



Visual platforms at Missouri State

ALLOW YOUR AUDIENCE TO DREAM

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April 12, 2017

Missouri State
UNIVERSITY

About me

“THE MEDIUM IS THE MESSAGE” - M. MCLUHAN

- I love visual storytelling
- I love sharing people’s stories
- Missouri State is my home





Overview

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



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

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
- More than half of all Twitter users also have it

Verizon 10:25 AM 100%



Photo



missouristate

Missouri State University >



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AT&T 2:09 PM 72%



Photo



missouristate



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Liked by missouristatewp, mostateswim and 1,636 others

missouristate What a day for @MSU_Chairs. #GoMaroon #inauguration2017





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

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





YouTube

BY THE NUMBERS

- Second-most visited Internet website
- Second largest Internet search engine
 - More than 3 billion searches a month
 - 100 hours of video uploaded a minute
- 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

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

MSU Family Assoc.
@BearsFamilies
@MOSateHC2016 for @MSUPrideBands! #BearsHomecoming #BearUp pic.twitter.com/wuorF7n0Wz
16 Oct 9:34am

Alpha Chi Omega MSU
@ACXO2016sigma
Still on Cloud 9 thinking about our sweet 'Ta being crowned MISSOURI STATE'S HOMECOMING QUEEN 2016 #BearsHomecoming pic.twitter.com/39Z7PpWw4h
16 Oct 1:57pm

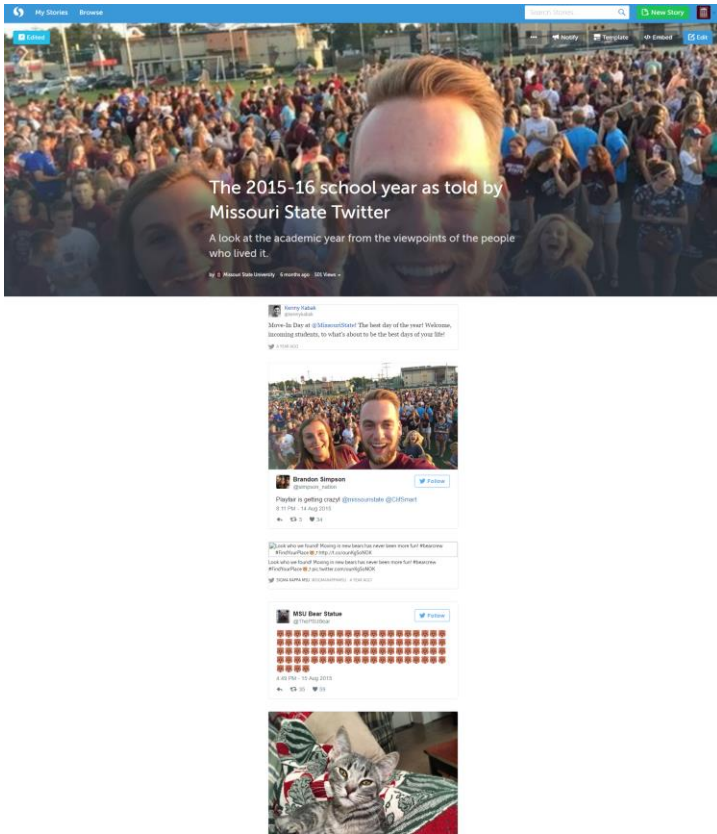
Francis Ahrens
@france_ahrens
Everyone went from #BearUp to #BearDown, in a span of 24 hrs, real damn quick. #BearsHomecoming #WelcomeHome
16 Oct 12:27pm

lovespringfield · 21 days ago · Instagram
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

Jordan Hickman
@jmjordan
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?