



Making Your Statement in a Digital World

ON BRAND

- MESSAGING
- PERSONALITY
- VISUAL IDENTITY



Attributes and benefits

TALKING ABOUT “ME” VS. TALKING ABOUT “YOU”

Attribute → What we offer

Benefit → What that provides to our audience



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Attribute → What **we** offer

Benefit → ~~What that provides to~~ **our audience**



Attributes and benefits

TALKING ABOUT “ME” VS. TALKING ABOUT “YOU”

Attribute → Missouri State creates an environment where meaningful interactions have practical applications

Benefit → In order to cultivate global citizens prepared to pursue their chosen paths with integrity



Focus on the benefits

GETTING SPECIFIC

Benefit → In order to cultivate global citizens prepared to pursue their chosen paths with integrity

- Having a strong sense of personal and professional development
 - Career oriented with opportunities to customize toward goals
- Challenged yet supported to think freely and critically
 - Supportive environment
 - Public Affairs Mission
- Driven to think beyond themselves
 - Public Affairs Mission
 - Community oriented



Personality

HOW WE REVEAL WHO WE ARE

- Pragmatic and optimistic
- Engaged and tenacious
- Genuine and grounded



Visual identity

HOW PEOPLE RECOGNIZE US

- Logo
- Typography
- Colors
- Visual assets
- Brand blog



Making Your Statement in a Digital World— Part 1



WEBSITES, BLOGS AND SOCIAL MEDIA



What is your website? **It's where users go to get information.**

accurate | consistent | organized



Website: Identify your audience and establish your goals

- Determine primary and secondary audiences
 - Why are they visiting your site?
- Develop goals for the website
 - What do you want visitors to your website to do?
- What's your +1?
 - How can you exceed users' expectations?
 - What separates you from your competition?



Website: What's your +1?

- Do you offer my program?
 - Yes + you'll have many opportunities to gain real-world experience.
- Can I get financial aid?
 - There's a good chance + here's the step-by-step of the application process.
- Is this a good student organization for me?
 - Yes + there are upcoming events where you can try us out.



Exercise: Audiences & Goals

- Who is my primary audience? Who are secondary audiences?
- Why is my audience visiting my website?
- What do I want them to do while they are here?
- What tools do I have in my arsenal? What's my +1?



Academic website

Audience: Prospective students, their parents, current students, prospective faculty, current faculty, the world

They want: Information – probably have specific questions

My goals: Student recruitment, faculty recruitment, sharing information, promoting the department & University

Student life website

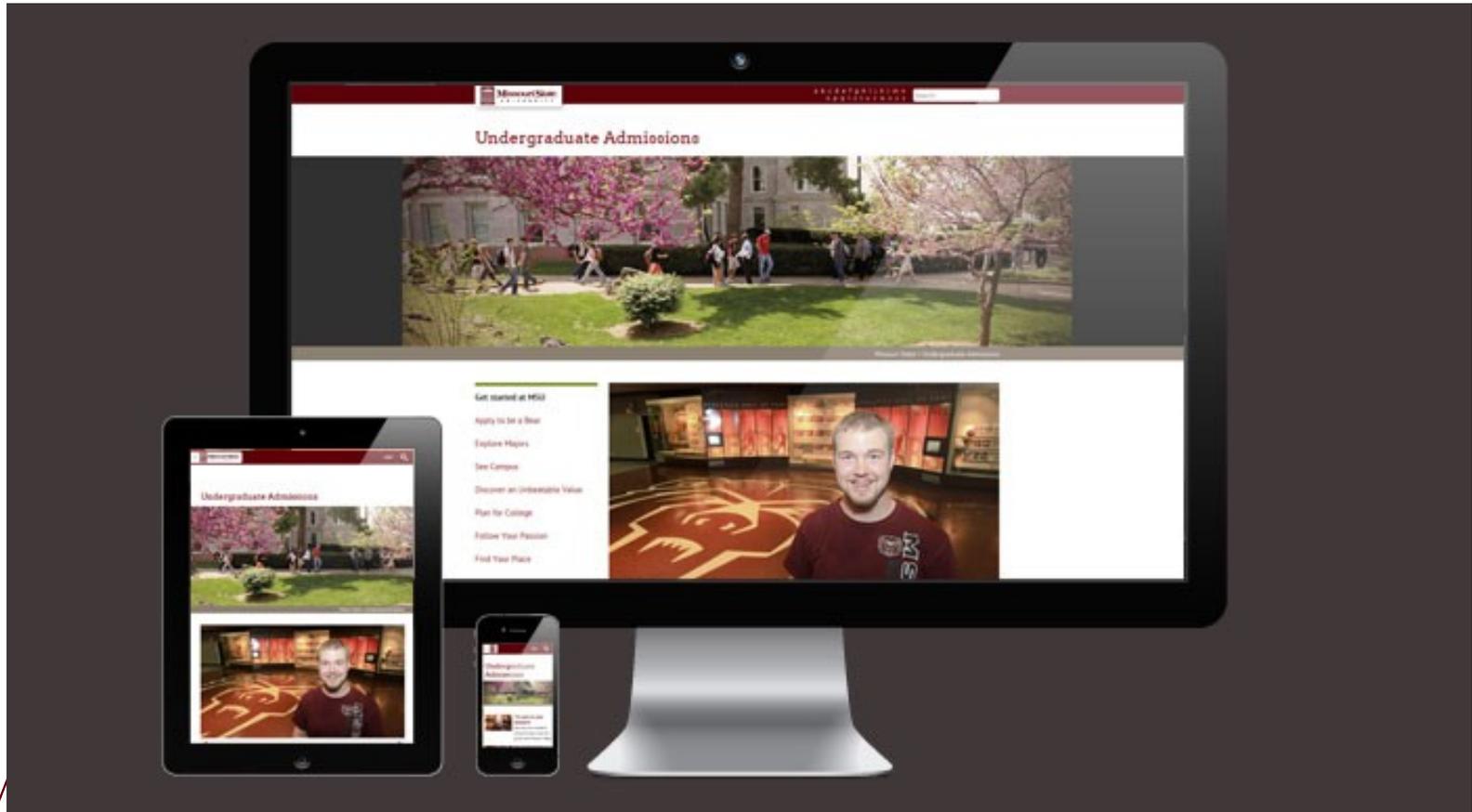
Audience: Current students, prospective students, parents of current students, faculty & staff, the world

They want: Information – probably have specific questions

My goals: Awareness of opportunities, engagement, general promotion of Missouri State students & environment



Website: Is it mobile-friendly?





Website: Mobile-friendly desktop



Undergraduate programs

African American Studies Minor

Asian Studies Minor

Disability Studies Minor

Diversity Studies Minor

Gender Studies Minor

Latin American Studies Minor

Law and Society Minor

Middle Eastern Studies

Native American Studies

Ozarks Studies Minor

Related information

Student Opportunities

Advisement

Faculty and Staff

Contact Information

Engage, connect and understand

- Strengthen your cultural competence with an area studies minor.
- Set yourself apart in the job market by developing skills in diversity and inclusion.
- Expand your horizons and prepare for a wider range of opportunities in the future.

Undergraduate programs



African American Studies Minor



Asian Studies Minor



Disability Studies Minor



Diversity Studies Minor



Gender Studies Minor



Latin American Studies Minor



Law and Society Minor



Middle Eastern Studies Minor



Website: Mobile-friendly tablet

The left navigation is hidden in this view, so important items must be featured in the body content.



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Undergraduate programs



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Asian Studies Minor



Disability Studies Minor



Diversity Studies Minor



Gender Studies Minor



Latin American Studies Minor



Law and Society Minor



Middle Eastern Studies Minor

Website: Mobile-friendly phone



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Disability Studies Minor



Diversity Studies Minor



Website: Mobile-friendly



Undergraduate programs

- African American Studies Minor
- Asian Studies Minor
- Disability Studies Minor
- Diversity Studies Minor
- Gender Studies Minor
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- Law and Society Minor
- Middle Eastern Studies
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Website: Take the mobile-friendly test

Not mobile-friendly

Page appears not mobile-friendly

- ✗ Text too small to read
- ✗ Links too close together
- ✗ Mobile viewport not set

Awesome! This page is mobile-friendly.

How Googlebot sees this page

This page uses 2 resources which are blocked by robots.txt.

Does this screenshot look incorrect? [Learn how to let Googlebot view the page correctly.](#)

▼ [Show resources](#)



Website: Top 5 of mobile

1. Feature important items in your body content.
2. Use headings and bullet points to provide structure.
3. Use hyperlinks strategically and efficiently.
4. Get visual with photo and video.
5. Write lean.

Website: Mobile-friendly phone



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- Expand your horizons and prepare for a wider range of opportunities in the future.



Middle Eastern Studies Minor





Exercise: Adding information to your website

Hi—

I just confirmed a cool new internship program that will be exclusive to our students. Can you see that the attached information from HD International makes it onto the website?

Thanks,

Dr. Presley



To: Missouri State Dept. of Music, Fashion & Entertainment

As YOU know, ***Hound Dog International*** is the world's leading maker of blue suede shoes. We have heard our shoes described as "heavenly" and "life changing". Some even call us scrumptious!!!! It is easy to understand, then why we take such care when choosing partners for our heavenly, life changing and scrumptious products. When one is thinking of fashions by ***Hound Dog International***, only the best will do!!! In the past, we've considered taking on interns, but we have always hesitated. Who could match our standards of perfection? Who would even want to try? In days gone by, we've considered and rejected partnerships with entities such as

Viva Las Vegas State

University of Blue Hawaii

Now, having learned of Dr. Presley's unprecedented and remarkable work in our field, we are now led to feel and hope that we have found the ideal partner in developing the trailblazers of tomorrow's blue suede shoe frontier. All of which is why, starting next semester, we will be accepting applications exclusively from Dr. Presley's students. May they all be bold enough to try! It is very important that applicants remember certain things when applying. 1. They must include a portfolio of past work. 2. They must write an essay expression heartfelt passion for blue suede. Perhaps even more important than those, students must really want to be a part of all the wonderful things we are doing at Hound Dog International.



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What should I look for?

- Does this support any of my website's goals?
- What is the main purpose of the content?
- Is this one-time use or long-term information?
- Who is this content relevant for?



What are my goals again?

- Student recruitment
- Faculty recruitment
- Sharing of information
- General promotion of Missouri State



What should I look for?

- What is the main purpose of the content?
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Key takeaways

- Hound Dog International is a prestigious brand.
 - Consider a hyperlink to the Hound Dog International website.
- Our students have a unique internship opportunity.
- Dr. Presley is the coordinator of this program.
 - Include his contact information.
- There is a specific process that applicants must follow.
 - Submit portfolio.
 - Write essay about their interest in fashion.
- Some follow-up may be necessary!

Internships

Gain hands-on experience in the fashion industry. Apply for a highly competitive summer internship with Hound Dog International.

Internship description

Summer interns will gain experience in all aspects of the business, including:

- Product development and testing
- Marketing
- Pricing
- Distribution

Application instructions

Submit the following items via email to intern@hdinternational.com by March 1:

- Electronic portfolio of past design work
- A 500-word essay expressing passion for fashion

Hound Dog International is a worldwide leader in the fashion industry. Explore more about [Hound Dog International](#) on its website. Contact [Dr. Elvis Presley](#) with any questions.





Writing for the digital world: Formatting strategies

Challenges

- Visitors won't read every word.
- They will skim, not read.
- They'll notice structure more than individual words.
- Readers want you to tell them what to do.
- They pay attention to lists and hyperlinks.
- Words alone have much less impact than words + visuals.

Strategies

- Lead with strength.
- Convey one idea per paragraph.
- Use internal sub-headings.
- Write short sentences with action words.
- Use bulleted lists and hyperlinks.
- Whenever possible, add photos or videos.

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Missouri State
UNIVERSITY

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Which goals have I served?

- **Student recruitment**
- Faculty recruitment
- **Sharing of information**
- **General promotion of Missouri State**



Website: Evaluate where you are

- Outline your existing site
 - Does this structure make sense?
 - Is anything out of place?
 - Is anything missing?
 - When were pages last updated?
 - Is it mobile-friendly?
- Ask others to review your site
 - Give them tasks to complete (your calls to action)
 - Have them review a key page, tell you what they learned from it
 - Watch the paths they take to find information
 - Try it out on desktop, tablet and phone



**What is your blog?
It's where you build
relationships.**

conversational | truthful | maintained



Blog: What does it do?

- It supports your website's goals.
- It's a great format for time-sensitive information.
- It **tells your story** with a conversational tone.
 - Rounds out your website's recruitment messages
 - Puts a familiar face on faculty, students and staff
 - Talks about what you offer in human terms



Writing for the digital world: Storytelling tools

- Perspective
- Conflict
- Tension

Exercise: Perspective



I hoped that this would happen.

- Has a specific point-of-view
- Tells us about the speaker

Exercise: Perspective



I thought this would never happen.

- Has a specific point-of-view
- Tells us about the speaker
- Tells us something unexpected

Exercise: Perspective and conflict



I prayed that this wouldn't happen.

- Has a specific point-of-view
- Tells us about the speaker
- Subverts expectations
- Sets up a conflict between our expectations and what we're being told

Exercise: Conflict



I've wanted but dreaded this moment.

- Sets up a mystery
- Subverts expectations
- Establishes a choice between two opposing feelings/outcomes

Exercise: Tension



Well, I can't tell him
now.

- **Subverts expectations**
- **Establishes a conflict**
- **Sets up a big mystery that takes us in a new direction**

Exercise: The 6 word story



Storytelling tools

- Perspective
- Conflict
- Tension



Blog: Example

Hi –

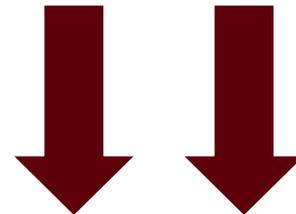
Dr. Presley did it again! Please see that news of the attached grant makes it onto our website.

Blog: Example

The Association for Music in Prisons (AMP), the world's leading organization for the advancement of music composed or distributed in prisons, is pleased to bestow a grant of \$15,000 on Dr. Elvis Presley for his research on Jailhouse Rocking. His landmark paper "Everybody in the Whole Cell Block" convinced our board of the worthiness of his research, and AMP is proud to support Dr. Presley's continued study.

Missouri State
UNIVERSITY

- Faculty accomplishment
- Specific to a certain time
- Supports the following goals: sharing information, faculty recruitment, student recruitment



Perfect for the blog

Blog: Example

Challenges

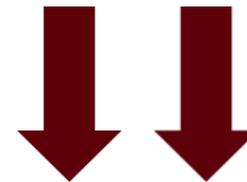
- Scholarly tone
- Told from association's perspective
- Doesn't communicate the point of his research or why it matters

Storytelling tools

- Do we have a specific perspective or character?
- Is there an opportunity to create conflict and/or tension?

Storytelling tactics

- Start during the action.
- Use details to convey something about the subject.



Need more information



Blog: Example

- **Reach out to Dr. Presley:**
 - What is the purpose of this project?
 - How will the funds be used?
 - What have you learned by working on this project?
 - What surprised you?
 - What do you want others to understand about it?
 - Do you have any photos or videos to share?



Untapped talent in an unexpected place

It's easy to think of prison as the end of all opportunity, but Dr. Elvis Presley has found that it can also mark a beginning. He's been working with inmates who discovered their musical talent only after being incarcerated.

“For many of them, it was their first chance to slow down and produce this beautiful music,” Presley said. “I was just there to listen, but when I realized the quality, I started taping it on my phone! Then I brought in real equipment to record demos.”

Presley used those recordings to help two past participants find jobs in the music industry after they were released from prison.

Recognition from AMP

Presley feared he'd have to quit listening when his project ran out of funding. Thanks to a \$15,000 grant from the [Association for Music in Prisons \(AMP\)](#), his study will continue for at least two more years.

According to Presley, “AMP is making it possible for me to support people who are looking for a happier and more fulfilling way of life. This work fundamentally changes lives—including mine.”



A recent participant in Dr. Presley's study, enjoying his new position as a session musician at Sun Records.



What is social media? It's like party conversation.

unpretentious | interactive | effortless*

***it only looks effortless**



What can social media do for my brand?

- Connect you to people
- Help you make a lot of noise
- Legitimize you (particularly for younger audiences)
- Influence and shift people's opinions
- Provide an easy channel by which others can promote your brand
- Make you more aware of what others think of you



What can't it do?

- Magic
- Conversion
- Maintain itself
- Replace your website or blog
- Guarantee a predictable platform over the long term



Social media: Best practices for all platforms

- Adopt a long-term philosophy. If you commit to a platform, stick with it.
- Understand that things move fast. Post consistently and with low expectations.
- Content is king! If you think something is interesting, others are likely to as well.
- Brevity is crucial. Always ask yourself if you can shorten your post.
- Get selective. Be wary of jumping into too many social networks at once.



Choosing a platform: Questions to consider

- How much time do you have?
- Where and when will you be posting updates? From your office? From your phone? During traditional business hours? Evenings and weekends?
- Which social media sites do you personally enjoy?
- What is your skill set? Words? Photography? Visuals?
- Who is your ideal audience?

Exercise: Your ideal audience





So what can I take away?

- Does your **website**'s organization make sense?
 - Ask someone to find something on it.
- Define your audiences and goals.
 - Get input from stakeholders; write the goals down.
- Update your **blog**
- Use the storytelling tools to engage your audience.
- Identify the ideal audience for your **social media**.