

# BRAND SYMPOSIUM

Creating the Miner Experience through Digital  
Communication and Social Media

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 Missouri S&T

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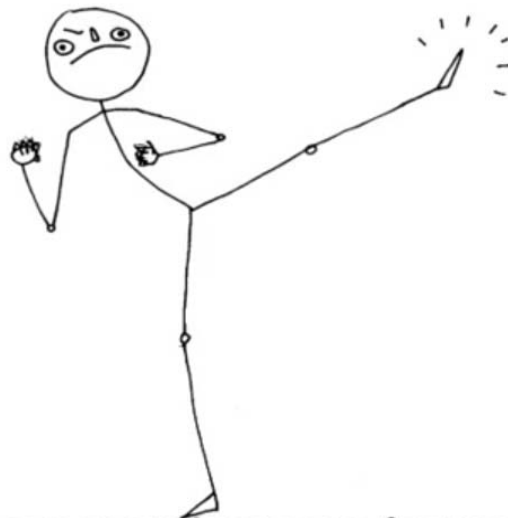
Ever seen a dinosaur ride a bike? Well now you have, thanks to our #SigEp chapter.

<https://www.facebook.com/MissouriSandT/videos/10153651240294044/>



# Welcome to writing for social and web!

A SMART MOVE



RESPONDING TO THE RHETORICAL SITUATION

<https://www.youtube.com/watch?v=f61SPxeIEgU>

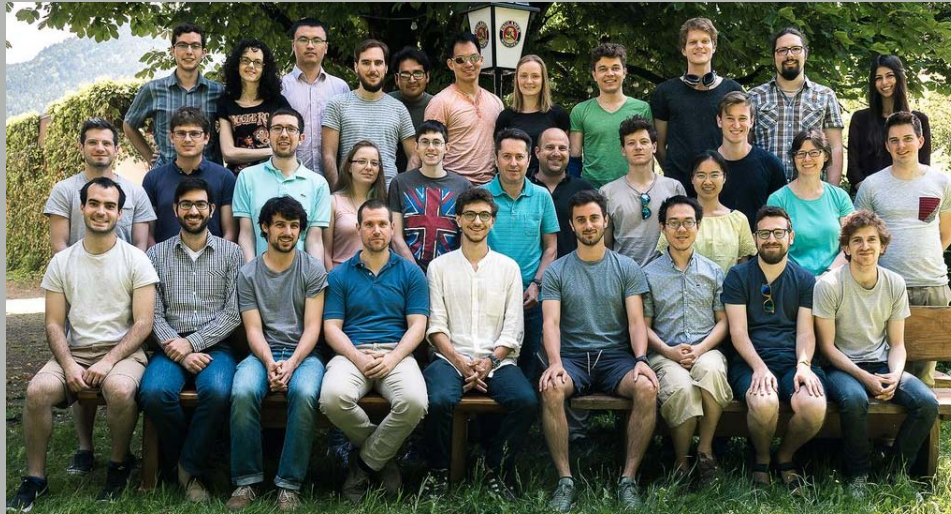
MISSOURI  
**S&T**

**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?



MISSOURI  
**S&T**

# 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?*

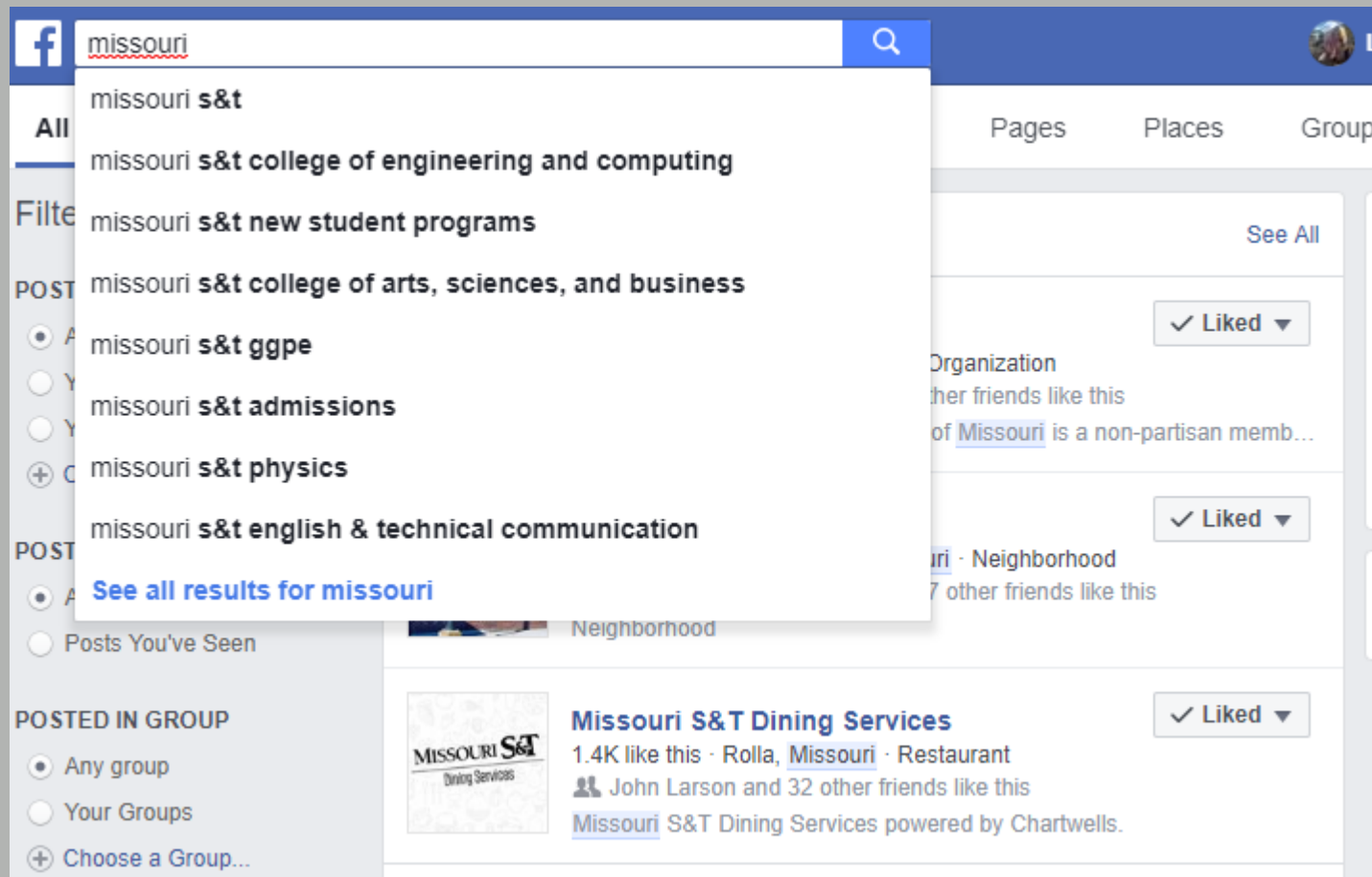
**Message:**

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



# How can our audience find us? Consistency.

## TWITTER



**MISSOURI S&T**

**S&T College of Engineering and Computing**  
@sandtcec Follows you

The @MissouriSandT College of Engineering and Computing is one of the nation's leaders in engineering and computing education and research.  
[#minersdigdeeper](#)

📍 Rolla, MO  
[cec.mst.edu](#)  
📅 Joined May 2016



**MISSOURI S&T**

**S&T Chancellor**  
@SandTChancellor Follows you

The official Twitter account for the @MissouriSandT chancellor. Interim chancellor is @ChrisGMaples  
[#MinersDigDeeper](#) [#GoMiners](#)

📍 Rolla, Mo.  
[mst.edu](#)  
📅 Joined January 2012



**MISSOURI S&T**

**S&T College of Arts, Sciences, and Business**  
@sandtcasb Follows you

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?**

