

get social

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Learn the importance of social media to our students, your department & the University as a whole.

Presented by the MSU Billings Student Affairs Social Media & Technology Committee

Welcome!

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University Relations & Communications
MSU Billings Official Social Media Guidelines & Best Practices



Friend us, follow us, tag us, like us and tweet us.

But do so carefully, thoughtfully and with Yellowjacket spirit.

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University Relations & Communications
MSU Billings Official Social Media Guidelines & Best Practices

Although each unit operates its own social media outlet, all official MSU Billings social media accounts are a voice for the university.

When using an officially recognized social media channel,
YOU are representing MSU Billings.

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University Relations & Communications
MSU Billings Official Social Media Guidelines & Best Practices

Common sense and



to avoid most vexing issues.

OK, There is sun,
So that direction is "up"

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MSU Billings Official Social Media Guidelines & Best Practices

- **Personal Account:** A social media account for the sole purpose of personal use. There are no identifications of the person as a representative of MSU Billings and content is restricted to personal information.
- **Public Account:** A social media account where a person represents MSU Billings as faculty, staff or a representative of a university-related organization. This includes personal branding accounts, such as a coach's blog, in which the employee identifies as a position facilitated by their employment with the university.

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A few things to consider:



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- Never share your social media passwords around the workplace or classroom.
- Protect confidential and proprietary information.
- Respect copyright and fair use.
- Usage of the MSU Billings logo(s).

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unauthorized color



squeezed logo



altered logo

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Before You Do Anything: Do You Really Need a Social Media Account?



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To be an Officially-recognized MSU Billings social media account, it must be reviewed and approved by University Relations and Information Technology.

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New registration protocol:



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Branding Basics

Trevor Belnap, Chad Schreier, Kealy Dowd & Lacey Solheid

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5 Factors That Define A Brand

- Brand Promise
 - At its core, a brand is a promise to consumers. What will consumers get when they purchase a product or service under your brand umbrella?
- Brand Perceptions
 - Brands are built by consumers, not companies. Ultimately, it's the way consumers perceive a brand that defines it.



TOYOTA



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5 Factors That Define A Brand

- Brand Expectations
 - Based on your brand promise, consumers develop expectations for your brand.
- Brand Persona
 - Rather than asking, "What is a brand?" a better question might be, "Who is a brand?" Every brand has a persona. Think of your brand as a person.



Microsoft

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5 Factors That Define A Brand

- Brand Elements
 - Your brand is represented by the intangible elements described above as well as tangible elements such as your brand logo, messaging, packaging, and so on. If one element is awry, your entire brand can suffer.



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The Bottom Line

- Bottom-line, a brand is clear, reliable, and believable to both your consumers and your employees.
- However, brands aren't built overnight.

Source: <https://aytm.com/blog/research-junction/branding-factors/>

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What is a Brand?

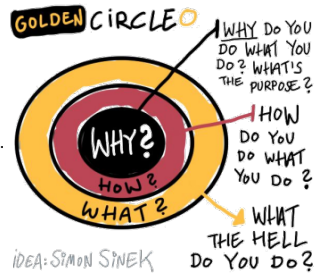
- A brand is more than a logo, tagline, advertisement or mission statement
- It is a story of your office, your department, the division, the university.

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The Golden Circle

- How Great Leaders Inspire Action by Simon Sinek
- "People don't buy what you do. They buy why you do it."
- Basic format for an elevator pitch



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Crafting the Elevator Pitch

- Know your office, department, and/or division
- Sit down with your staff members and consider the following:
 - What impact do you have on the lives of students? Faculty? Staff? Alumni? Donors? The community?
 - What are the strongest skills of your department? What kinds of programs, events, lessons, lectures, etc. do you offer the campus community?
 - What is different about what you offer? What can you offer the campus community that others can't?
 - What drives your department? Why do you do what you do?

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An Example:

As an office, the SUB believes student success and the student experience are immensely enhanced through engagement outside of the classroom. We work both individually and collaboratively with other departments and organizations on campus to offer meaningful and educational programs and entertainment for the campus community. We're responsible for all activities and events that take place outside of the academic realm.

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Creating Brand Ambassadors

- Brand Ambassador:
 - A person who works for an organization to represent its brand in a positive light and by doing so help to increase both brand awareness and sales.



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Weigh in 2016



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Who are your brand ambassadors?

- Faculty/Staff
- Active Community Members
- Students!!!!

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Being an Ambassador on Social Media

- Select your ambassador carefully, and make sure they understand your brand.
- Use a variety of media to relay your message; Tweets, Videos, etc. . .
- Strive for authenticity.

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Brand Consistency

- The difference between a good brand and a great brand...
- What is consistency:
 - Part of your marketing strategy
 - Easy to recognize
 - Flows across marketing channels
 - Reinforces your identity with customers

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Brand Consistency

- What makes consistency important?
 - Confidence
 - Familiarity
 - Strategy
 - Gives authority
 - Promotes conversation
 - Encourages customer interaction at a higher level

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Brand Consistency

- Basic steps for your office:
 - Communication is key
 - Access to information
 - Follow the Branding Guide from University Relations
 - Leverage the CampusStore resources
 - Accountability
 - Budgeting for success

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Brand Consistency

- <http://www.msubillings.edu/urelations/guidelines.htm>
- http://www.msubillings.edu/urelations/Editorial_Guidelines.htm
- www.northstarmarketing.com
- www.venveo.com
- www.brandability.com

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Questions?

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Measuring Success: Understanding Analytics

Shayla Fox, Mandy Madler, & Elizabeth Almann

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How can you measure success?

1. Define Success
Why are you on social media (or want to be)?
Set departmental or office goals
2. Analyze Results
Social Media has built-in analytics tools which include reach and engagement

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Setting Goals

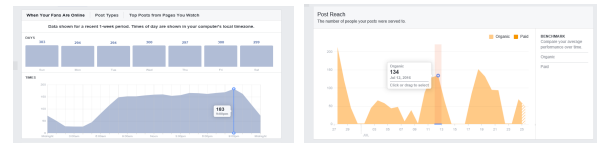
- Setting goals is the first step in creating a successful social media presence.
- Goals could be:
 - Increasing turnout to an event.
 - Informing students of a deadline.
 - Creating a positive campus environment.
- Can you think of any examples of goals you would set for a post or event on social media?

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Reach

Measures how much and how often others interact with you and your content on social media.

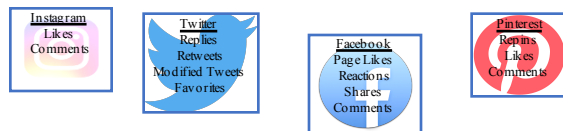


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Engagement

Measures how much and how often others interact with you and your content on social media.



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Facebook Insights

- Facebook Page Insights:
 - Monitor what's working and not working on your Page.
 - Understand the people who like your Page and engage with your posts.
 - Make decisions about the best ways to connect with your audience.
- Post Reach: the number of people who saw your post, broken down by paid posts, organic posts, or a side by side comparison.

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Influencers on Campus

- MSU Billings Official Facebook Page
- MSU Billings Chancellor
- Offices (OCI, Housing, Student Union, Money Smart, Advising & Career Services, Jackets & Co., Library, etc.)
- Clubs (TRiO Advocates, SUW, SAB, RHA, Veterans)
- Students



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Trial and Error

- Creating a successful social media presence requires trying different things to see what works.
 - Different content: videos, pictures, links to articles, word-only.
 - Posting at different times.
- Trial and error will help you figure out when your specific audience is online and increase your overall reach and engagement.

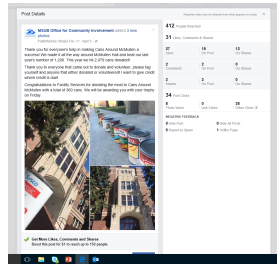
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Example #1

Cans Around McMullen was one of the most successful social media campaigns the Office for Community Involvement ran and this specific post had lots of engagement.

- Reasons:
- Competition
 - Pictures
 - Tagging other departments
- Goal:
- Promote Giving back to the community
 - Gain hype for next year



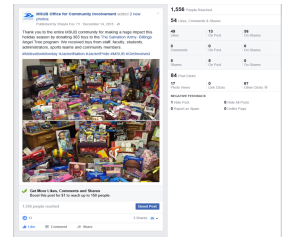
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Example #2

The Office for Community Involvement's Salvation Army Angel Tree Post had a large reach and lots of engagement.

- Reasons:
- Use of influencer on campus—MSU Billings
 - Pictures
- Goal:
- Increase campus morale & promote MSUB spirit of giving



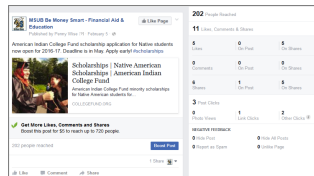
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Example #3

MSUB Financial Aid & Education reached a specific audience

- Reasons:
- Use of influencer on campus—Reno Charette/Office of American Indian Outreach
 - Picture
- Goal:
- Let Native students know about a specific scholarship opportunity
 - Promote MSUB Be Money Smart



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Questions?

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