



Social media at Missouri State

THE WINDOW INTO OUR COFFEE SHOP EXPERIENCE

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About Missouri State

SAME MISSION, NEW BRAND

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



The Missouri State brand

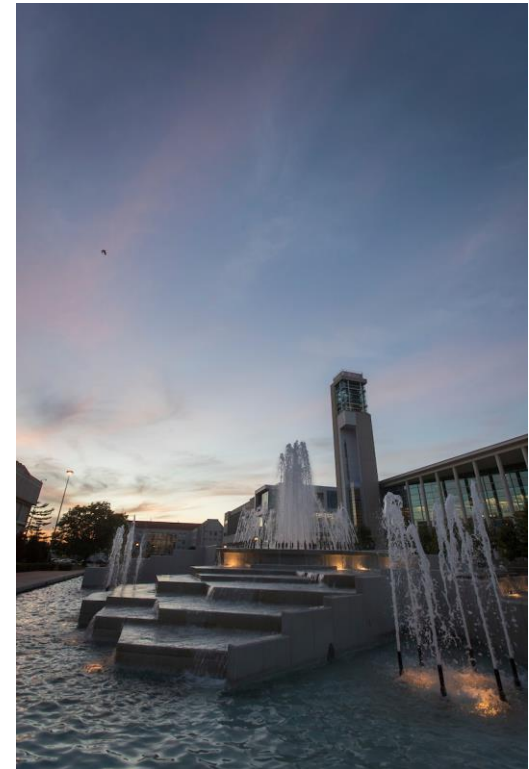
MORE THAN A VISUAL APPEARANCE



Social media at Missouri State

THE WINDOW INTO OUR COFFEE SHOP EXPERIENCE

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



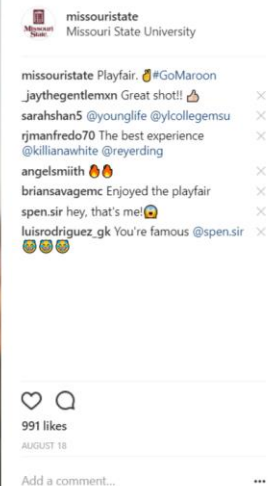
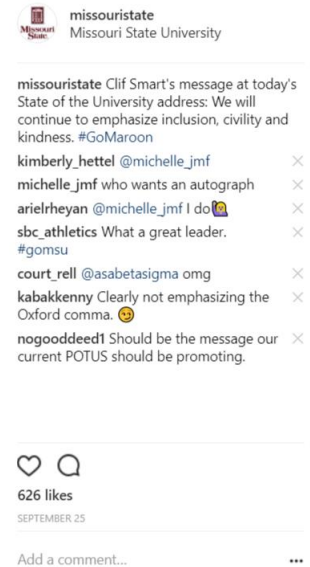


Instagram

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
- More than half of all Twitter users also have it

Instagram

NEW AND TRENDING

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





Twitter

Twitter

THE COFFEE SHOP

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



#BearsHomecoming · 4d

Honestly this place feels a little empty without the crane

Missouri State COB @MOSa...

Do you see what we see?
Landscaping! Trees! Sidewalks!
#Open4Biz



1 9 311



#BearsHomecoming · 4d

🎵 It's so hard to say goodbyyyyye
to yesterdaaaaay 🎵



2 8 143



Twitter

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

- 310 million monthly active users
- 83% use mobile devices
- 6,000 tweets sent every second
- Over 100 million GIFs were shared in 2015
- 86% use for news

Twitter

BE YOUR OWN BIGGEST FAN

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



Twitter

THIS IS WHERE CUSTOMER SERVICE HAPPENS





Facebook

Facebook

THE EXPERIENCE

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

 **Missouri State University** 
Published by Erika Brame [?] · June 14 · 

Did you hear the good news? Congratulations to our students who made the list. #GoMaroon



Missouri State releases spring 2017 dean's list - News
Students who attain academic excellence are named to the dean's list.
NEWS.MISSOURISTATE.EDU

 139,559 people reached 

 Like  Comment  Share 

  388 

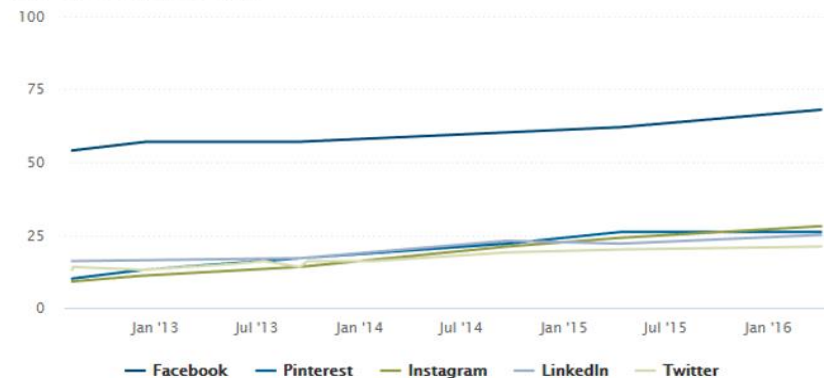
629 Shares 72 Comments

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

% of U.S. adults who use ...



Source: Surveys conducted 2012-2016.

PEW RESEARCH CENTER

Facebook

MORE EXAMPLES OF THE EXPERIENCE

Missouri State University Published by Kevin Agee [?] · October 11 at 12:12pm · 🌐

Dennis needed a bachelor's degree to land a new job. He found the Bachelor of General Studies program.



Spotlight - Dennis Wiggins
40 years later, he found a path to graduation
MISSOURISTATE.EDU

👤 12,575 people reached [Boost Post](#)

👍 Like 💬 Comment ➦ Share

👤 Papasey Cham, Sangyeal Lee and 235 others [Top Comments](#)

1 Share 8 Comments

Missouri State University Published by Kevin Agee [?] · 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
KANSASCITY.COM

👤 180,634 people reached [Boost Post](#)

👍 Like 💬 Comment ➦ Share

👤 3K [Top Comments](#)

739 Shares 92 Comments

[Album Sigma Pi Dog Days](#) ...

Missouri State University added 11 new photos — at 📍
Missouri State University
Published by Kevin Agee [?] · October · 🌐 · 🌐

These dogs brought a lot of smiles to campus today. Proceeds from donations and T-shirt sales went to Route 66 Rescue Inc.



👤 11,616 people reached [Boost Post](#)

👍 Like 💬 Comment ➦ Share

👤 160 [Top Comments](#)

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

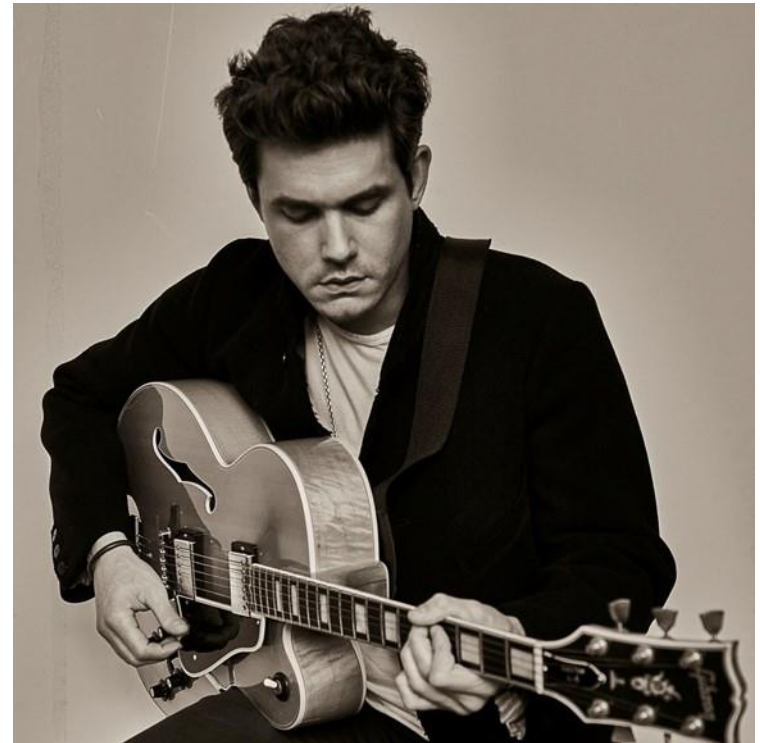
BEST PRACTICES FOR HANDLING NEGATIVITY

- 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?

