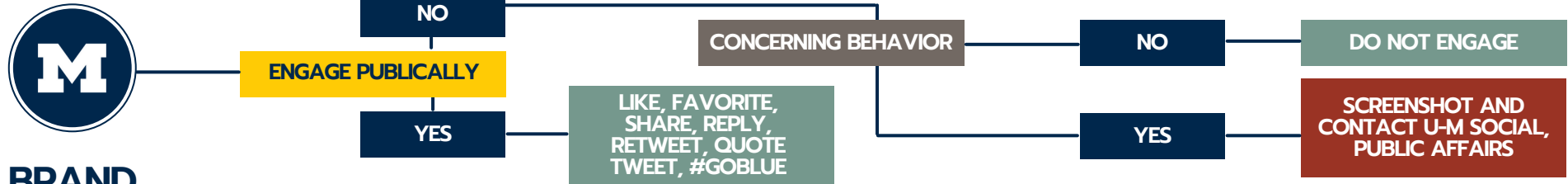


U-M ENGAGEMENT AND COLLABORATION PROTOCOL

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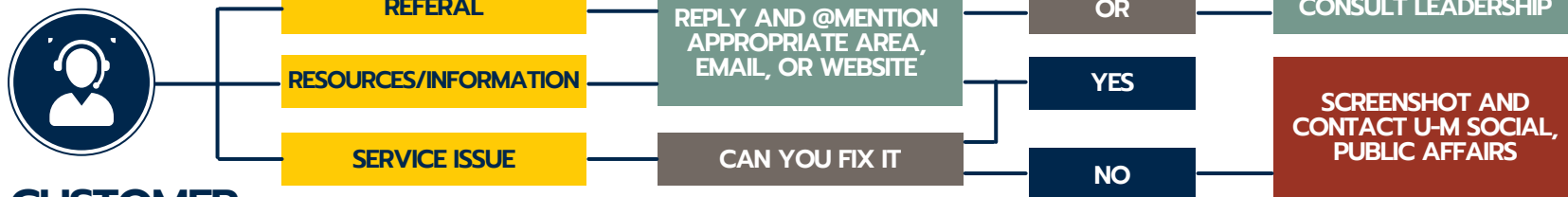
BRAND AFFINITY

Content that conveys a sense of pride in the U-M brand, U-M academic or research excellence, the campus community or historical impact



RISK MITIGATION

Content that conveys dissatisfaction with the institution or its resources, is harassing, disparaging, or accusatory in nature



CUSTOMER SERVICE

Content that conveys a question, requests information, references service offerings, or discusses service issues that should be addressed



CRISIS COMMUNICATION

Content that conveys physical, emotional, or mental health concerns; violence, threats, discrimination; a potential or occurring crime