TIPS

SOCIAL MEDIA
#MONTANASTATE

Questions to Ask Yourself

• What do we want social media to help us achieve?
• What are our goals & how can we use social media to help us reach our goals?
• Who is our audience?
• How do we want our audience to respond?
• What barriers stand in our way of reaching these goals and how will we address them?

Engage & Listen

• Don't "set it and forget it."
• Let your analytics guide your strategy.
• Use the #MontanaState hashtag!
• Create a content calendar.
• Post consistently - 1-2x/week is fine
• Always post a photo, video or graphic!
• Facebook posts with <40 words are the most successful!

Sample Goal: Strengthen MSU’s brand and improve MSU’s reputation.

Strategy #1: Integrate social media plan into the overall strategy of University Communications.
• Tactic A: Use social media to share top web content created by the MSU News Service.
• Tactic B: Edit the backend code to www.montana.edu/news to include code from Twitter allowing Tweets with links to the MSU News Service page to generate a summary card with a large image.

Strategy #2: Reinforce the MSU brand.
• Tactic A: Develop and promote key university messages in conjunction with MSU’s Strategic Plan.
• Tactic B: Share MSU’s accomplishments, awards, rankings, etc. while being mindful of our competitor’s rankings.

Join the Conversation

Facebook /montanastate
Twitter @montanastate
Instagram @montanastateuniversity

Contact Information
Nilam A. Patel
406-994-4594
Culbertson 438
nilam.patel@montana.edu
socialmedia@montana.edu
FACEBOOK, TWITTER & INSTAGRAM POSTS

Tip: posts with <40 words are more successful!

You have a 140 character limit!
(media attachments don't count)

Include a photo & caption!