Visual platforms

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Overview

- Social media’s shift to visual content
- Instagram
- YouTube
- Social aggregators
A picture > 1,000 words

• Mobile use led to the trend toward visual content

• Pictures are one of the default ways we sort through daily information

• Visual content captures our attention quicker than text

Source: Fastcompany,
THE VOTE FOR THE B.E.A.R. FEE

IN FAVOR: 75% (2,948)
OPPOSED: 19% (726)
ABSTAINED: 6% (232)

BEAUTIFUL, SUNNY AND WARM SPRING DAYS

I HATE THEM

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Instagram

See the world through rose colored filters
## Instagram users

Among online adults, the % who use Instagram

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>All internet users</strong></td>
<td>17%</td>
<td>26%*</td>
</tr>
<tr>
<td><strong>Men</strong></td>
<td>15</td>
<td>22%*</td>
</tr>
<tr>
<td><strong>Women</strong></td>
<td>20</td>
<td>29%*</td>
</tr>
<tr>
<td><strong>White, Non-Hispanic</strong></td>
<td>12</td>
<td>21%*</td>
</tr>
<tr>
<td><strong>Black, Non-Hispanic</strong></td>
<td>34</td>
<td>38</td>
</tr>
<tr>
<td><strong>Hispanic</strong></td>
<td>23</td>
<td>34%*</td>
</tr>
<tr>
<td><strong>18-29</strong></td>
<td>37</td>
<td>53%*</td>
</tr>
<tr>
<td><strong>30-49</strong></td>
<td>18</td>
<td>25%*</td>
</tr>
<tr>
<td><strong>50-64</strong></td>
<td>6</td>
<td>11%*</td>
</tr>
<tr>
<td><strong>65+</strong></td>
<td>1</td>
<td>6%</td>
</tr>
<tr>
<td><strong>High school grad or less</strong></td>
<td>16</td>
<td>23%*</td>
</tr>
<tr>
<td><strong>Some college</strong></td>
<td>21</td>
<td>31%*</td>
</tr>
<tr>
<td><strong>College+ (n=685)</strong></td>
<td>15</td>
<td>24%*</td>
</tr>
<tr>
<td><strong>Less than $30,000/yr</strong></td>
<td>18</td>
<td>28%*</td>
</tr>
<tr>
<td><strong>$30,000-$49,999</strong></td>
<td>20</td>
<td>23</td>
</tr>
<tr>
<td><strong>$50,000-$74,999</strong></td>
<td>15</td>
<td>26%*</td>
</tr>
<tr>
<td><strong>$75,000+</strong></td>
<td>16</td>
<td>26%*</td>
</tr>
<tr>
<td><strong>Urban</strong></td>
<td>22</td>
<td>28</td>
</tr>
<tr>
<td><strong>Suburban</strong></td>
<td>18</td>
<td>26%*</td>
</tr>
<tr>
<td><strong>Rural</strong></td>
<td>6</td>
<td>19%*</td>
</tr>
</tbody>
</table>


Note: Percentages marked with an asterisk (*) represent a significant change from 2013. Results are significant at the 95% confidence level using an independent z-test.

PEW RESEARCH CENTER
### Frequency of social media site use

% of social media site users who use a particular site with the following frequencies (% is reported among each specific site’s user groups, e.g., 70% of Facebook users use the site on a daily basis)

<table>
<thead>
<tr>
<th>Site</th>
<th>Daily</th>
<th>Weekly</th>
<th>Less Often</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>70</td>
<td>17</td>
<td>12</td>
</tr>
<tr>
<td>Instagram</td>
<td>49</td>
<td>24</td>
<td>26</td>
</tr>
<tr>
<td>Twitter</td>
<td>36</td>
<td>24</td>
<td>40</td>
</tr>
<tr>
<td>Pinterest</td>
<td>17</td>
<td>29</td>
<td>52</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>13</td>
<td>25</td>
<td>61</td>
</tr>
</tbody>
</table>
About Instagram

- 300 million monthly active users

- 70 million photos and videos shared each day
  - 810+ per second
  - Each video is 3-15 sec.

- 53% of Instagram posts have at least one hashtag, 20% have more than six
Why Instagram?

• Great medium for visually telling a story
• Can function as a feeder to other social networks
• Popular with a younger demographic
• 58% of Twitter users use Instagram
msutheatredance The Spring Dance Concert opens next Thursday! Get your tickets today and we will see you soon!

sacmsu Open Mic Night is going splendidly! Nathan Momper plays his original Crimson Shore. Event still going on, so hurry over!
It's game time at JQH Arena! #MSUBears

Go MSU

I miss playing that bass drum at every game :(

I was there @missouristate to the right next to locker room
What Instagram does well

• Perfect for visual storytelling – both photos and videos
• Integrates with other social media platforms
• Very mobile-friendly
• Appealing to a younger demographic

And its challenges

• Mobile-dependent – links and hashtags don’t work in desktop view
• No desktop publishing method
• Single-focused
Measurement

• Basic stats within Instagram app
  • Likes
  • Comments
  • Followers
  • Photo tags

• Iconosquare
  • Top content
  • Response rates
  • Follower demographics
Capture what matters

YOUTUBE
Why YouTube?

• Second largest Internet search engine
  • Bigger than Bing, Yahoo, Ask and AOL combined

• More than 6 billion hours of video watched per month

• 300 hours of video are uploaded every minute

• 81.9% of teens 14-17 use YouTube

• Half of YouTube views are on mobile devices

• Can aid in search engine optimization efforts
YouTube Best Practices

• Keep it short (2 minutes or less)
• Keep it engaging
• Inspire – think content first not advertising
• Deliver key messages early
• Include a call to action
• Add a strong title and description
<table>
<thead>
<tr>
<th>What YouTube does well</th>
<th>And its challenges</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tells your story in an engaging way</td>
<td>Be aware of copyright rules</td>
</tr>
<tr>
<td>Integrates with other social media and is mobile-friendly</td>
<td>Video equipment and editing knowledge are a plus</td>
</tr>
<tr>
<td>Appealing to a younger demographic</td>
<td>No formula for making a video viral</td>
</tr>
<tr>
<td>MSU has great videos for you to use!</td>
<td></td>
</tr>
</tbody>
</table>

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Aggregators
Calling all platforms
The what and why

• Aggregators combine posts across platforms around a common theme – typically a hashtag

• Why use an aggregator?
  • Provides a way to archive conversation
  • Connects to people beyond a singular platform
  • Tells a story about your event
  • Becomes a single destination for event coverage
  • Most helpful for campaigns
Tagboard

Missouri State University's biggest maroon and white celebration of the year!

@maroonation
Facebook/MaroonNation
@missouristate
http://www.missouristate.edu/homecoming

Tagboard

Enjoy live entertainment, activities and specials at @downtownsg businesses at Bears on the Square! #BearsHomecoming bit.ly/1xZTDMV

18 Oct 5:15pm

Gooooo BEARSSSSS!!! A HOMECOMING WIN!!!!
#bearshomecoming

Jayne Sokolich @JayneSokolich

Congrats to @MOSStateFootball on 31-12 #BearsHomecoming win and King @SlaytonBoone and Queen @MissesMoody. Now #bearsonthesquare

18 Oct 5:10pm

Follow your passion. Find your place.
Inaugural Missouri Public Affairs Hall of Fame

Missouri State University hosted the inaugural Missouri Public Affairs Hall of Fame on April 11 at the Oasis Convention Center in Springfield, Mo. The Hall of Fame honors individuals with a connection to the state of Missouri who define the true essence of public affairs.

by Missouri State University @missouristate

Review key takeaways from the Missouri Public Affairs Hall of Fame as shared on social media using #ShowMeCitizens.
Best practices

• Use a unique hashtag that is well promoted before and during your event

• Prioritize posts by others over yourself

• Provide key details, if allowed

• Customize the layout with strong photography, appropriate links and more
QUESTIONS
Thank You!

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