Missouri University of Science and Technology

Solving for Social Media

Brand Symposium

Sept. 14, 2022
Agenda

- Level-set on storytelling
- Social media objectives
- Channels
- Strategy
- Getting started
Social Media = Storytelling

- Characters
- Setting
- Plot
- Conflict
- Resolution
Social Media = Storytelling

- Milkweed depletion
- Illegal logging
- Climate crisis

**Pollinators** provide invaluable service for flowers and food supply

**May 2022:** The presence of monarch butterflies was 35% greater than the
Social Media = Storytelling

- The characters
- One way to classify a character is by examining how they change
- Character Types
  - (dynamic, static, symbolic)
- The setting is where we can promote S&T
  - Our campus is the location for the stories
Social Media = Storytelling

- The plot
  - Sequence of events

- The conflict
  - What needs to be solved?

- Milkweed depletion
- Illegal logging
- Climate crisis
Social Media = Storytelling

- Who is the hero?
  - Sequence of events

- Those developing solutions for our complex world
  - Students, faculty, research

Caption: Float like a butterfly, analyze like a scientist. Dr. Niranjana Krishnan is studying what’s killing butterflies to save the monarchs.
Social Media = Storytelling

- Happily ever after?
  - Will the story keep unfolding?
- Who benefits?
  - Solution focused

May 2022: The presence of monarch butterflies was 35% greater than the previous year.
Pollinators provide invaluable service for flowers and food supply.

Milkweed depletion

Illegal logging

Climate crisis

May 2022: The presence of monarch butterflies was 35% greater than the
Social media = Storytelling

- Our brains are wired for storytelling
  - It’s a survival mechanism
- Storytelling is a collective effort
  - Every interaction and communication conveys a message about S&T
- What S&T solutions are you sharing?
  - Who are the heroes you work with?
  - What are they solving for?
- Stories teach, inspire, motivate and challenge
Social Media Objectives

- Brand Awareness
  - Expand reach
  - Increase exposure to the brand
  - Improve search ranking
Social Media Objectives

▶ Engagement
  • Share personality
  • Build relationships
  • Increase brand loyalty
Social Media Objectives

- Support enrollment
  - Drive traffic
  - Inform
  - Support other marketing efforts
  - Help influence student recruitment
  - Not a 1:1 ratio
Social Media Objectives

- Decision makers exposed to consistent content are 50% more likely to view that brand as an expert in the space
- Content, is content, is content
- Social media is like coffee
  - It’s great if you love it, but it’s not for everyone
Social Media Channels

Facebook: I like coffee

Instagram: Here’s 10 photos and a video of my coffee
Instagram stories: Here’s a behind-the-scenes video of my coffee being made

LinkedIn: My skills include drinking coffee

TikTok: Here’s a video of me dancing with my coffee

Twitter: I am drinking #coffee

YouTube: Watch me drink coffee
Social Media Strategy

It all starts with strategy!

▶ Helps you tell the stories
▶ Define your project
▶ Your Purpose
▶ Your Positioning Statement
▶ Target Audience
▶ Key Point
# Social Media Strategy

Check for message clarity and uniformity

<table>
<thead>
<tr>
<th>Character/Persona</th>
<th>Tone</th>
<th>Language</th>
<th>Purpose</th>
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<tbody>
<tr>
<td>Ambitious</td>
<td>Welcoming</td>
<td>Approachable</td>
<td>Engage</td>
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<td>Unexpected</td>
<td>Inspirational</td>
<td>Educate/inform</td>
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What we are NOT
- Old-fashioned
- Quiet
Social Media Go!

- You’ve thought about the stories you want to tell and the heroes you will showcase
- You’ve figured out how and who you are going to talk to by picking relevant social channels and defining your target audience
- What’s next?
Social Media Go!

▶ Welcome, Kaitlin Brothers!
▶ Kaitlin can help with channel creation and overseeing your content as a channel admin
▶ Social media training
▶ Go.mst.edu/marketingrequests
Questions and cross-examination

- What is your biggest challenge with social media?
- What will you do differently as a result of this session?
- What does your social media say about S&T?
- How is the room temperature?