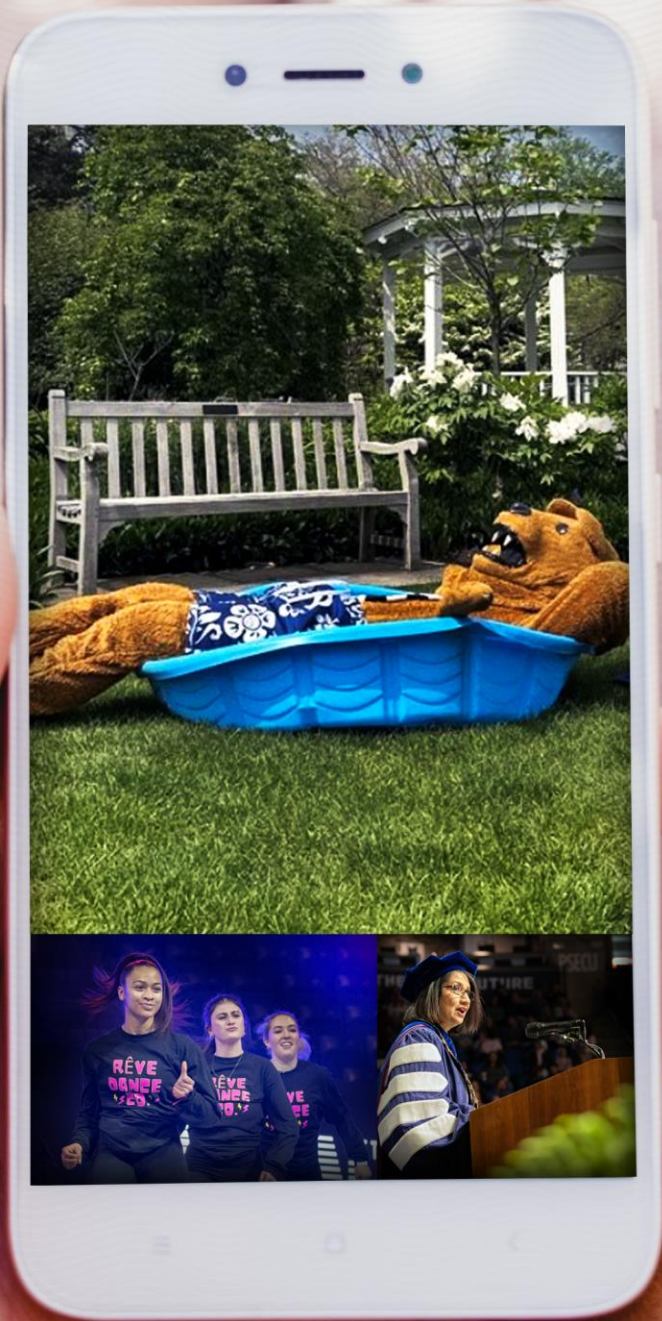




PennState

PENN STATE SOCIAL MEDIA

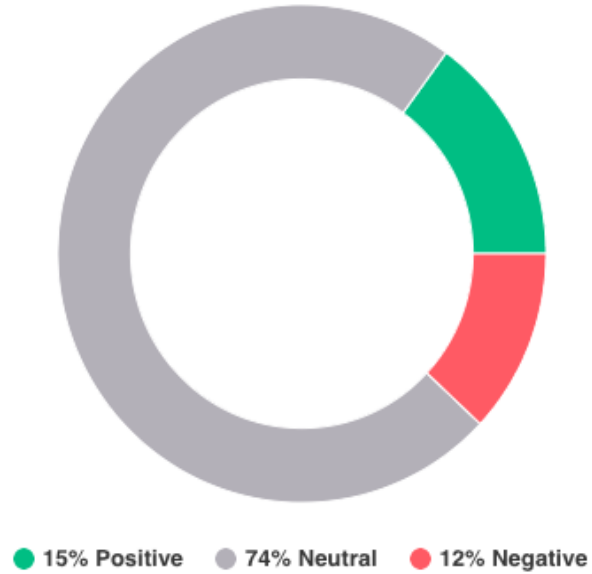


Our Metric-Driven Goals //

- Strengthen the University's reputation for academic, research, and service excellence
- Protect and advance the University's reputation for integrity
- Nurture pride and attachment to the University
- Drive support for the University's major leadership needs and priorities
- Grow the value of a Penn State degree

Issues + Crisis Management

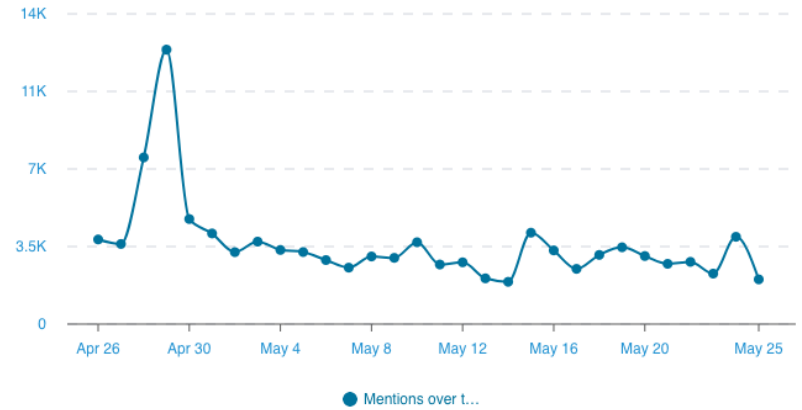
Sentiment volume



Total mentions

108K

Mention volume over time



Where Are We?



Integrated Model



Meet the social media team



**Kellen
Manning**

Director



**Courtney
Witmer**

Assistant Director



**Liz
Fuhrmann**

Strategist



**Jaydyn
Isiminger**

Specialist



**Marie
Hilbert**

Intern



Modernizing Our Strategy: Show Don't Tell



Showcasing the Research Enterprise



Modernizing Visual Content



Leveraging Unique Campus Model



A photograph of a young man and woman standing together on stone steps outdoors. The woman is wearing a yellow jacket and grey pants, and the man is wearing a blue Penn State sweatshirt and dark pants. They are both smiling at the camera.

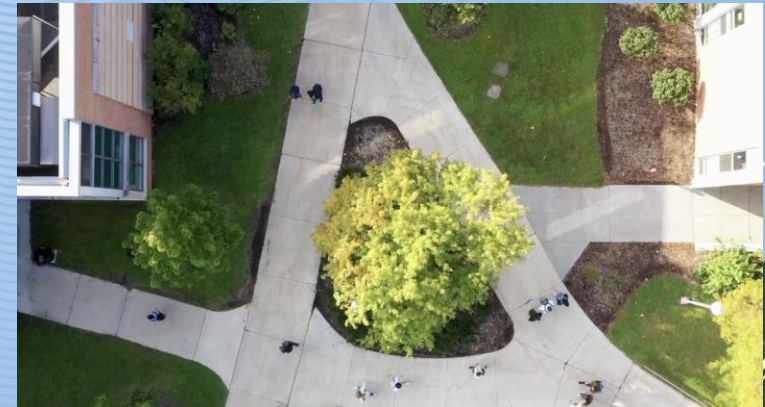
Penn State
 They decided to go back to college online together, leaned on each other for support, and now they will graduate together!

Sylvester Fernandez de Castro and Marian Viera Fuentes currently live in England, where de Castro is stationed with the U.S. Air Force. They are graduating this week with degrees they earned online through Penn State World Campus. <http://ow.ly/U6GT500eTQV>

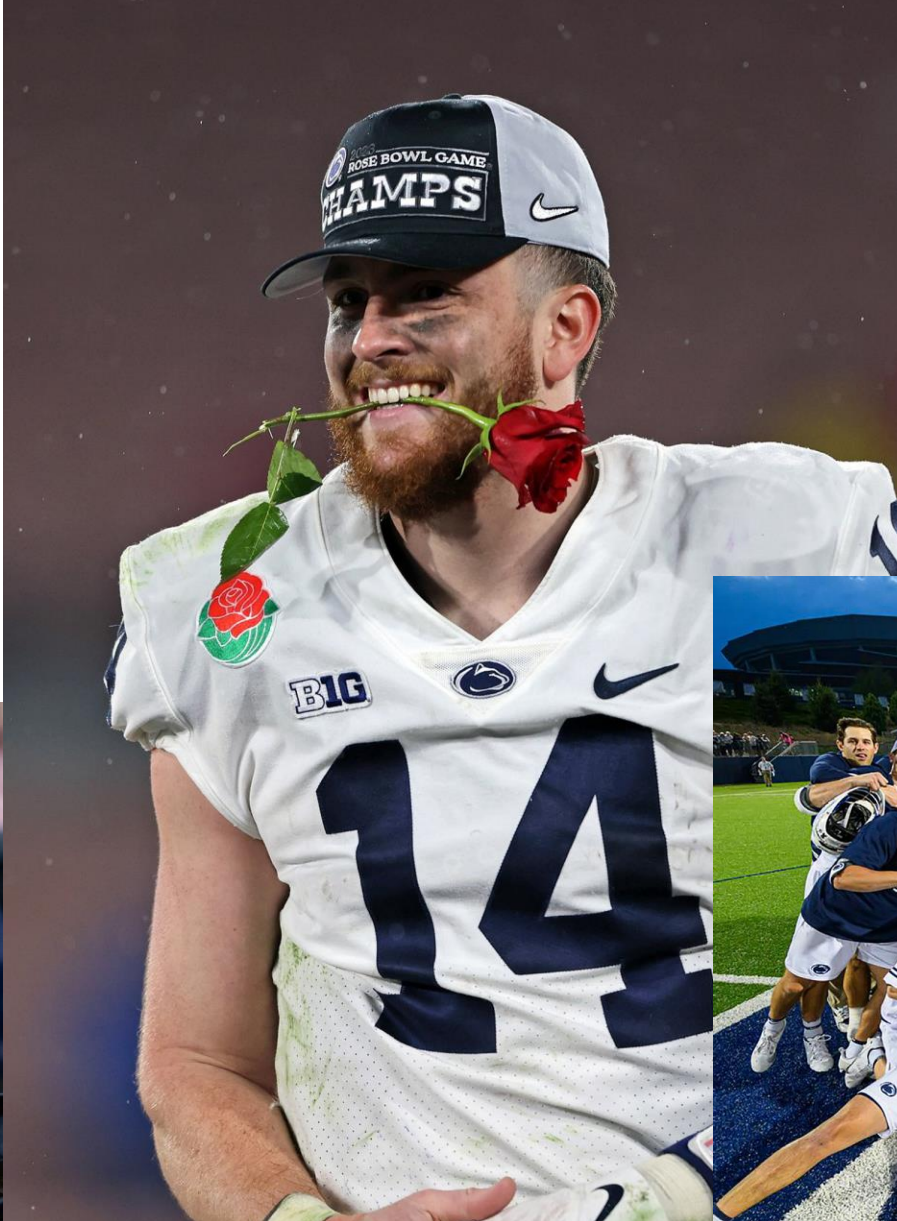
#WeAre

Timeline photos · May 3 ·

View Full Size



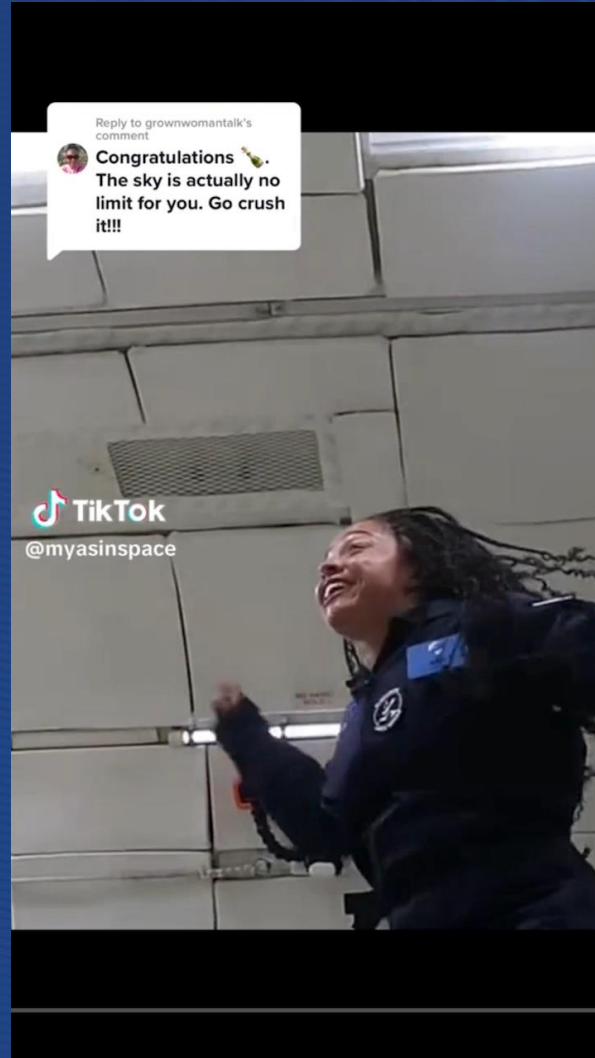
Nurturing University Pride

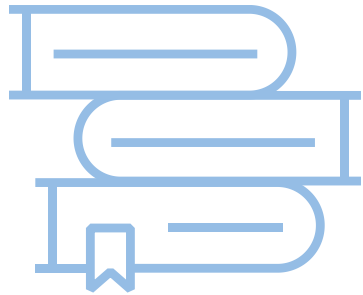


Amplifying the University Experience



Working with Influencers + Creators





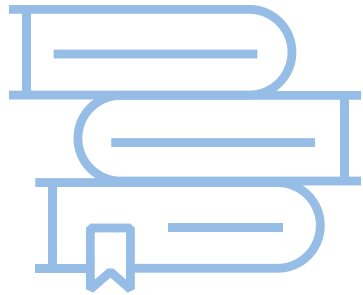
Influencer noun

in-flu-enc-er / in-'flüluəns-ər

plural influencers

A person with the ability to influence potential buyers of a product or service by promoting or recommending the items on social media.





Content Creator **noun**

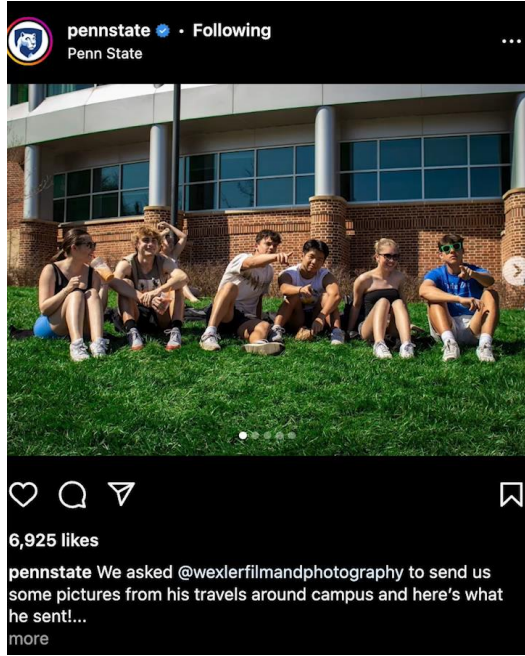
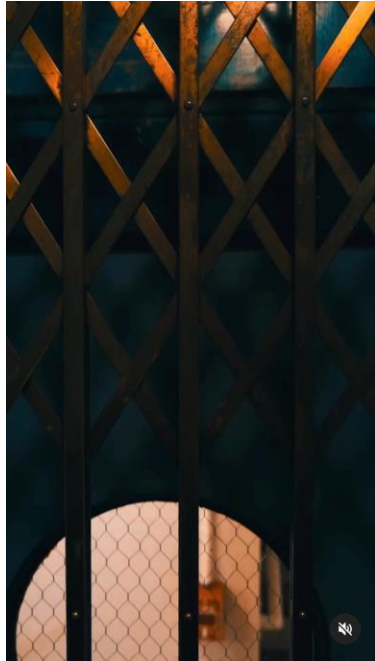
content creator / 'kän-tent krē-'ā-tər

***plural* content creators**

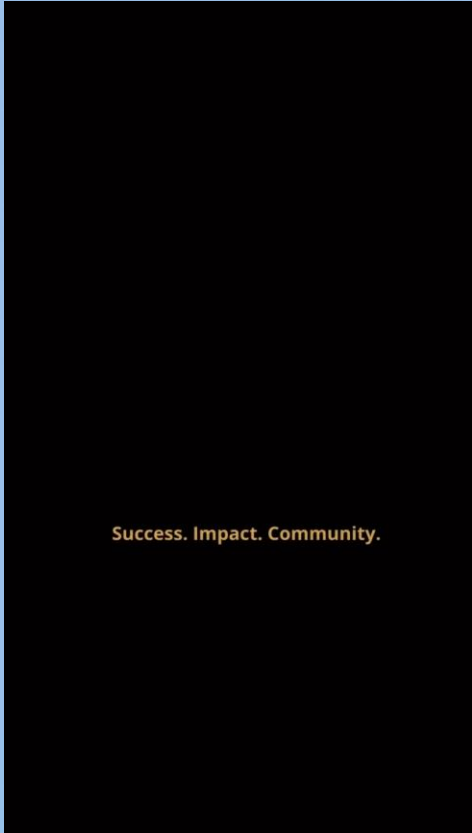
Produce entertaining, educational, or captivating content for digital distribution. These individuals typically offer a distinct perspective or voice. Fans latch on to their unique points of view, creating deep connections over time



Working with Creators



Culture of Belonging



Thought Leadership



Happy Veterans Day

Penn State University
We are one community impacting many. We Are Penn State.
Published Nov 10, 2022

Ever since I moved to the United States from India and became an American citizen, I have had a deep appreciation for the opportunities and freedoms available in this country and for the sacrifices of our service members who protect those freedoms every day. On Veterans Day, we celebrate and honor all veterans, past and present, who have served in the U.S. armed forces.



pennstate • Follow
Original audio

pennstate "We will work together to ensure our students are the most sought-after graduates in every sphere; grow our interdisciplinary research excellence; increase our land-grant impact through discovery and economic development of the state; foster diversity, equity, inclusion and belonging; and transform internal operations."

President Bendapudi shares a message on her vision and goals for the future of the University.
13w

3,959 likes
FEBRUARY 27

Log in to like or comment.



Tweet

WITF
@WITF

Dr. Neeli Bendapudi has a plan to unlock @penn_state's potential for greatness and lead the university into its next chapter.

Hear her insights on PNC C-Speak: The Language of Executives, from @WITF and supported by @PNCBank: ow.ly/6KXq50LKTNo

PNC C-Speak
The Language of Executives
Central PA

Unlocking Potential Greatness at Penn State University

featuring **Dr. Neeli Bendapudi**
President Penn State University

witf Listen Now

9:03 AM · Dec 1, 2022

Perspective: Leaders at Penn State



B. Stephen Carpenter, Dean, College of Arts and Architecture



Lee Kump, Dean, College of Earth and Mineral Sciences



Tracy Langkilde, Dean, Eberly College of Science

Challenges

pennstatealtona
Follow Message

pennstatealtona
onebigweek.com/pennstate
linktr.ee/Pennstatealtona1939

1,551 posts 6,162 followers 135 following

Grid of images including flowers, a red rose, and a group photo.

Penn State Alumni
19K Tweets

Penn State Alumni
@PennStateAlums

Serving Penn Staters since 1870. Student groups @bwpspu @LionAmbassadors, Magazine @pennstatermag, Football coverage @PSUFBLetter #WeAre

University Park, PA alumni.psu.edu
Joined July 2008

1,019 Following 25K Followers

Tweets Replies Media Likes

Penn State Alu... @PennStateAlu... · 1h
Current Penn State students and recent graduates.

Connect with alumni in your field and gain some

psbehrend
Penn State Behrend

Follow

7 Following 242 Followers 2034 Likes

This is the official TikTok account of Penn State Behrend. behrend.psu.edu

Videos Liked

Video thumbnail: 3 REASONS WHY ALEX ENGINEERING MAJOR

Penn State Eberly College of Science
3.4K likes · 3.7K followers

Message Liked Search

Posts About Mentions Reels More

Intro
The official Facebook page of the Eberly College of Science at Penn State

psu_ems

Follow Message

PSU Earth and Mineral Sciences
The Official Instagram site of the College of Earth and Mineral Sciences at Penn State.
www.psu.edu/news/earth-and-mineral-sciences/story/ems-student-

564 posts 1,424 followers 54 following

Grid of images including graduates and science-related photos.

Penn State College of the Liberal Arts
Penn State College of the Liberal Arts is home to 49 undergrad majors, 53 minors, and 39 grad and certificate programs.
Higher Education · University Park, PA · 2,452 followers

17 people from your company work here

+ Follow Visit website More

Home About Posts Jobs People

About
Penn State College of the Liberal Arts is one of the premier higher education institutions to study and work in the liberal arts disciplines. We offer outstanding programs in fields ranging from art ... see more

See all details

Penn State Mechanical Engi...
1,369 Tweets

Penn State Mechanical Engineering
@PSUMechEng

Join us as we engineer solutions and build a better future. Explore mechanical engineering at Penn State: bit.ly/PennStateME.

College & University University Park, PA
me.psu.edu Joined October 2018

189 Following 1,905 Followers

Tweets Replies Media Likes

Penn State Mechanical... @PSU... · May 25
@SmithsonianMag: "What Will It Take to Charge Electric Vehicles Faster?" Featuring Christopher Rahn, J. Lee Everett Professor of Mechanical Engineering

Penn State Smeal College of Business
Better Business Partners.

Higher Education · University Park, PA · 13,287 followers

Lori works here

+ Follow Visit website More

Home About Posts Jobs Alumni Events

About
The Penn State Smeal College of Business is a globally ranked business college with a community of more than 8,000 students, 90,000 alumni, and 800 faculty and staff members from ... see more

See all details

psstudentfarm

Follow Message

Student Farm at Penn State
Growing minds, community and food at the Dr. Keiko Miwa Ross Student Farm of
Check out our website for more opportunities!
www.studentfarm.psu.edu
linktr.ee/psstudentfarm

IG Takeov... Local Love Memories

708 posts 2,365 followers 452 following

Grid of images including farm produce and student activities.

studentlifepsu
Penn State Student Affairs

Follow

18 Following 15.7K Followers 772.9K Likes

Official Tik Tok of Penn State University Student Affairs

Videos Liked

Playlists
Student... 15 posts

Videos

Penn State Wilkes-Barre
2.2K likes · 2.5K followers

Send Email Message Like

Posts About Mentions More

Intro
Welcome to the official Facebook page of Penn State Wilkes-Barre. News, photos and all things PSWB.

Page · University

psuyorklibrary

Follow Message

Penn State York library
HOURS
Mon-Thurs: 8:00 a.m.-7:00 p.m.
Friday: 8:00 a.m.-4:30 p.m.
Sunday: 2:00-7:00 p.m.
See website for exceptions
libraries.psu.edu/york

271 posts 205 followers 25 following

Grid of images including book covers and library events.



Opportunities Across Platforms




**Instagram • LinkedIn • TikTok
Facebook • Twitter • YouTube**

Instagram









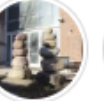
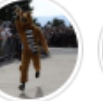

242,000 followers






 **pennstate**  




Follow **Message**




Penn State University
Education
#PennState's official Instagram account.
linktr.ee/penn_state

4,139 posts **242K** followers **457** following

LinkedIn



732,000 followers

2023



Penn State University



We are one community impacting many. We Are Penn State.

Higher Education · University Park, pa · 732,038 followers · 29,209 employees

Jennifer & 46 other connections work here

- ✓ Following
- Invite
- More

- Home
- My Employer
- About
- Posts**
- Jobs
- Alumni

- All**
- Images
- Videos
- Articles
- Documents
- Ads

Sort by: Top ▾



Penn State University

732,038 followers

2h ·



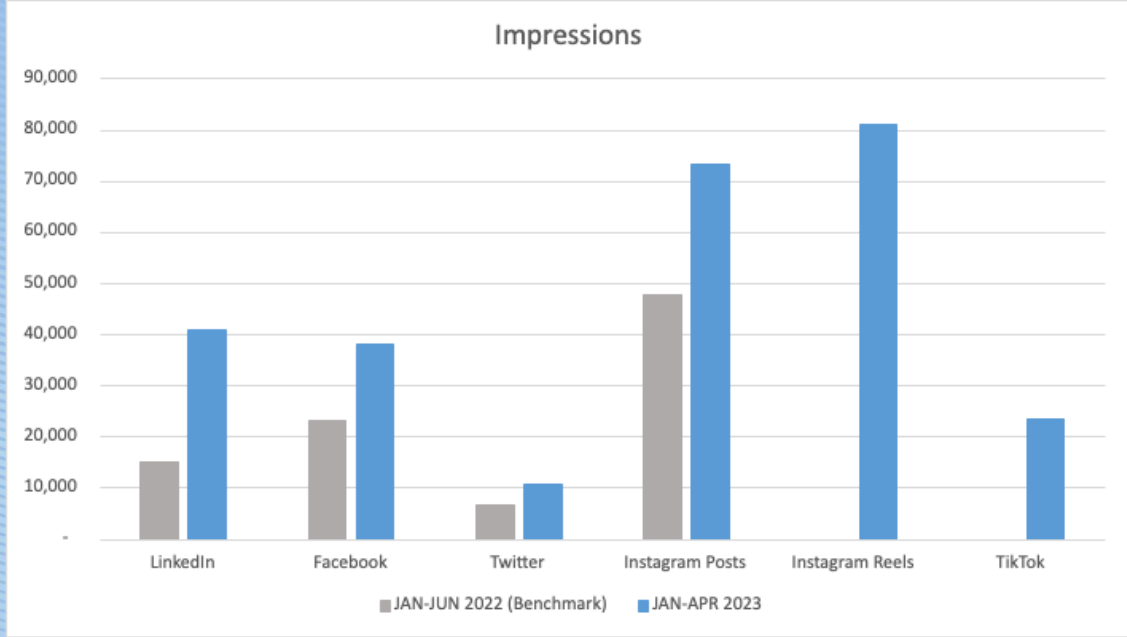
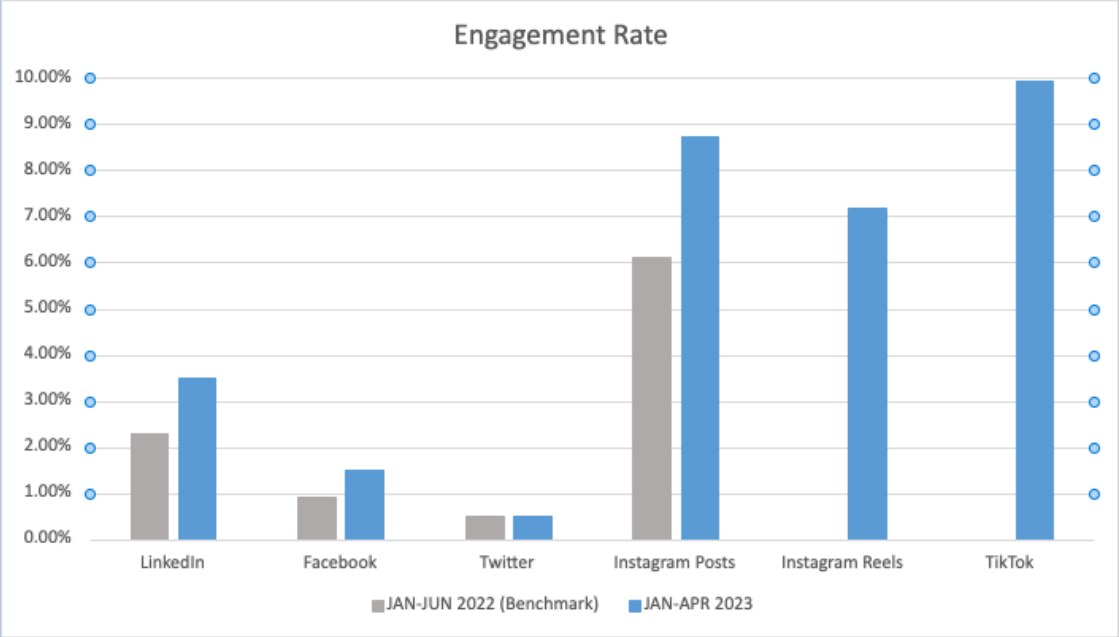
Have a terrific Tuesday, Penn State!

[#WeAre!](#)



Metrics for Success

2023



What's Next?



- **Innovate and stay ahead of the rapidly changing landscape**
- **Leverage the Nittany Lion spirit and community**
- **Increase opportunities for collaborations**
- **Continue serving in counselor role**



Thank You!

Questions?