Welcome
Dr. Marilyn Fowlé
Branding Standards

Julie Gaynor
Review of 2017

Roll out of MSU Texas branding:
- MSU Texas: Boundless Opportunities Comprehensive Campaign
- MSU Texas-Flower Mound
- Undergraduate Admissions/Recruiting Promotions
- MSU Texas banners downtown
- Advertising/Billboards
- Posters/Flyers
- Website redesign
2018 Initiatives

Updating MSU Branding Standards
• Logo development/usage
• Font usage
• Letterhead/Business Cards
• Electronic Signatures
• University Boilerplate

Until the standards are revised and released, letterhead, business cards and electronic signatures should retain current setups.
2018 Initiatives

Completing website conversion
• Cascade CMS implemented
• Redesigned pages
• Individual training for the new system for each sitemaster
Logo Usages

General usage
Use in place of older institutional mark

Exclusive to comprehensive campaign
Social Media at MSU Texas

A J Lopez III
MSU Social Media Coordinator

@AJL3PHOTO
I know exactly why I’m cryin in the club this time... #clubmoffet 😢

Midwestern State @MidwesternState
The Moffett Library is open 24 hrs beginning today and through Finals Week! 📚
#ClubMoffett

11:51pm · 3 Dec 2017 · Twitter for iPhone

1 RETWEET 19 LIKES
Fact that I've been able to communicate entirely in Spanish with our cab driver is absolutely amazing. S/o to @MidwesternState Spanish dept 🤘🤘❤️

3:52pm - 15 Mar 2017 - Twitter for iPhone

4 LIKES
Excited to be able to join the mustang family this Fall ❤️ ❤️ @MidwesternState
#MSUproud #StangGang
*tweets this from warm office while students freeze midway to class*

Midwestern State @MidwesternState
Welcome back Mustangs! Stay warm out there! 🧣🧦 MSUTexas

10:54 AM - 16 Jan 2018 from Wichita Falls, TX

3 Likes

Tweet your reply

Midwestern State @MidwesternState - 3h
Replay to @sewfiuh

GIF

Keep Warm

@AJL3PHOTO
Total Impressions (2017) – 9.5 million

- **Impression** – The number of times your content is displayed on social media.
- **Engagement** – The number of times your content creates interactions.
- **Reach** – The number of times people see your content.

@AJL3PHOTO
MSU’s Social Media Handle - @midwesternstate or /midwesternstate

- **Handle** – The name of the social media.
- **Geofilter** – A frame used in Snapchat only in certain locations, when location is turned on.
- **Story** – A collection of pictures and videos that will run on social in a certain order for 24 hours.
MSU Texas Social Media

Facebook
Snapchat
YouTube
LinkedIn

Giphy
Twitter
Instagram

@AJL3PHOTO
Hashtags and Location Tags

#MSUTexas    #MidwesternState    #StangGang

#StangGang22    #FREEwithUPB    #WichitaFalls

#MSUProud    #FlowerMound    #HoofEm

Wichita Falls, Texas    Midwestern State University

@AJL3PHOTO
Social media Shows

- **Total Hours (2017)** – 1,037 hours

- **Mustangs Minutes** – Every Month (YouTube, Facebook)

- **The MSU Live Show** – Every 2 weeks (Facebook Live)
One week of planning, 24 hours, and 74 applications received!

Students ask for a Black Friday deal every year. So, on Friday, Nov. 24, we decided to give them a real deal!
• On Black Friday, students could submit their MSU application and the $25 application fee would be waived for this day only.

• Admissions sent out emails to prospective students a week before Black Friday.

• On Thursday night, we sent out Black Friday ads, that continued into the next day. We covered all of the four main socials.
In one day, we received 74 apps from future Mustangs!

Ads ran on Instagram and Facebook.

Stats (Facebook Ad)
- 9101 Reach
- 59 Likes
- 58 Shares
- 583 Engagement
- $32.35 Ad Cost

@AJL3PHOTO
Higher Ed Social Media Conference 2017  
#HESM17  
“Social media lessons learned when a student passes away and no one is to blame”  
Presenter – A J Lopez III  
Over 400 universities and colleges participate in this conference.

THE STORY

With three minutes left in a blowout game, sophomore and cornerback Robert Grays was injured while making a tackle on Saturday, Sept. 16.

#24Strong

- The #24Strong now symbolizes MSU athletics.  
  - The hashtag is used often.

#24STRONG

In Honor of Robert Grays

- Robert’s parents were honored at the last home game and the #24 was retired at MSU.
“Social media aren’t “new” anymore. Get on the bandwagon. Responsibly.”

• For the past two years, Student Affairs and the Mass Communication Department have teamed up to hold Social Media Day. It’s an all day event which introduces high school and MSU students to what else you can do with Social Media.
Social Media Photography

@AJL3PHOTO
"We don't have a choice on whether we do social media, the question is how well we do it."

- Erik Qualman
Questions?
Technology - Office 365 and OneDrive Preview

Jim Hall
What Is It?

Full Microsoft Office suite of tools provided from a web based portal that will be linked to the MSU login. Provides access to web based as well as locally installed versions of the Office applications.

1 TB (1000 GB)

Accessible from PC, Mac, iOS, Android
Office 365 Preview – Install Locally

Good morning

Apps
- Mail
- OneDrive
- OneNote
- SharePoint
- Teams
- Forms
- Admin
- Security & Compliance

Documents
- Recent
- Pinned
- Shared with me
- Discover

Recent Documents:
- Information Security Handbook Overview
  - my.mwsu.my.sharepoint.com ➔ Documents
  - Last opened by you: Wed at 2:10 PM
  - Activity: 2016-08-29 23:10
- Jim @ my.mwsu
  - my.mwsu.my.sharepoint.com ➔ Documents ➔ Notebooks
  - Last opened by you: Wed at 9:58 AM
  - Activity: 2016-08-29 23:58

Install Office apps
- Office 2016
  - Includes Outlook, OneDrive for Business, Word, Excel, PowerPoint, OneNote, and more.
- Other install options
  - Install a different language, the 64-bit version, or other apps available with your subscription.
Office 365 Preview – OneNote

Notebook

Section

Note
Office 365 Preview – Skype for Business
Office 365 Preview

Good morning

Apps
- Mail
- OneDrive
- Word
- Excel
- PowerPoint
- OneNote
- SharePoint
- Teams
- Class Notebook
- Sway
- Forms
- Admin

Documents

Recent
- Information Security Handbook Overview
  mymwsu-my.sharepoint.com » ... » Documents
  Last opened by you: Jan 10
- Jim @ mymwsu
  mymwsu-my.sharepoint.com » ... » Documents » Notebooks
  Last opened by you: Jan 10

New

Upload and Open
Questions?
Timekeeping Update
Kathy Rice
Tip of the Month
Jeanette Perry
GNU Image Manipulation Program

GIMP Overview
Introduction to GIMP

GIMP is an acronym for GNU Image Manipulation Program. It is a freely distributed program for such tasks as photo retouching, image composition and image authoring. It has many capabilities. It can be used as a simple paint program, an expert quality photo retouching program, and an image format converter, etc.

GIMP is expandable and extensible. It is designed to be augmented with plug-ins and extensions to do just about anything. The advanced scripting interface allows everything from the simplest task to the most complex image manipulation procedures to be easily scripted.
Features

• Image retouching
• Adding Text
• Editing
• Image collage
• Resizing
• Cropping
• Converting between different image formats
• Image Mapping
Borders

- Selection Editor
  - Feather
  - Sharpen
  - Shrink
  - Grow
  - Border
  - Distort
  - Rounded Rectangle
  - Toggle Quick Mask
  - Save to Channel
  - To Path

Border Selection

- Border selection by
  - 5 px
  - Feather border
  - Lock selection to image edges

Help | OK | Cancel
Healing/Clone Tool
Healing /Clone Tool
Adding and Rotating Text
Inserting Pictures
Saving Your Image

- File
- Export as
- Title
- File ext.
- Location
- Export
Questions?
Account Managers Group

✓ Upcoming Dates
  ▪ April 26th

✓ Shred Day – TBD

Questions or Suggestions??
Thank you for attending!