



# Social media at Missouri State

---

THE WINDOW INTO OUR COFFEE SHOP EXPERIENCE

Kevin Agee | @Kevin\_Agee

Aug. 30, 2018

**Missouri State.**  
UNIVERSITY

# About Missouri State

## SAME MISSION, ON-BRAND

- Make your Missouri Statement as a #CitizenBear
- Student success is paramount
- This is what our social media reflect





# Social media at Missouri State

## THE WINDOW INTO OUR COFFEE SHOP EXPERIENCE

- Instagram: The window
- Twitter: The coffee shop
- Facebook: The experience



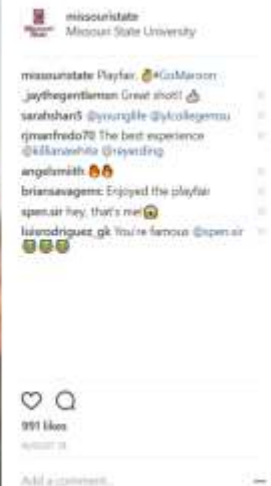
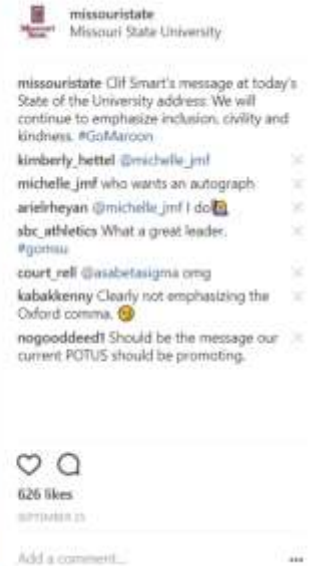


# Instagram

# Instagram

## THE WINDOW

- Visual-driven
- Text can be longer or shorter ... just stay on message
- The more hashtags, the better





# Instagram

## SEE THE WORLD THROUGH ROSE-COLORED FILTERS

- 500 million+ monthly active users
- 95 million photos and videos shared each day
  - 810+ per second
  - Videos up to 60 seconds
- More than half of all Instagram posts have one hashtag, and a fifth have more than six



# Instagram

## WHY USE IT?

- Great medium for visually telling a story
- Functions as feeder to other social networks
  - Facebook owns Instagram
- Popular with younger demographic (18-35 female)
- More than half of all Twitter users also have it



# Instagram

## NEW AND TRENDING

- Multiple photos
- Layout app
- Switch accounts
- Not limited to square crop
- Video





# Twitter

# Twitter

## THE COFFEE SHOP

- Casual
- Students talk to us
- It's more about conversation, not promotion
- Fun happens here





# Twitter

THE NUMBERS, VIA [HOOTSUITE.COM](https://hootsuite.com)

- 330 million monthly active users
- 80% use mobile devices
- 500 million tweets sent every day
- Tweets with videos get six times as many retweets as tweets with photos
- 85% of brand managers say it's vital for customer service

# Twitter

## BE YOUR OWN BIGGEST FAN

If you act like it, your fans are more likely to do the same

 **Missouri State**   
@MissouriState

Hey Clif when does school start



11:36 AM - 9 Aug 2018

20 Retweets · 184 Likes



 **Missouri State**   
@MissouriState

Hi John! 🙌

 **Mark Wheeler, University Architect of MSU** @MaroonArchitect  
Welcome back to campus! @MissouriState

10:33 AM - 17 Aug 2018

14 Retweets · 269 Likes



# Twitter

## THIS IS WHERE CUSTOMER SERVICE HAPPENS

- Reflect and validate their feelings
- Offer a solution
- Provide contact information

Why do y'all have to make email and password changes and username resets so hard 🤔🤔🤔🤔 I'm just try'n to get an on campus job here

Jun 15

Also while I'm here, my email is totally messed up

Y'all I'm bummed

Jun 15

Bear up tho 🐻🍷🍷🍷

Jun 15

**Computer Services Help Desk**  
helpdesk.missouristate.edu

Hi Sydney that is frustrating! Please reach out to computer services here: [helpdesk.missouristate.edu](https://helpdesk.missouristate.edu). They're also on twitter if you want to DM them here [@msuhelpdesk](https://twitter.com/msuhelpdesk)

Jun 15 ✓

Thanks! Brad at the help desk was great! Bear up

Jun 15



# Pop quiz

WHAT'S THE TOP CUSTOMER COMPLAINT ON MISSOURI STATE TWITTER?

Any ideas?

[@MissouriState](#) FIX THE PARKING  
ISSUE

8/22/18, 9:52 AM

[@MissouriState](#) tell me why I pay for  
yellow parking and all yellow parking  
lots are full??

8/21/18, 9:26 AM

My class starts in four minutes and I  
can't find any parking thanks

[@MissouriState](#)

8/21/18, 9:27 AM

I've always seen people complain  
about [@MissouriState](#) parking... and I  
didn't figure it was that bad... but I've  
been looking for a spot for the past  
hour. This shit sucks.

8/22/18, 9:47 AM

I really did try to go to my first class but  
[@MissouriState](#) likes to make their  
students find parking in a fight to the  
death performance. I died.

8/20/18, 10:18 AM

[@MissouriState](#) I love you and all but  
can we have a parking lot just for  
trucks. I felt like I was going to take off  
the top of my truck going in a parking  
garage. 🐾👆

8/21/18, 11:14 AM from [Missouri, USA](#)

Hi yes [@MissouriState](#) ya bitches  
need some more parking spots. Thank  
you

8/20/18, 10:39 AM





# Twitter

SOMETIMES, YOU CAN'T SOLVE THE PROBLEM.

At least not to the customer's  
100 percent satisfaction.



# Twitter

SO WHAT CAN YOU DO?





# The answer ...

... THOUGH IT WILL NOT SATISFY EVERYONE:

# Just listen!

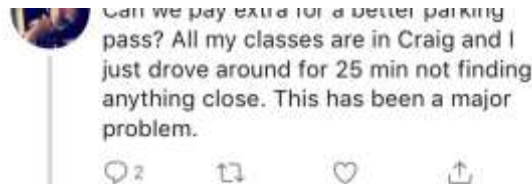
# Hats off to @MoStateParking

## THEY'RE KILLING IT



Replying to @ashley\_\_emma

Thank you for letting us know. We are issuing citations for these types of violations. In the event that you experience this again, and we certainly hope that you do not, please feel free to call us at our office (417) 836-4825 or dispatch at (417)



Replying to @anthonytyler24 and @MissouriState

Thank you for reaching out. If you need assistance please give us a call at (417)836-4825 and we will be happy to direct you to the parking on the north side with shuttle drop off to the middle of campus.

8/20/18, 11:03 AM



Replying to @ambermmoore97

We are sorry that you felt that you needed to use a meter. If you can give us a call at (417)836-4825 we will be happy to see if can give you some further assistance. Thank you!

8/22/18, 1:30 PM



# Facebook

# Facebook

## THE EXPERIENCE

- News, video, awards
- People share their pride here ...
- ... especially parents

**Missouri State University**  
Published by Kevin Agee [?] · August 19 at 5:05 PM · 🌐

Before his speech at New Student Convocation, Dr. Cameron LaBarr asked students what freshmen should know about Missouri State.

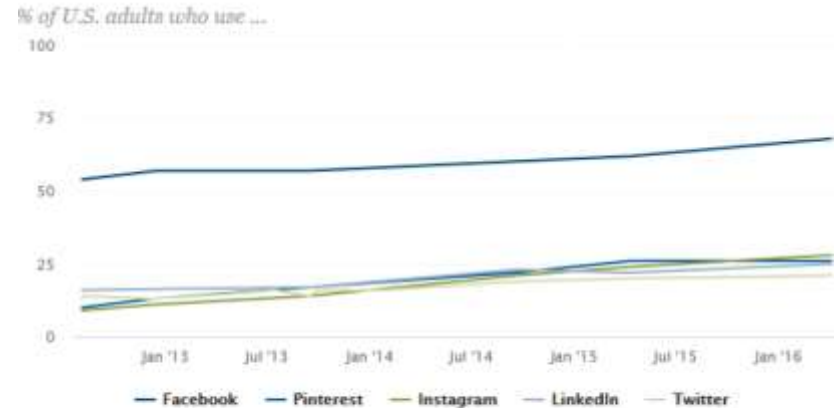
28,268 people reached [Boost Post](#)

👍❤️😄 179      7 Comments 68 Shares 11K Views

# Facebook

## THE NUMBERS

- 68 percent of U.S. adults between 18-29 use Facebook
- 100 million hours of video watched per day
- More than 50 million businesses have a Facebook page



Source: Surveys conducted 2012-2016.


FEW RESEARCH CENTER

# Facebook

## MORE EXAMPLES OF THE EXPERIENCE

**Missouri State University**  
Published by Kevin Agee (F) · August 7 at 3:31 PM

Move-in is 10 days away! Discover traffic routes, what you should and shouldn't bring, where you can park and more. #GoMaroon



MISSOURISTATE.EDU  
**Get ready to move in to MSU**  
Move-in starts for most students Aug. 17.

13,549 people reached

Boost Post

Lindsay Palmer, Angela Dodd and 103 others · 8 Comments · 25 Shares

**Missouri State University**  
Published by Kevin Agee (F) · September 14

It's us.



**No. 1 college choice for Missouri high school grads? ACT says it's not Mizzou**  
Missouri State was selected over the University of Missouri by 2017 high school graduates as their first-choice college.  
KANBASCITY.COM

180,634 people reached

Boost Post

Like Comment Share

3K

739 Shares 12 Comments

**Missouri State University**  
Published by Kevin Agee (F) · August 20 at 12:03 PM

Graduate student enrollment set a new record, and out-of-state student enrollment increased by 5.7 percent. #GoMaroon



NEWS.MISSOURISTATE.EDU  
**Missouri State opens with second highest enrollment ever - News - Missouri State University**

22,605 people reached

Boost Post

Madison Church, Breauna Beckmann and 574 others · 5 Comments · 68 Shares



# Facebook

## UNFORTUNATELY, YOU HAVE TO DEAL WITH NEGATIVITY

- Determine standards for acceptable behavior before an incident
- Don't delete unless content violates your standards
- Take screenshots and remove if it does violate standards





# Facebook

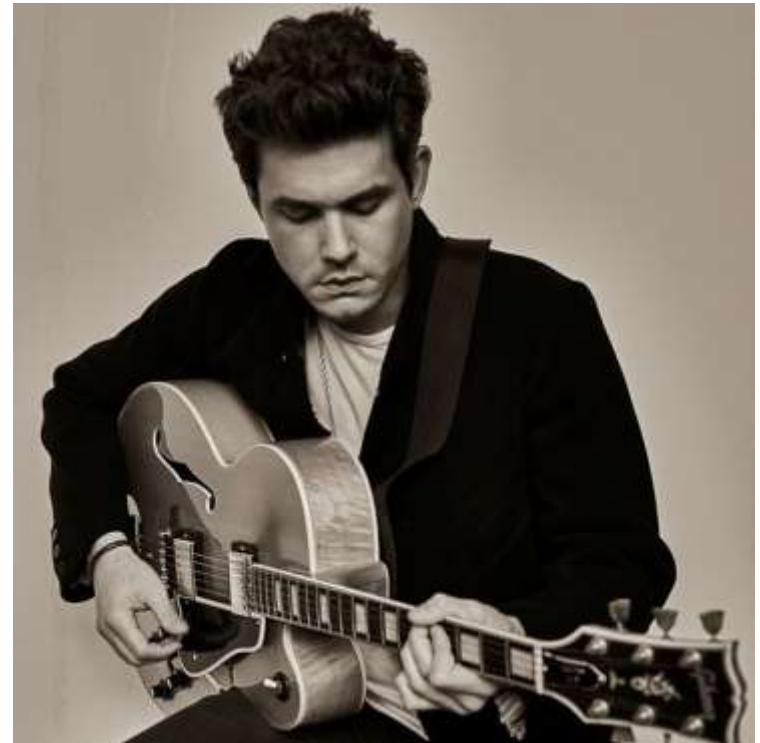
## BEST PRACTICES FOR HANDLING NEGATIVITY

- If you're in crisis mode, consider giving fans a place to vent
- You can control visibility of post comments
- But eventually, your community will lift you up

# Aim for the heart

SOCIAL AND LIFE LESSONS FROM JOHN MAYER

“I want to be the guy that makes people feel like they picked something that’s special to them.”





# Aim for the heart

## FOCUS ON PEOPLE, NOT FOLLOWERS

- Be true to your brand
- Put your audiences first
- Instagram: Window
- Twitter: Discussion
- Facebook: Experience

# Thank you!

ANY QUESTIONS?

