Emory University Social Media Issues Scoring

Tier 1
- Tweets per hour on the issue: 5-20
- Receive media requests from The Wheel or a few local/regional outlets
- Characterized by slow, but steady, social coverage. Posts will have little to no engagement.
- Issue ceases to be a topic of conversation after a few couple days
- Does not require external communication from Emory leadership
- Recommended action: Emory monitors social media comments but does not respond
- Example: Homecoming concert performer

Tier 2
- Tweets per hour on the issue: 20-50
- Receive media requests from The Wheel, local/regional and higher education or other trade outlets
- At least 50 different accounts are talking about this issue with many receiving light to moderate engagement
- Issue ceases to be a topic of conversation after a few days to a couple weeks
- May require external communication from Emory leadership
- Recommended action: Emory monitors social media comments for sentiment shift but does not respond
- Example: Man-made storms television interview / Climate change

Tier 3
- Tweets per hour on the issue: 50-100+
- Receive media requests from local, regional and national outlets
- Issue dominates Emory social mentions and conversation is predominately negative
- Social posts on the topic receive moderate to heavy engagement
- Issue is a topic of conversation for weeks to months
- Requires external communication from Emory leadership
- Recommended action: Emory monitors social media comments and responds to correct misinformation or direct social media users to university statement
- Example: Mock eviction notices on Emory students' doors