

Best practices for creating and managing your social presence

- Designate at least two administrators for each platform.
- Establish one person as an overall coordinator for social media and blogging.
- Identify your audience and goals.
- Develop an editorial calendar.
- Schedule posts to maximize your time investment.
- Use photos, videos, links and hashtags (as appropriate to each platform).
- Leverage Missouri State's marketing messages.

What are the marketing messages?

The University's brand statement is: *Follow your passion. Find your place.* In addition, extensive marketing research recommended that the University focus on the following attributes.

1. Quality academic programs
2. Warm community experience
3. Affordable education

The research also identified certain words and ideas that are closely identified with Missouri State – some positive, some negative and some neutral. Familiarity with these words and ideas will help you understand how your audience already sees you.



How do I use the marketing information?

When you're creating and distributing content, ask yourself the following questions.

- Is there a way this content can help illustrate Missouri State's commitment to academic success?
- Is there a photo that will convey more about the environment?
- Are there opportunities to work in language from the University's tagline (such as follow, passion, find, place)?
- Are there opportunities to use words and ideas that performed well in the marketing research (such as Bears, maroon, affordable, home)?

Where can I find photos and videos?

Photos

- Flickr for marketing images
www.flickr.com/photos/msumarketingimages
- Identity site for logos and photos
www.missouristate.edu/identity
- If your department has been through the academic website redesign, any of the photos used for your website can also be used on your blog and social media.
- Additional photos are available for purchase through photographic services.
www.missouristate.edu/photoserv

Videos

- Missouri State YouTube channel
www.youtube.com/user/MissouriState
- Regular listings of the most recent videos
www.blogs.missouristate.edu/web/tag/new-videos

NOTE: Never use an image you find through Google image search or any other photo, video or song you don't have written permission to use. (Someone somewhere owns that content.)

What other tools and resources will help me?

- Web and new media blog
www.blogs.Missouristate.edu/web
- Web and new media Twitter handle
www.twitter.com/msuweb
- Monthly content ideas
blogs.missouristate.edu/blog/tag/content
- Blogging tips and tricks
blogs.missouristate.edu/blog/tag/how-to
- Social media kits for Missouri State events
www.blogs.missouristate.edu/web/tag/social-media-kit
- Tips on creating content for a Millennial audience
www.missouristate.edu/millennials
- Best social media photo sizes
www.sproutsocial.com/insights/social-media-image-sizes-guide
- Recommended Missouri State hashtags
www.blogs.missouristate.edu/web/2013/08/07/missouri-state-hashtags

Recommended management tools

- Twitter
Tweetdeck www.tweetdeck.com
- Instagram metrics
Iconosquare www.iconosquare.com
- General coordination subscription service
Hootsuite www.hootsuite.com