

Effective Social Media for Student Engagement



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Meet the Social Team



- **Sarah Triplett**
Social Media Strategist



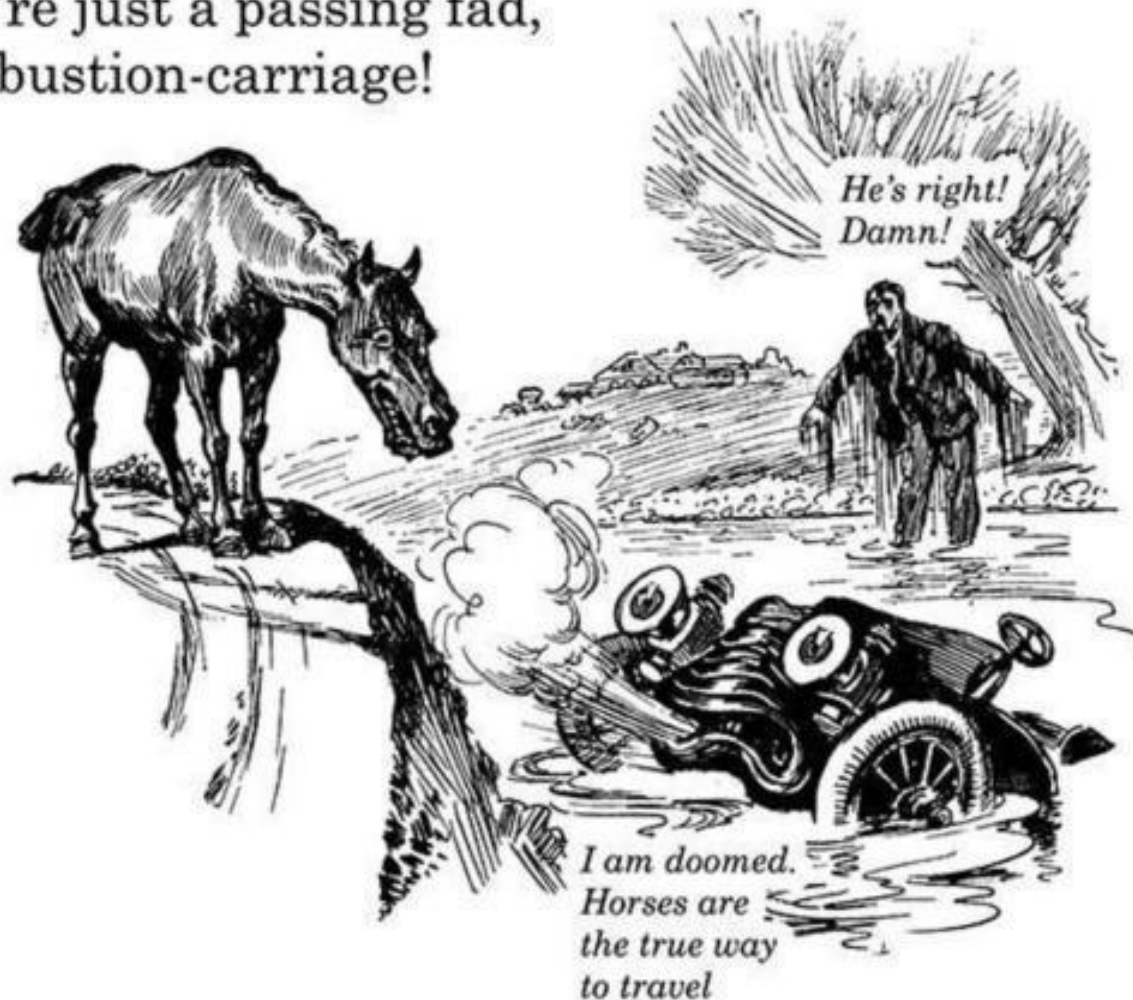
- **Sarah Kirk**
Video Producer



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Hahaha! Horses are forever!
You're just a passing fad,
combustion-carriage!



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A long, empty search bar with a thin gray border. On the right side of the bar is a small, colorful microphone icon, indicating voice search functionality.

Google Search

I'm Feeling Lucky

New! Get help at a glance. Introducing [Google Home Hub](#)



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Where should we begin?

+ Ask anything



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Mantras for Growth

Facts over Feelings

Fearless Over Flawless

Get Out of the Way



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A Few Accolades



Transforming MSU Socials

Contributors:

- Thomas Broadus – Chief Marketing Officer
- Sarah Triplett – Social Media Strategist
- Jordan Ables – Marketing and Communication Coordinator
- Sarah Kirk – Video Producer
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TikTok – Dads on Move-in Day

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A Few Accolades

WE ASKED FRESHMEN
TO PRONOUNCE PLACES
IN MISSISSIPPI



Mississippi Town Names

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Our Growth

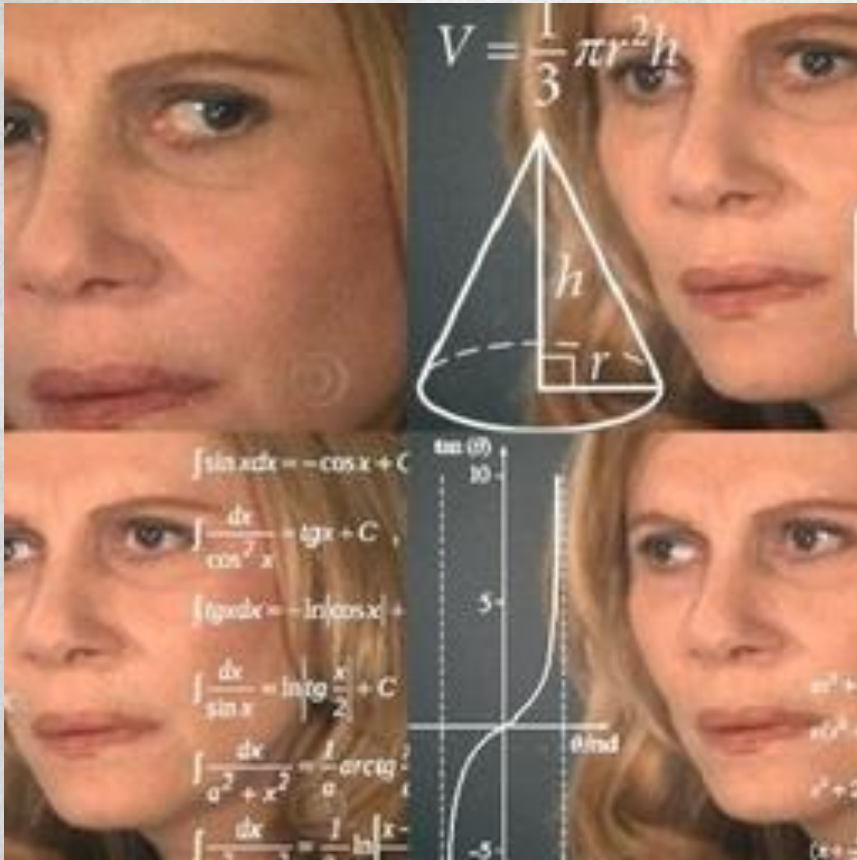
			Organic Posts ↕	Views/Impressions ↕	Engagements ↕
1	Mississippi State University →		<u>662</u>	29,159,016	893,640
2	The University of Oklahoma →		<u>383</u>	21,465,664	745,286
3	University of Georgia →		<u>379</u>	18,088,023	737,779
4	Texas A&M University →		<u>314</u>	31,981,418	697,566
5	The University of Mississippi - O... →		<u>409</u>	11,489,018	590,015



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Facts Over Feelings



- **No Subjective Language**
 - That's good!
 - That's bad!
 - That's crazy!
- **Trust the Data**
- **Failure isn't Failure**



Fearless Over Flawless



- Perfection Kills Momentum
 - Courage Creates Movement
 - Stop Collaborate and Listen
- (But not for too long)



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Get Out of the Way



- Of Your Team
- Of the Big Idea
- Of Momentum



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Social Wins

Crash the Course

300K+ views across platforms
for the series

Other Classes

- Apparel Construction
- Mechanical Engineering
- Radar Meteorology

Embrace The Mundane



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Social Wins

Moms and Dads on Move-In

17 million+ views across platforms for
Moms and Dads on Move-In Day
videos

Fearless Over Flawless



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Social Wins

The Cowbell

Get Out The Way



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Social Wins 2024 to 2025

Organic Posts

2,319 77,200% ~

Video Views

32,914,439 970,255% ~

Views/Impressions

95,980,954 97,869% ~

Social Value

\$4,571,882 180,108% ~

- Define your audience
- Be intentional
- Be creative
- Be an explorer

Engagement

3,993,516 60,546% ~

Engagement Rate

4.16% 38% ~

Facts Over Feelings



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Q&A

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