



Visual platforms at Missouri State

ALLOW YOUR AUDIENCE TO DREAM

Kevin Agee | @Kevin_Agee

Nov. 10, 2016

Missouri State
UNIVERSITY



Overview

- Why social media favors visual content
- Instagram
- YouTube
- Aggregators



Why social favors visual



A picture > 1,000 words

- Mobile use led to visual content
- We consume information via pictures
- Visual content captures our attention more quickly than text





Instagram



Instagram

SEE THE WORLD THROUGH ROSE-COLORED FILTERS

- 300 million+ monthly active users
- 60 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
- More than half of all Twitter users also have it



Verizon 10:25 AM 100%

Photo

missouristate
Missouri State University >



View Insights Promote

Home Search Camera Heart Profile

Verizon 10:24 AM 100%

Photo

missouristate
Hammons Student Center >



View Insights Promote

Home Search Camera Heart Profile



Instagram

CHALLENGES

- Mobile-dependent
- Links don't work
- No desktop publishing method
- Focus is singular



Instagram

CHALLENGES FOR BRANDS

- Not easy to share others' posts w/o app such as Regram
- No hyperlinks in descriptions or comments
- Driven by consumption, not interactivity

Instagram

NEW AND TRENDING

- Instagram for business allows analytics
- Layout app
- Switch accounts
- Not limited to square crop





YouTube



YouTube

BY THE NUMBERS

- Third-most visited Internet website
- Second largest Internet search engine
 - More than 3 billion searches a month
- Reaches more 18-49-year-olds than any cable network in the United States



YouTube

BY THE NUMBERS

- More than 6 billion hours of video watched per month
 - More than 684,000 years
- Mobile stats
 - More than half of all views
 - Average viewing session: 40 minutes



YouTube

BENEFITS

- Tells an engaging story
- Integrates with other platforms
- Mobile-friendly
- Appeals to younger demographic



YouTube

CHALLENGES

- Tempts you with ways to violate copyright rules
- Need some video equipment and editing knowledge
- No formula for making a video go viral



YouTube

BEST PRACTICES

- Keep it short (2 minutes or less)
- Hook your viewer within 5 seconds
- Think content (not advertising) first
- Include a call to action
- Add a strong title and description





Aggregators



Aggregators

A FANCY WORD FOR PUTTING VISUAL POSTS IN ONE PLACE

- Combine cross-platform posts around a theme or hashtag
- You can:
 - Archive conversation
 - Connect people across platforms
 - Tell a story about an event
 - Become a destination for coverage

Aggregators

TAGBOARD

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

Missouri State University Alum Association
22 days ago
What a GREAT weekend! What's your favorite memory of #BearsHomecoming?
Like Comment Share

MaroonNation
@maroonation
What will you remember about #BearsHomecoming?
pic.twitter.com/CXdl0oYlpx
17 Oct 8:00am

MSU Family Assoc.
@BearsFamilies
@mostatecheer & @MSU_SugarBears @MOSateHC2016 Parade! #BearsHomecoming
pic.twitter.com/2BKvvlslkg
16 Oct 10:15am

MSU Family Assoc.
@BearsFamilies
@DeltaSigMSU enjoying the @MOSateHC2016 game! #BearsHomecoming
pic.twitter.com/cMtBwI0YtL
16 Oct 9:44am

MSU Family Assoc.
@BearsFamilies
@MSUStateGlobal representing at the @MOSateHC2016 Parade! #BearsHomecoming
pic.twitter.com/BRH00Qjoky
16 Oct 4:36pm

MSU Family Assoc.
@BearsFamilies
#FatBoomer enjoyed seeing all the familiar faces at the @MOSateHC2016 Parade! @CliffSmart #BearsHomecoming
pic.twitter.com/0xq4v7F2W
16 Oct 4:32pm

Alpha Chi Omega MSU
@ACOXetaOmega
Still on Cloud 9 thinking about our sweet 'Ta being crowned MISSOURI STATE'S HOMECOMING QUEEN 2016 #BearsHomecoming
pic.twitter.com/3927PpW4h
16 Oct 1:57pm

lovespringfield · 23 hours ago
It's been an amazing weekend at Missouri State, but alas, the festivities are over and it's time to get back to "real life." I've had a blast covering homecoming, and hopefully you had a blast, too. Go Bears! - @bradleybalsters

MSU Family Assoc.
@BearsFamilies
@MSUPrideBands @MOSateHC2016 #BearsHomecoming #BearUp
pic.twitter.com/1U70pkSABA
16 Oct 9:34am

MSU Family Assoc.
@BearsFamilies
@MOSateHC2016 for @MSUPrideBands! #BearsHomecoming #BearUp
pic.twitter.com/wuorF7nD3w
16 Oct 9:34am

MSU Family Assoc.
@BearsFamilies
@MoState_Habitat for Humanity ready for the @MOSateHC2016 Parade! #BearsHomecoming #BearUp
pic.twitter.com/Ust4kqz0ZE
16 Oct 9:19am

Jordan Hickman
@jmhickman
The Bears against the jaguars #NFLSunday #BearsHomecoming #letsgetit
16 Oct 9:19am

Aggregators

STORIFY



The 2015-16 school year as told by Missouri State Twitter



Aggregators

BEST PRACTICES

- Use a unique hashtag and promote it
- Prioritize audience posts over your own
- Provide key details
- Customize the layout with strong photography, links and more



Thank you!

- Questions?