

# Elevate, Engage, Inspire

Marketing and Storytelling,  
through the  
Office of Public Affairs



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Lived in Pascagoula | Hattiesburg | Brandon | Gulfport | Greenville, SC | and now Starkville!

**THOMAS BROADUS | PASCAGOULA NATIVE  
| DAD OF 4 | 20+ YEARS IN DIGITAL**



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# Experience

- Mississippi Public Broadcasting
  - Web & Digital media
- The Focus Group
  - Director of Digital Strategy
- Infinity Marketing
  - Sr. Director of Content
- King & Columbus
  - President



Launched all MPB Social Media & Podcasts



Brought Digital Marketing to the Gulf Coast



Worked with Brands including Comcast, Clayton Homes, Clemson, University of Florida, Ohio University



Led transition teams for brands trying to understand digital first strategies



# Meet the Social Team



- **Sarah Triplett**  
Social Media Strategist
- **Jordan Smith**  
Marketing &  
Communication  
Coordinator
- **Sarah Kirk**  
Video Producer





# Partnership



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# Brand Standards

*Vertical Version*

*Horizontal Version*

*Signature*

*Signature*

*Wordmark*



**CORRECT**



**WRONG**



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# Critical Social Feedback

Monitor

Respond Appropriately

Escalate

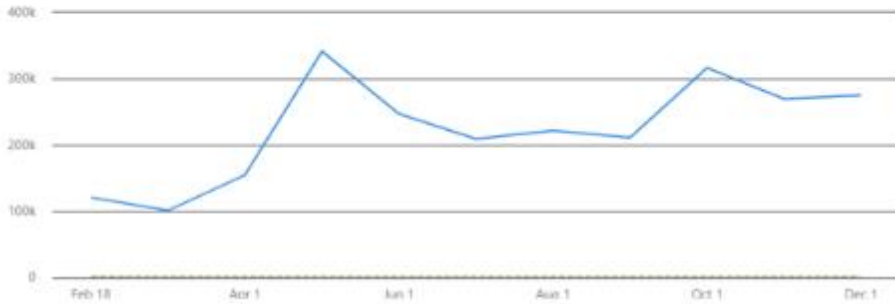




# Social Wins

## Metrics

Impressions



Boost unavailable

Welcome to Mississippi's College Town, Lumberton, MS  
October 8, 2024, 10:09 PM  
@msuofficials

Interactions

4,817 reactions 360 comments

Overview Performance Feed preview

why is  
**STARKVILLE, MS**  
the best small town in  
the south.

6,649 61

Boost reel

## Performance

### Overview

Views	Reach	Interactions
425,828	208,327	3,792



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# Hook | Click | Grow

1

2

3

PROSPECTIVE  
STUDENTS  
STUDENTS  
FACULTY/STAFF  
ALUMNI

WHAT HAS  
WORKED?  
WHAT DID NOT  
WORK?

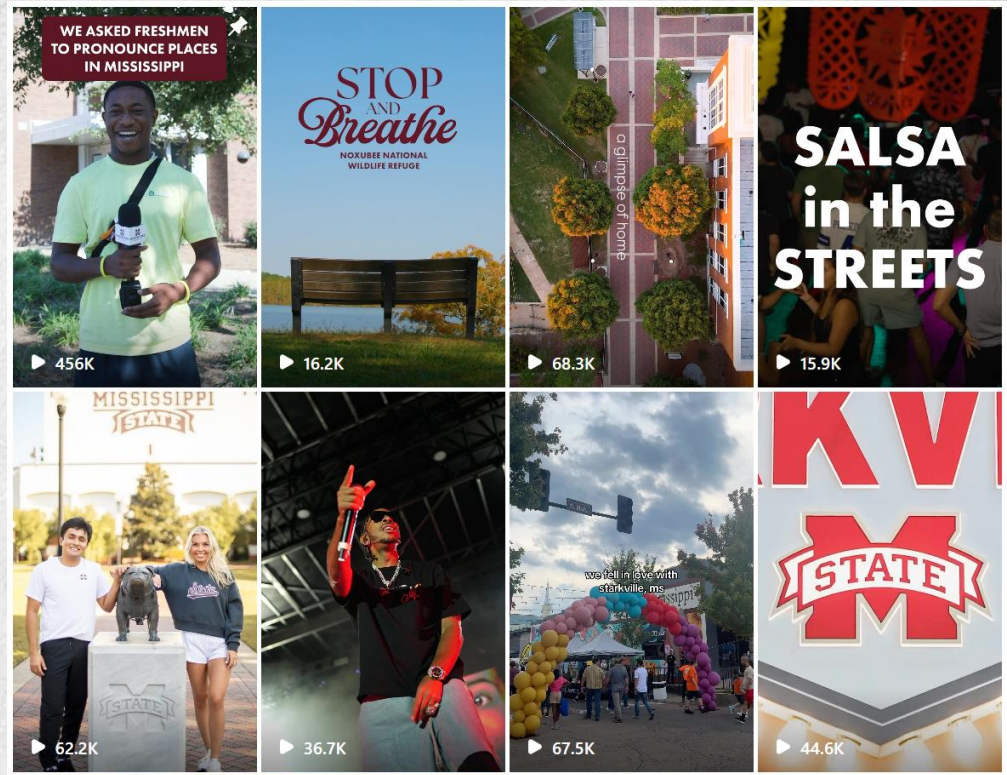
CAN WE BE  
CONSISTENT  
WITH THE  
QUALITY?



# Hook | **Click** | Grow

Make sure people SEE your content

- SHOWCASE
- EDUCCATE
- ENTERTAIN

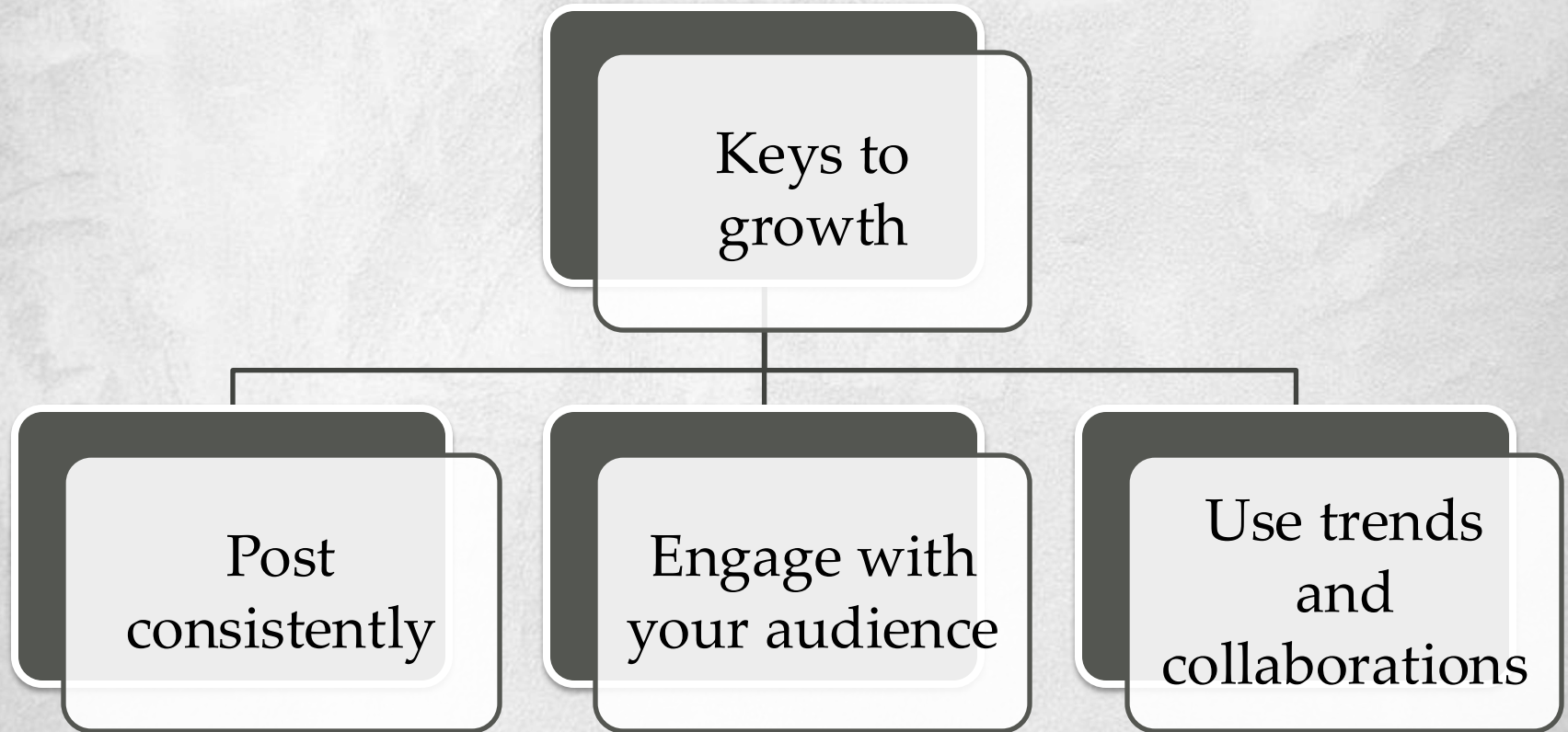


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# Hook | Click | **Grow**



# Social Wins



1.7 million views

122 thousand likes

492 comments, including comments from U-Haul –  
Dove for Men

3,550 bookmarks

10,900 shares



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# Social Wins



Watch the video:

**We asked freshman to pronounce places in Mississippi**

<https://www.facebook.com/share/r/18baihyCk1/>

1.6 million views across Facebook, Instagram, and TikTok

38K likes

1.4K comments

2.6K bookmarks

17K shares



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# Social Wins

*State*  
**VIOLATION  
MAROON FRIDAY**

THIS STUDENT IS ILLEGALLY WEARING COLORS  
OUTSIDE OF MAROON DURING FRIDAY, AND IS  
HEREBY SUBJECT TO THIS TICKET. PLEASE MAKE  
CHANGES TO YOUR OUTFIT BEFORE THE NEXT  
MAROON FRIDAY.

Watch the video:

**Maroon Friday Violations**

<https://www.facebook.com/reel/506164852125061>

107K views

5K likes

57 comments

112 bookmarks

560 shares





# Q&A

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