

# 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



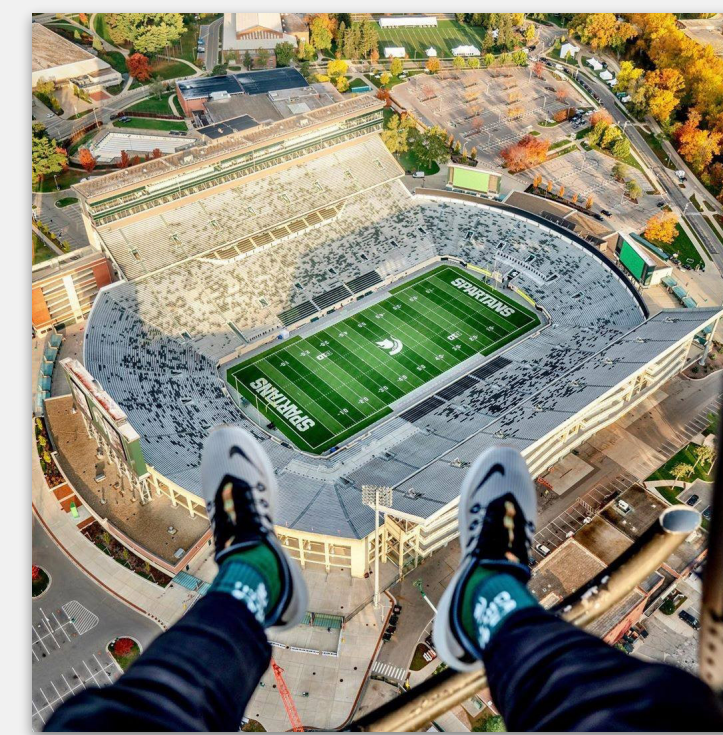
20.2k  
pro, photo



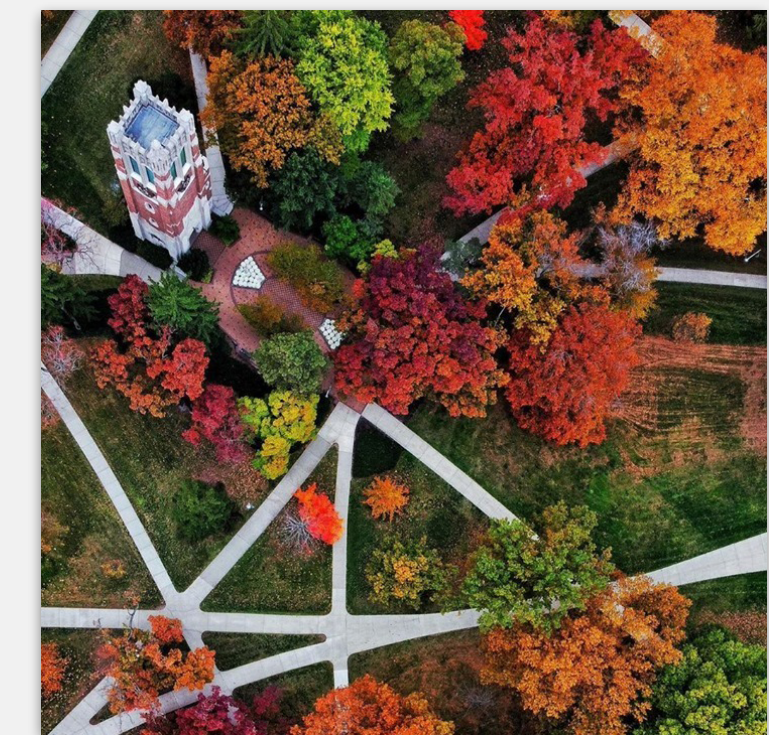
17.5k  
UGC, photo



14.9k  
pro, video



14k  
UGC, photo



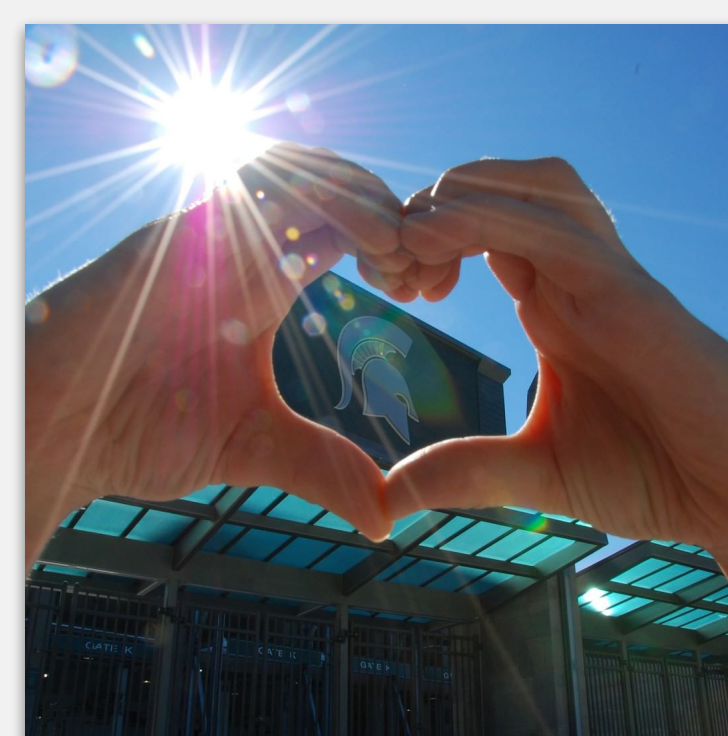
13.4k  
UGC, photo



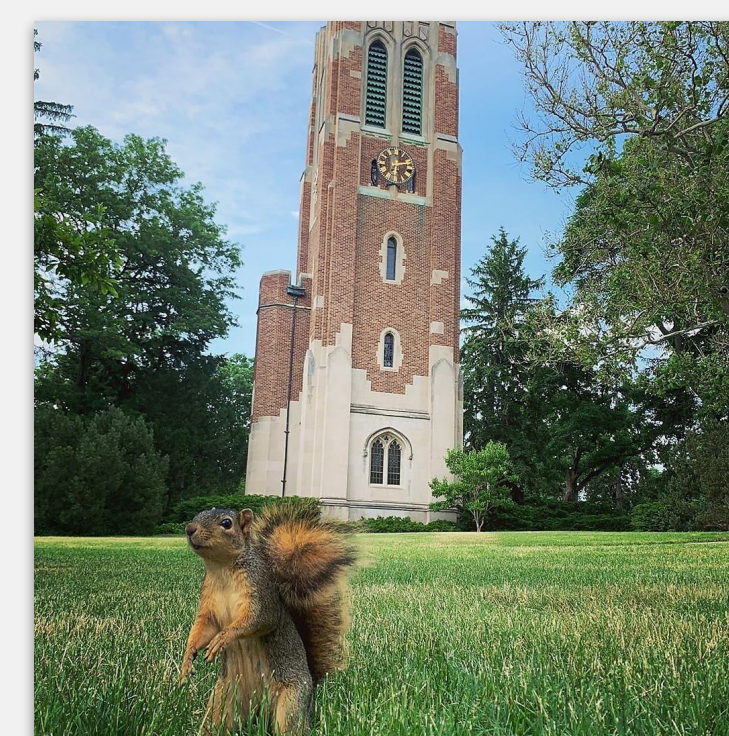
12.8k  
pro, carousel



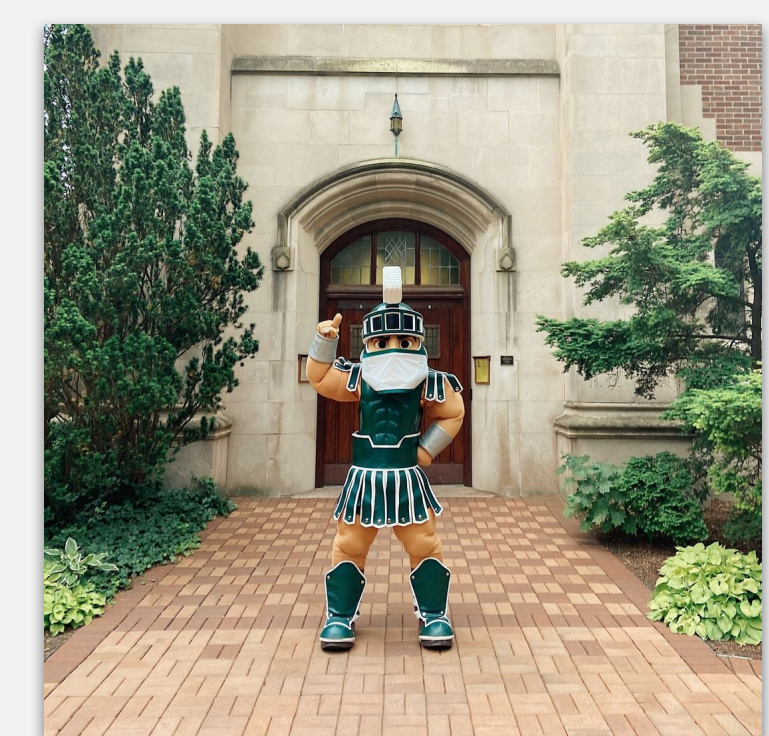
12.6k  
UGC, photo



12.4k  
intern, photo



12.1k  
UGC, photo



11.3k  
pro, photo

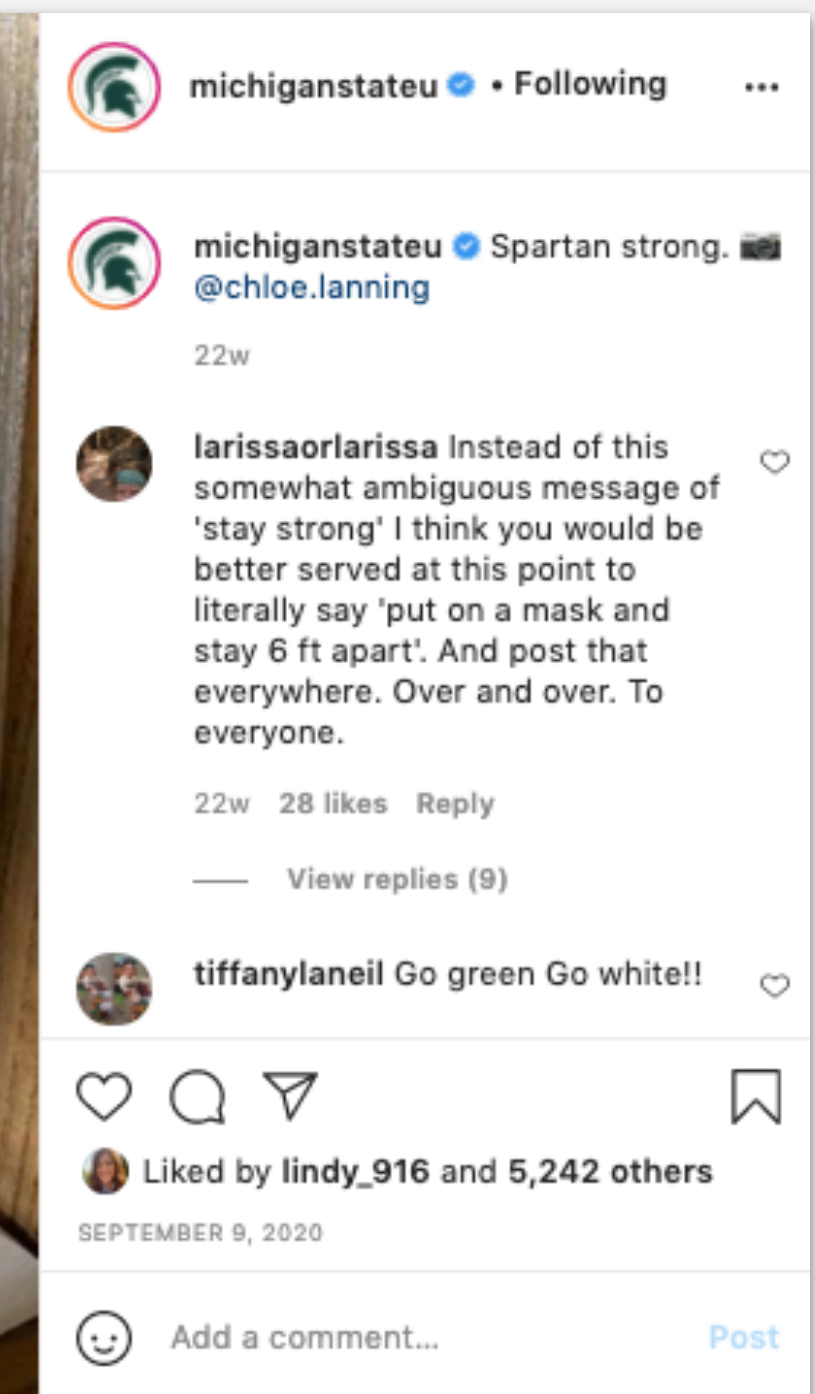
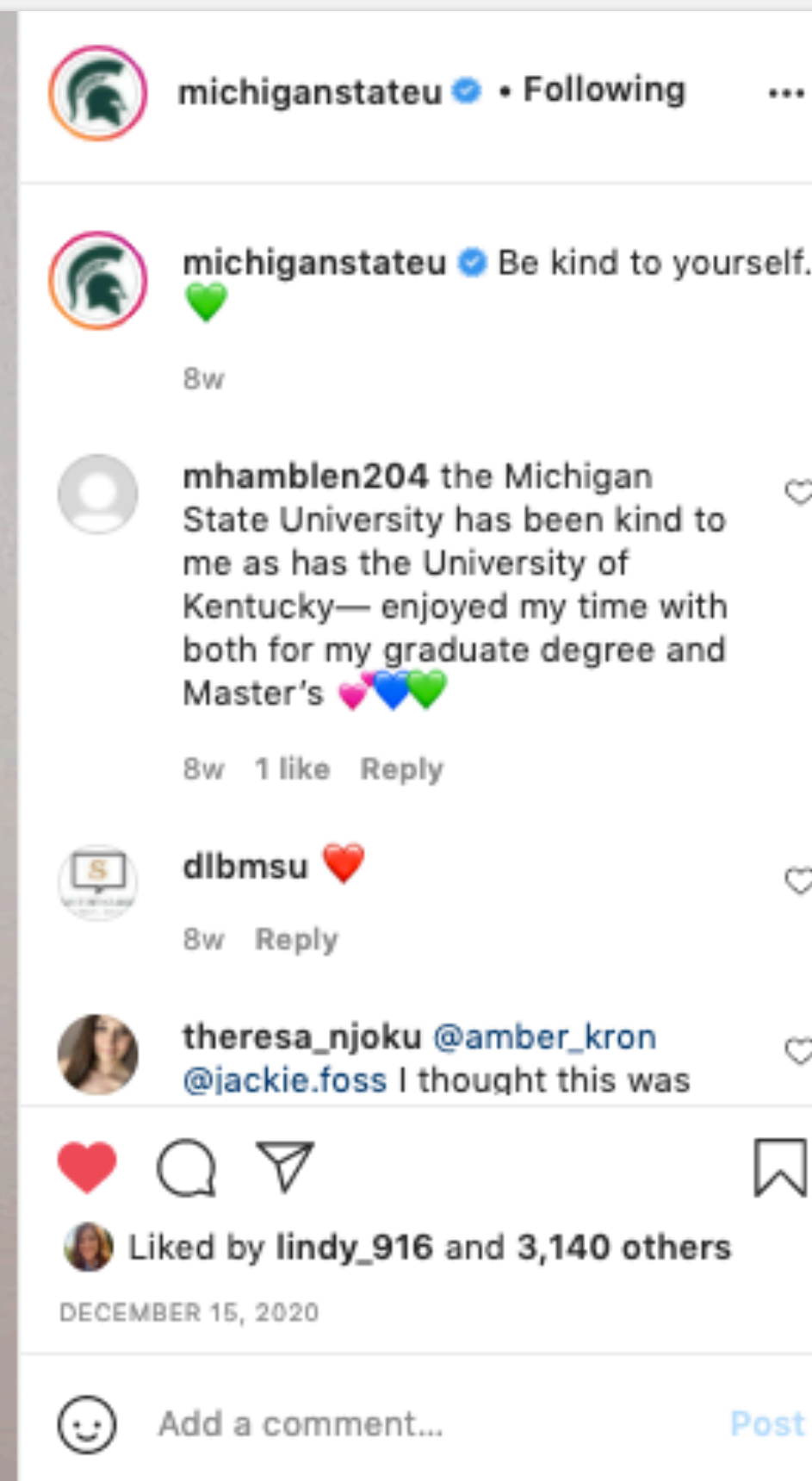


# Empathetic Content



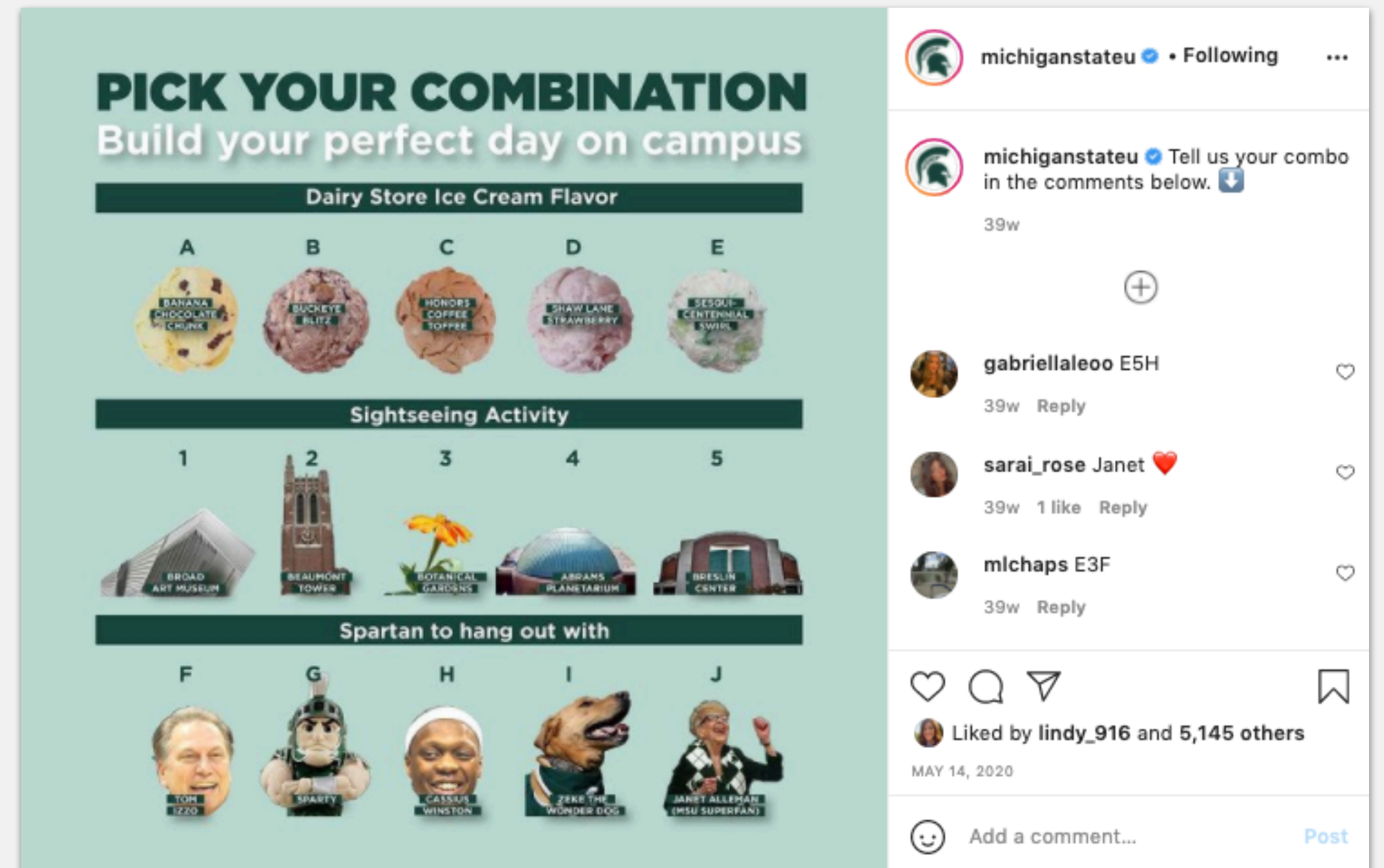
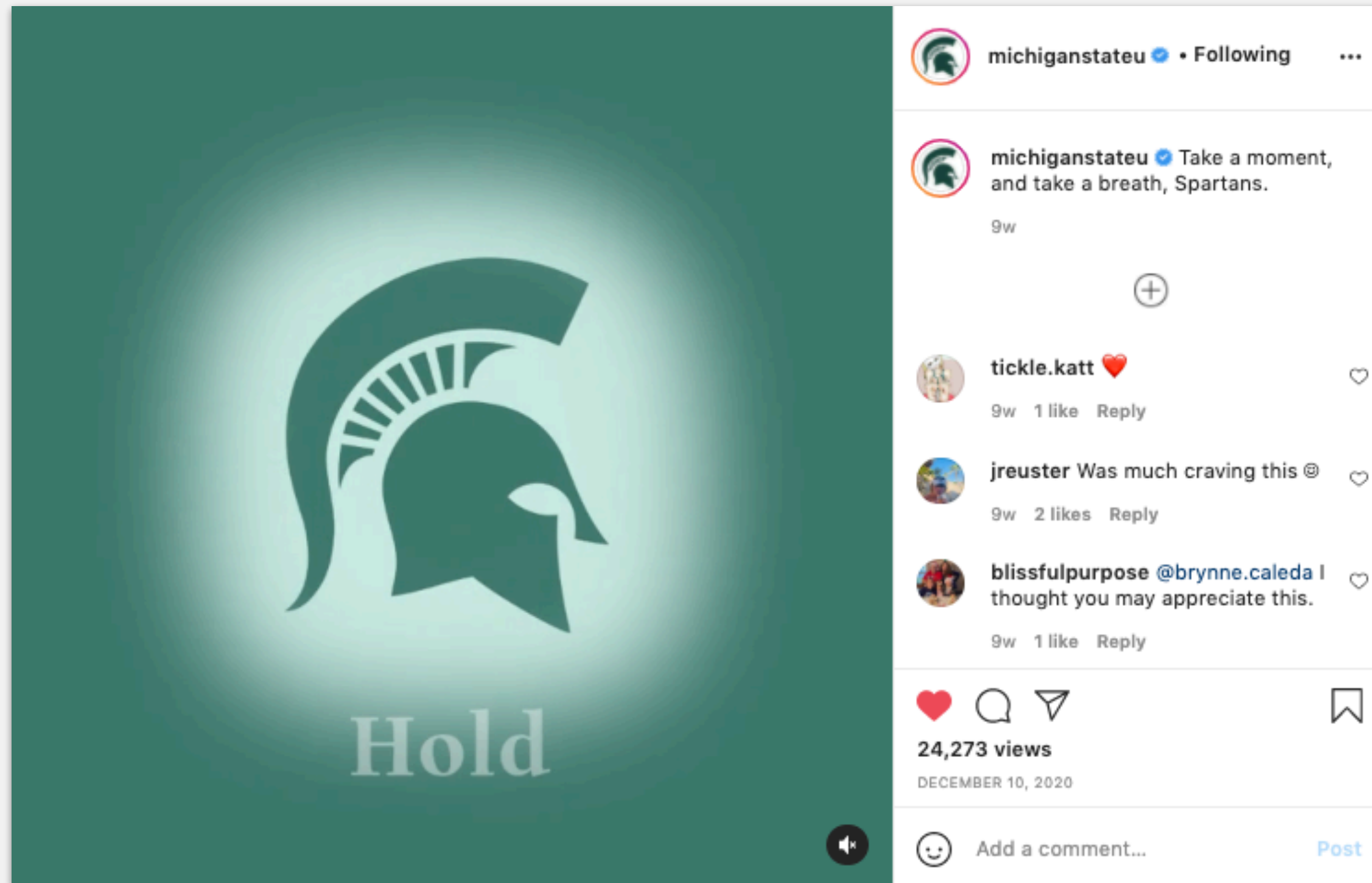


# Motivational Content







# Interactive Content










# User-Generated Content

 michiganstateu

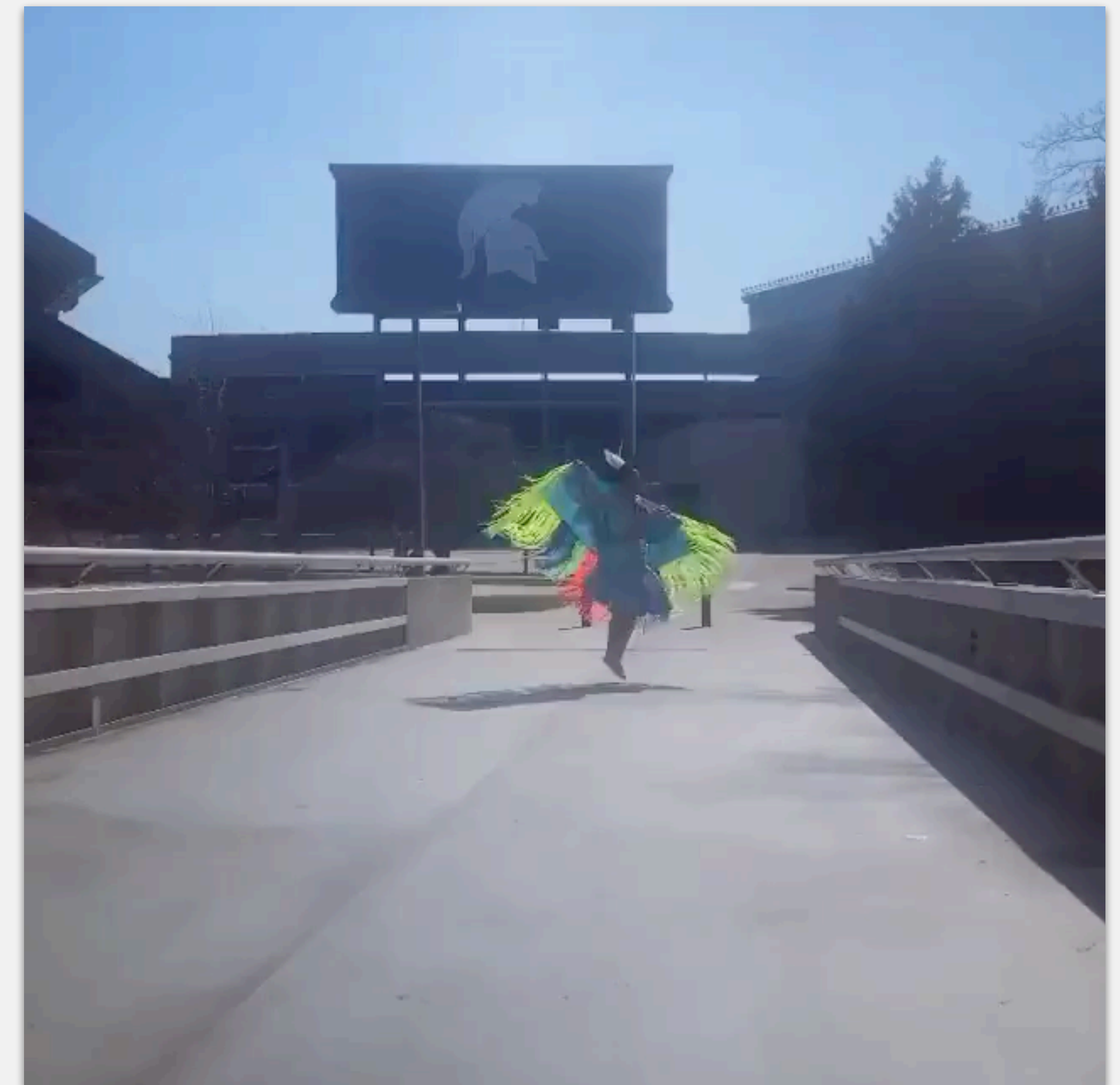
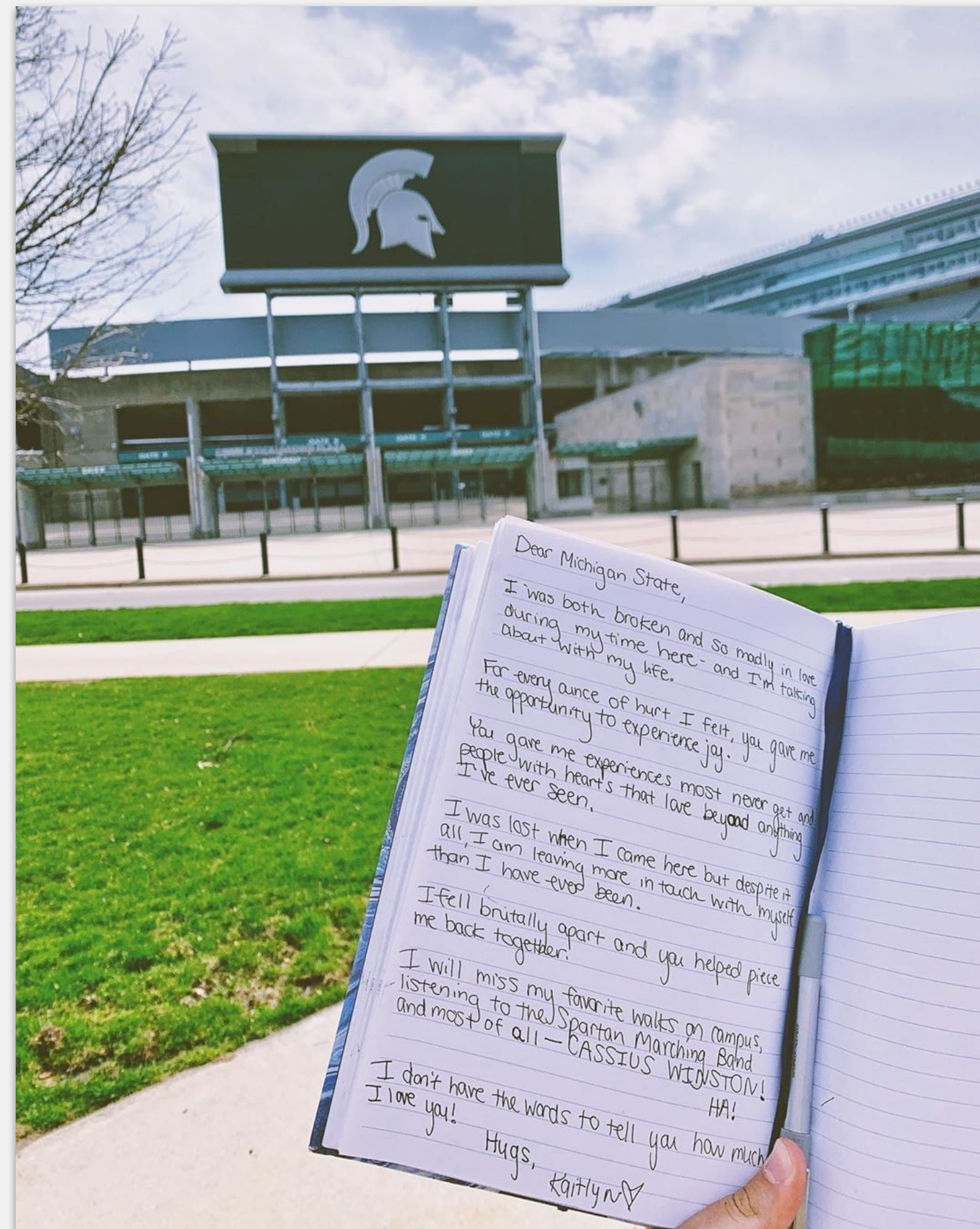


[View Insights](#) [Promote](#)

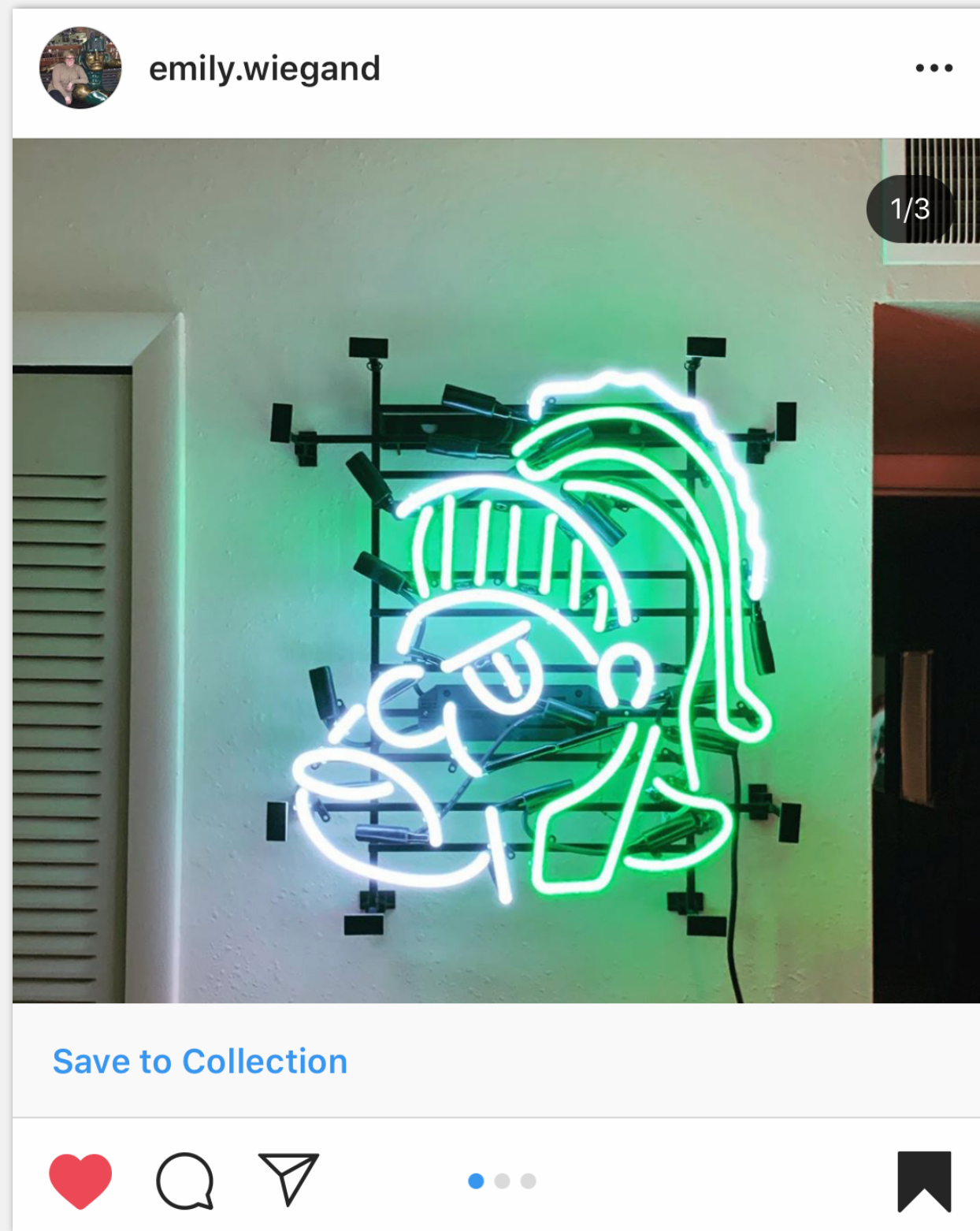
 Liked by msucollegeofed and others

**michiganstateu** "You are a Spartan, so you are a warrior, and you are indispensable." —@abiitah\_, MSU's next student body president #SpartansWill





# User-Generated Content



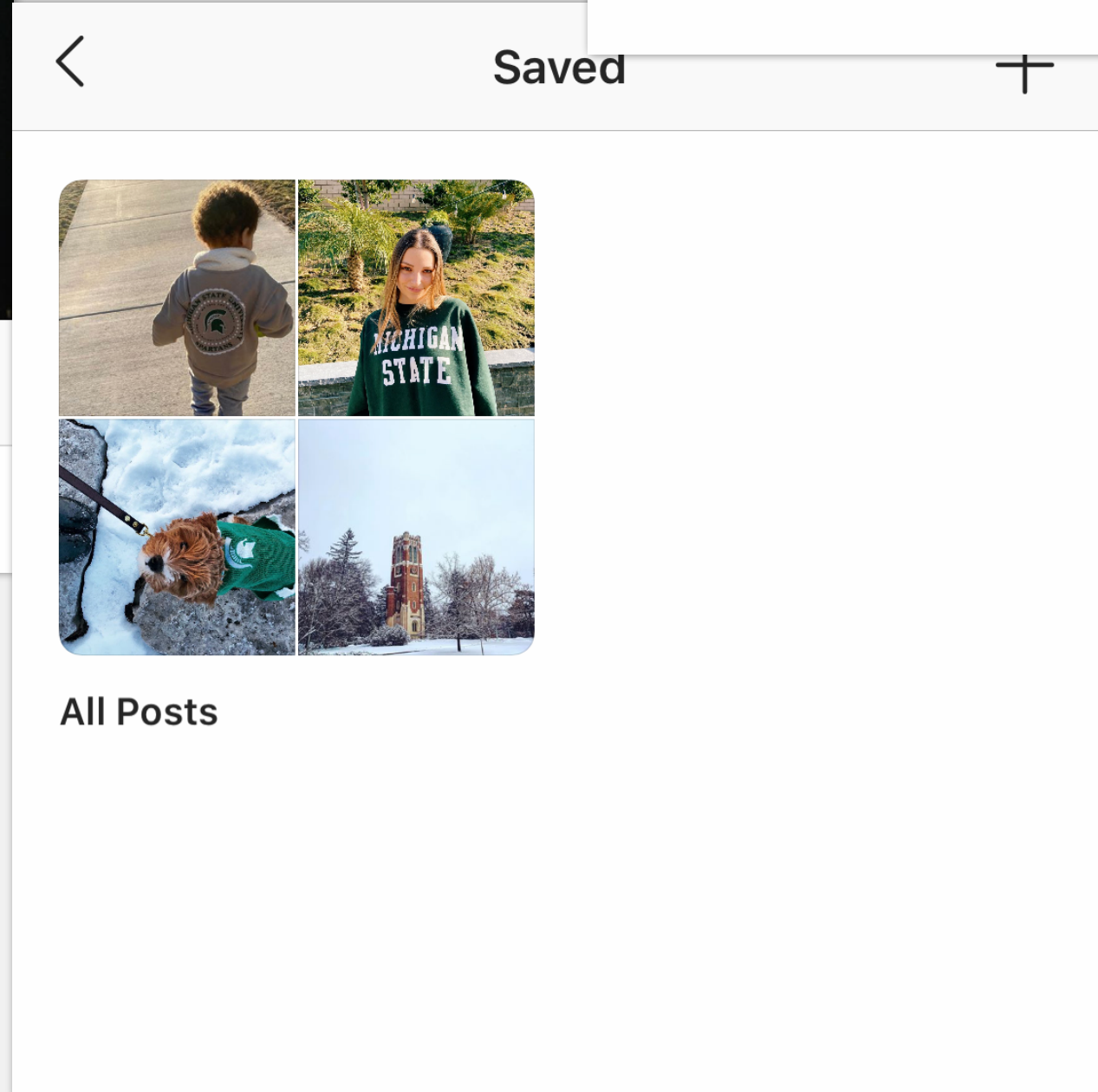
michiganstateu This is so cool! Mind if we share your photo?

1w 2 likes Reply

emily.wiegand @michiganstateu not at all! Go Green!

1w Reply

This block contains two social media comments. The first is from the official Michigan State University account (@michiganstateu), which is a verified account. The comment asks for permission to share a photo and has received 2 likes and a reply. The second comment is from the user emily.wiegand, who responds that she doesn't mind and encourages the university to 'Go Green!'. This comment also has a reply.





# User-Generated Content

August 08, 12:05 PM



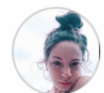
Mentioned you in their story



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](mailto: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 know when you schedule it if it makes sense!



# 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

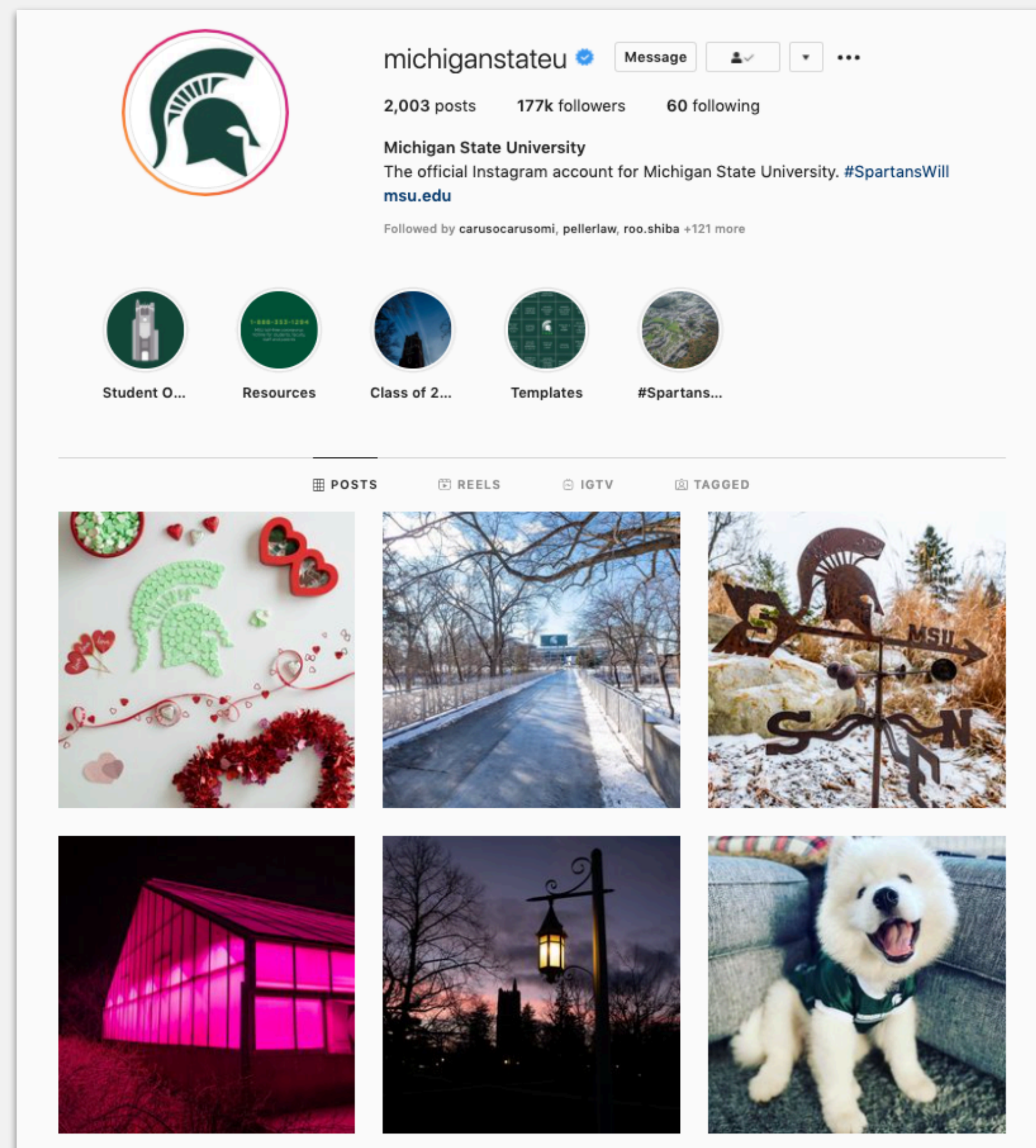


**Iconic campus place (or person)**

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



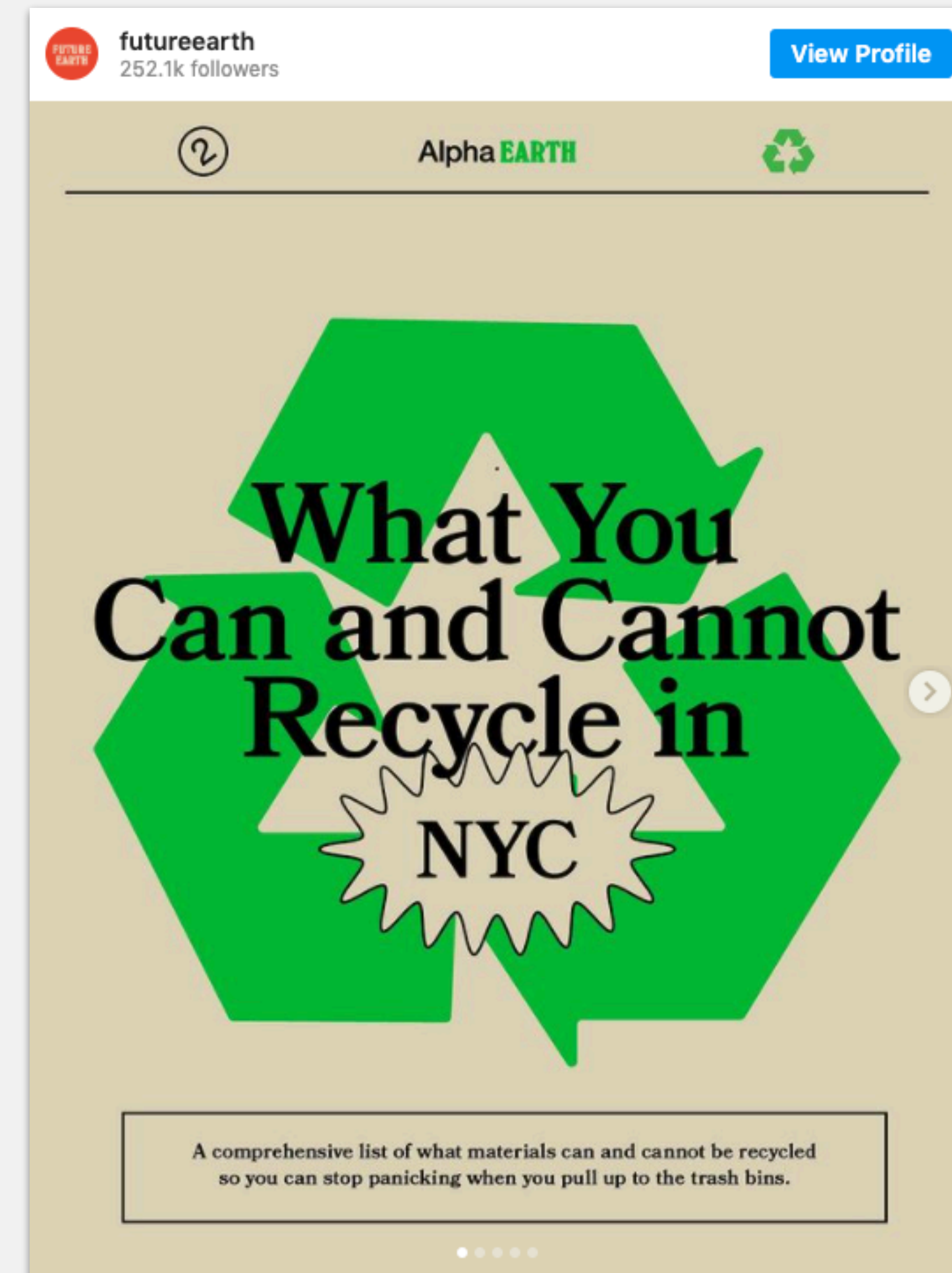
# MSU Grid



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

# 2021 Trends

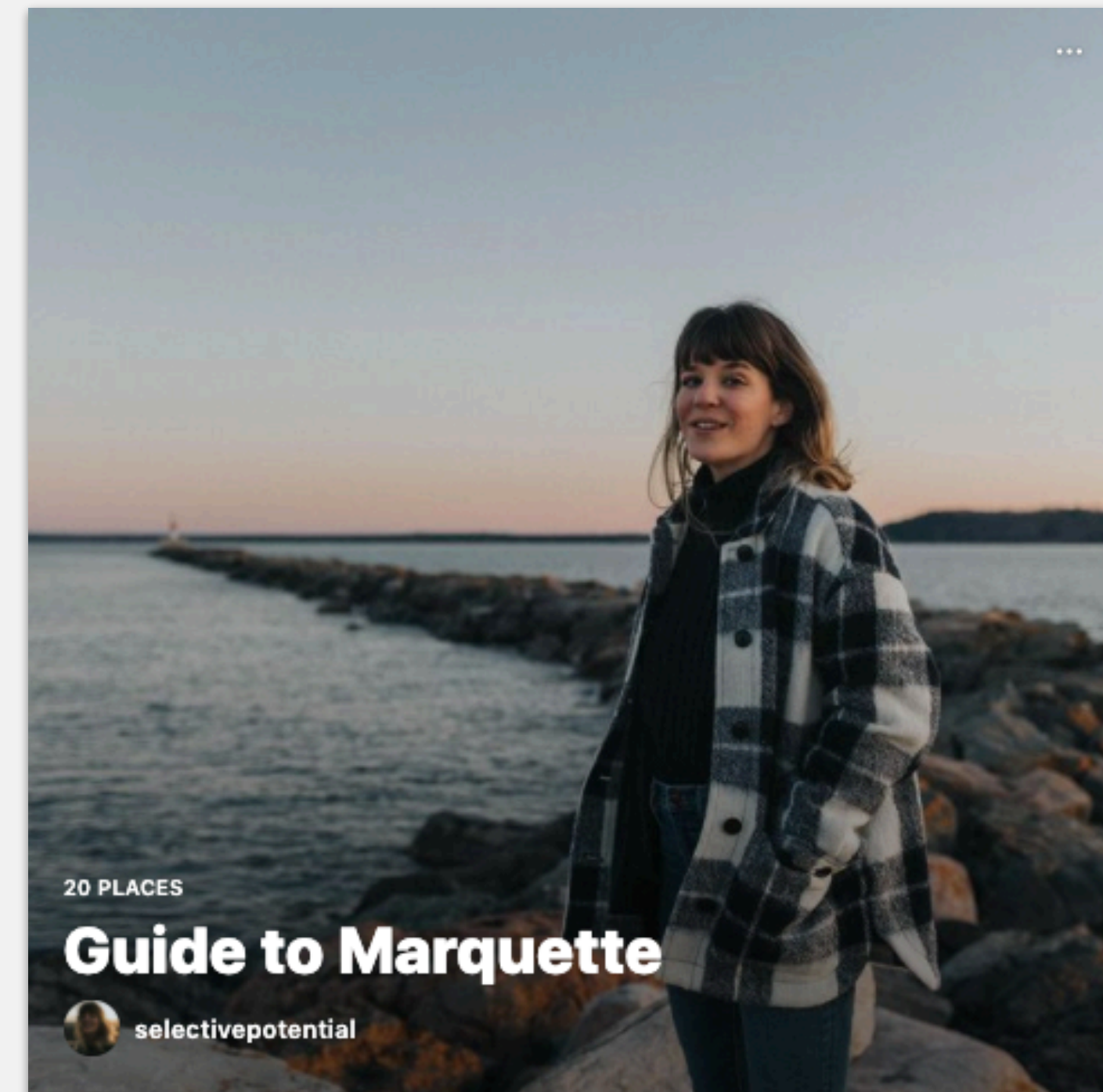
- Short-form video: IG lengthening Reels to 60 seconds and adding “duet” feature
- Carousel posts gaining importance thanks to the algorithm
- More authenticity & user-generated content





# 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



Check out all of my favorite places in my favorite town in the UP — Marquette, Michigan!

NO. 1

### Marquette Maritime Museum and Lighthouse

The Marquette Harbor Lighthouse is just... an icon of Marquette and one of the most photographed lighthouses on the Great Lakes. Be sure to take a tour through the museum during open months!



# Brand + Higher Ed Inspiration

**away** Follow ...

1,869 posts   537k followers   484 following

Away  
Travel makes us better. We're here to make those journeys more seamless for everyone.  
[awaytravel.com/instagram](https://awaytravel.com/instagram)

Followed by mikayla\_kempf, katie

Suitcases   Latest La...   Travel Away   Stores

POSTS   REELS

**chipotle** Follow ...

216 posts   1m followers   164 following

Chipotle  
Cultivate a better world.  
[chipotle.com](https://chipotle.com)

Followed by detroit.foodie.tours, kimberlyomalley\_, teenvogue +3 more

POSTS   REELS   IGTV   TAGGED

Hmmm what's for lunch?

```

    graph TD
      A[Feeling hungry] --> B[Look in fridge]
      B --> C[Remember Chipotle also has food]
      C --> D[Order Chipotle]
      D --> A
  
```

Getting chipotle anyone want anything?

**tamu** Follow ...

1,860 posts   278k followers   127 following

Texas A&M University  
The official Instagram account of Texas A&M University! #tamu  
[linktr.ee/txag](https://linktr.ee/txag)

Followed by thepioneerwoman

Wallpaper...   COVID-19...   Yell Leaders   Resources   Bucket List   The Rec 🏹   12th Man

POSTS   IGTV   TAGGED

HAPPY VALENTINE'S DAY!

TEXAS A&M UNIVERSITY  
FIRST IN TEXAS  
TO SURPASS  
\$1 BILLION  
IN RESEARCH EXPENDITURES

Getting chipotle anyone want anything?



# 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

**Students:**  
**We are looking for**  
**extras to star**  
**in our fall welcome**  
**back video next week.**  
**No acting experience**  
**required.**  
**DM us if interested.**





# Stories: Resources

**You matter.  
Your mental health  
matters.  
We are here for you.**

**Students:  
Call Counseling &  
Psychiatric Services  
day or night at  
517-355-8270.**



**1-888-353-1294**

MSU toll-free coronavirus  
hotline for students, faculty,  
staff and parents


**Need some help with  
online classes?**



**Swipe up for  
resources:  
Workshops, podcasts,  
print materials and  
more.**



# Stories: Interactive



**Tell us about a Spartan who is making a difference right now.**

Type something....

**SPARTANS WILL. STAY INSIDE**  
**BINGO CHALLENGE**

LISTENED TO THE SPARTAN MARCHING BAND	WATCHED MSU BASKETBALL HIGHLIGHTS	WORE SPARTAN SWEATSHIRT	SAID "GO GREEN"	REPLIED "GO WHITE"
ATTENDED CLASS ONLINE	CUDDLED YOUR PET LIKE ZEKE	VIEWED BEAUMONT TOWER CAM	WISHED YOU WERE BACK ON CAMPUS	READ THE STATE NEWS
PUT OUT YOUR SPARTAN FLAG	WORKED OUT LIKE SPARTY	 <b>FREE</b>	TOOK ON A NEW HOBBY	RECEIVED ENCOURAGEMENT FROM A FELLOW SPARTAN
TOOK A VIRTUAL TOUR OF CAMPUS	CALLED FELLOW SPARTANS TO SAY HI	TOOK AN ONLINE EXAM	INDOOR TAILGATE	DREAMT OF DAIRY STORE ICE CREAM
BINGE WATCHED A TV SERIES	STAYED IN GREEN AND WHITE PAJAMAS ALL DAY	WASHED HANDS WHILE SINGING "VICTORY FOR MSU"	PRACTICED SELF-CARE	MISSED YOUR SPARTAN FAMILY



**CLASS OF 2020**  
ACKNOWLEDGEMENTS

**TAG A FRIEND:**

**BIGGEST SPARTAN SPORTS FAN**

**YOUR GO-TO STUDY BUDDY**

**FAVORITE PROFESSOR**

**ROOMMATE YOU LIVED WITH THE LONGEST**

**SOMEONE WHO HELPED YOU GET TO MSU**

**SOMEONE WHO HELPED YOU GRADUATE**

REPOST AND TAG @MICHIGANSTATEU #MSUGRAD20 



# 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

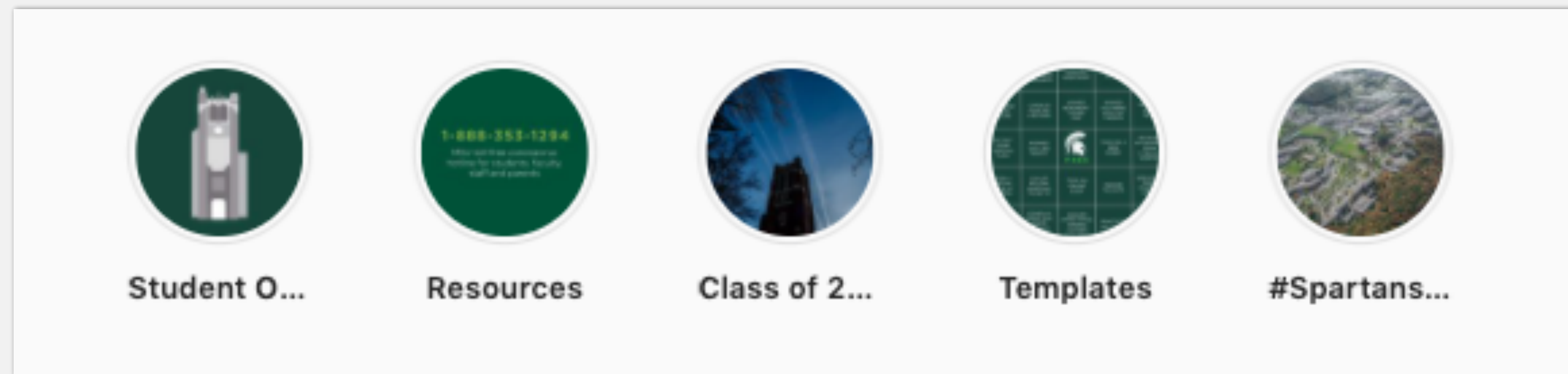


**farm**

- 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.



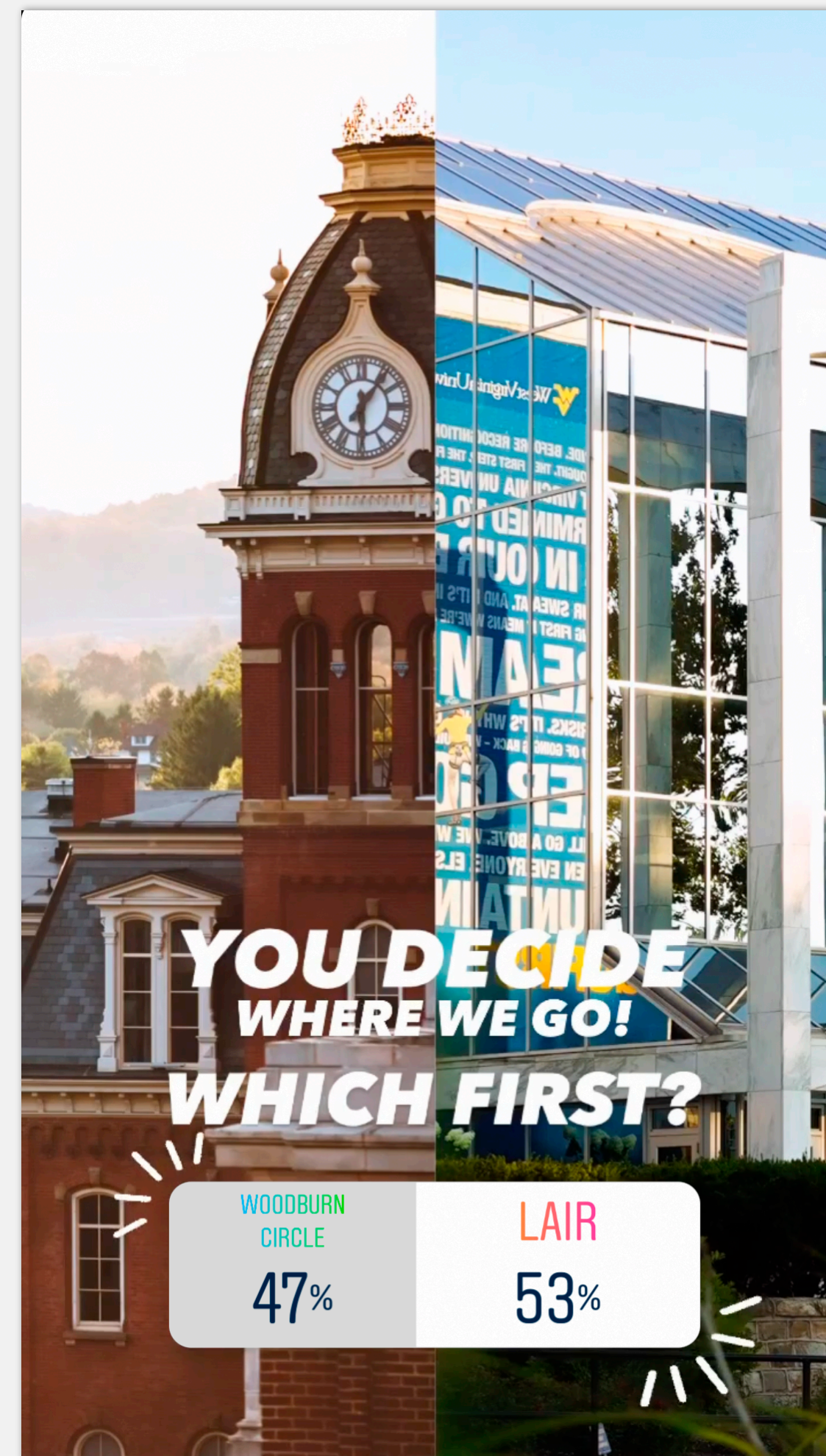
# Instagram Highlights



- 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?**