

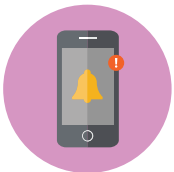


Meet the University of Michigan

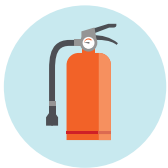
The University of Michigan continues to make waves in medical and scientific research, arts and entertainment, politics, and its legendary athletics department. The communication team uses Meltwater Executive Alerts to stay informed, act when necessary, and to always stay innovative and creative in social.

Brains Meet Brawn

Meltwater Enables the University of Michigan to:



Be the first to know when potentially damaging content is published



Proactively engage with their community and calm fears through facts



Instantly receive critical coverage without manually filtering through thousands of generic conversations

Playing Defense

Since 2012, the University of Michigan has relied on Meltwater for its media monitoring and analytic needs. As its social footprint grew to 1065 approved university social properties, the team needed a proactive strategy for promoting and protecting the Michigan brand.

"The worst case scenario would be if someone sent out messaging from a U-M account that could be damaging to our brand, or off brand all together," says Nikki Sunstrum, Director of U-M Social Media.

The sheer volume of posts made it impossible to manually filter social feeds and escalate critical posts to university leadership. In addition, it felt like every day there was another "false media fire" that needed to be put out because the team—and the department heads they are beholden to—had no way of understanding whether a concerning post represented a legitimate cause for alarm.

Countless product demos resulted in the same answer—typical social listening platforms couldn't manage the daily volume, the number of required users would result in astronomical fees, and simple keyword monitoring still required manual filtering.

Seamless Communication Between Key Players

"With Meltwater, we can shape our messaging around what's trending in the moment," Nikki Sunstrum explains.

Each department has its own set of topics it is alerted to, but with the communications team and department heads all on one platform, everyone is in the loop, and can respond in a coordinated fashion.

"We want to ensure we're being as proactive as possible for the safety and security of our students, and that's why Executive Alerts works for us," says Sunstrum. "It works because the content is not simply keyword- or hashtag-based, but instead, hones in on what is being said in relation to our brand at a given time and a specific place."

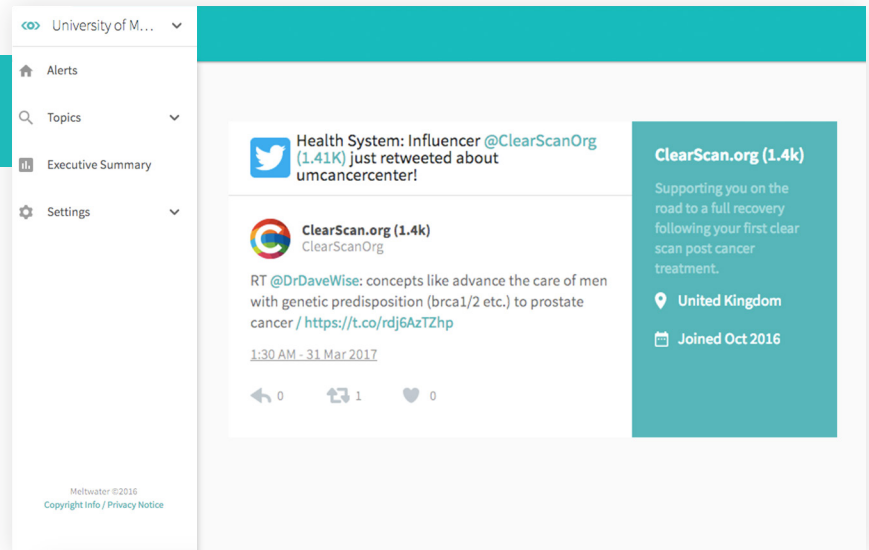
The team can now focus on ways to further promote the brand, including teaching faculty how to become advocates and influencers and creating compelling social outreach based on conversations trending across campus.



See Meltwater in action >

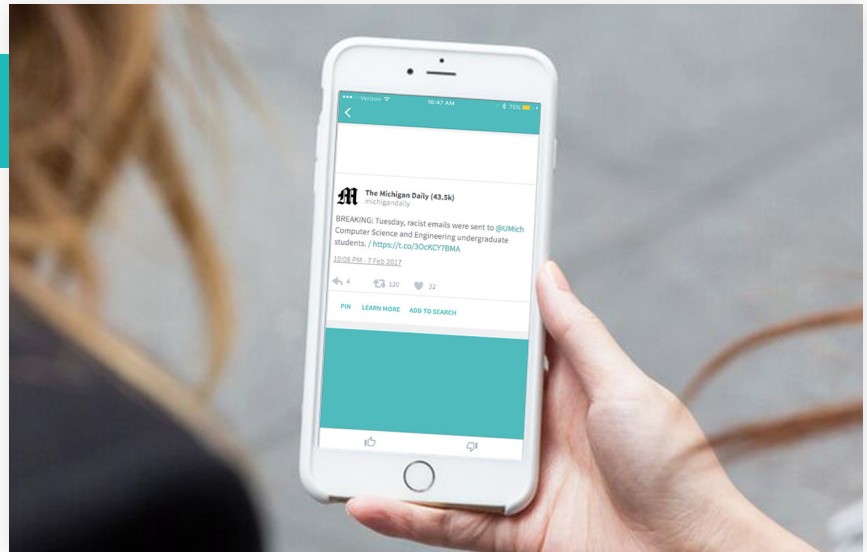
Stay ahead of the next big headline

“ Before a situation can become the next big news headline, Meltwater Executive Alerts allows us to look at and evaluate specific pockets of social conversations based on keywords and location. Each department has a seat on the account, and we can take action accordingly.



Calm community fears by providing facts during crisis

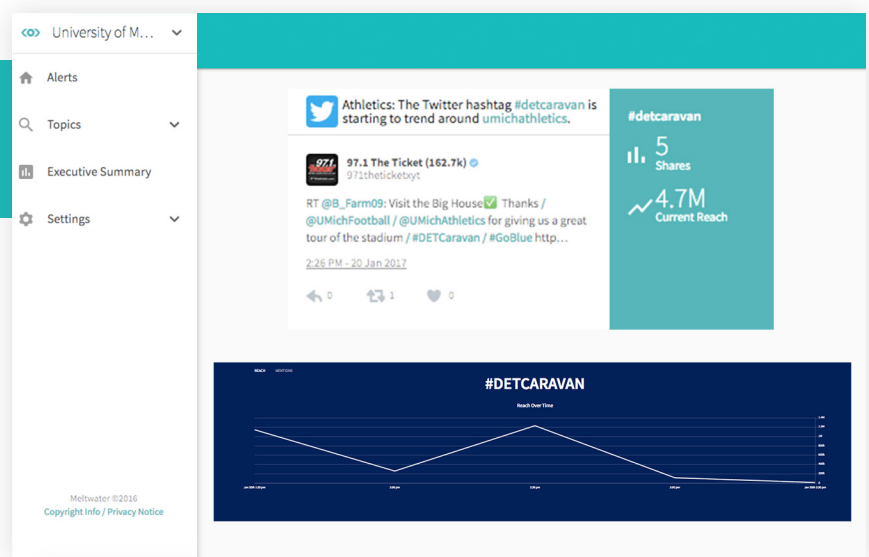
“ We had an issue dealing with racist emails sent out to our student body, and we received the first alert at 10:30 at night. That initial alert allowed us to immediately research and do proactive damage control. Alerts help us calm fears by providing facts and approaching situations with a level head.



Ensure a safer and more enjoyable university experience

“ The ability to receive alerts based on location and proximity to the stadium ensures we're the first to know if something big is happening while also weeding out conversations about game scores or a specific play that are not relevant to us.

— **Nikki Sunstrum,**
Director of Social Media



See Meltwater in action >