



METTER·MEDIA

CASE STUDY

MICROSOFT NEW ENGLAND

*Giving a face to a well-known
corporation with a localized, people-first
social media strategy.*

MEET THE CLIENT...



NAME: Amy Schraut

COMPANY: Microsoft

TITLE: Business Operations

PROBLEM:

As head of the Microsoft New England Research and Development (NERD) Center's operations, Amy was looking for a **local social media presence** that highlighted **employees, events, and projects** on campus to **boost recruiting, increase bookings of Microsoft's event space, and highlight Microsoft's commitment to the local community in Cambridge, MA.**

ABOUT MICROSOFT NERD

The Microsoft New England Research & Development Center (NERD) is a research and software innovation campus located in the heart of Cambridge, MA. NERD is home to some of Microsoft's most strategic teams including Microsoft Research New England, Microsoft Application Virtualization (App-V), SharePoint Workspace, SQL Advanced Information Processing, Microsoft Advertising, Microsoft Lync, Microsoft Office 365 and more. NERD has become a hub of activity for the local community and has hosted more than 1,000 events and welcomed more than 80,000 visitors for learning and networking since opening.

**“I TRUST METTER MEDIA WITH EVERYTHING
FOR OUR SOCIAL — YOU GUYS ARE OUR
RIGHT HAND ON SOCIAL AND EVERYONE IN
NEW ENGLAND KNOWS THAT.”**



SOCIAL MEDIA #GOALS

1) Recruitment

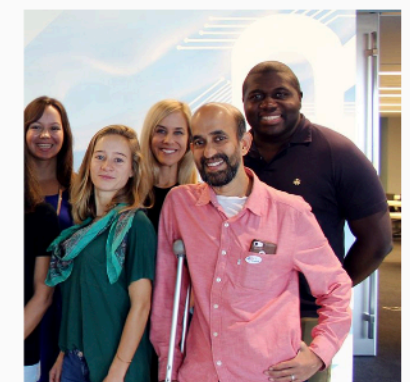
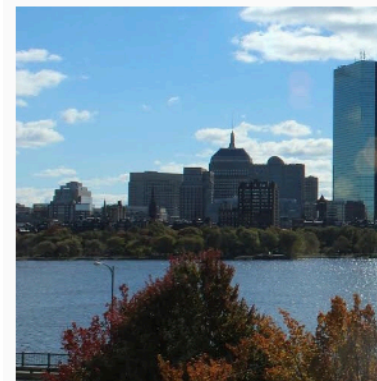
Microsoft New England's social channels are their initial touchpoint for potential new hires. We use these platforms to recruit new talent by showcasing career development opportunities, our university relationships, campus life and perks, and overall Microsoft culture — AKA how awesome it is to work there!

2) Emphasize Microsoft Life

Using Microsoft's overarching #MicrosoftLife campaign, our social channels represent Microsoft's pillars of growth mindset, customer obsession, and a focus on One Microsoft.

3) Event Promotion

By highlighting team projects and on-site events, Microsoft New England is able to promote its space as a publicly-available conference center. This showcases Microsoft's commitment to the local technology and academic community, and is a selling point for the office.



BY THE NUMBERS...

*Metter Media has been running Microsoft New England's social media since May 2014.
We recently launched their Instagram.*

2,656

new Instagram
followers in just
4 months

7,420

new Twitter
followers in
4 years

1,584

new Facebook
page likes in
4 years

2,558

average
engagements
per month

122,800

total engagements
in 4 years

16.5 MILLION

total impressions
in 4 years

An **impression is the actual number of times people see our posts.*

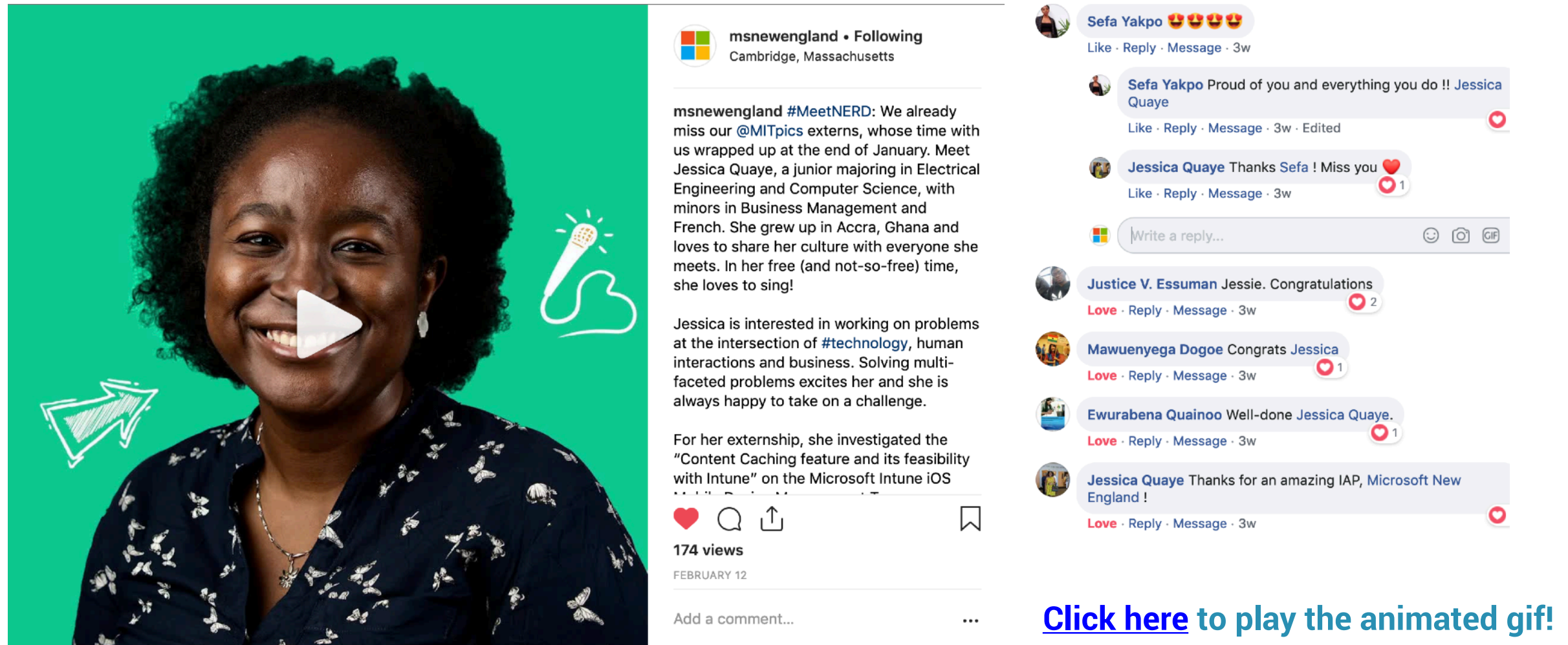
An **engagement is any like, comment, share, or retweet on our posts.*

“I LOVE THE FACT THAT YOU GUYS ARE ABLE TO TAKE WHAT WE FEEL IS **IMPORTANT** **LOCALLY** AND **INCORPORATE** THAT INTO THE **OVERALL BRANDING MESSAGE** THAT IS BEING SET FROM CORPORATE ITSELF.”



CAMPAIGN: #MEETNERD — STAFF SPOTLIGHTS

Here at Metter Media, we're all about coming up with creative campaigns for your business.



msnewengland • Following
Cambridge, Massachusetts

msnewengland #MeetNERD: We already miss our @MITpics externs, whose time with us wrapped up at the end of January. Meet Jessica Quaye, a junior majoring in Electrical Engineering and Computer Science, with minors in Business Management and French. She grew up in Accra, Ghana and loves to share her culture with everyone she meets. In her free (and not-so-free) time, she loves to sing!

Jessica is interested in working on problems at the intersection of **#technology**, human interactions and business. Solving multi-faceted problems excites her and she is always happy to take on a challenge.

For her externship, she investigated the "Content Caching feature and its feasibility with Intune" on the Microsoft Intune iOS

174 views
FEBRUARY 12

Add a comment...

Sefa Yakpo 🙌🙌🙌🙌
Like · Reply · Message · 3w

Sefa Yakpo Proud of you and everything you do !! Jessica Quaye
Like · Reply · Message · 3w · Edited

Jessica Quaye Thanks Sefa ! Miss you ❤️
Like · Reply · Message · 3w

Justice V. Essuman Jessie. Congratulations ❤️
Love · Reply · Message · 3w

Mawuenyega Dogoe Congrats Jessica ❤️
Love · Reply · Message · 3w

Ewurabena Quainoo Well-done Jessica Quaye. ❤️
Love · Reply · Message · 3w

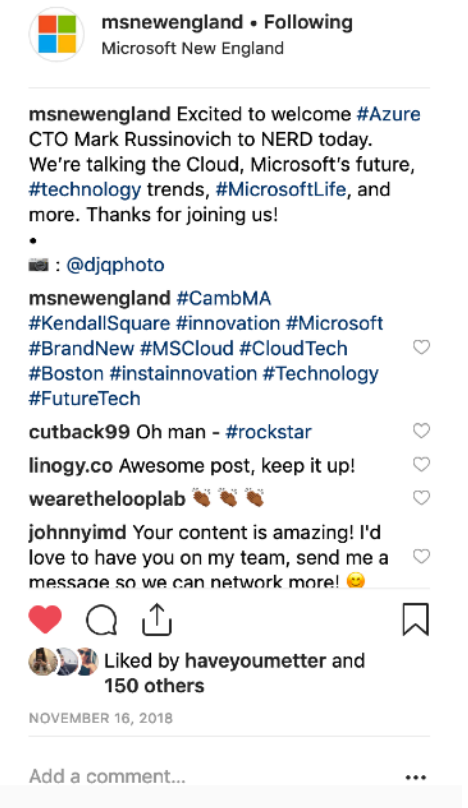
Jessica Quaye Thanks for an amazing IAP, Microsoft New England ! ❤️
Love · Reply · Message · 3w

[Click here to play the animated gif!](#)

PURPOSE: One of our goals with social media is to showcase the people behind the brand, and staff spotlights are the best way to do this. Our #MeetNERD series taps into the personalities behind the teams at Microsoft, showcasing individualism, identity, and employee culture. Not only do staff spotlights boost internal employee morale (by generating lots of supportive comments from people who work with the employee) but they also help with recruitment by inspiring the next generation of Microsoft employees.

RESULTS: Employee Spotlights gain the most engagements (likes/comments/shares) out of all of our content. On Facebook alone, this post gained **1,026 engagements, 6 comments, and 11 shares, and reached 1,900+ people.**

CAMPAIGN: LIVE EVENT COVERAGE



Metter Media has covered all sorts of events for Microsoft live on social, from the Boston Pride parade to on-site talks.

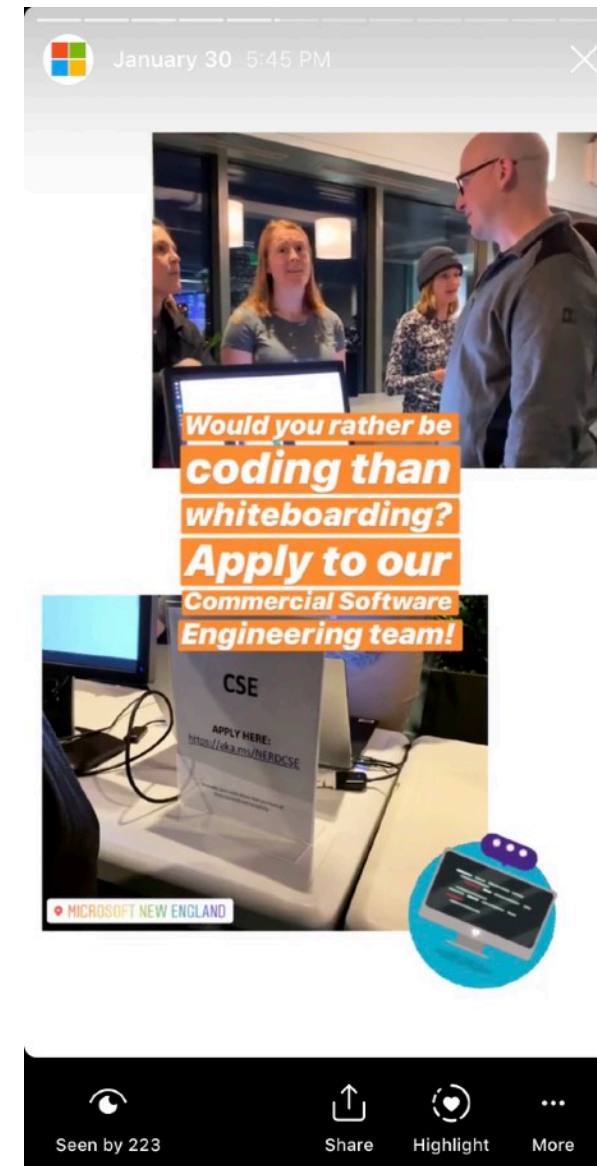
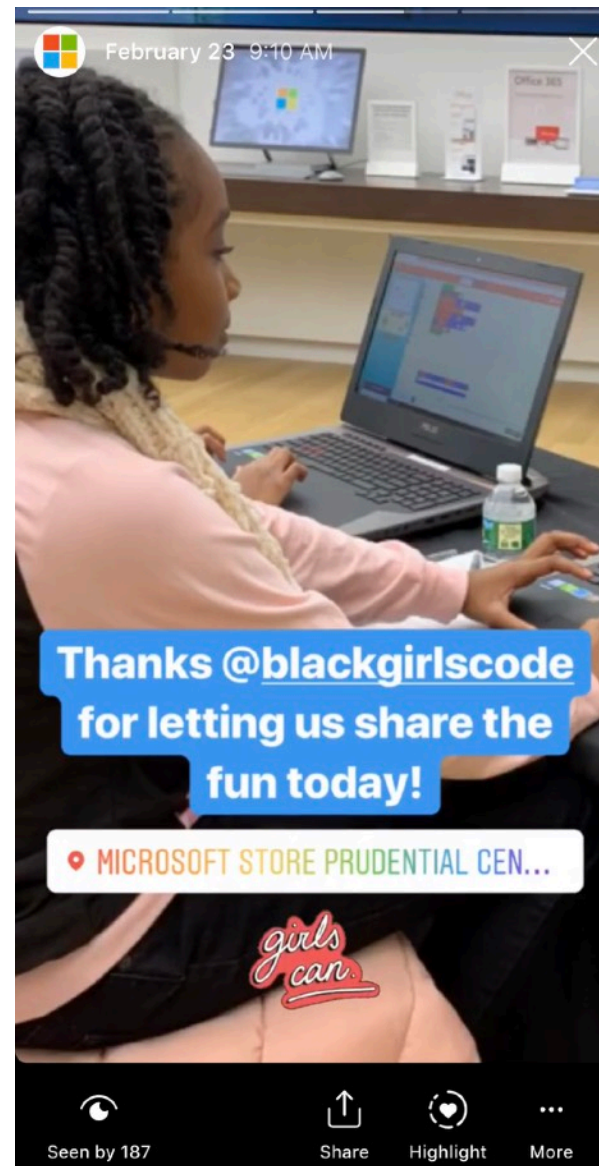
PURPOSE: Microsoft's NERD center has the unique ability to host both internal events in its Hub spaces and external events in its newly-renovated conference center. This gives our social team the opportunity to showcase how employees and the community alike can benefit from this space. Metter Media specializes in live, on-site coverage of events for our clients — from Instagram Stories to live-tweeting.

RESULTS: Posts featuring faces, people, and giving back perform extremely well on social media. This event's posts combined received **4,178 impressions, 194 likes, and 8 comments** across all channels.

“THE FACT THAT YOU CAN BE ON SITE WITH US FOR OUR EVENTS ADDS AND ENHANCES THE STORIES YOU COVER. NOT ONLY ARE YOU COVERING THE MICROSOFT BRAND, BUT YOU REALLY HAVE THAT LOCAL FLAVOR THAT YOU ARE ABLE TO AMPLIFY INTO THE STORIES.”



CAMPAIGN: LIVE EVENT COVERAGE ON INSTAGRAM STORIES



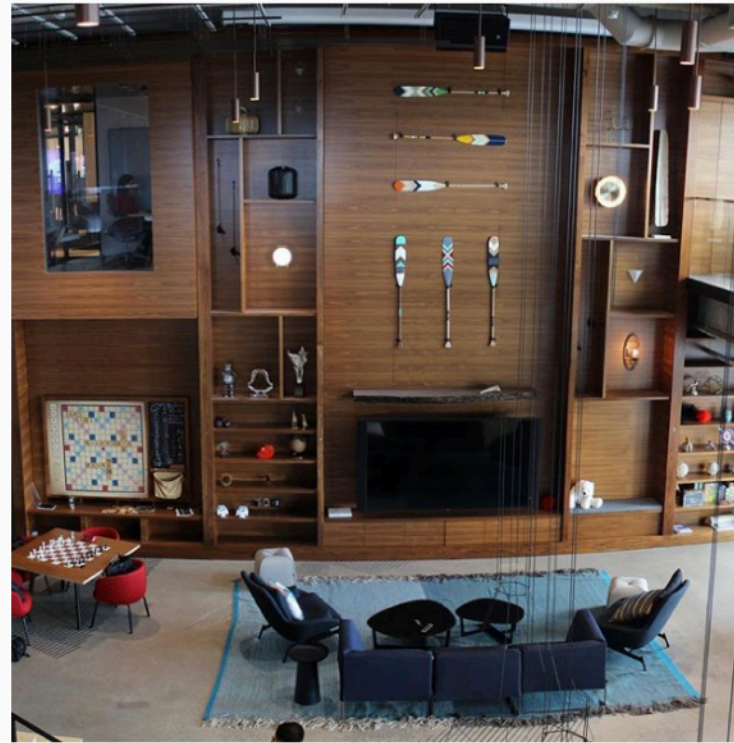
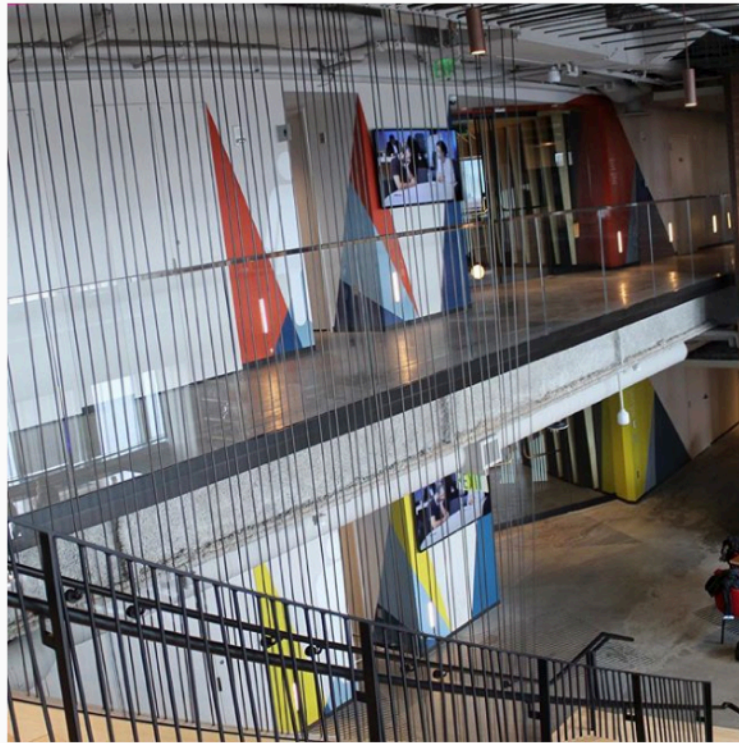
PURPOSE: Instagram Stories are a great way to cover Microsoft's events behind-the-scenes. Using the Microsoft New England geotag, we're able to get these events out there locally. Again, this live coverage shows how action-packed and community-forward Microsoft is, and how people would want to work there.

RESULTS: Our Instagram Stories are viewed **thousands of times per month**.

“PEOPLE WILL MENTION AN INSTAGRAM
STORY WE POSTED AND SAY: 'I SAW THAT
STORY, THAT WAS REALLY COOL, I DIDN'T
REALIZE YOU GUYS DID THAT' OR 'I DIDN'T
KNOW YOU GUYS DID THAT AT NERD
— NEXT TIME, COULD I BE INVOLVED?'”



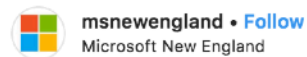
CAMPAIGN: SHOWCASING MICROSOFT'S WORKSPACES



PURPOSE: The Microsoft NERD Center stands out due to its innovative real estate design and development — the entire building design was recently redone based on employee feedback. Its combination of open office spaces, “front porch” communal meeting spaces, and multiple common hubs make for a collaborative environment and a desirable place to work — and exciting social media posts.

RESULTS: Microsoft’s corporately-run channels often repost our campus spotlights, highlighting the advantages of working at NERD and the local Cambridge community. Triptych-style (“3 across”) posts highlighting the gorgeous space perform exceptionally well on Instagram. This series alone captured **342 engagements** and reached **2,190 individuals**.

CAMPAIGN: #INSIDENERD — CAMPUS SPOTLIGHTS



msnewengland Spotted at NERD: our team taking a worthwhile break with our large-screen Xbox display! #MicrosoftLife

View all 7 comments

shock_szokol You got some great shots in your gallery. Like it a lot 😊

robstore_official You got some good shots here ! I mean I like them 😊👍 Keep up the good work Microsoft !

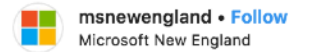
brandartica.agency Great space! Your gallery is coming together!



141 likes

DECEMBER 20, 2018

Log in to like or comment.



msnewengland The #GarageAtNERD is our home for challenging convention, exploring new technologies, and moving ideas forward. Have you visited the Garage?

View all 5 comments

cyyn_city I love this, where are you from thestemministmovement We can't wait to visit

suptavian Great shot!

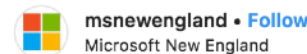
maminkhan66 MS, please bring the Lumia back 😊



137 likes

NOVEMBER 15, 2018

Log in to like or comment.



msnewengland We like to keep our minds sharp at NERD. That's why we've got brain games set up, like Scrabble, chess, and more, where our team can take a productive break. #MicrosoftLife

msnewengland #CambMA #KendallISquare #Microsoft #BrandNew #GrowthMindset #Instatech #Instainnovation #Innovation #Business #Technology #Industry #Entrepreneur #IGersBoston #Success #Boston #Igers #Instagood #Instamood #Instagramers #BrainGames

healthgenyz 👍

myomies 🙌

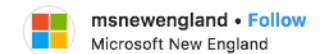
office_1010 Fantastic



135 likes

NOVEMBER 29, 2018

Log in to like or comment.



msnewengland Need a soldering crash course? Curious about #VR? Our makerspace workbench and reality room allow coworkers access to countless technology to make their dreams a reality.

View all 10 comments

cutback99 @msnewengland thank you!

markettofreedom I love this!

cooptec_pt Follow my @cooptec_pt

wearethelooplab 🙌🙌🙌



187 likes

NOVEMBER 15, 2018

Log in to like or comment.

**“THERE’S NO PART OF WHAT YOU DO THAT I
UNDERVALUE. IT TAKES SUCH A HUGE HUGE
HUGE WORKLOAD OFF MY PLATE. I LOVE
THAT I CAN TRUST EVERYTHING THAT
YOU’RE DOING.”**



THANK YOU!

We'd love to talk social media with you! Reach out to us at any time at lauren@mettermedia.com or 484-553-5153.

