Communications & Media Engagement Resources at the University of Michigan

Know the Lingo	Definition
Media Relations	Forming and managing relationships with external media reporters and outlets for ongoing coverage
Public Relations	Shaping and maintaining an organization's image
Public Affairs	Forecasting and managing emerging issues and handling crisis communications
Crisis Communications	Addressing issues that impacts the organization and community
Social Media	Strategically promoting relevant information and engaging with audiences through social platforms such as Twitter, Facebook and LinkedIn
Public Engagement & Impact	Sharing knowledge with and educating community members through conducting interviews, interacting with elected officials and participating in community outreach programs to demonstrate impact and enhance the public good
Marketing and Branding	Developing, maintaining and promoting the University of Michigan brand identity
Public Speaking	Speaking in front of live audiences to disseminate informative presentations
Media Interviews	Discussing work, expertise and outcomes with a reporter to publicize for public consumption
Community Relations	Establishing and managing mutually beneficial relationships with communities
Testimony and Advocacy	Interacting with elected officials through testimonies, advisory boards and advocacy groups to help shape policy and impact change

OFFICE FOR THE VICE PRESIDENT OF COMMUNICATIONS[1]

Michigan News builds institutional reputation and promotes public awareness about U-M around the globe through news releases, social media and videos. This team also publishes "Michigan Today," an online magazine for Michigan alumni.

[1] Descriptions drawn from the OVPC website.

Public Engagement & Impact is central to the University of Michigan's mission of "creating, communicating, preserving, and applying knowledge, art, and academic values." Public Engagement & Impact helps faculty engage with the public to influence policy, share important information with community members, and enhance the public good. Public engagement can take many forms from writing an article or appearing in the media to providing testimony and advocacy. Public Engagement & Impact is committed to encouraging, recognizing, and promoting the continued efforts and breadth and depth of research of U-M faculty.

U-M Social oversees the strategic direction and development of all university-wide social accounts, including content development, brand monitoring and maintenance, risk mitigation, and response. U-M Social also maintains strategic relationships with all college-, school- and program-level presences, to encourage collaboration, unified messaging, and proper brand representation. Additionally, U-M Social manages the official social leadership listing, accounts inventory, university social media policy and provides consultation and training. Find the social communications lead for your unit here.

The Office of Public Affairs and Internal Communications performs two complementary roles. The Public Affairs team develops communication strategies for important U-M priorities and initiatives, manages emerging public issues and crisis communications and responds to media inquiries involving U-M's president and central administration among other roles. The Internal Communications team publishes the official faculty-staff news source, The University Record, both online and in print.

Michigan Radio is the university's National Public Radio station. With broadcast signals serving Ann Arbor/Detroit (WUOM), Grand Rapids/West Michigan (WVGR) and Flint (WFUM), the station originates and distributes news and information relating to the state, the nation and the world.

When a crisis arises at U-M, the Public Affairs group is a crucial part of the response team. Public Affairs is the official conduit for accurate and timely information to the media and public, while serving as a buffer to allow other members of the response team to perform their duties. In crisis response planning and preparation, this team provides expert advice for improving communications performance.

Ways to Engage: Reach out to the most appropriate office through the contacts listed on the appropriate webpage. The PEFF admin team can also support your connections.

COMMUNICATIONS OFFICES IN SCHOOLS, COLLEGES, AND OTHER UNITS

All schools, colleges, and most units on campus support communications staff. If you're not sure who this person is, we recommend that you contact your department chair as a starting point.

In addition, there are other hubs for communication & public outreach housed within centers and institutes, including[2]:

- Institute for Healthcare Policy & Innovation's Impact Accelerator team
- Institute for Social Research
- U-M Depression Center
- Erb Institute
- Graham Sustainability Institute
- Institute for Research on Women and Gender
- Life Sciences Institute
- Poverty Solutions

OTHER RESOURCES

- U-M Communicator's Forum: Working as a communicator at a large, decentralized institution can be extremely exciting and exasperating at the same time. There are a lot of amazing things happening here but it's hard to know where to begin sometimes. How are other U-M departments recruiting students? How are colleges using social media to reach their audiences? What are the best ways to share research findings with the media?

[2] This list is not exhaustive of all communications professionals within centers or institutes.