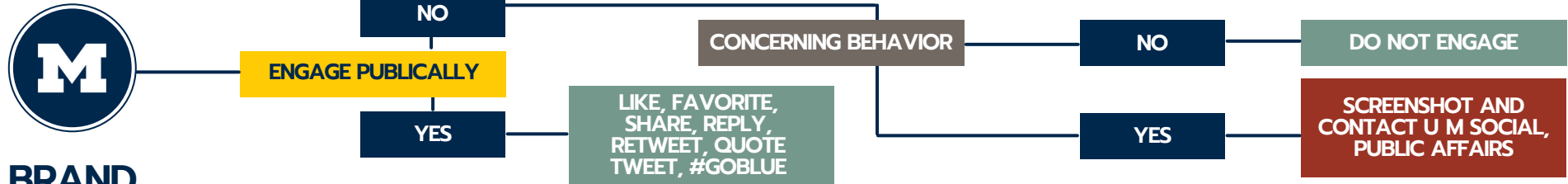


U-M ENGAGEMENT AND COLLABORATION PROTOCOL

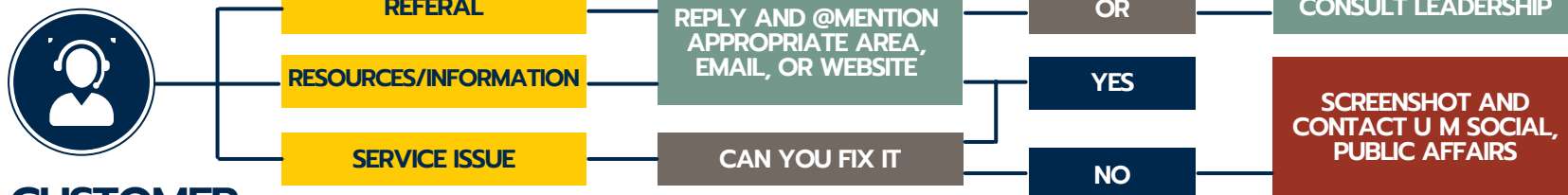
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Content that conveys a sense of pride in the U-M brand, U-M academic or research excellence, the campus community or historical impact



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



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