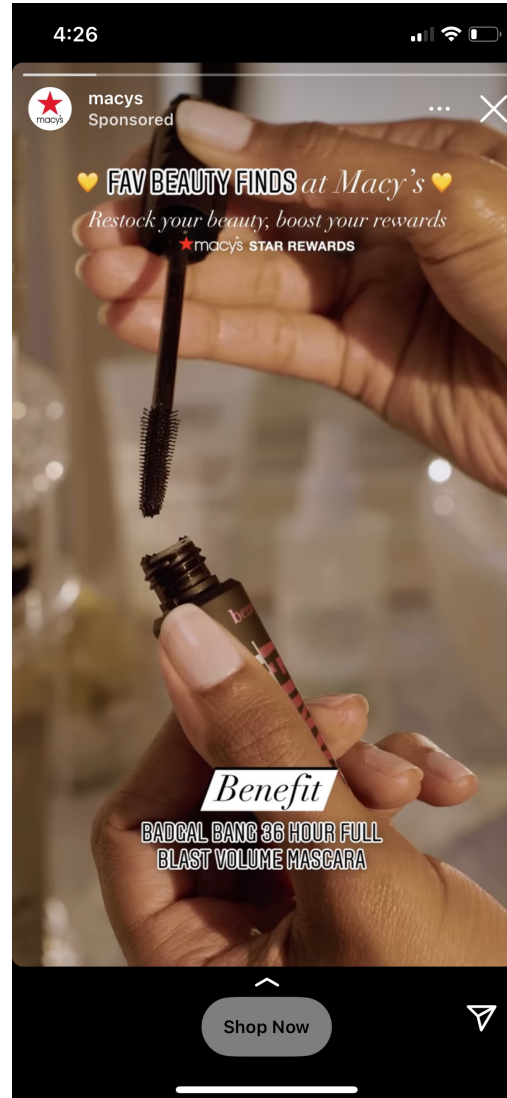
Shop Now



2,360 likes

quaint_official 🍂 Ready for Fall? - Featured by @_ruthve

View all 3 comments





SNACKABLE CONTENT

WHAT TO KNOW:

- **Snackable content is straightforward, short-form, easily digestible content that lends itself to being passively consumed and shared on social media. It tends to be visually engaging, can be posted consistently, and is often used to support overarching campaigns.**
 - **Examples: Quote graphics, memes, GIFs, infographics, etc.**
 - **While millennials will pay attention to content for 12 seconds, Gen Z will only stay focused on it for eight seconds.**

WHAT TO DO:

- **Find creative ways to break up long-form content into more and smaller pieces.**
- **Customize content for the platform it's being published on.**
- **Repurpose and recycle content and stories.**

SNACKABLE CONTENT EXAMPLES

Netflix @netflix · 7h
Again.



69 954 9.8K

Starbucks

alissa reese @alissa_ilene

If I'm already late to work... then I should probably just stop and get starbucks, right?

Liked by sara_glees and 151,442 others
starbucks Right. ❤️

Aerie @Aerie · Nov 14
Waffle brunch with the BFF. Shop our Waffle Collection now: on.ae.com/6017kXAeJ



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SOCIAL *IS* REAL LIFE

WHAT TO KNOW:

- **77% of people say the most important group they are part of operates online.**
- **64% of people say they now prefer to message rather than call a business.**
 - **Per Gartner, 60% of all customer service requests will be managed via digital channels by 2023.**
- **Consumers are paying more attention than ever to how companies treat their customers, audiences, employees, and the world around them.**

WHAT TO DO:

- **Start thinking about a social media customer service strategy.**
- **Create platform-specific response templates for frequently asked questions.**
- **Take the time on a regular basis to interact positively with your audience.**

2021 BRAND EXAMPLES (GOOD & BAD, BUT MOSTLY GOOD)



Burger King @BurgerKingUK

Women belong in the kitchen.

1:01 a.m. · 08 Mar. 21 · Twitter Web App

150K Retweets 160K Quote Tweets 604K Likes

Burger King @BurgerKingUK · 12h
Replying to @BurgerKingUK

If they want to, of course. Yet only 20% of chefs are women. We're on a mission to change the gender ratio in the restaurant industry by empowering female employees with the opportunity to pursue a culinary career. #IWD ♀

2,921 14.5K 129K

Steven Divietri Retweeted

Mel Tucker @Coach_mtucker · Oct 29
Steven is the definition of #RELENTLESS and we are thankful to have him apart of our football family

Steven Divietri @StevenDivietri7 · Oct 28
Thank you Darien Harris

19 74 1.6K

SHARE YOUR STREAK

MEMBER KORÉ S.

| M | T | W | T | F | S | S |
|----|----|----|----|----|----|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 1 | 2 | 3 | 4 | 5 |

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onepeloton • ShareYourStreak

A Peloton Streak means something different to all of our Members, but one thing's for sure: there's nothing more rewarding than consistency. The holidays are a busy time, but the Peloton App has every tool you need to earn your blue dot daily, from HIIT cardio to meditation, outdoor running to stretching. Show us (and the world!) your commitment to making time for yourself, today and every day, by sharing your Peloton Streak screenshot on social, with the hashtag #ShareYourStreak. We just may feature yours!

Here's the story behind Member Koré S's Streak: "With no gyms open at the start of the pandemic, Peloton became my source for reaching my fitness goals. Once I noticed how many consecutive weeks I had been engaged, I set a goal to hit the 2-year streak mark. It's easy for me to work out because I love staying active, but it's harder for me to slow down and recover. I've recently incorporated more meditation and stretching to ensure I'm energized and ready to attack each day!"

robinnyc • Shout out to everyone doing #3for31!

patronskii • The daily blue dot is too much pressure for me, but I'm at a 60 week streak right now which is probably the longest I have ever consistently exercised

6,704 likes 1 DAY AGO

Sonia Barron @SoniaPBarron · 1h

I'm a pretty loyal customer to begin with, but @chewy's service has gone way above and beyond anything I could have expected! Thank you for taking the time to acknowledge my Fenway. We're with you for life. #greatcustomerservice #chewy #wemissfenway

1

Chewy @Chewy · 1h

We're glad that these flowers made you smile during these difficult times. Please always remember that you have many shoulders here at Chewy that are available to you at any time.



QUESTIONS?