



Missouri University of Science and Technology

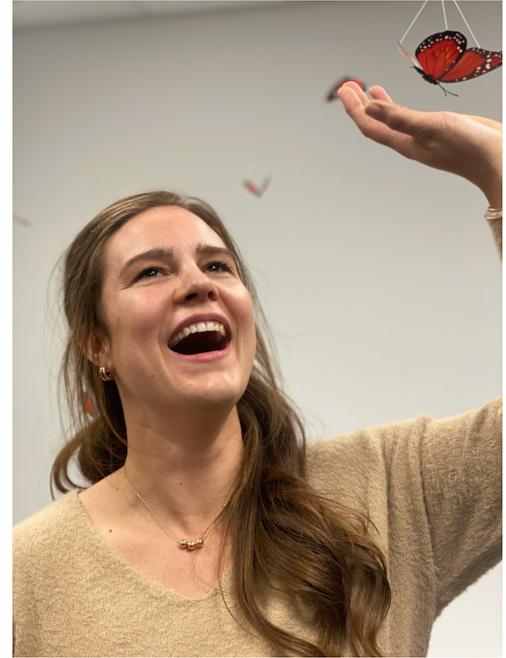
Solving for Social Media

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



NATIONAL GEOGRAPHIC

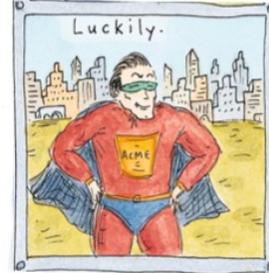


A new study finds that monarch wings are getting larger, possibly because climate change has forced the butterflies to travel longer distances as breeding grounds shift farther north.
PHOTOGRAPH BY JOEL SARTORE, NAT GEO IMAGE COLLECTION

ANIMALS | NEWS

We're losing monarchs fast—here's why

It's not too late to save them, but it's a question of whether we make the effort, scientists say.



May 2022: The presence of monarch butterflies was 35% greater than the



Eastern monarch butterfly population shows signs of recovery



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

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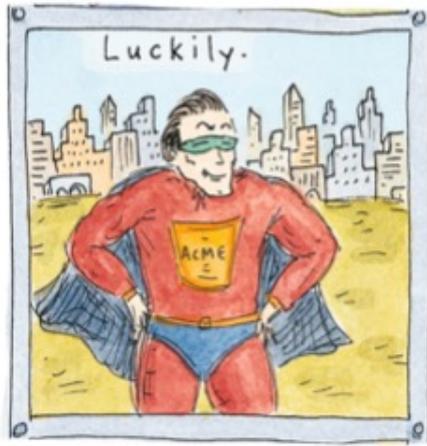
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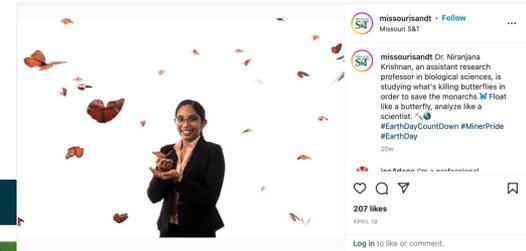
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Social Media = Storytelling



- ▶ 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



Social Media = Storytelling

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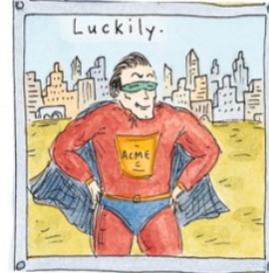


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Social media = Storytelling



- ▶ 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

	A	B	C	D	E	F
1	2022 SOCIAL STRATEGY - MISSOURI S&T					
2	RESEARCH - DISCOVERY - ANALYSIS					
3	PROJECT DEFINED				Stay actively connected with the students, potential students, alumni, and academic leaders on social media.	
4	YOUR PURPOSE				Missouri S&T integrates education, research and application to create and convey knowledge that serves our state and helps solve the world's great challenges.	
5	YOUR POSITIONING STATEMENT				Missouri S&T is the leading public technological research university for discovery, creativity and innovation.	
6	TARGET AUDIENCE				<p>Primary Audience: Current Missouri S&T family, including students, prospective students, alumni and staff</p> <ul style="list-style-type: none">▶ Most students are 25 or younger (Gen Z), a small percentage are Millennials▶ The majority of undergraduates are from Missouri▶ Students are 46% male and 54% women▶ Professors are highly specialized <p>Secondary Audience: Leaders in higher education and STEM fields</p> <ul style="list-style-type: none">▶ Including computer and mathematical occupations, engineers and architects, physical scientists, life scientists, and health-related jobs such as healthcare practitioners and technicians▶ STEM workforce is growing, particularly for computer jobs▶ As of 2016, 17.3 million workers ages 25 and older were employed in STEM occupations, comprising 13% of the total U.S. workforce. <p>Additional Audience: Rolla residents</p> <ul style="list-style-type: none">▶ Improve community engagement▶ The median age is 26▶ Population had a 0.05% growth rate in 2021▶ Average household income \$53,602 (https://worldpopulationreview.com/us-cities/rolla-mo-population)	

Social Media Strategy

Check for message clarity and uniformity

EXECUTE – IMPLEMENT – LAUNCH				
CHECK FOR MESSAGE CLARITY AND UNIFORMITY ACROSS PLATFORMS	Character/Persona Ambitious Imaginative Collabrative Dynamic Forward-thinking Encouraging Leader Visionary	Tone Welcoming Unexpected Accessible Engaging	Language Approachable Inspirational Connected	Purpose Engage Educate/inform
	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](https://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?