BRAND SYMPOSIUM

Creating the Miner Experience through Digital Communication and Social Media

*Lindsey Dunstedter, Digital Content and Social Media Coordinator, Missouri S&T*
Welcome to writing for social and web!

https://www.youtube.com/watch?v=f61SPxeIEgU
HOW WOULD YOU DESCRIBE THE S&T VOICE WHEN WRITING FOR THE WEB OR SOCIAL MEDIA?
What is our voice?

- INNOVATIVE - Without being jargon-filled
- BOLD - Without being brazen
- CLEVER - Without being jokey
- FORWARD-LOOKING - Without being dreamy
- CONFIDENT - Without being boastful
- MATTER-OF-FACT - Without being simplistic
- DIRECT - Without being commanding
Which photo do you prefer? Why?
Who are our audiences?

Well, that depends.
Who are our stakeholders?

PROSPECTIVE STUDENTS

*Is S&T the right choice for me?*
*Is it affordable for me?*

**Message:**
An inclusive and connected community where you can create your own opportunities (personally, professionally and philanthropically).

CURRENT STUDENTS

*How do I get involved on campus?*

**Message:**
We cultivate your curiosity in and out of the classroom in an environment that celebrates the intellectual where there are immersive opportunities to get involved.

FACULTY AND STAFF

*How can we support and elevate the S&T national reputation?*

**Message:**
We make sure our students are able to contribute from day one, and that they have access to premier research opportunities, so they can work in both self-directed and collaborative manners.

ALUMNI AND DONORS

*How do I talk about S&T now?*

**Message:**
S&T builds upon a heritage of discovery, creativity and innovation so that all students are ready to pursue and solve the world’s challenges.

EMPLOYERS

*Do S&T graduates meet our employment needs?*

**Message:**
This community has an entrepreneurial spirit and an innovation-oriented culture that makes any student successful in any career.

RESEARCH INVESTORS

*Does S&T have the research expertise to meet our needs?*

**Message:**
S&T students and researchers are inventive and resourceful in their outlook, bringing a diversity of ideas to the table, ensuring you get an impressive value for your investment.
How can our audience find us? Consistency.
How can our audience find us? Consistency.

FACEBOOK

Missouri S&T ✔️
@MissouriSandT

Missouri S&T
GGPE
@MissouriSandTGGPE

Missouri S&T Office of International Affairs
@SandTOICA
How can our audience find us? Consistency.

TWITTER

**S&T College of Engineering and Computing**
@SandTec
The @MissouriSandT College of Engineering and Computing is one of the nation’s leaders in engineering and computing education and research.

- Rolla, MO
- cecmst.edu
- Joined May 2016

**S&T Chancellor**
@SandTChancellor
The official Twitter account for the @MissouriSandT chancellor. Interim chancellor is @ChrisGMaples

- Rolla, MO
- mst.edu
- Joined January 2012

**S&T College of Arts, Sciences, and Business**
@sandtcasb
An intellectual community of diverse academic departments focused on student success, experiential learning, and real-world problem solving.

- Rolla, MO
- casb.mst.edu
- Joined April 2016
Group writing activity
Want to talk more about your digital and/or social presence?