



# Social media at Missouri State



THE WINDOW INTO OUR COFFEE SHOP EXPERIENCE 2.0

Erika Brame | Content Strategist

February 8, 2019

# 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





# WHAT WE'LL COVER

- Brand messaging
- Social media trends for 2019
- Advertising
- 3rd party platforms for publishing, data and more



**Great brands don't just happen.**



**What you need  
is a story.**



**But most higher ed  
stories aren't stories  
at all.**



**“YOUR  
PROFESSORS  
WILL REALLY  
GET TO  
KNOW YOU.”**



**A great Missouri State story  
makes an emotional and  
rational connection.**





**“HANDS-ON  
EXPERIENCE.”**



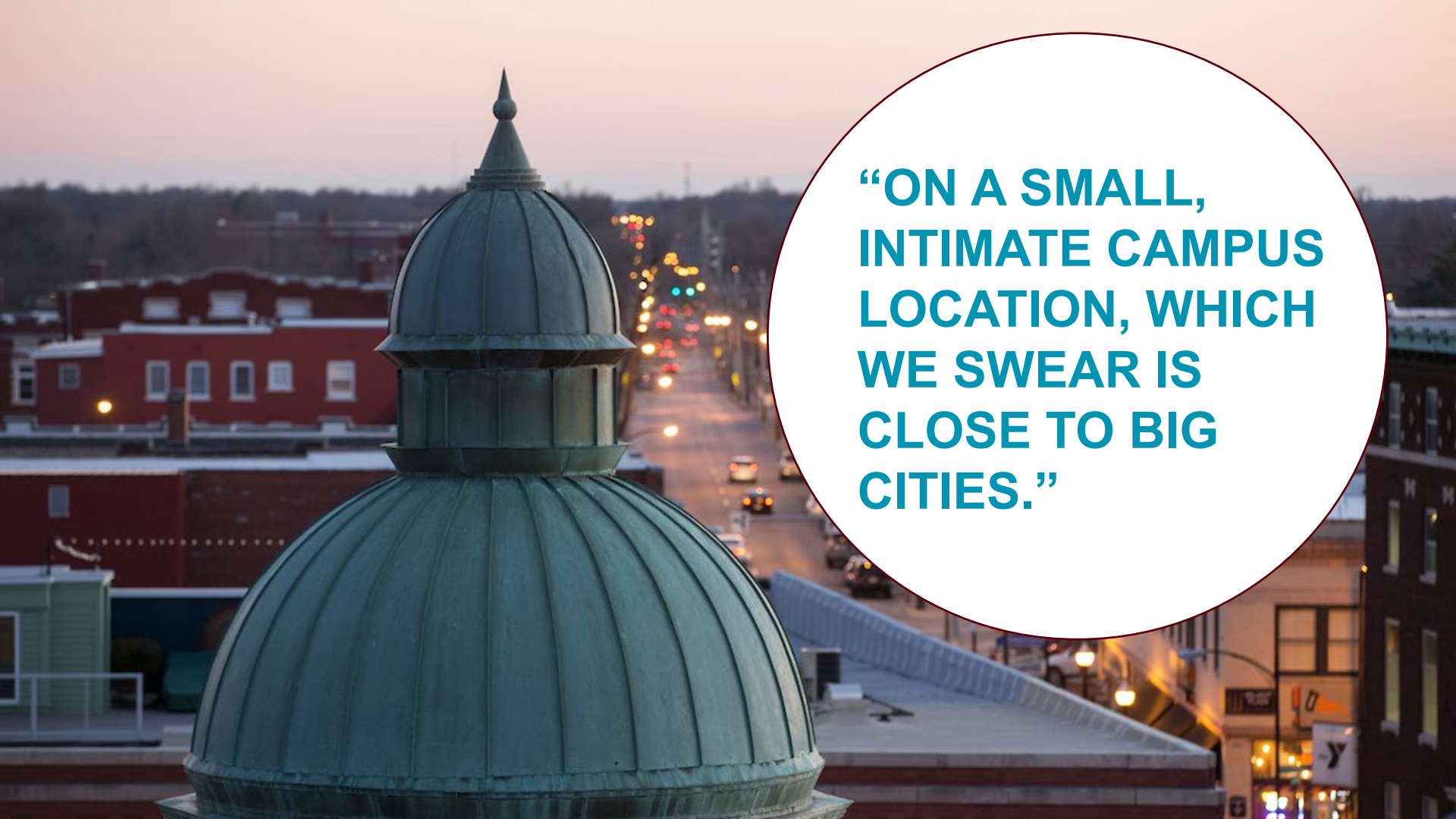
**A great Missouri State story  
builds meaningful  
relationships.**



**“CUTTING-EDGE  
RESEARCH.”**



**A great Missouri State story  
is authentic.**



**“ON A SMALL,  
INTIMATE CAMPUS  
LOCATION, WHICH  
WE SWEAR IS  
CLOSE TO BIG  
CITIES.”**



# What do you stand for?



**Coca-Cola stands for happiness.**

**GE stands for innovation.**

**Ritz-Carlton stands for service.**



**Missouri State stands for  
inspired action.**





# What do you stand for?

You have one word.



# What do you stand for?

You have one word.

(But I'll give you six.)



# Social media at Missouri State

## THE WINDOW INTO OUR COFFEE SHOP EXPERIENCE

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

# Instagram

OPEN THE WINDOW

**Missouri State**  
UNIVERSITY

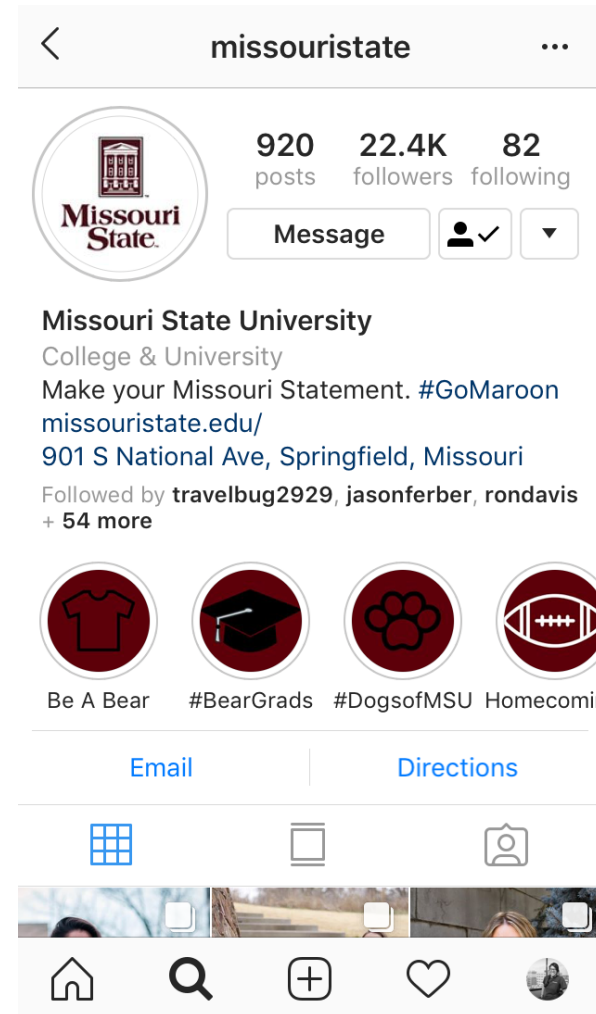




# Instagram

## NEW AND TRENDING

- Multiple photos
- Toggle accounts
- Not limited to square crop
- Video (60 secs or less)
- Livestreaming
- Stories
- IG TV



# Twitter

ENJOY THE  
CONVERSATION

Missouri State  
UNIVERSITY



Missouri State

@MissouriState

Uh ... where are you planning to store this



1:23 PM - 17 Aug 2018

61 Retweets 969 Likes



9



61



969





# Twitter

## MEDIA STUDIO

- Library
- Analytics
- Ads
- Producer

### Media Detail



Parking Video V2.mp4



[Change thumbnail](#)

[Tweet](#)

File name: Parking Video V2.mp4

Uploaded: 2:01 PM - 4 Jan 2019

[Tweets](#)

[Settings](#)

[Subtitles](#)

[Sharing](#)

Views

**11.0k**

Completion Rate

**8.9%**

Average Watch Time

**30.2s**

[More Analytics](#)



**Missouri State** @MissouriState · Tue Jan 15 2019

As you start the spring semester, let @Courtney\_Monier show you just how easy it is to find a parking spot and take... <https://t.co/hPglyhzKhW>

[Retweet](#) 19

[Like](#) 279



# Facebook

## SHARE THE EXPERIENCE

**Missouri State**  
UNIVERSITY

 **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](https://news.missouristate.edu)

 139,559 people reached [Boost Post](#)

 Like  Comment  Share 

  388 [Top Comments](#) ▼

629 Shares 72 Comments





# 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

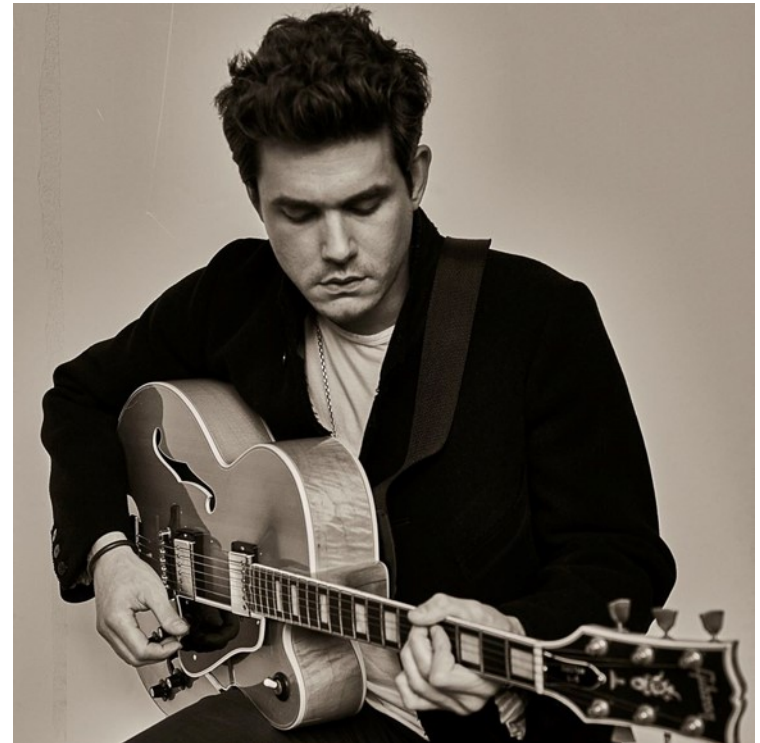
## BEST PRACTICES FOR HANDLING NEGATIVITY

- 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.”





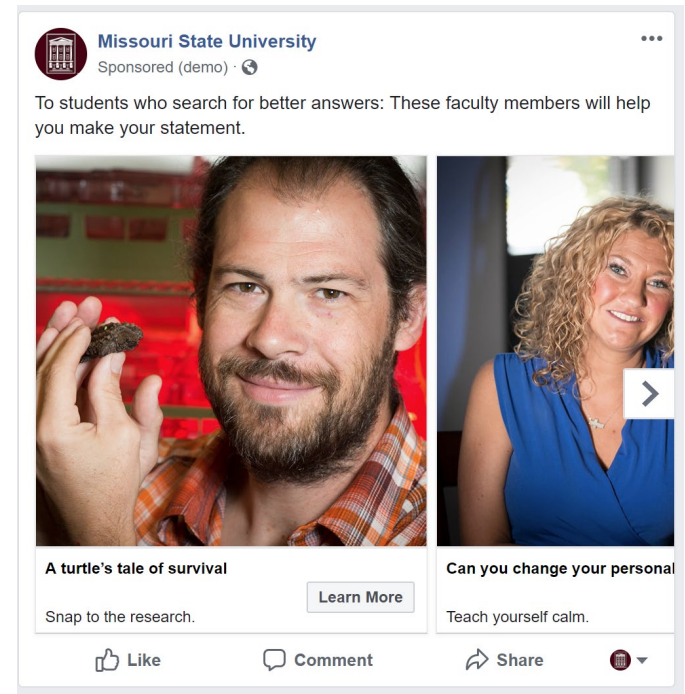
# Aim for the heart

## FOCUS ON PEOPLE, NOT FOLLOWERS

- Be true to your brand
- Put your audiences first
- Instagram: Window
- Twitter: Conversation
- Facebook: Experience

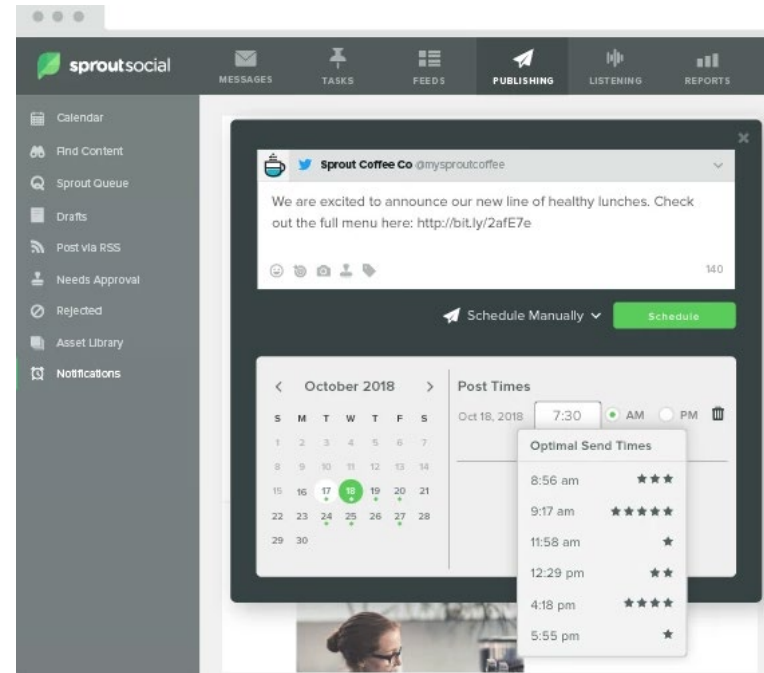
# Social media advertising

## FACEBOOK, INSTAGRAM AND AD PLACEMENT



# Social support

## 3RD PARTY PLATFORMS





# Recommendations

## Buffer

- Good for larger teams
- Powerful analytics

## Hootsuit

- Free option
- Easy to use

## Sprout

- Listening tool
- Good for small groups



# Thank you!

ANY QUESTIONS?

