



Empowering Students for Rapid Content Creation

JEFF KALLIN

ASSOCIATE DIRECTOR OF CREATIVE MEDIA, CLEMSON ATHLETICS





Jeff Kallin

7th Year Full-Time at Clemson

Married to Jill

Son in November!

Self-taught designer

@CUJeffKallin



CLEMSON



Digital Storytelling

**Dabo Swinney Introductory
Press Conference**

2008





The Clemson Story



Digital Transformation

- 1.4 million new followers in 30 months
- 27 million on-demand video views in 2015
- Ranked #1 Twitter account in CFB by *Sports Illustrated, Twitter*
- National Championship appearances
- Record-breaking fundraising

How Clemson's social media crew is winning the Internet



Members of Clemson's New and Creative Media team pose for a picture during the football season. They are: (From left) Jonathan Gantt, Alexa Rickard, Max Huggins, Austin Koon, Nik Conklin, Pieper Meredith and Jeff Kallin.

Courtesy of Clemson's New and Creative Media Dept

Fan/Followers Growth over last 3.5 Years

Jan. 1, 2014:	355,731
Jan. 1, 2015:	575,985
Jan. 1, 2016:	1,182,889
Sep. 1, 2016:	1,833,905



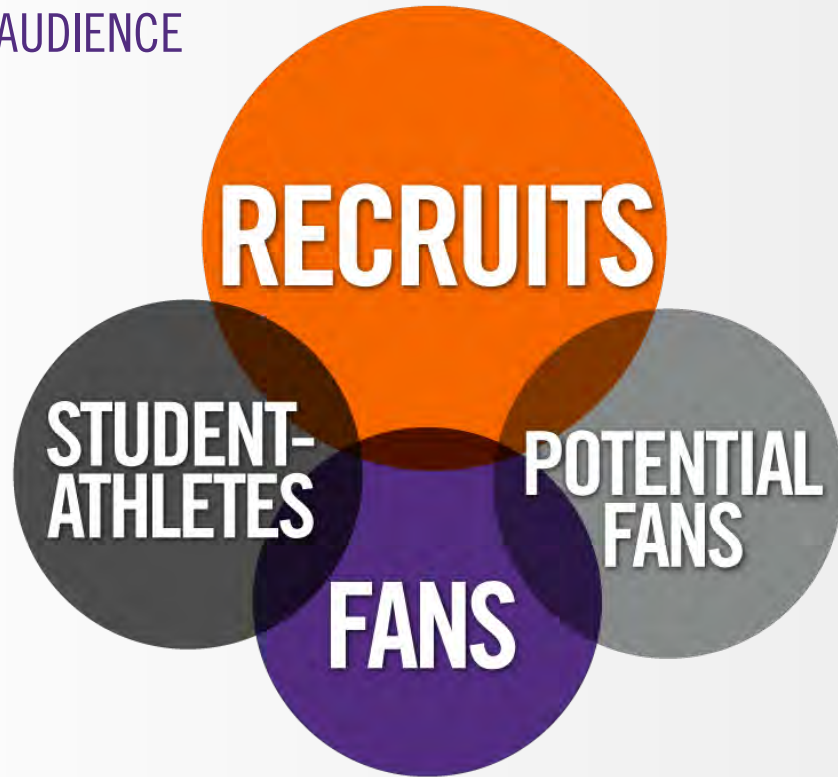
The PAW is powerful...

Rank	School	Account	Followers	30-Day Trend
1	Alabama	@AlabamaFTBL	523,885	▲ 7.66%
2	Michigan	@umichfootball	507,474	▲ 11.43%
3	Clemson	@clemsonfb	405,480	▲ 6.57%
4	Notre Dame	@NDFootball	384,809	▲ 23.08%
5	LSU	@LSUfootball	365,962	▲ 0.00%
6	Tennessee	@Vol_Football	339,688	▲ 7.53%
7	Georgia	@FootballUGA	318,487	▲ 6.74%
8	Oklahoma	@OU_Football	299,694	▲ 3.92%
9	Michigan St.	@MSU_Football	235,954	▲ 3.89%
10	Auburn	@FootballAU	217,699	▲ 3.58%
11	Florida St.	@FSU_Football	211,132	▲ 5.93%
12	South Carolina	@GamecockFB	201,229	▲ 5.79%
13	Penn St.	@PennStateFball	182,073	▲ 5.47%
14	Wisconsin	@BadgerFootball	177,762	▲ 5.26%
15	Texas A&M	@AggieFootball	173,481	▲ 4.10%
16	Florida	@GatorsFB	165,709	▲ 5.00%



Why Social?

AUDIENCE



CHANGING A CULTURE

- 2013: Traditional approach
- Opportunity
- Transition to in-house agency
- Refocused job responsibilities of existing staff
- Campus partnerships: CIO, Students
- Success on the field



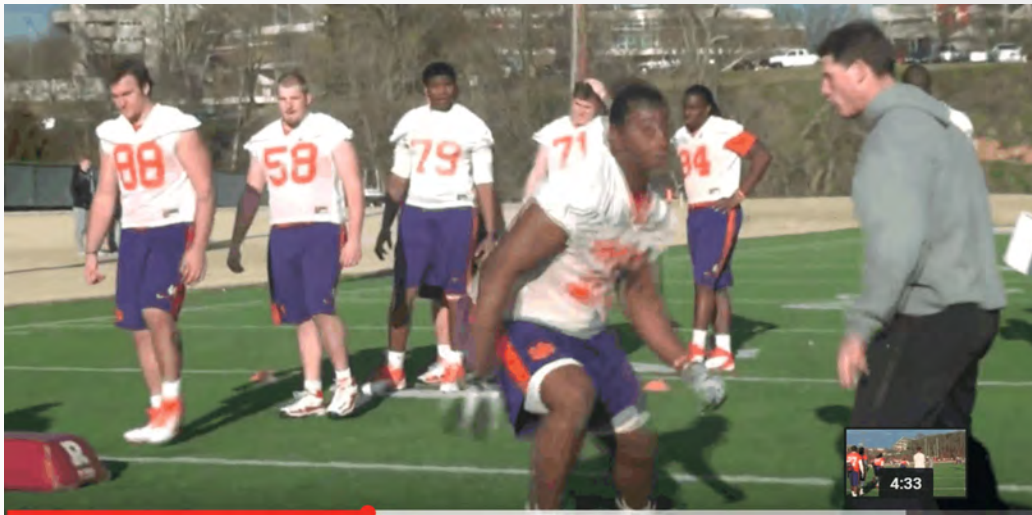
34.4%

of incoming freshmen mentioned SM impact as factor



Spectator vs. Participant

WORKOUT (2012)



WORKOUT (2016)



Owned Platform vs. Native Distribution

SOCCKER PREVIEW (2013)

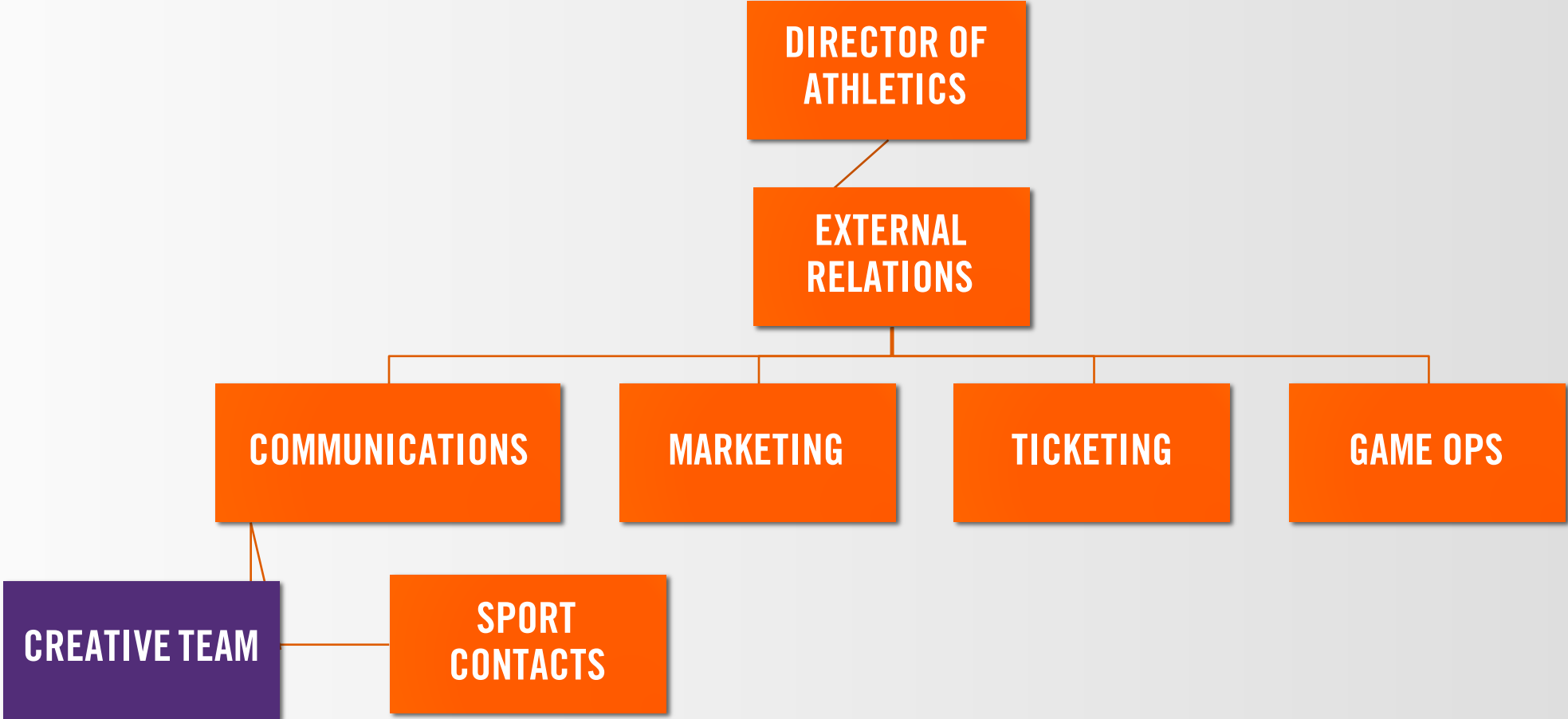
The screenshot shows the Clemson Tigers website interface. At the top, it says "CLEMSON TIGERS" and "THE OFFICIAL WEBSITE OF CLEMSON UNIVERSITY ATHLETICS". Below that, there are navigation links for "SPORTS", "TICKETS", "SHOP", "RECRUITS", "STUDENT-ATHLETES", "IPTAY", and "INSIDE ATHLETICS". A search bar is also present. The main content area features a large video player with a "1:07" timer overlay. The video title is "Men's Soccer vs. Notre Dame Preview 10-3-13". To the right of the video player, there is a "LIVE EVENTS" section with a dropdown menu set to "All Sports". Below this, there are two event listings: one for "Friday April 15" at "5:30 PM" for "Baseball Clemson vs. Louisville Audio" and another for "Saturday April 16" at "8:25 AM" for "Rowing 2016 Clemson Invitational — Saturday Morning".

SOCCKER PREVIEW (2015)

The screenshot shows a Twitter post from the account "Clemson Men's Soccer" (@ClemsonMSoccer). The tweet text reads: "No. 11 Coastal Carolina visits HRF tonight! How 'bout another 7,000 of you at Riggs?". Below the text are the hashtags "#ClemsonUnited" and "#AllTogether". The tweet includes a video player showing a large crowd at a stadium. A vertical banner on the right side of the video reads "CLEMSON VS. COASTAL CAROLINA Monday, 7PM HISTORIC RIGGS FIELD ESPN3". The video player shows a progress bar at 0:11 / 0:15. Below the video, the tweet shows "31 RETWEETS" and "46 LIKES". The timestamp is "11:10 AM - 7 Sep 2015".



Our Team Setup



Personnel: Student Contributions

- Students play a key role in content creation
- First-class tools + mentorship
- Brand standards – colors, fonts, logos, specs
- Perspective and input



Clemson + Adobe Partnership




Partnerships

Campus Banner + Design
Clemson Creative Services


- shared assets
- shared resources

INSTAGRAM ENGAGEMENT

best practices from top performers



Clemson University ranks #2 overall, #11 on Twitter, #7 on Facebook and #3 on Instagram. Their social presence helps keep the nation's most engaged alumni base plugged in. Their Instagram feed is full of beautiful shots of campus and Lake Hartwell:



Campus beauty is always good for engagement, since it inspires that "I belong" feeling and stirs nostalgia for current students and alums. It's also great for prospective students to see where they could spend the next 4+ years, and it gets enrolled students saying "I can't wait to go there!"

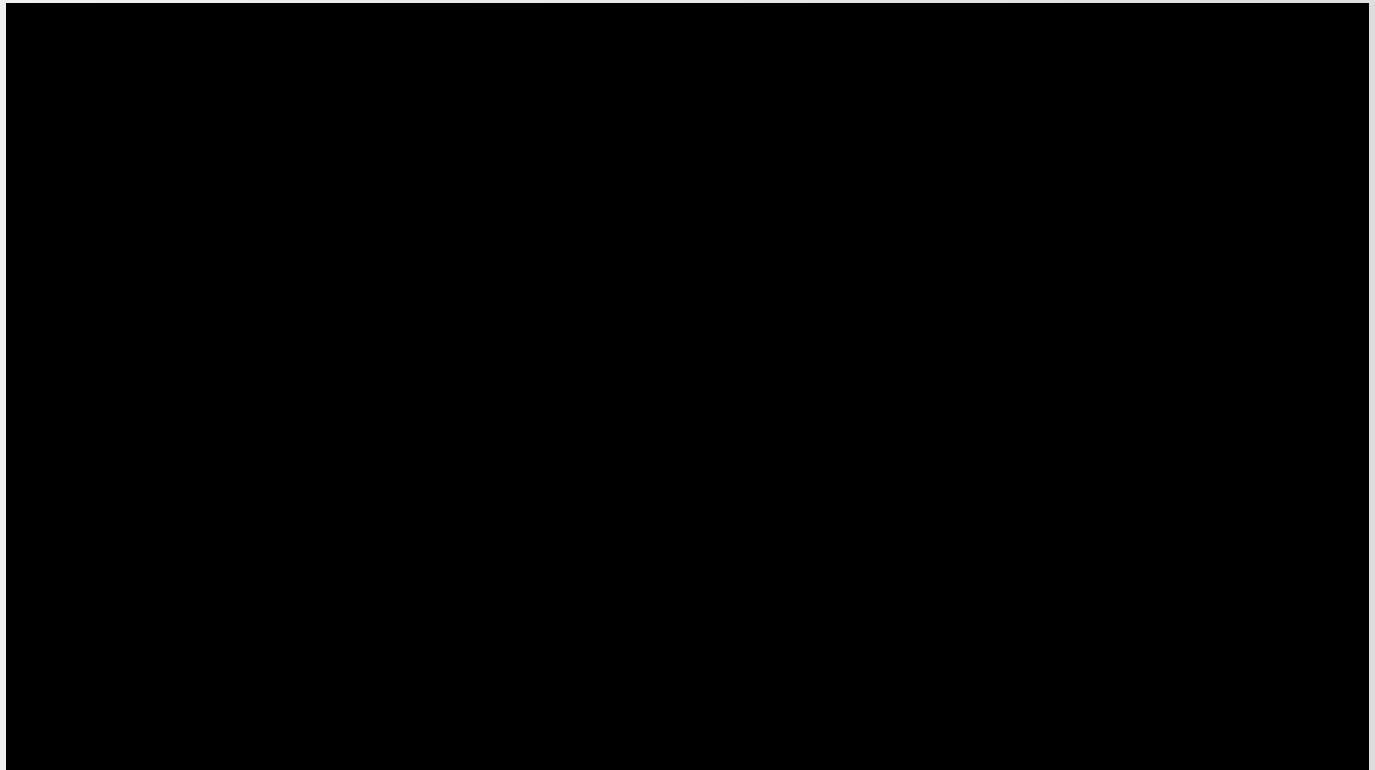
[SEE THE POST >](#)



Student Work

250K total views across social platforms in
72 hours

Supplemented with Adobe Spark page



Recruiting

Get into Classrooms

Look for High School Talent

Identify yourself as looking for talent

Plug into other networks on campus

Intern employer days

Behance



“We identify who the best players are and then we go after them as a staff. We always have a lead guy, but it’s a great team effort on everybody’s part.”

What's your pitch?

Food.

Money.

Exposure.

Experience.

Status.

Class Credit.

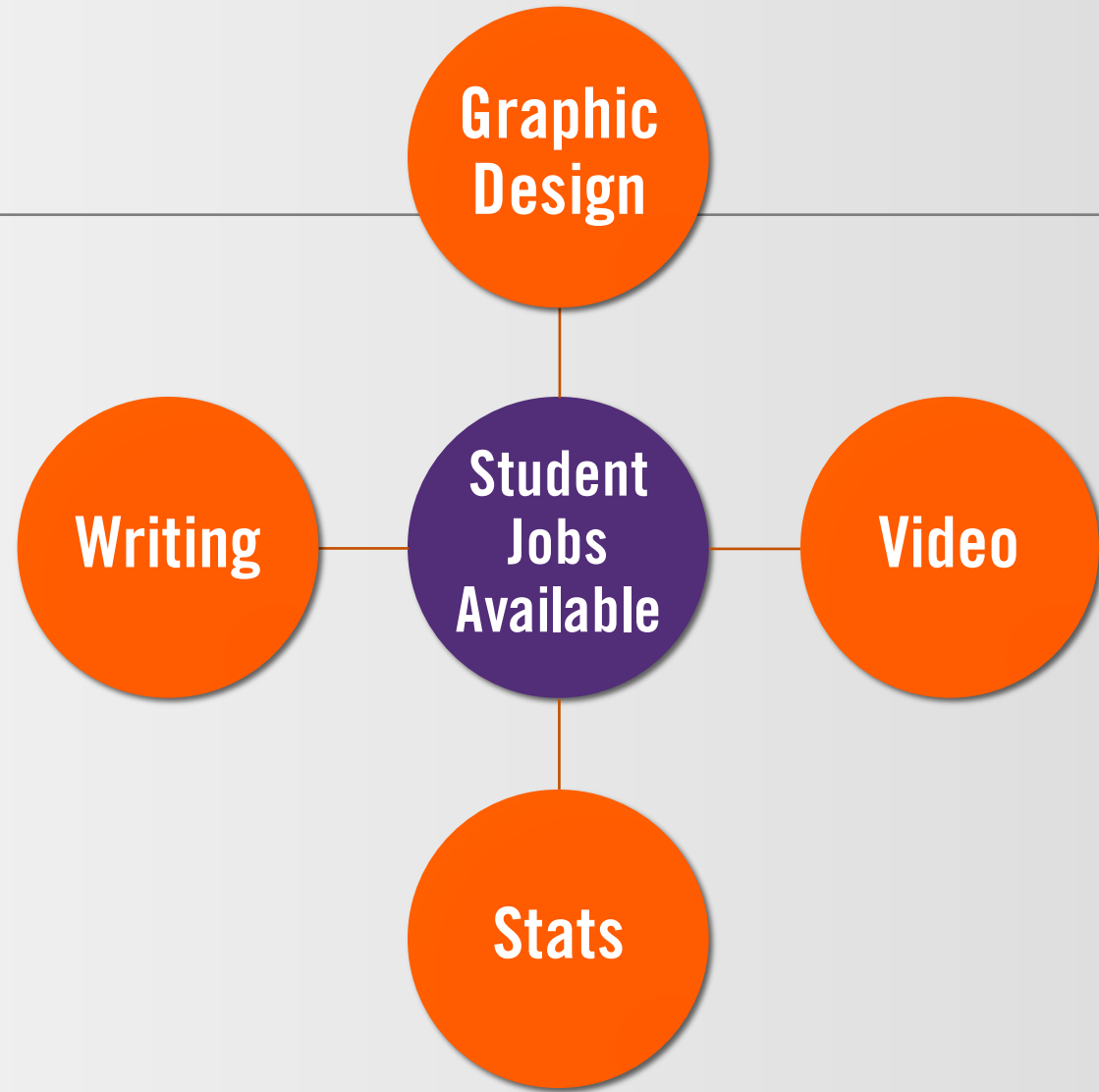
Convenience.



Defining Roles

Hiring students for specialized talents

DON'T TURN DOWN TALENT. FIND A PLACE FOR IT.



Application Process

- Create competition
- Don't settle for a resume
- Ask students to provide real live work before hiring



Services you can provide

- Workshops
- Skillwork
- Office Hours



Toolbox

What tools do you need to set up a workflow to succeed?

- Box/Dropbox/Drive account
- Phones
- Specific Deliverables
- Workstations
- Creative Cloud





Give a student your most important project. Seriously.



Inspiration

It is our responsibility to expose students to new ideas, philosophies and work.

- Send your students things you like!
- Challenge them to send, screencap, Instagram things they like
- Talk about what they like and why...
- Their perspective is **IMPORTANT**





CREATE SOME EARLY WINS

Forfeit your preferences (NOT STANDARDS!!!) to get creative buy-in



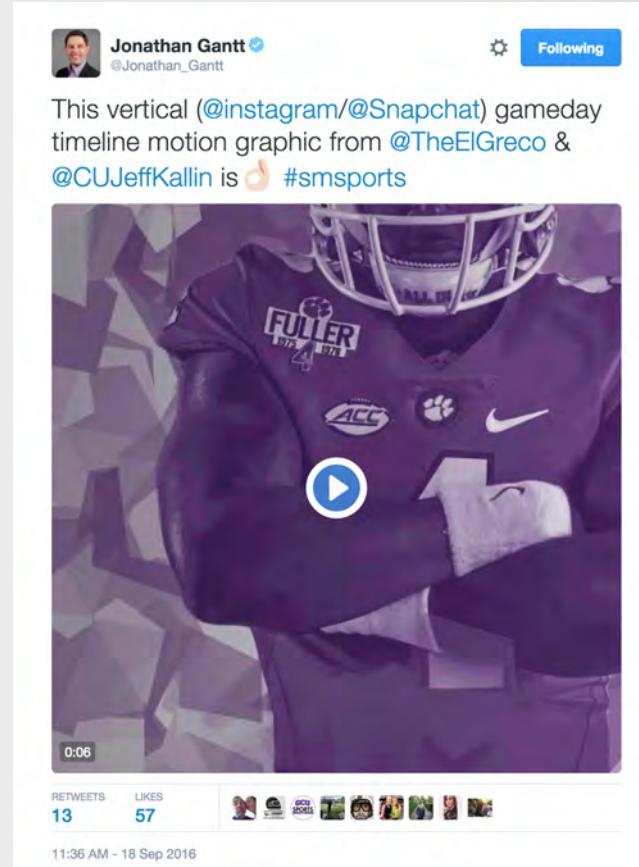
Use your personal channels to advocate

NO ONE CARES ABOUT YOUR “DISCLAIMER”

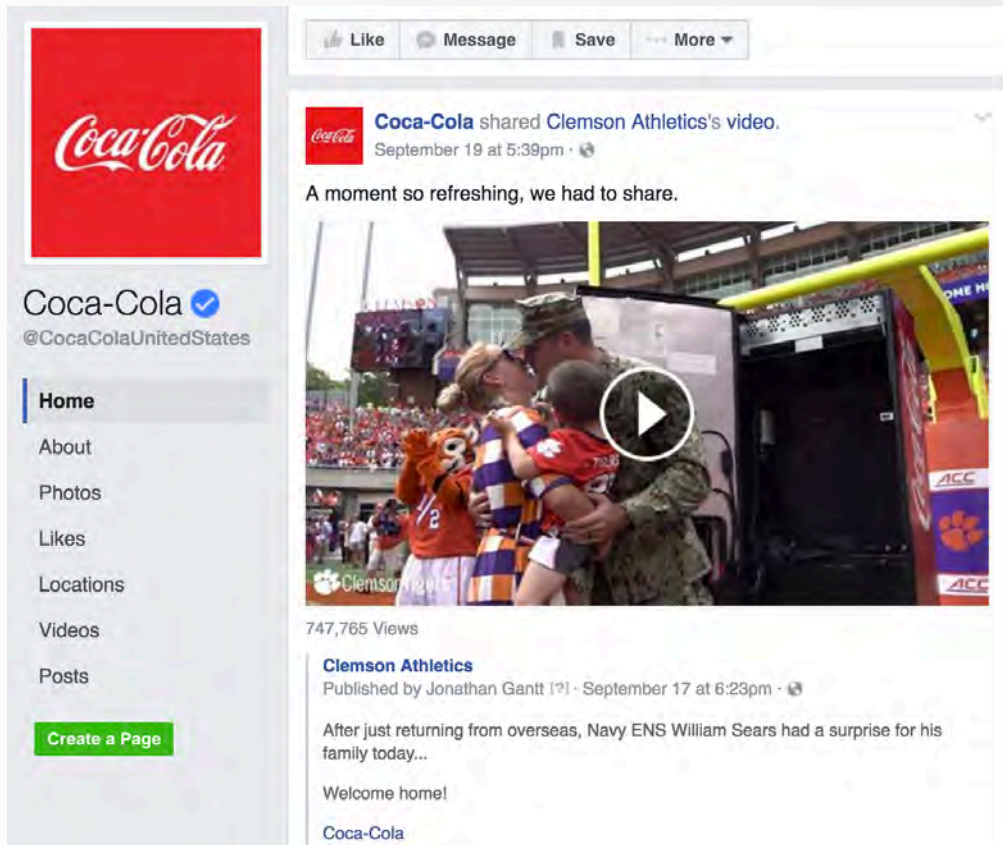
Use your channel to prop students up

Build confidence

Shows potential employers the work that is being done and who is doing it.



Share Success Stories



The screenshot shows a Facebook post from the official Coca-Cola page. The post features a video thumbnail with a play button icon. The video is titled "Clemson Athletics" and was published by Jonathan Gantt on September 17 at 6:23pm. The text of the post reads: "After just returning from overseas, Navy ENS William Sears had a surprise for his family today... Welcome home! Coca-Cola". The video has 747,765 views. The Coca-Cola page has a navigation menu on the left with options: Home, About, Photos, Likes, Locations, Videos, and Posts. There is a "Create a Page" button at the bottom of the menu.

Football game on Sept. 19

Solider came home to surprise family

Shared by Coca-Cola

Shot & edited by students



Digital Content Strategy

Emotion // Nostalgia // Information



Gameday vs. Tuesday: Prepare to React

REGULAR DAY

- Prepare for events!
- Building graphics
- Contacting sponsors
- Writing scripts
- Idea generation/sharing
- Yes (usually)

GAMEDAY

- Specific duties and places to be
- Filling in the blanks
- Firefight
- Flexibility
- Trust (Knowing other people will get their stuff done)



Pro Tip

DOESN'T HAVE TO BE COMPLICATED.

2016 CLEMSON
REGIONAL



CLEMSON



Event Coverage

- Supplement broadcast
- Provide value for second screen viewers and those who use mobile as primary screen
- Turn your back on the field
- Context, atmosphere, emotion





Shooting Equipment

DSLR/Mirrorless Cameras (Sony a7s, Canon 5D Mark iii)

Mobile Phones: Capture, edit, publish



Adobe Clip



Content Menu

Over-prepare for what we know will happen so we can react to the spontaneous moments

- Arrival
- Warmups
- Score Updates
- Final
- Notes
- Quotes

Clemson Football @ClemsonFB
The vibe in #Clemson right now... 🔥🔥🔥
#beatFSU
RETWEETS 179 LIKES 240
3:28 PM - 7 Nov 2015

Clemson Tigers
Jan 10, 2016
Got your poms-poms ready... you #ALLIN? #Clemson
78,618 Loops
487 Likes · 65 Revines · 10 Comments
Say something nice

Clemson Tigers
Mar 5, 2016
#Clemson #TheRivalry 🐾🐾
People also watched >
257 37 Share
26,112 Loops



Create Pressure Situations.

TOUGHNESS

DESHAUN WATSON

FIRST HALF

WATSON'S 500TH CAREER COMPLETION CAME IN THE 2ND QUARTER TO MIKE WILLIAMS

CLEMSON VS. GEORGIA TECH
SEPTEMBER 22 7:30 P.M.

HALFTIME QUOTE WITH
DABO SWINNEY

WE HAD A GREAT FIRST HALF. OUR GUYS ARE MOVING THE BALL AND DEFENSE IS PLAYING LIGHTS OUT. THIS IS A TOUCH PLACE TO PLAY. WE STILL HAVE TO MAKE SOME ADJUSTMENTS AND GET READY FOR THE SECOND HALF.

ClemsonFB



Workflow for Video



Shooter

Runner

Editor

CC Libraries

Export

Distribution

Some Apps We Like

- Adobe
 - Capture
 - Clip
 - Photoshop
 - **Lightroom**
 - Post (iPhone)
- Snapseed
- PicsArt
- Filmic Pro



**Don't be this. Clear these.
Put students in a position to succeed.**



Challenges

What are some of
the **challenges**
you face?



TOP TEAMS ON TWITTER

Which teams own the competition on Twitter? We went league-by-league to determine the top five.
Note: Our rankings were determined by the quality of the feed, not the number of followers.

NFL

1



CAROLINA PANTHERS
@PANTHERS

NBA

1



ATLANTA HAWKS
@ATLHAWKS

MLB

1



SEATTLE MARINERS
@MARINERS

NHL

1



LOS ANGELES KINGS
@LAKINGS

NCAAF

1



CLEMSON FOOTBALL
@CLEMSONFB

BEST IN SPORTS SOCIAL MEDIA

CHICAGO BLACKHAWKS – #WHATSYOURGOAL

CLEMSON UNIVERSITY

DALE EARNHARDT JR.

NATIONAL BASKETBALL ASSOCIATION

U.S. WOMEN'S NATIONAL SOCCER TEAM

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