



ASMSU

Social Media Playbook

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METRIC GLOSSARY

TERM	DEFINITION
Conversion Rate (CVR)	Percentage of users who view your post/ad and take specified action (i.e. signing up for a newsletter, accessing your website). Shows how effective a post is.
Engagement Rate	How much a post is encouraging the audience to interact with it. Varies between platform, some examples include: likes, comments, shares/retweets, link clicks, page views, mentions, tags, check-ins
Evergreen Content	Content that maintains its value over time. Can be recycled and repurposed on social media as it does not lose its relevance.
Impressions	How many times post was viewed in user's feed. Counts multiple impressions for a single user if they have seen the post more than once.
Reach	How many people have seen your post. Effective in showing how large your audience is and measuring progress toward spreading brand awareness. • <i>Organic reach</i>: reach through unpaid distribution to your audience • <i>Paid reach</i>: reach as a result of a paid ad, past your existing audience.

STRATEGIC GOALS

Increase Brand Awareness	Create Conversation	Services Understanding
● Tell ASMSU's story to create a connection with the target audience (students) ● Create a brand narrative that is consistent and suitable for target audience ● KPIs: reach, impressions	● Engage target audience in a discussion surrounding ASMSU ● Attract audience through captivating and shareable content ● KPIs: engagement	● Educate target audience on services and involvement opportunities ● Create conversion into taking action and utilizing resources ● KPIs: engagement

SOCIAL CONTENT FUNNEL

The path the audience travels through

EDITORIAL CONTENT

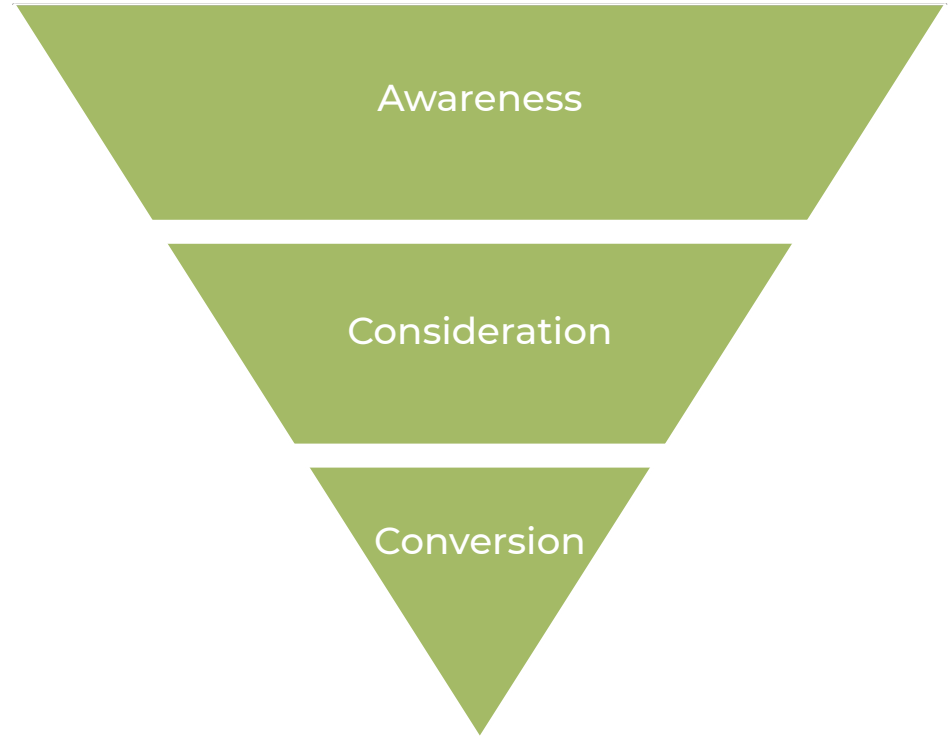
Objectives: Increase brand awareness and consideration of services offered.

Metrics: views, reach, impressions, engagement, message resonance.

GROWTH

Objectives: Increase number of students using our services.

Metrics: website visits, events attendance, newsletter sign ups, readership program sign ups, SafeRide numbers.



THE AUDIENCE

DEMOGRAPHIC

- Age: 17-24
- MSU students
- Living in East Lansing and nearby areas

MOTIVATIONS

- Save money on free services offered (SafeRide, printing, etc.)
- Get involved with the MSU community
- Represent students
- Change and improve MSU and the community

PRIORITIES

- Easy access to information
- Entertaining content
- Free services
- Up to date content

HABITS

- Spend 3-5 hours a day
- Invested in videos
- Attends social events (very sociable)
- Looking to save money





01

MEDIA CHANNEL STRATEGY

REFERENCES



55

Posts

1,170

Followers

689

Following

Ohio State USG
 Public & Government Service
 Undergraduate Student Government @ The Ohio State University | Twitter: @usgosu |
 Pres: @k8th3gr8 | VP: @juliadennen
 #StudentsServingStudents
go.osu.edu/USGApp19

Follow

Message

Email

▼

Apply

Events

Cabinet

Weekly Policy

Leadership



<

msliveon

...





381

Publicações

823

Seguidores

90

Seguindo

The Red Cedar Log
 Publisher
 The official yearbook of Michigan State University
 311 Student Services, East Lansing, Michigan

Seguindo ▼

Mensagem

Email

▼

'20 Seniors

'20 Portraits



SOCIAL MEDIA CHANNELS



Main platform to increase brand awareness and work as ASMSU branding channel.



Community engagement and complements Instagram content



Provide short- content information to educate the audience around the brand

TYPES OF CONTENT

Ongoing	Content that is consistently posted over time.
Livere	Engage with audience through current content that may be posted with more frequency in a day, such as Instagram stories and live, Facebook live and Snapchat.
Episodic	Contextually relevant and timely. Content is repetitive and consistent in order to build trust, familiarity and reliance over time.
User- Generated Content	UGCs is any content created and posted by unpaid contributors- the audience. Content humanises the brand, fosters authenticity and forms a community.
Evergreen	Content that maintains its value over time. Can be recycled and repurposed on social media as it does not lose its relevance.

CONTENT PILLARS

BRAND

Posts that emphasize on the goal of increasing brand awareness, while strengthening relationships with existing followers. Conveys the brand's mission and purpose.

COMMUNITY

Posts created by using crowdsourced content, such as UGC's, features with other student organizations and influential figures.

SERVICES

Posts that promote what the organization has to offer to the audience.

Instagram

Content Types	Engagement Frequency	Post Frequency	Post Times	Relevant Hashtags
• Photos • Videos • Giveaways • Tag someone • Call- to- action (CTA) • Questions • Stories: • Polls • Questions • Tests	Follow all Big Ten student governments and their activity. Comment on and like other organizations and people's posts. Share posts on story to remain engaged with other organizations and important events.	3x per week, depending on projects going on	Weekdays: 9-11am 4-5pm 8-9pm	#TeamASMSU #ASMSU #studentgovernment #MSU #Spartans #GameDay #events

Facebook

Content Types	Engagement Frequency	Post Frequency	Post Times	Relevant Hashtags
• Photos • Videos • Giveaways • Tag someone • Call- to- action (CTA) • Questions • Articles	Ongoing/real time.	3x per week, depending on projects going on	Weekdays: 9-11am 4-5pm 8-9pm	#TeamASMSU #ASMSU #studentgovernment #MSU #Spartans #GameDay #events 1-2 Hashtags the most.

Twitter

Content Types	Engagement Frequency	Post Frequency	Post Times	Relevant Hashtags
• Photos • Videos • Giveaways • Retweet • Articles • Announcements	Ongoing/real time.	1-2 times per day	Weekdays: 9-11am 4-5pm 8-9pm	#TeamASMSU #ASMSU #studentgovernment #MSU #Spartans 2-3 Hashtags the most.



02

MESSAGING



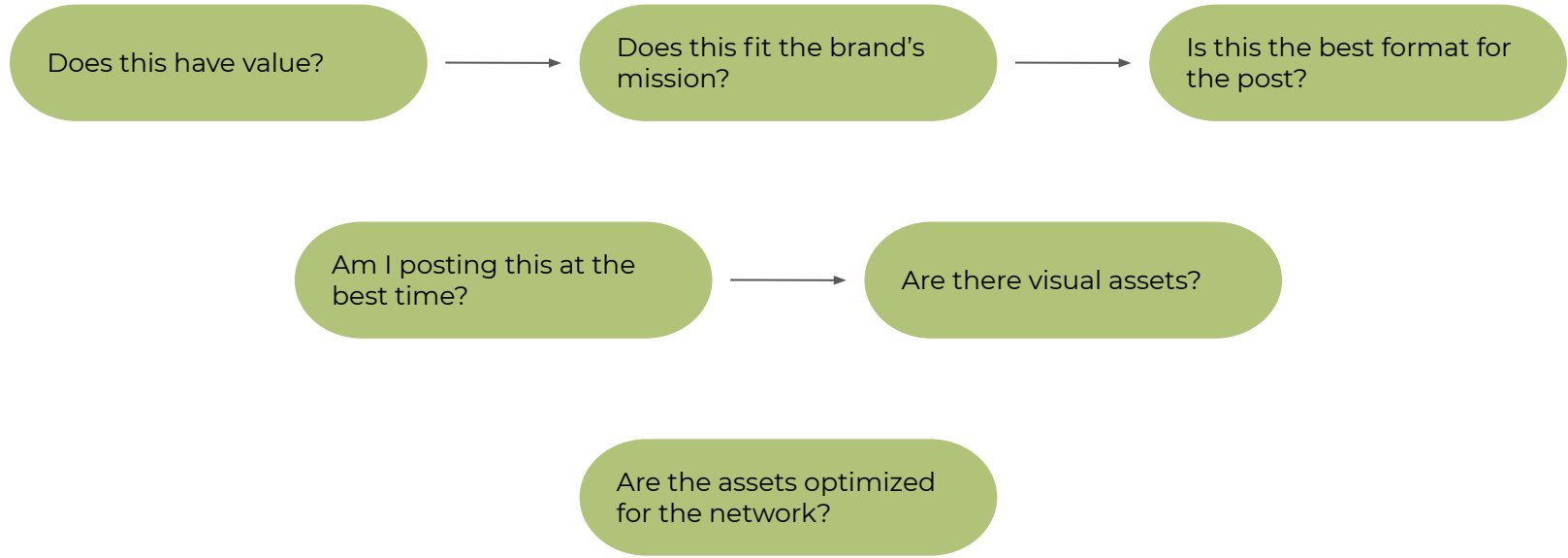
THE NARRATIVE

“Students serving students”

ASMSU is Michigan State University’s undergraduate student government. We represent over 50,000 students. Our mission is to improve students’ Spartan experience inside and outside the classroom. We empower students and advocate for them to inspire change. We are a large organization dedicated to diversity and inclusion.

SOCIAL MEDIA POSTS

Before posting consider the following:



SUCCESSFUL CONTENT

SIMPLE: focus on the main message

UNEXPECTED: capture attention with unique content

CONCRETE: be relatable and provide examples

CREDIBLE: check sources to be a trustworthy reference

EMOTION: emotional appeal drives sharing and encourages interaction with target audience

STORYTELLERS: works well with emotional appeal and humanises messaging

SOCIAL: add value to conversations and engage in topics that the audience is interested in as well, not only in focusing in promoting messaging

VOICE & TONE

A consistent voice is essential to maintain branding and messaging.

- Cultivating a voice the target audience can relate to encourages their engagement with the brand.

Our integrity: We are inclusive in our approach and maintain our goal to best serve all students with earnest.

SOCIAL MEDIA VOICE

Character

Friendly, warm, confident
and professional

Tone

Friendly, conversational,
personal and positive

Language

Simple, informative,
concise and
straightforward

CONTENT CALENDAR

Purpose: monthly schedule and organize social media content. Serves as an overview of the online activity. Ensures the completion of all facets of a post (written content, asset, links, etc.)

Include:

- Date
- Channel (Instagram, Facebook, Twitter)
- Caption
- Visual Direction
- Asset



03

COMMUNITY

OBJECTIVES

COMMUNITY

The community is made up of current students who use the services, the target audience and those who interact with the brand directly and indirectly.

COMMUNITY MANAGEMENT

ASMSU uses opportunities to interact with current MSU students and build relationships with the community through in-person and online spheres.

THE OBJECTIVE

Use online presence and interactions to engage with audience, build relationships, increase brand awareness and engagement and drive traffic.

COMMUNITY BUILDING APPROACH

Follow and Engagement Approach:

Cover content that is pertinent to interest categories of the demographic.

Follow and engage with content related to the following topics:

- Lifestyle
- Academia
- University
- Michigan State University

WHY WE ENGAGE

1

EDUCATE AND SERVE

Represent the student body and impact change and improvements in Spartan experience.

Promote free services offered and support provided by ASMSU.

2

INSPIRE AND ENGAGE

Generate conversation with students to better represent.

Encourage and contribute to community conversations.

3

CONVERT

Drive traffic to website, increase event attendance, student feedback and students using the services.

Drive engagement with the content.

HOW WE ENGAGE

Comments and replies are used to **serve** and **engage**. Only use in opportunities with such potential. Responses must be prompt.



Determine
the **aim**

Add **value**

Be **personal**

Create
response
relevant to
the **purpose**

WHEN WE ENGAGE

Direct Interactions

We engage with all the content in social media that relates to ASMSU by mentioning through liking and commenting back.

- ASMSU posts
- ASMSU comments
- ASMSU photo tags in UGC

Outreach

We engage with like-minded student organizations, Student Affairs content and wider-MSU community.

- Registered Student Organizations (RSOs)
- Student Affairs department
- MSU- related affairs



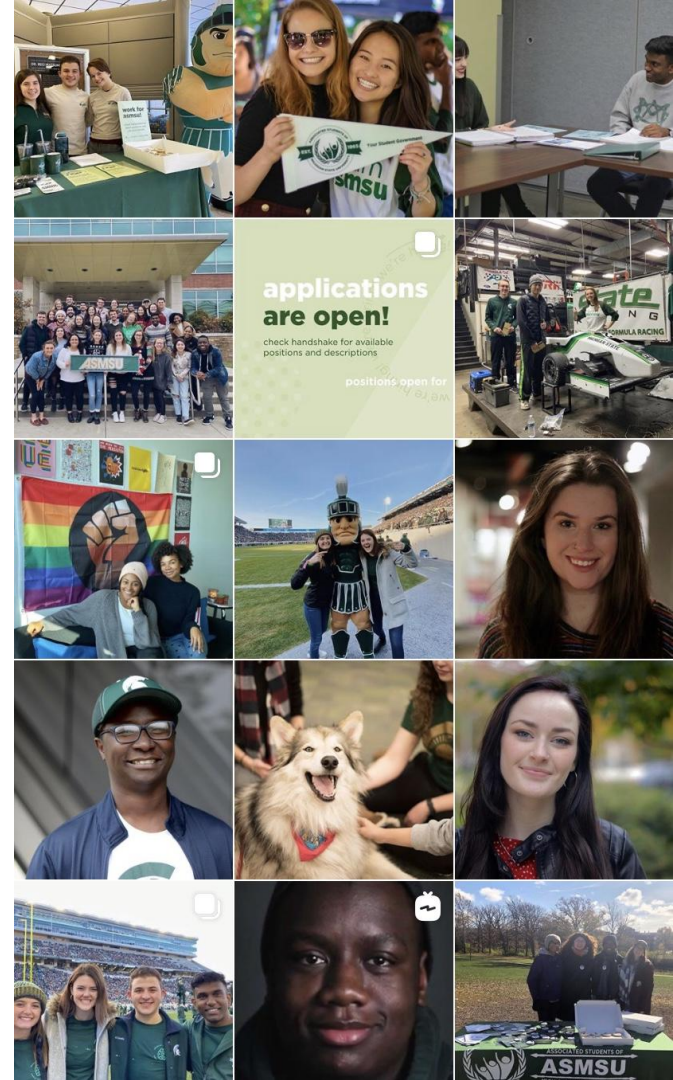
04

STYLE GUIDE

VISUAL MASTER

The ASMSU social approach is bright, friendly, relatable and approachable. We capture real people, places, experiences and events.

We want to reflect the Spartan experience within academia and personally and how ASMSU can enhance that. The focus is on students and activities and events to take part of and services provided.



VISUAL GUIDE

General

- Bright and and illuminated with traces of green and/or white
- Filter should be subtle and natural
- More photos of people and less graphics.
Graphics only when large amounts of information is needed to be conveyed
- Photos should tell a clear story (see slide 22)
- Photo of people should be mainly candid and natural, in the moment and should focus on students and their experiences
- Photography should show our interaction with students, encourage involvement and inspire change

STORIES STYLE GUIDE

Stories are a secondary, exclusive feed for close followers. The 24-hour period that it is available for creates a sense of emergency and “must- see” sense to shared content.

TYPES OF INSTAGRAM STORIES



How To's &
Tutorials

UGCs

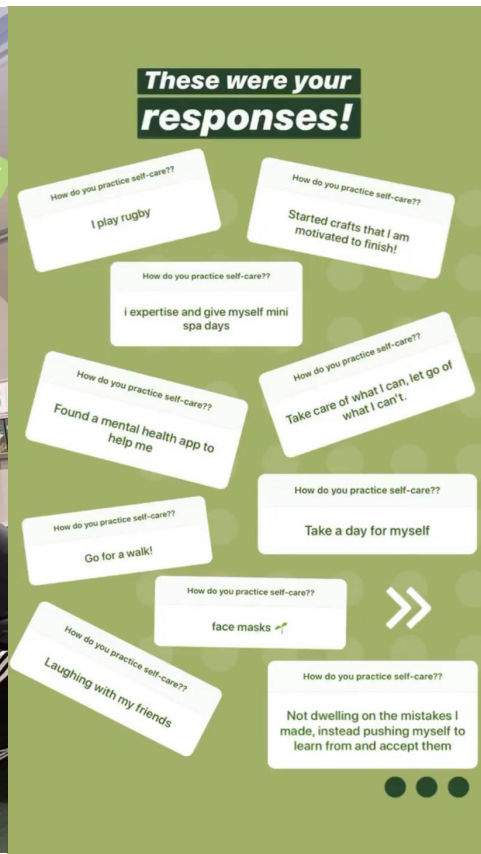
Behind-
The-
Scenes

Time-
Sensitive
offers

Special
Announce-
ments

INSTAGRAM STORIES

- Use sequential frames to tell a story
- Portray the MSU community, featuring students and their experiences
- Day-in-the-life portrays raw and natural content that students can relate to
- Highlight services offered by ASMSU
- Utilize behind-the-scenes to heighten curiosity and anticipation on upcoming projects
- Motivational stories have an emotional appeal and are approachable
- Highlight cultural moments and diversify focus
- Utilize Instagram stories tools to drive engagement:
 - Questions
 - Polls
 - Tests
- Take advantage of audience's more willingness to post on their stories than feed, to generate UGCs





THANK YOU