

U-M SOCIAL MEDIA ENGAGEMENT PROTOCOL

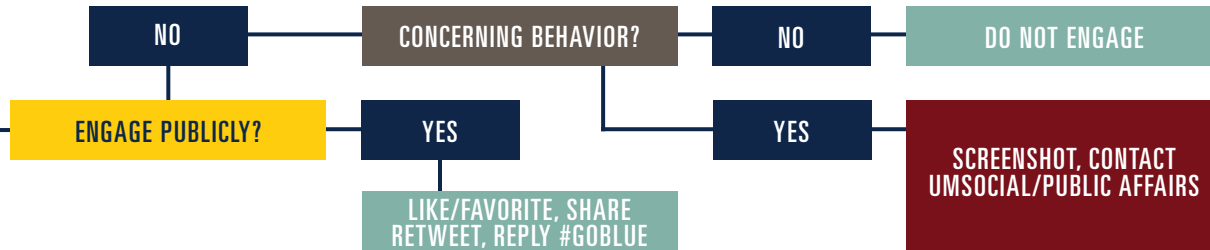
SOCIALMEDIA.UMICH.EDU



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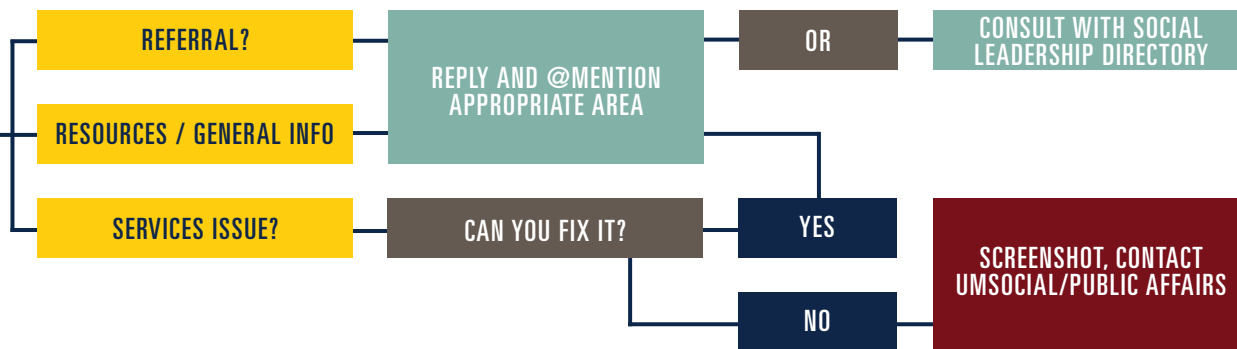
PRIDE/ACADEMIC EXCELLENCE



BRAND WATCH



CUSTOMER SERVICE OPPORTUNITIES



CRISIS COMMUNICATIONS

MENTAL HEALTH CONCERN

VIOLENCE/THREATS

DISCRIMINATION

SCREENSHOT, CONTACT UMSOCIAL/PUBLIC AFFAIRS IMMEDIATELY

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