

UNIVERSITY OF MICHIGAN SOCIAL MEDIA ENGAGEMENT, COLLABORATION AND REPORTING GUIDELINES



Positive posts about the university

Interact with a like, repost and/or a reply (#GoBlue)



Request for information/ service issue

Respond with information and/or resources

Contact M Social if unsure how to respond



Trending topic

Is it of concern?

Yes

No

Continue to monitor

Screenshot and contact M Social and Public Affairs

Emerging issue

Screenshot and contact M Social and Public Affairs



Well-being concern

Screenshot and contact DPSS, M Social and Public Affairs. Student Life as needed.

Trolling/harassment

Screenshot, report to platform, contact M Social and Public Affairs, DPSS as needed.

Threat/doxxing/violence

Screenshot and contact DPSS, M Social, Public Affairs, other units as needed. Report to platform.

CONTACTS

M Social	SocialMedia@umich.edu	EricaCol@umich.edu	PDurant@umich.edu
Public Affairs	Public.Affairs@umich.edu		
DPSS	DPSS-Safety-Security@umich.edu	734-763-1131	In an emergency, call 911

