MICHIGAN STATE
UNIVERSITY

Instagram: Grid & Stories

2/18/21

Agenda

- Instagram Landscape
- MSU Grid & Stories Landscape
- 2020 Insights & 2021 Trends
- User-Generated Content
- Takeovers

Instagram Landscape

- Average time spent on IG per day increased significantly in 2020.
- Algorithm = Saves, sends, comments and then likes
- Higher ed posts 2.9 times per week on average.
- Higher ed had a 3.19% engagement rate in 2020 — the highest of any industry.

MSU Instagram Landscape

- 177k followers
- Most followers: Younger alumni, students
- Most engaged audience: Students, prospective students
- 3-5 grid posts per week
- Benchmark: 7k likes per grid post

2020 Best-Performing Posts

20.2k

pro, photo

17.5k

UGC, photo

14.9k

pro, video

14k

UGC, photo

13.4k

UGC, photo

12.8k

pro, carousel

12.6k

UGC, photo

12.4k

intern, photo

12.1k

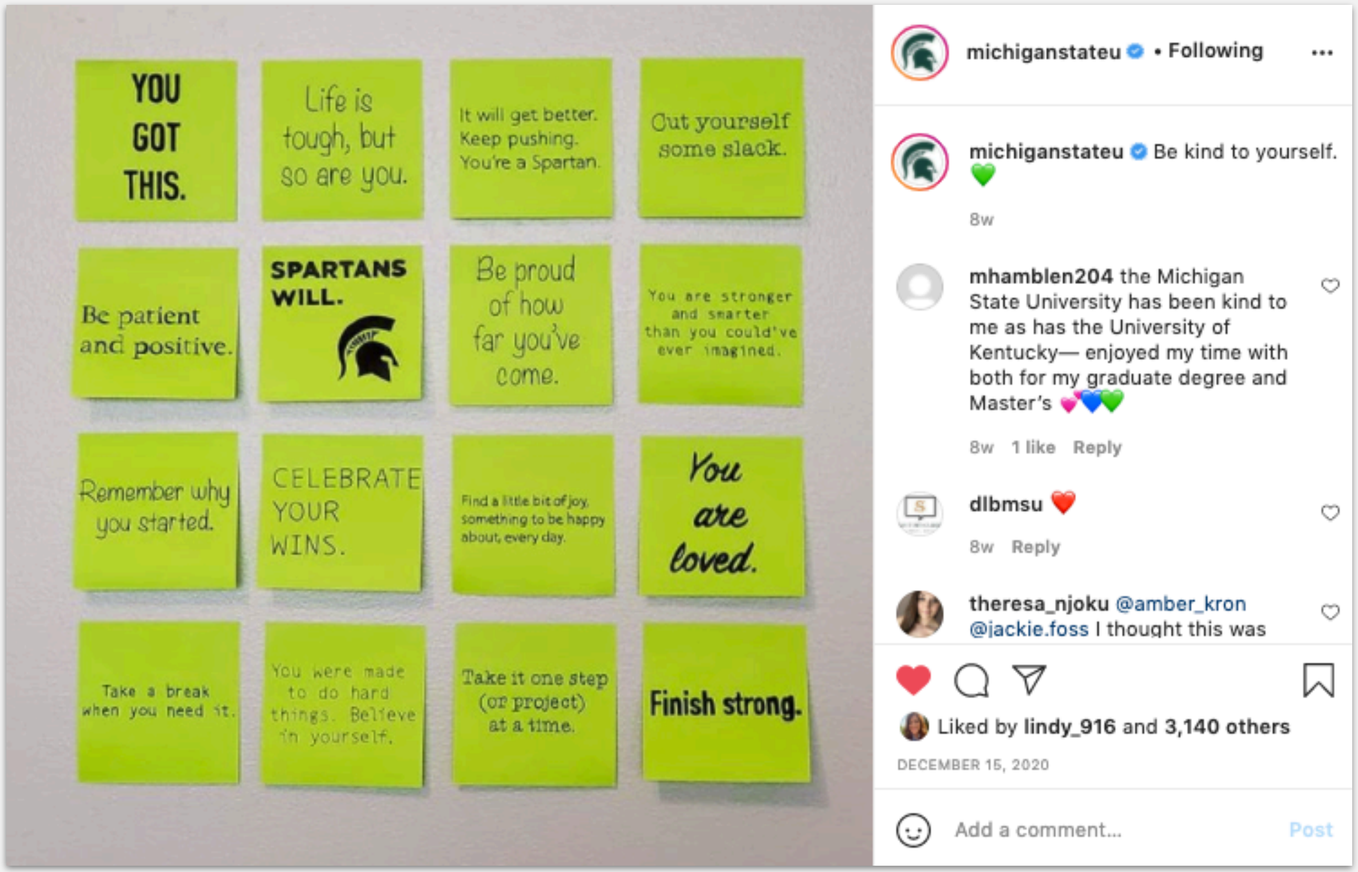
UGC, photo

11.3k

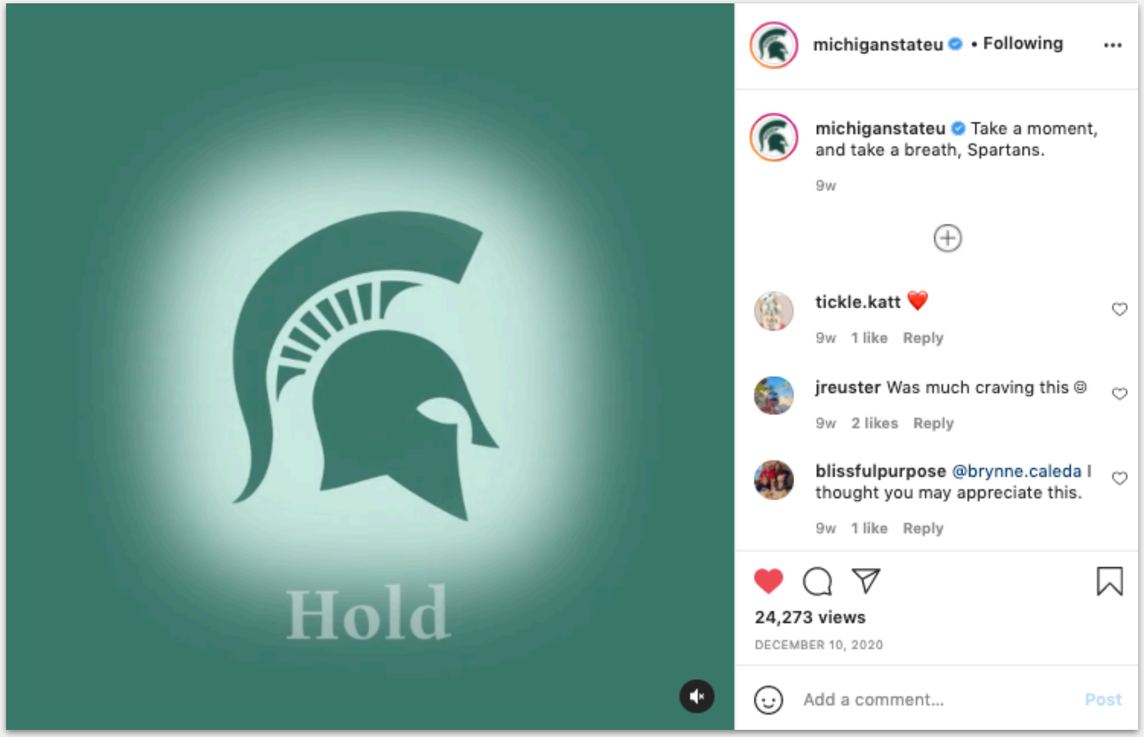
pro, photo

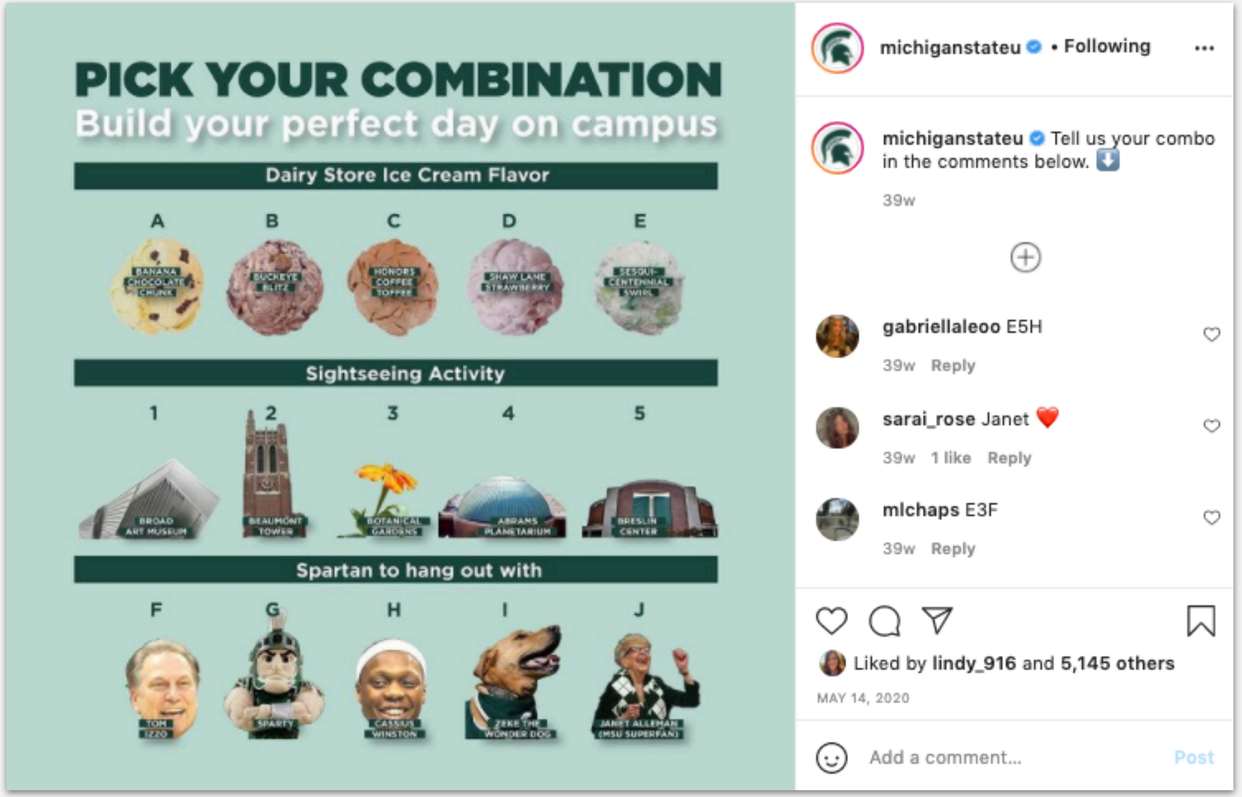
Empathetic Content

Motivational Content

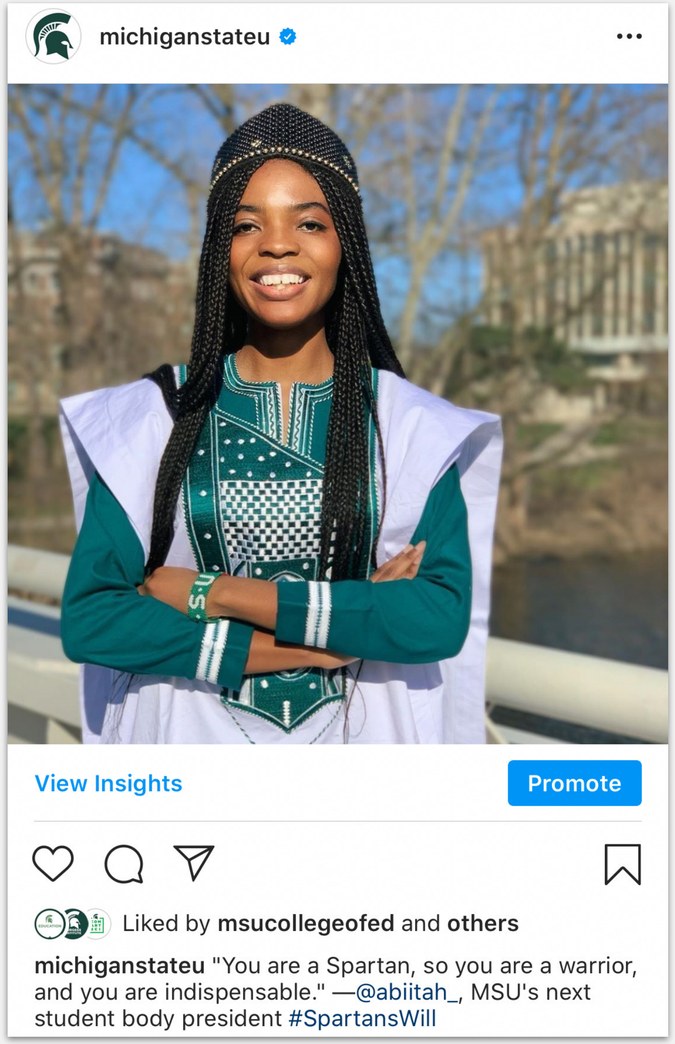


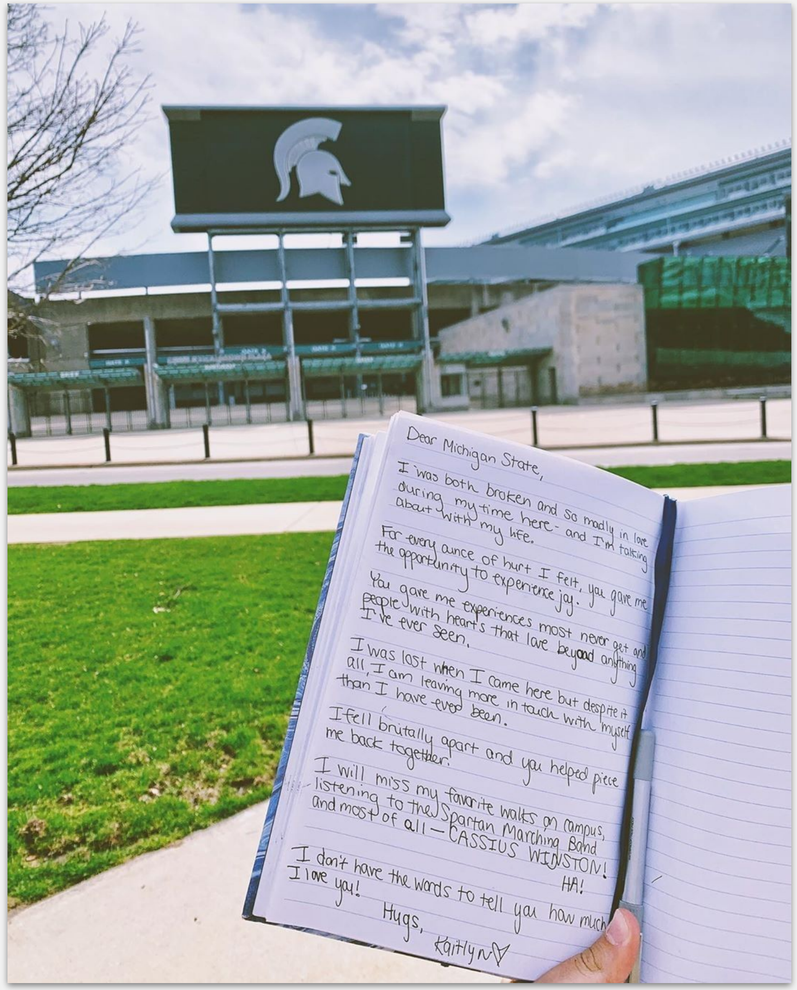
Interactive Content

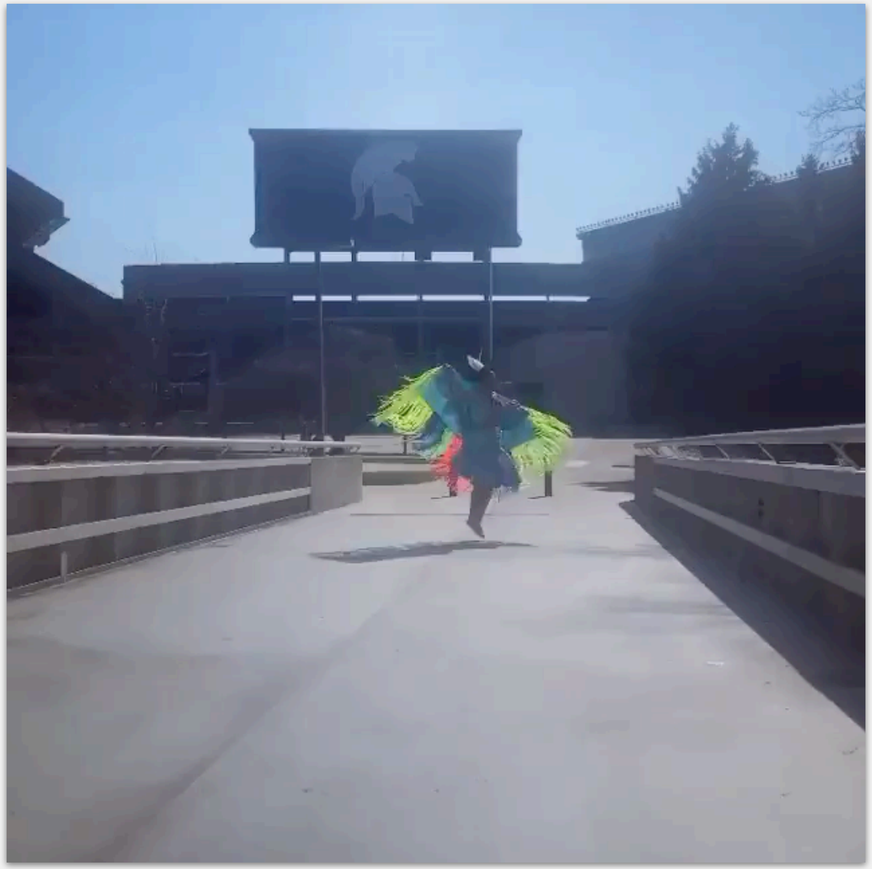




User-Generated Content







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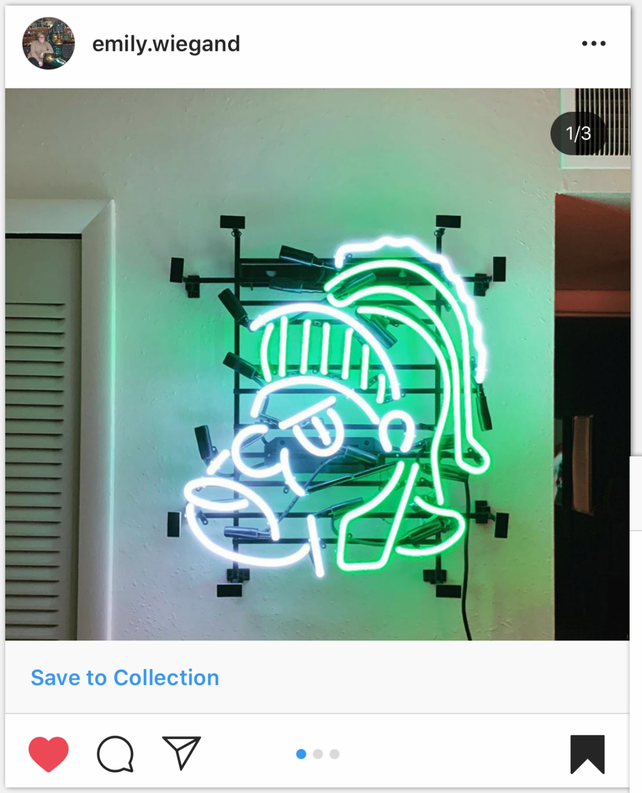
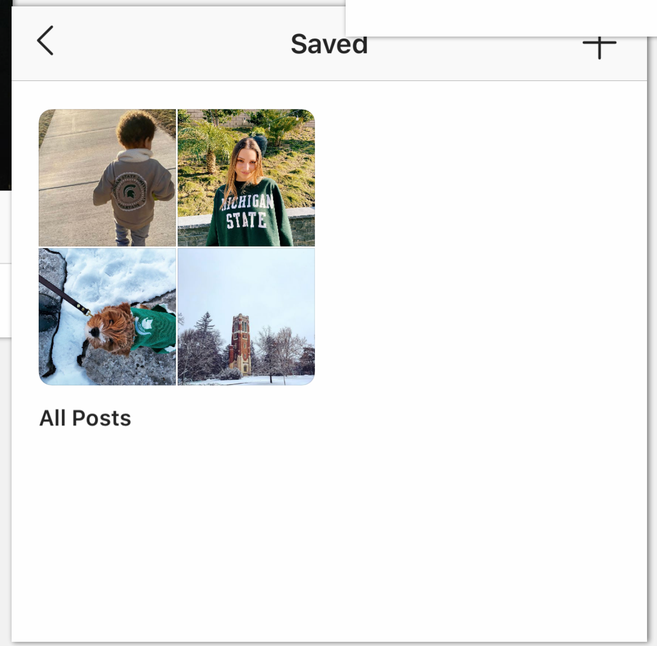
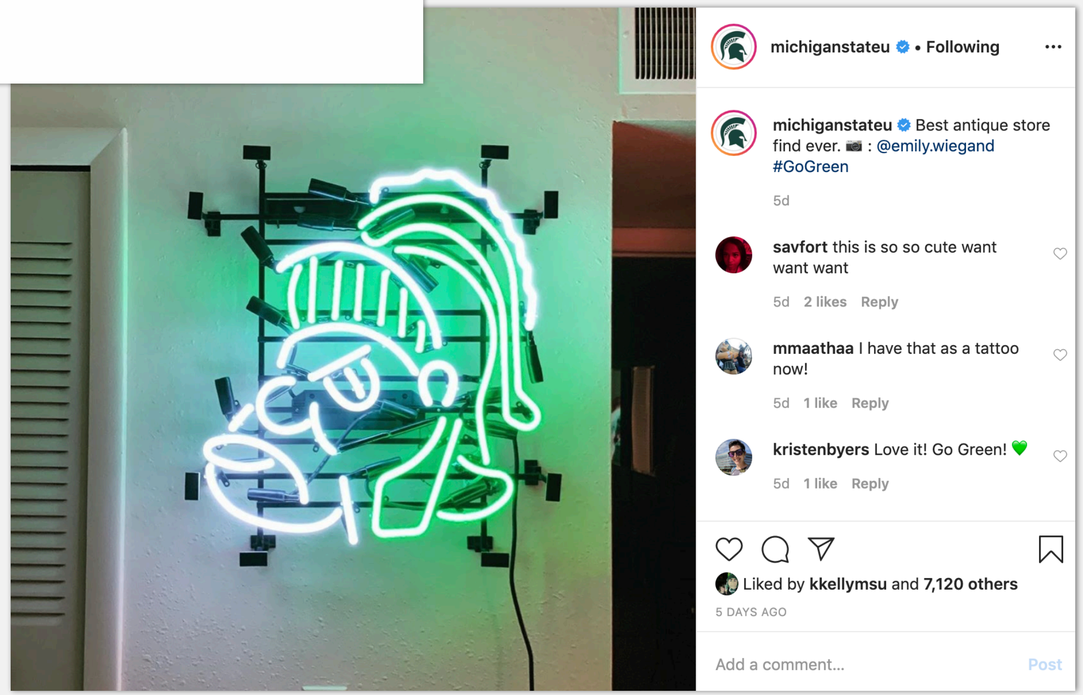






User-Generated Content

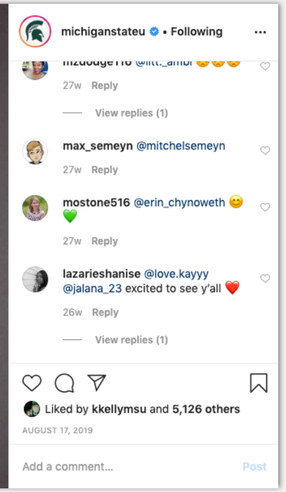
August 08, 12:05 PM

Mentioned you in their story

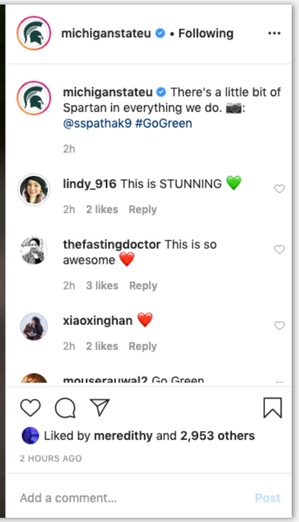
August 08, 2:44 PM

That sign is so cute! We would love for you to take a photo of it for us to feature on our feed. If you don't mind changing the number to 7 days, we should be able to fit it into our Instagram schedule. Feel free to send Ellen the photo at doepke@msu.edu. -MSU Social Media Team

Yes omg ofcourse, thank you! i'll send it, should I get the coffee mug in it?



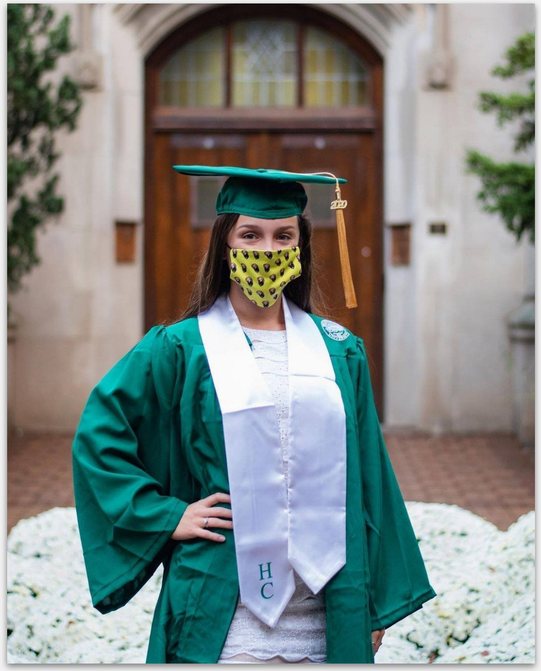
Hi! This is my husband on our wedding day! Thought you'd like to share! Please let me kn
you schedule it if it mak



2020 Insights

- The more distinctly MSU, the higher the engagement.
- Posts acknowledging “real life/real world” resonated with our audience.
- Majority of top 100 posts = UGC.
- The worst-performing posts were videos and graphics.
- Posts rooted in a sense of belonging, empathy and motivation also did well.

Grid Guidelines



Notable green (or white)

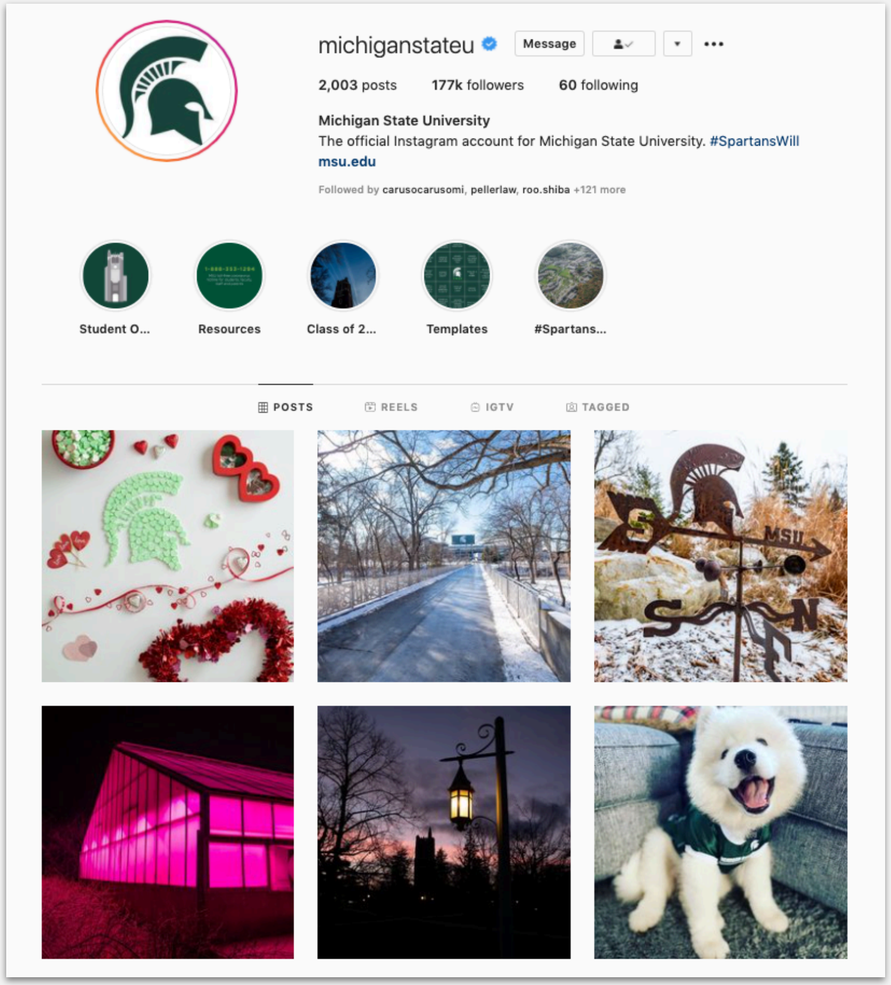
Spartan helmet

Grid Guidelines

Iconic campus place (or person)

References to MSU words: Sparty, Spartans Will., etc.

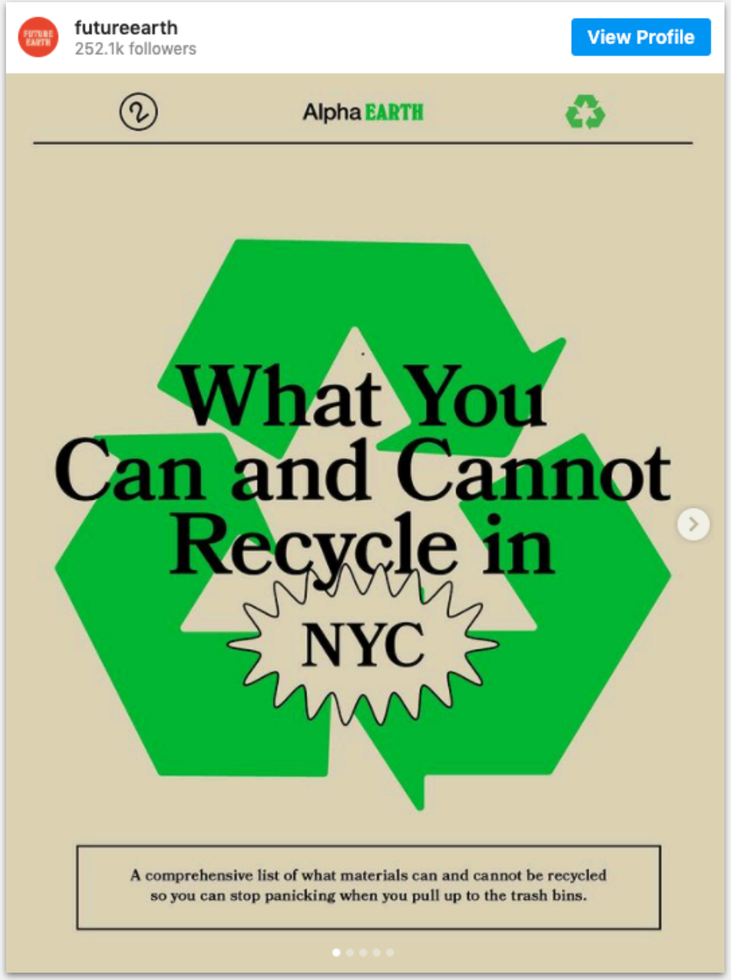
MSU Grid



- Strong, cohesive grid = Increased engagement in 2020
- Increased engagements per post by 34%
- Hit 1.2M likes
- Increased comments by 104%

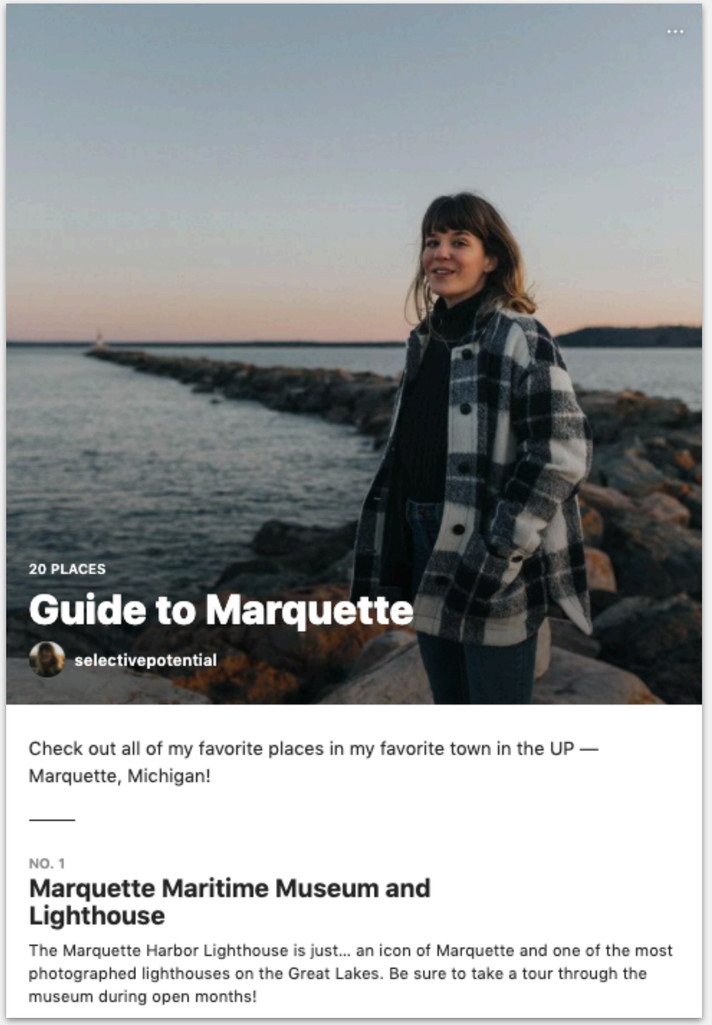
2021 Trends

- Short-form video: IG lengthening Reels to 60 seconds and adding “duet” feature
- Carousel posts gaining importance thanks to the algorithm
- More authenticity & user-generated content

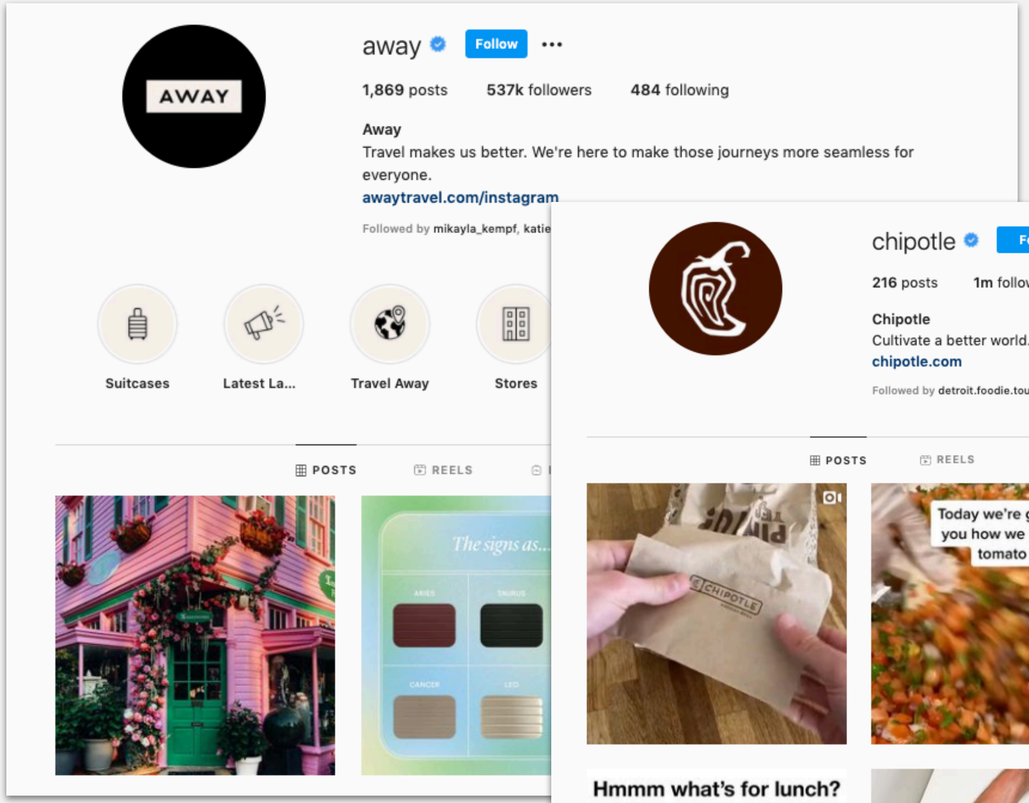


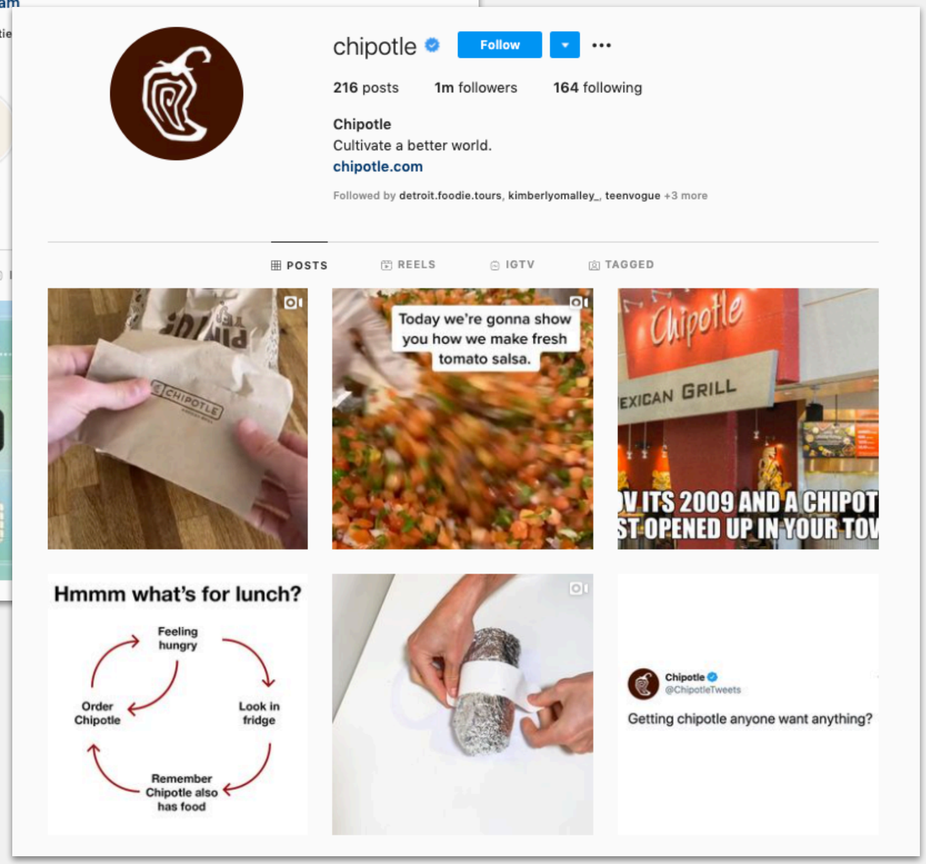
2021 Trends

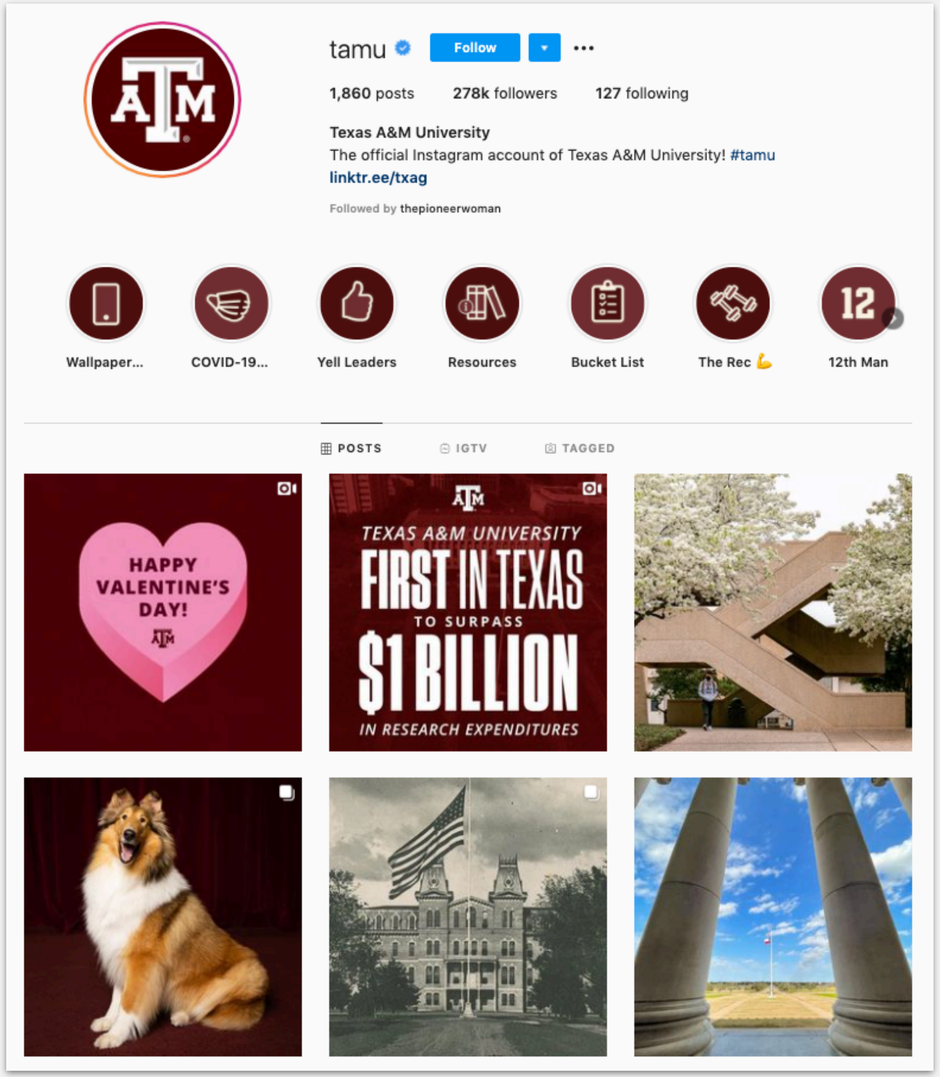
- Microblogging may blossom due to the introduction of IG Guides
- Visual brand storytelling
- IG Live usage skyrocketed 70% in March due to COVID



Brand + Higher Ed Inspiration







Stories Landscape

- 500 million people use Stories every day.
- Brand Stories have an 86% completion rate.
- The average brand publishes 10 Stories each month.
- Story reach rate is declining due to more competition in the space.
    - 5x more followers see a brand’s grid post vs Stories.

MSU Stories Landscape

- 3-5 Stories posts per week
- Aim for variety of Stories types each week
- Benchmark: 10k views // 10 replies per Stories

MSU Stories Survey

Do you like IG takeovers? Yes: 75% / No: 25%

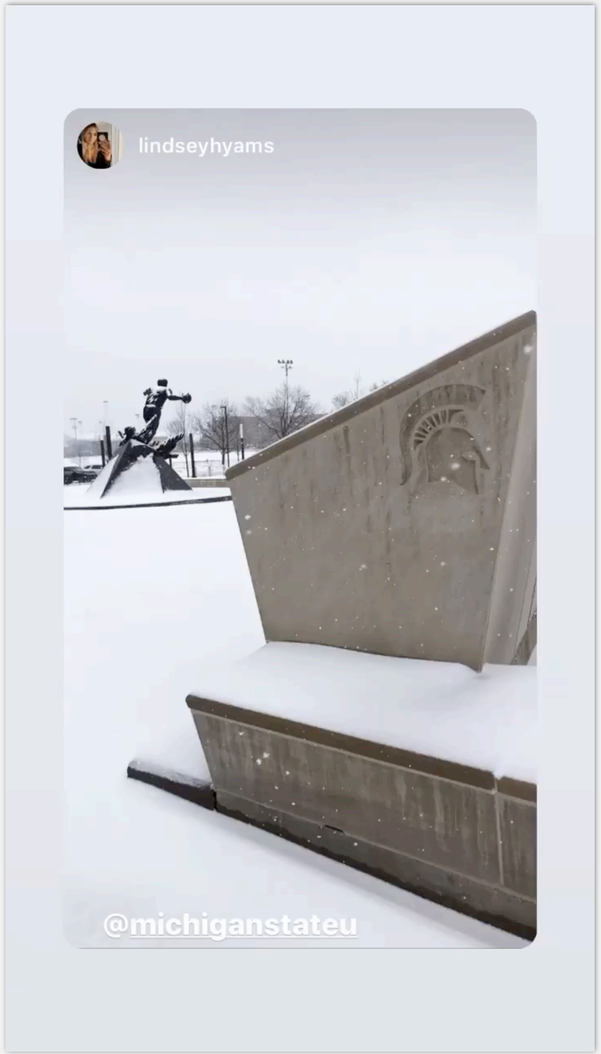
Do you like when we do Q&As and share the responses? Yes: 92% / No 8%

Do you like when we share resources? Yes: 90% / No: 10%

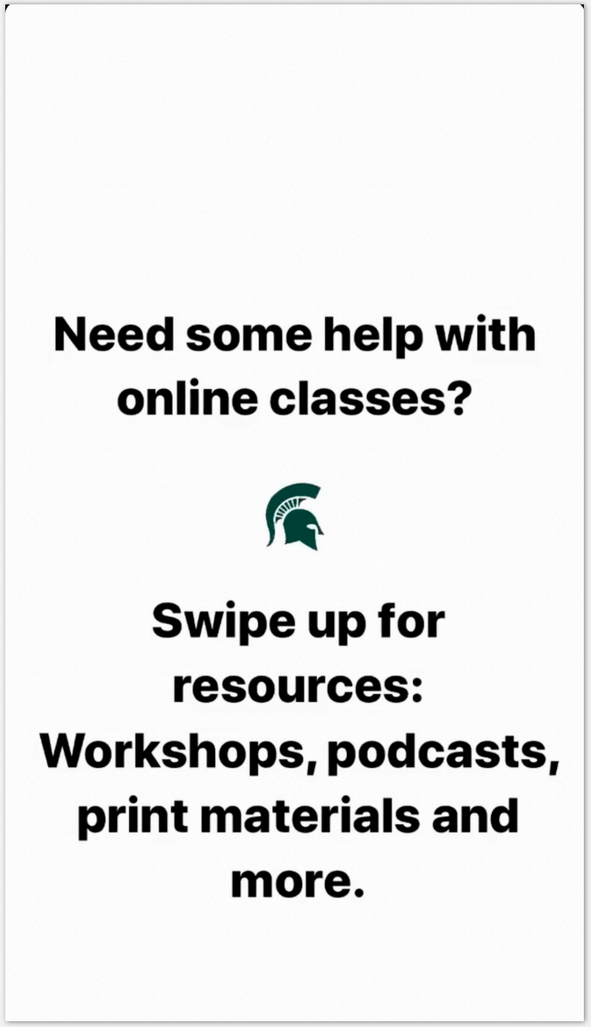
Do you want to see more on Stories? Yes: 90% / No: 10%

What do you want to see more of? Campus photos, student life (dorm tours, clubs and events), alumni success stories, and motivational and interactive content (polls, templates, etc.)

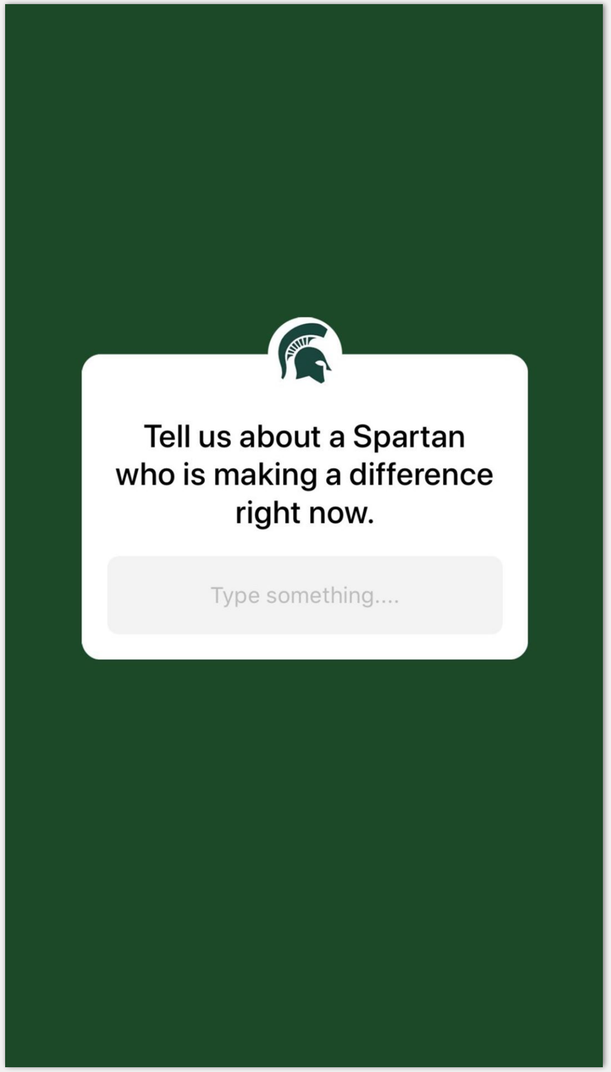
Stories: Promo + Shares



Stories: Resources



Stories: Interactive



Stories: Takeovers

Takeovers: Process

- Participant is recommended or shows interest.
- Send and review takeover guidelines.
- Develop rough storyboard and content ideas.
- Participant texts or puts story in Dropbox for upload.
- Edit story with new, live stickers and captions for accessibility.
- Launch.

Takeovers: Storyboarding

Story Title: 2020 Commencement
Takeover Host: Sparty Spartacus
Date: 5/1/20

Outline
Slide #1: Intro
Type: Video
“Hi, I’m Sparty + graduation year/college/details you’d like to share! I’m this year’s student commencement speaker.”

Slide #2: Additional context
Type: Boomerang
Show decorated graduation cap.

Slide #3: Overview
Type: Video
Film walking backstage of Breslin Center to get behind-the-scenes feel.

Slide #4: Overview
Type: Photo
Take selfie from stage.

Slide #5: Highlight
Type: Video
Share small bit of your speech after you’re done on stage.

Slide #5: Outro
Type: Video
“Congrats, and Go Green!”

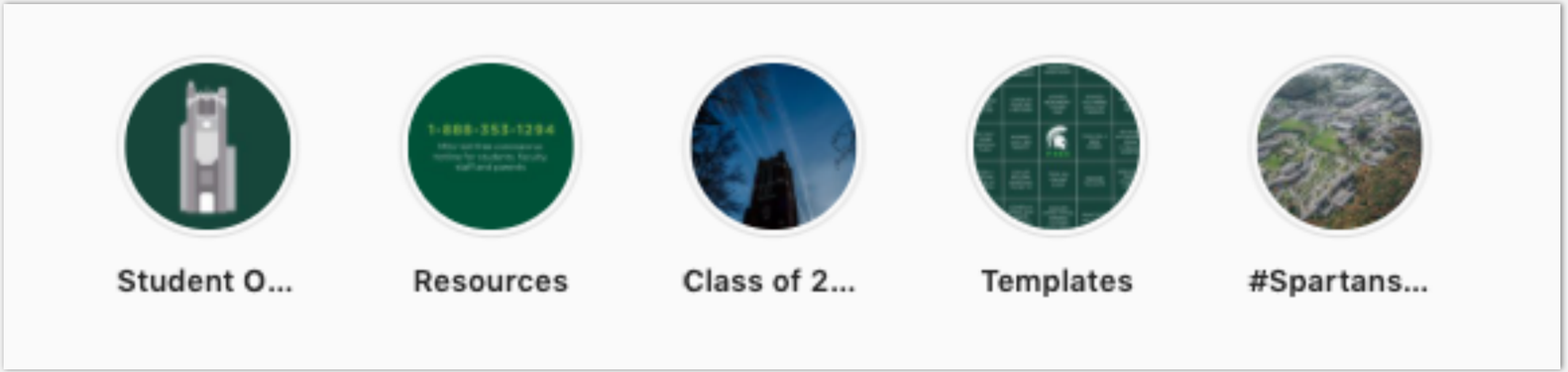
- Be specific about expectations.
- Define as much detail ahead of time as you can.
- Script it out!
- Allow and encourage participant to have creative input.

Giphy + Instagram GIFs

farm

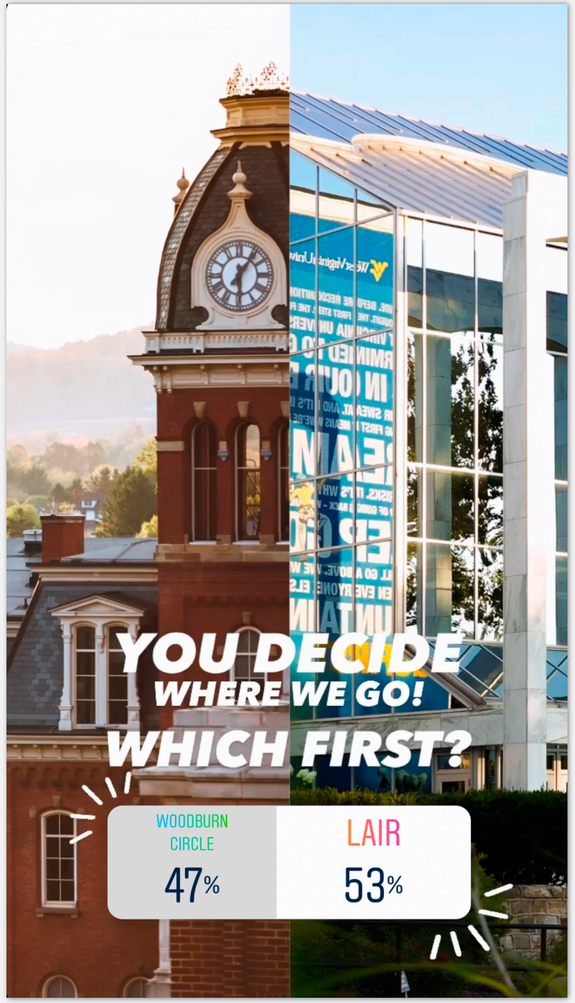
- GIFs enhance video performance 83% of the time.
- Using more than two GIFs is considered “visual clutter” and reduces performance.
- Search “Michigan State” or “Spartans Will” for options to use.

Instagram Highlights



- Great way to extend your content past the 24-hour expiration date
- Highlights can have up to 100 photos or videos.
- You can have as many Highlights as you'd like.
- Use customized thumbnails to draw more attention to Highlights.

Brand + Higher Ed Examples



Takeaways + Best Practices

- Create separate strategies for the grid and Stories.
- Utilize UGC and lead with empathy.
- Test, refine and make data-informed content decisions.
- Create a strong and cohesive brand presence.
- Put a helmet on it.

Questions?