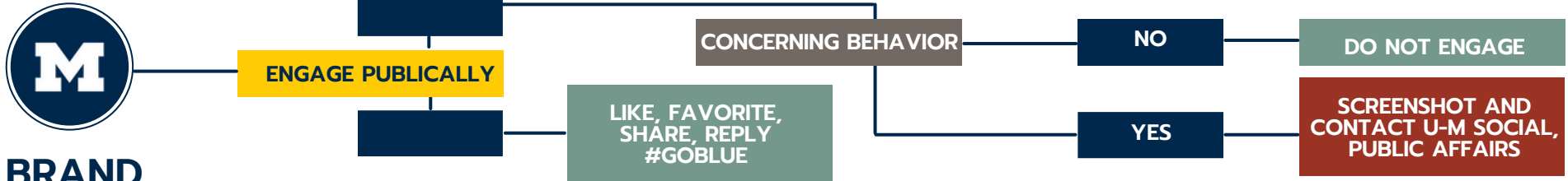


# U-M ENGAGEMENT AND COLLABORATION PROTOCOL

SocialMedia.UMich.edu



## 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 covers physical, emotional, or mental health concerns; violence, threats, discrimination; a potential or occurring crime