



CABS Digital Updates

November 29, 2018

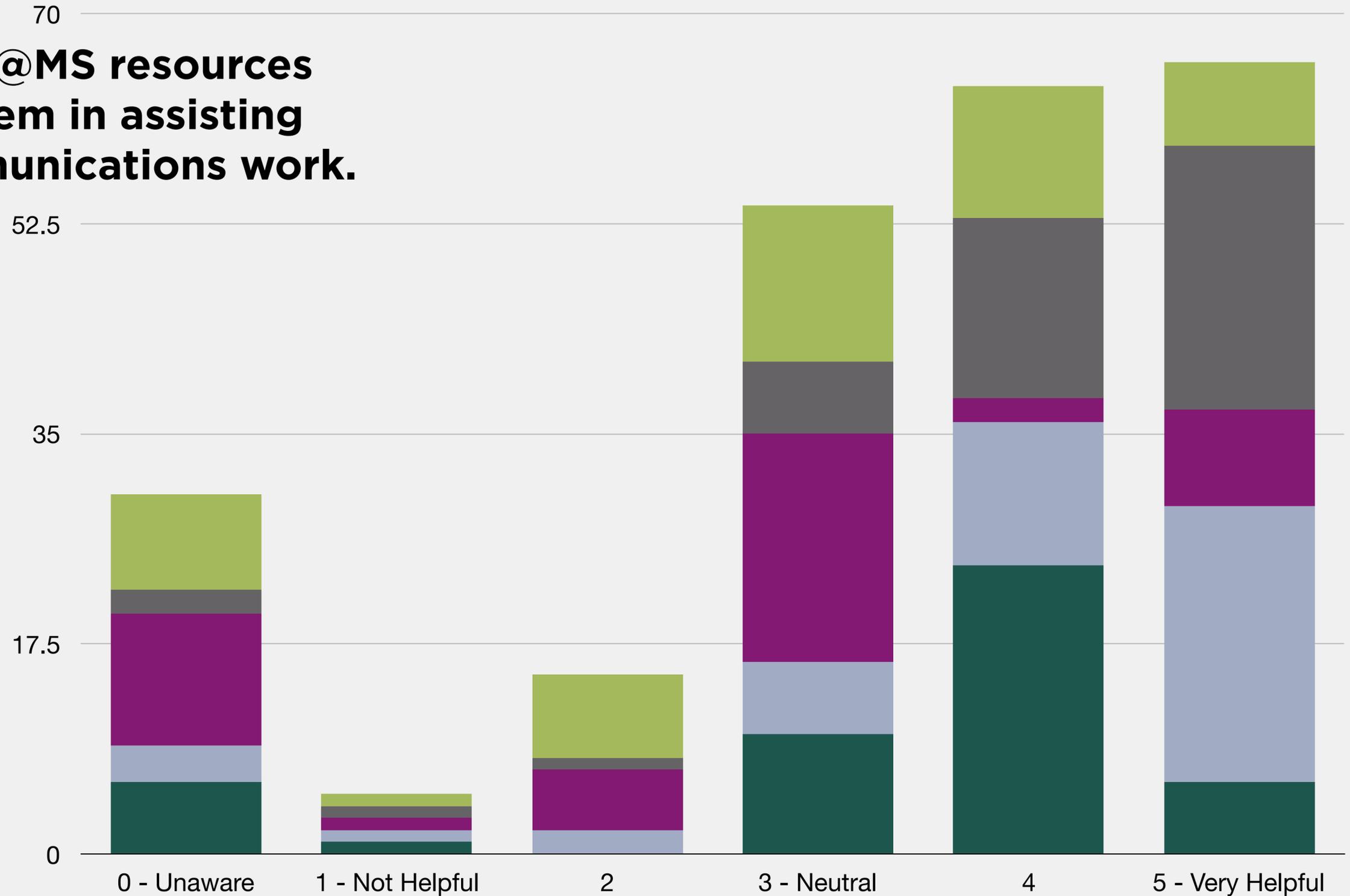
Agenda

- Digital team staff update
- S@MS survey results
- Sprinklr Enterprise update
- FERPA & HIPAA presentations
- Sharing tips & tricks

Social @ Michigan State Survey Results

Please rate the following S@MS resources for how helpful you find them in assisting you with your digital communications work.

- Directory
- Meetings
- Website
- Facebook
- Email



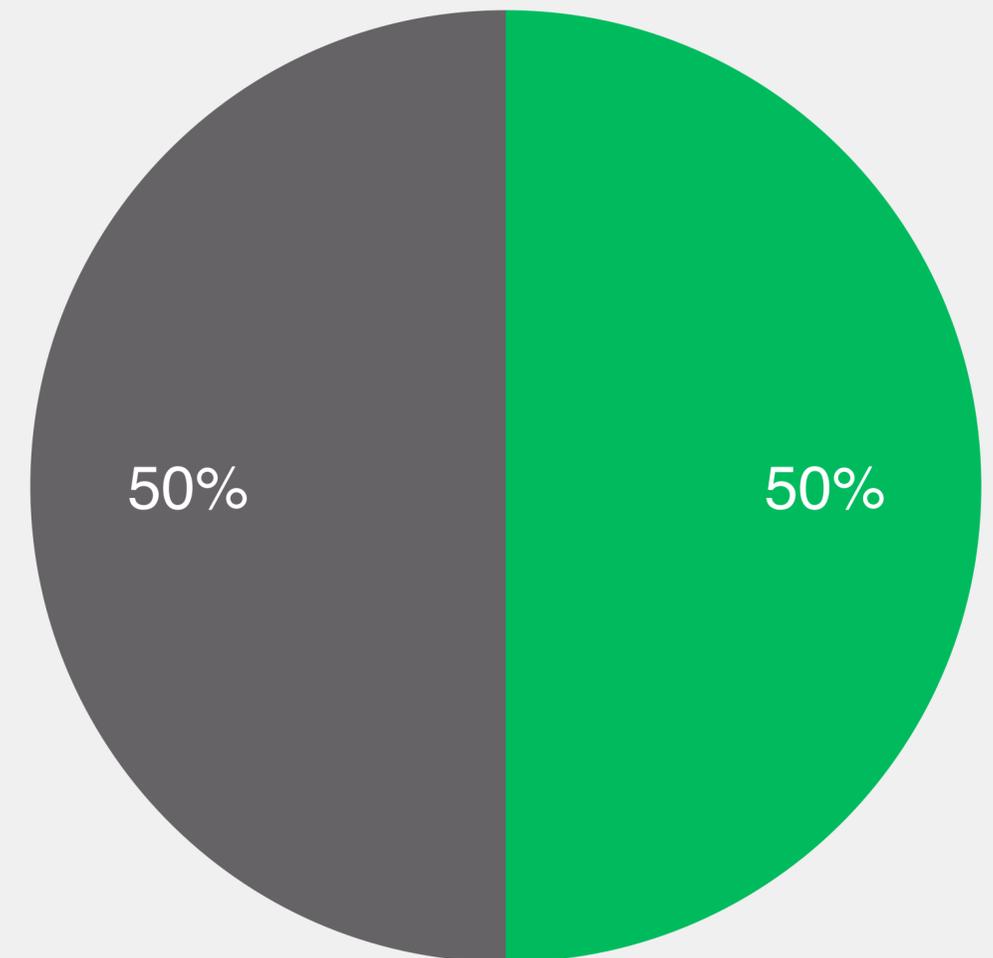
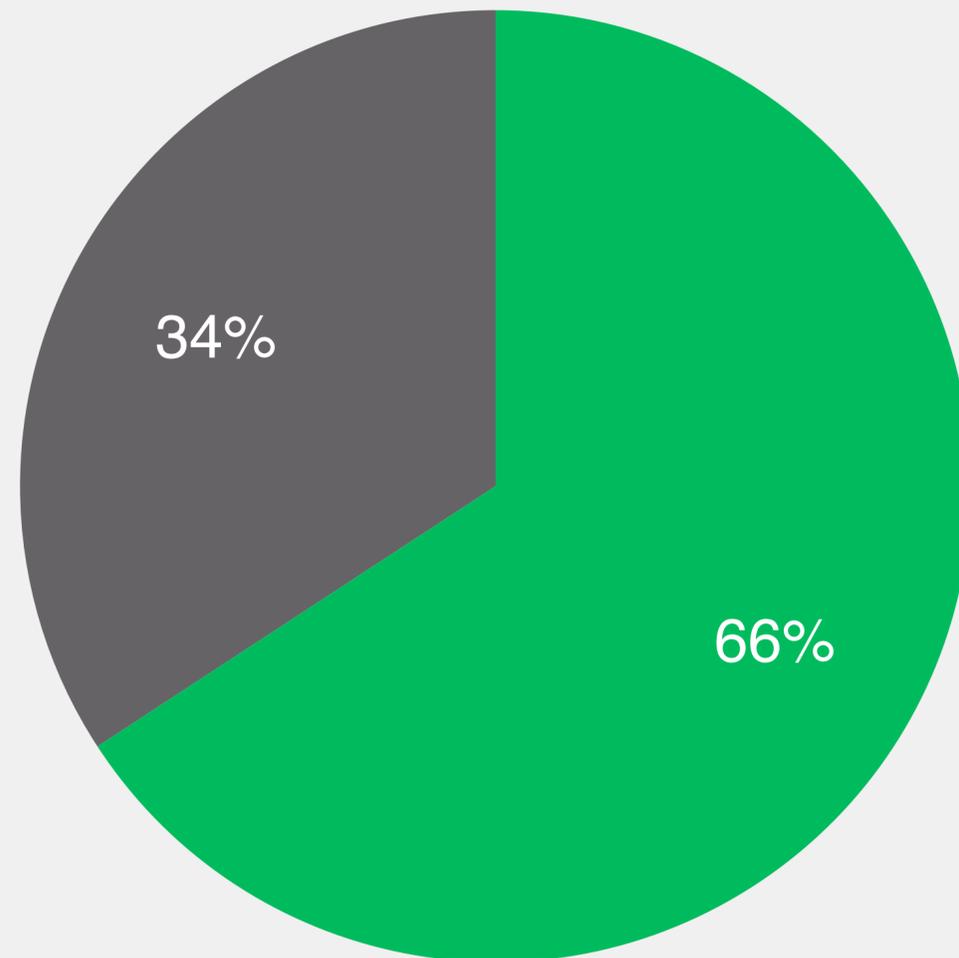
Social @ Michigan State Survey Results

Do you currently utilize any of the following?

Communications Strategic Plan

Communications Editorial Calendar

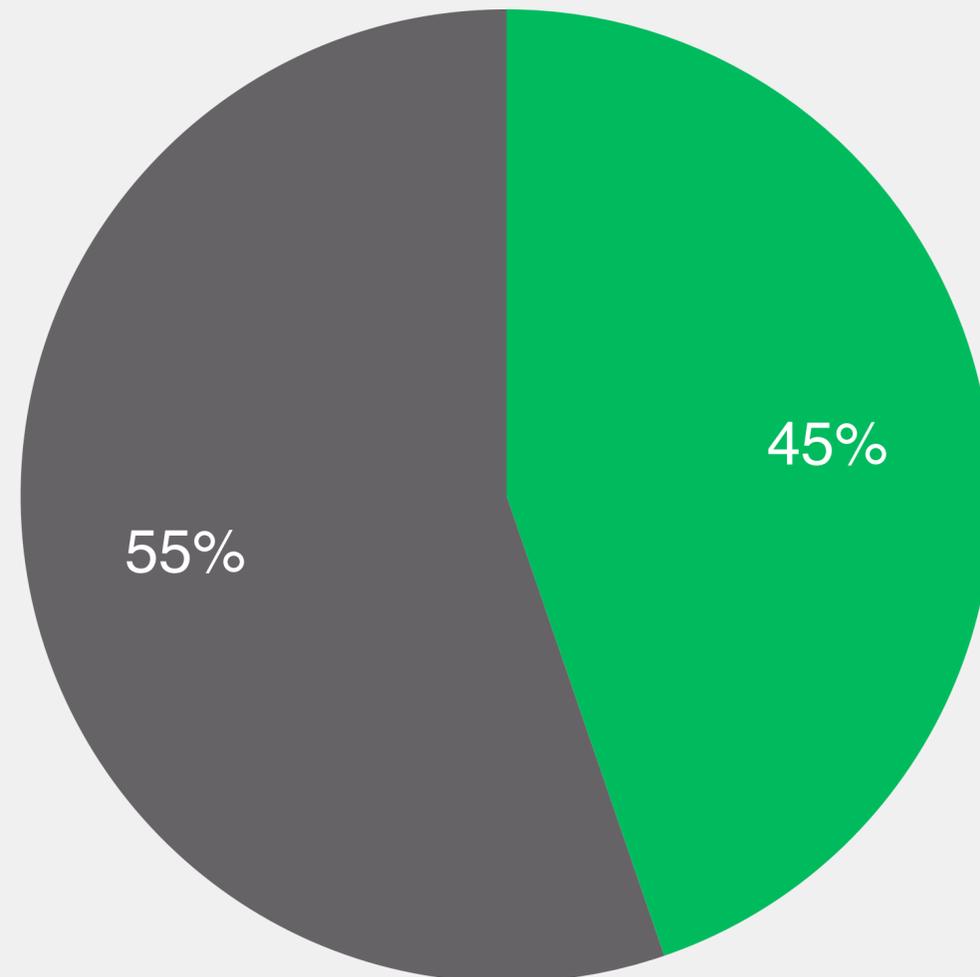
- Yes
- No



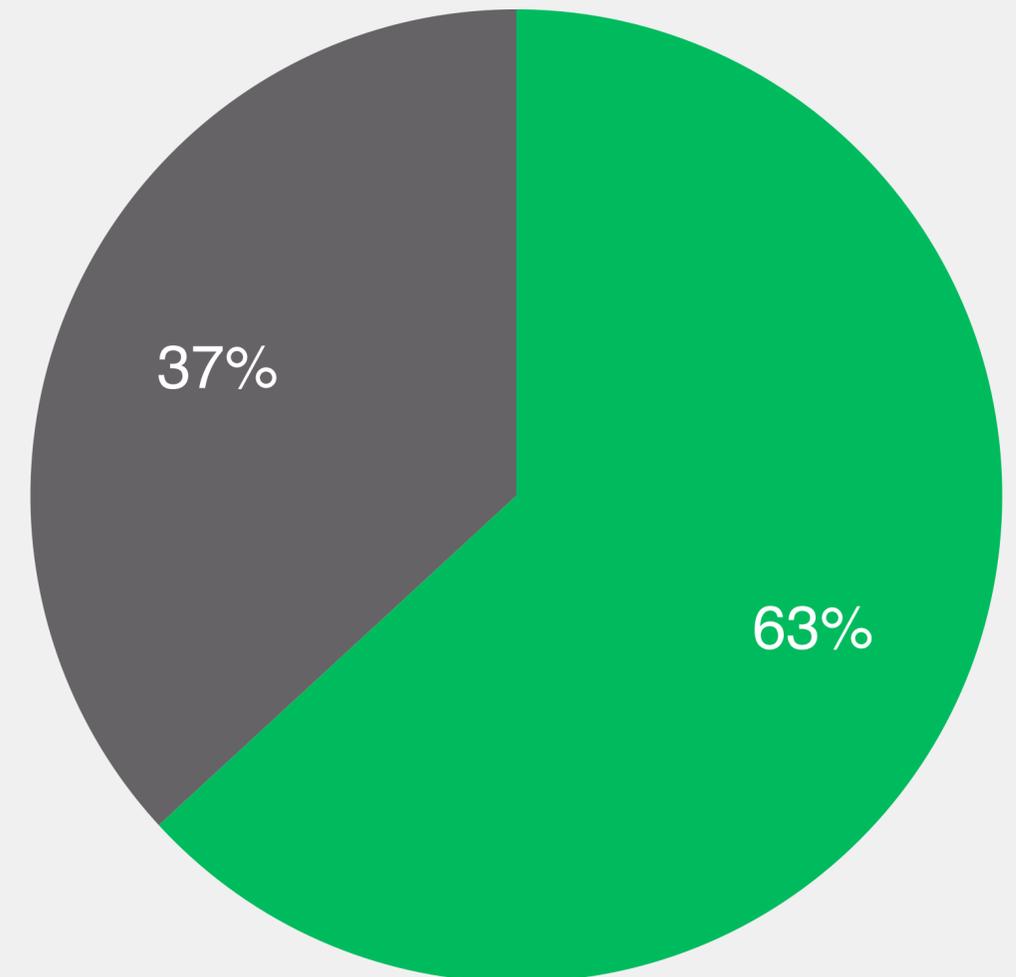
Social @ Michigan State Survey Results

Do you currently utilize any of the following?

Social Media Specific
Strategic Plan



Social Media Specific
Editorial Calendar

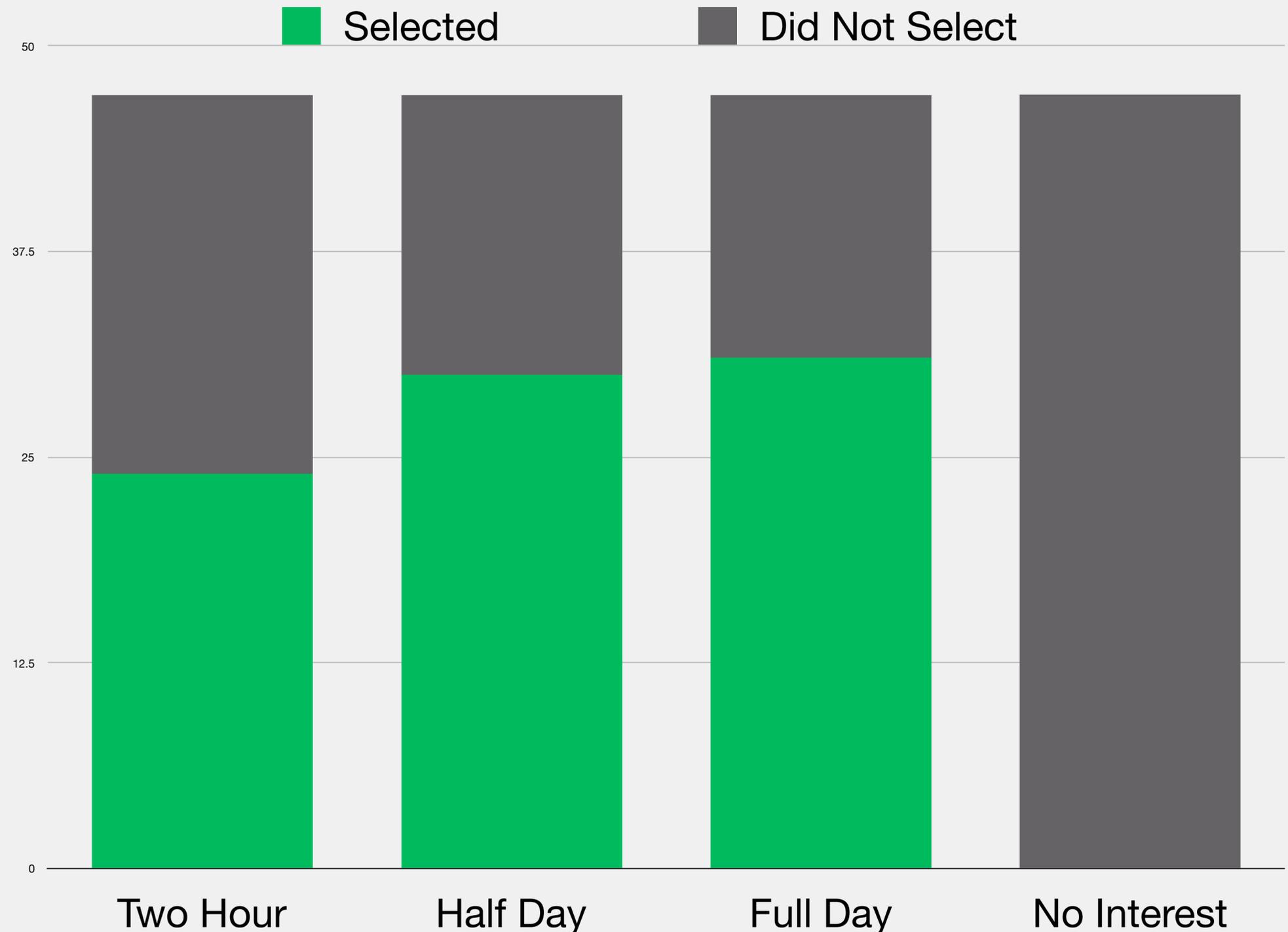


● Yes
● No

Social @ Michigan State Survey Results

We are considering developing a series of focused workshops related to social media and digital communications.

Would you be interested in participating in a workshop, under the following circumstances? (Select all that apply.)



cabs.msu.edu/social-media/

- Best Practices
 - General
 - Platform-Specific
- Resources
 - S@MS Community
 - CABS Resources
 - External Resources
 - Guidelines
 - Cover Images

MICHIGAN STATE UNIVERSITY
Social @ Michigan State

Best Practices | Resources | Social Media Blog | Meet the Team

Search...

Spartans Are Social
We post, snap, tweet, and connect. We work together and we share our stories with the world. [Get Started](#)

Social Media Strategy
There's a lot more to it than just clicking "post." Learn some best practices for developing a social media strategy.
[Plan](#)

Monitoring & Listening
Do you have a process in place for monitoring social media conversation? We'll show you how to get started.
[Discover](#)

Analytics
Having a foundation of analytics will help you to measure the success of your communications efforts.
[Explore](#)

Want to present?

Why present to S@MS:

- Share your team's best practices and knowledge
- Help colleagues across campus gain insights and new perspectives
- Practice presentations for conferences, classes, etc.

Contact us:

- Email Katie.Kelly@cabs.msu.edu with your topic idea

Sprinklr Update

Participants:

- Institutional-level accounts
- 5 Colleges
- 8 Departments / Programs

Benefits:

- Increase team efficiency
- Work collaboratively
- Hone unit strategy with stronger analytics
- Save your budget

Cost:

- \$1,500/seat/fiscal year - prorated at time of joining

Sprinklr Update

To Join:

- Email katie.Kelly@cabs.msu.edu to confirm # of seats
- Sign Memorandum of Understanding
- On-boarding meeting: Discuss workflow and needs
- CABS builds dashboards and imports accounts
- Training for team

Questions:

- Email katie.Kelly@cabs.msu.edu

**Flyers are available at the front of the room
with additional information & next steps**