Today’s Agenda

• Updates and Notable News
• **Featured Event:** Surveying the Social Media Landscape
• **Show & Tell:** Public Engagement & Impact
• **Show & Tell:** Altmetric Explorer
WELCOME
Communicators’ Forum — April 5, 2018
UPDATES
UPDATES: Congratulations to...

Matt Dewey  
Senior Executive Director – Marketing and Communications  
Office of University Development

Erin Fox  
Community Relations & Events Coordinator  
Department of Neurology

Sam Johnson  
Marketing Manager  
Alumni Association

Mark Rivett  
Web Design Associate  
Government Relations

Sara Turner  
Communications Specialist  
National Program Office, Alliance to Advance Patient-Centered Cancer Care, School of Nursing
UPDATES: Announcements

- Complimentary copies of “Always Leading, Forever Valiant” available to units for their graduates.
- Minimum order: 48 copies
- Contact Kim Clarke by April 9th

kdclarke@umich.edu
UNTIL WE MEET AGAIN...

MICHIGAN UNION RENOVATION CELEBRATION

ENTERTAINMENT • GIVEAWAYS • INTERACTIVE DISPLAYS • VIRTUAL TOURS • PHOTO OPS • REFRESHMENTS

THURSDAY, APRIL 12
2:00 - 5:00 P.M.
FORMAL REMARKS AT 3:30 P.M.
SEE YOU AT THE UNION!

UUNIONS.UMICH.EDU/REUNION
NOTABLE NEWS
UPDATES: Notable News

• Rogel Cancer Center
• Removing Names from Campus Facilities
• Stories of Our State
COMMUNICATION STRATEGY

GOAL: Generate international attention for $150M gift – largest ever to Michigan Medicine and one of the most generous in U-M history – and promote renaming of cancer center to Rogel Cancer Center.

OBJECTIVE: Launch comprehensive marketing and communications campaign:

• Broad push to major regional, national, and international media. Tailored pushes to top health care, cancer, philanthropy, and higher education media outlets. Materials translated into four languages.
• Marketing and communications splash w/ paid and earned digital advertising.
• Polished package of materials: news content, photography, social media messaging and images, videos.
• Leadership messages to key stakeholders: alumni, donors, the cancer community, opinion leaders and the rest of extensive U-M family.
MEDIA COVERAGE:

SOCIAL MEDIA:
• Multiple news organizations shared – Bloomberg News Twitter (4.7 million followers).
• Top performing in terms of engagement on Michigan Medicine and Cancer Center Facebook sites – 900,000 reached. Tweets reached 6.6 million audience.

U-M CHANNELS:
• Shared w/ 50,000 Michigan Medicine donors, 54,000 U-M employees, 26,000 Michigan Medicine employees, Leaders and Best newsletter list.
GOAL: Accurate news coverage of a Board of Regents' decision regarding the removal of names from two campus facilities.

- After careful review by an advisory committee of prominent campus historians, President Schlissel recommended to the Board of Regents on March 29 that the name of former U-M President **C.C. Little** be removed from a central campus science building.

- President Schlissel also recommended that the name of former professor **Alexander Winchell** be removed from a house within West Quad.
NEWS
Coverage ranged from Michigan Daily and MLive locally to statewide coverage in Detroit, East Lansing, Grand Rapids and national coverage through the AP and Inside Higher Ed.
• Additional coverage has extended to news outlets in Maine where C.C. Little was president of the University of Maine before coming to U-M.

FACILITIES
• The C.C. Little sign has been replaced with the building’s street address (1100 N. University Ave.) until a new name can be considered.
• The Winchell House name has been removed and Student Life will bring forward a new name.
• U-M Logistics, Transportation and Parking is now working on new names for the bus stops commonly referred to as “Museum” and “CC Little,” which actually are two sides of the Central Campus Transit Center.
UPDATES: Removing Names from Campus Facilities

Additional details and the full reports with extensive background are available on the president’s website:

https://president.umich.edu/committees/presidents-advisory-committee-on-university-history/reviews-of-historical-names-in-and-on-university-buildings/
COMMUNICATION STRATEGY

• **GOAL:** Drive awareness of and positive sentiment for U-M’s impact in the state of Michigan, countering prevalent myths and misperceptions among our state constituents around the value of higher education generally and the University of Michigan specifically.

• **OBJECTIVE:** Produce and place into market an awareness campaign. Outcomes will be immediate and direct, focusing on the day-to-day and likely unattributed benefits that U-M research, teaching, patient care and public service bring to the entire state of Michigan. The focus will be on reinforcing U-M as a provider of lifelong career paths, an economic driver, a healthcare provider and an innovator driven by research.
UPDATES: Stories of Our State

WEST MICHIGAN PILOT STORIES

Coastline

Big History

Landyn

All 3 stories/videos can be found on the Michigan Impact website at: thisismichigan.umich.edu
PILOT STORY NEWS DISTRIBUTION

- Coastline and Big History stories sent to media in West Michigan and throughout the state.
- Stories posted on the Gateway and our own social pages.
- President Mark Schlissel addressed Coastline efforts during March 1st speech to the Senate Appropriations Subcommittee on Higher Education.
- Mike Waring made congressional representatives aware of coastline preservation efforts.
OVERALL SOCIAL PERFORMANCE (paid, owned, earned)

All three stories placed on Facebook, Instagram, Twitter, and LinkedIn.

Campaign performance (2/27 – 3/27):

- 4M+ impressions
- 23,196 post reactions (likes, loves, etc...)
- 1,857 shared our stories with others
- 529 commented on the posts
- 9,548 wanted to learn more at the Michigan Impact website
UPDATES: Stories of Our State

UPCOMING STORIES

• Two alumni stories showcasing individuals who are making significant impacts in Detroit and Kalamazoo by helping those in need.

• A student who created a mobile app to help feed food-insecure families.

• Research being done to create a more effective concrete that will result in longer-lasting roads.
FEATURED EVENT
SURVEYING THE SOCIAL MEDIA LANDSCAPE

NIKKI SUNSTRUM, DIRECTOR OF SOCIAL MEDIA

@NikkiSunstrum
As of March 23, 2018

Facebook 776,656

Twitter 198,621

Instagram 161,211

4 years ago the @MichiganDaily published a cover story on a new @UMich Director of SocialMedia. A lot has changed since then, but the strategy remains the same. #MotivationMonday #HESM

Fb: 538,000 👉 773,111
Tw: 63,000 👉 194,063
In: 27,000 👉 157,195

The Michigan Daily

University's new social media director pushes ahead
After a nearly year-long search, the University has selected Nikki Sunstrum, a former social media specialist for the state of Michigan, as the newest addition to... michigandaily.com

8:01 AM - 29 Jan 2018

45 Likes
On Social Media, They Represent the College 24/7

By J. Clara Chan | SEPTEMBER 17, 2017

Open TweetDeck. Monitor mentions. Publish posts on Facebook, Twitter, and Instagram. Interview professors on video. Answer followers’ questions about the university. Orchestrating a social-media campaign with a unique hashtag and plenty of gifs to promote a new initiative. Have something go viral — something positive, that is.

Social media have changed how colleges interact and communicate with the world. It’s not just about school colors, alumni

University of Michigan

#GoBlueGuarantee
@crainsdetroit, @sveng and 3 more are Tweeting about this
facebook
ch-ch-ch-ch-ch-ch-ch-ch-changes...
Why is it that "fire sauce" isn't made with any real fire? Seems like false advertising.

@OldSpice

@OldSpice

@Taco Bell

@tacobell

@OldSpice Is your deodorant made with really old spices?
WHAT TO REPORT ON?

GROWTH
- Month over month
- End of year

HIGH PERFORMING
- Each platform
- Visual content that can be repurposed
- “Photo of the Week” (Instagram)

VALUE/IMPACT
- Total eyeballs
- Impressions

CAMPAIGNS
- Showcase strategy
- One Cool Thing (Engineering)

SUMMARY
- Monthly recap (Look to the blog)
- Easy to digest for leadership
- Best practices
STREAMLINING STRENGTHENS COMMUNITIES
A Conversation About Digital Dating Abuse
Thursday, Feb 16th, 2017 | 12-1PM

Join the conversation #UMichChat
Since 2014, we’ve conducted nearly 40 #UMichChats; each trends monthly and average over one million impressions.

Ellen Cogen Wagner · 27:02 Thank you so much for this great discussion! What can we do to raise awareness about technology-driven dating aggression in our communities? #UMichChat

Lynne Bader · 24:43 At what age should we be teaching young people about these kinds of online relationships as they begin to navigate the "relationship world" in the first place?

Lauren Muskovitz Ranalli · 14:04 These types of attacks must feel so personal to those involved. As a health care professional, how can we support our patients who are experiencing digital dating abuse? #UMichChat #teendvmonth
Great ‘social’ elevates the brand, educates, and creates change.
STATEWIDE POVERTY IN MICHIGAN: A ROADMAP

**Median Income:** $47.9K
**Total Population:** 9,935,233
**Below Poverty Level:** 15.1%

**Single Parent Households:** 32%
**Under 18 Below Poverty Level:** 22.1%
**Using Food Stamps Snap Benefits:** 14.7%
**Asset Limited, Income Constrained, Employed:** 24.9%

View a County-by-County Breakdown of this data at myumi.ch/J99OB
Congratulations to #LSAfaculty colleagues @duffy_ma and @ArthurLupia for winning the President’s Award for Public Impact this morning. #LeadersAndBest @DrMarkSchlissel

Thank you!

I am proud to be associated with this institution, its amazing people and grateful for the tremendous vision with which serves the public.

10:46 AM - 3 Oct 2017
Steven Stockmeyer: First time I've seen a presentation by our new Michigan president. Very impressive!

Like · Reply · Message · 1 · 11 hrs
Fighting hateful speech with more speech.

No one should feel unsafe in our @umich community. Help me Spread Ideas, Not Hate. #UmichAllies myumi.ch/65Oor
A safe environment for all is our No. 1 priority, and we want to assure all U-M students that our approach to addressing student sexual misconduct has not changed.

"We continue our longstanding commitment to sexual misconduct education and prevention."

-President Mark S. Schlissel
-Provost Martin A. Philbert
-VP for Student Life E. Royster Harper

Get More Likes, Comments and Shares
Boost this post for $20 to reach up to 10,000 people.
U-M was the 1st university to strategically launch Snapchat

Snapchat
5,000 Views in 24 hours

YouTube
1,800 Views

Facebook
81.3K Views
Snapchat Story: Active Shooter Response Tips

Run

Barricade the door with desks, chairs, etc.
Social Media is a tool, not a Solution.

"I need someone to listen without judging me."

"I'm worried no one will believe me."

"I BELIEVE YOU."

"It's not your fault."

"To this day I have an exaggerated startle response and I'd be lying if I said I no longer often think of what happened to me. The difference is I have regained my sense of self and the recognition I am strong enough to continue living—and enjoy it. What happened to me is just that—something horrible that happened. My experiences with CAPS and SAPAC helped me understand I am not defined by those events. The months I struggled to survive alone, didn't have to be. I can't stress enough how important it is for other survivors to know they have such a loving and supportive community available to them. No one should ever shoulder such a destructive burden alone." http://myumi.ch/abbe/vr

#WolverinesOfAnnArbor
A U-M não pode ser excelente s/ diversidade. Todos os membros da nossa comunidade são bem vindos aqui; merecem oportunidade igual p prosperar.

Univ. of Michigan @UMich
U-M cannot be excellent without being diverse. All members of our community belong here and deserve an equal opportunity to thrive.

_translate from Portuguese_
I GOT ACCEPTED 🎉 - A Umich Scenario Thread

So it's the first day, the campus is packed & all your friends went to State because they didn't get into Umich. Class is in 10 mins...

What do you do?
A. Do that Michigan thing they taught you at orientation.
B. Walk normally. Class doesn't start until 10 mins past anyway

30% A
70% B

976 votes • Final results
Established in 1917, the Barbour Scholars were deemed “one of Michigan's unique possessions.” Demonstrating U-M's early commitment to diversity and outreach.
748 page likes
890.3K reach
54.1K engagements

1.7M impressions
75.4K reach
11.4K likes
69 comments

388.7K impressions
465 link clicks
359 retweets
1400 likes
Twitter Audience Demographics

Men and people between the ages of 25-34 appear to be the leading force among your recent followers.
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<td>-ARTS &amp; CULTURE -CAMPUS CONVOS</td>
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The Importance of Metrics and Statistics

- Stats are your friend!
- Stats allow you to show your impact personally as well as the impact of your school or unit.
- The best stats are the ones that are easily visualized, like: *Annual Reach would FILL the Big House more than 15 times.* or: *Our photos on Flickr are being viewed 1000 to 2000 times per DAY.*
- Those stats not only prove the impact that social has, but give your Leadership data on how widely their message is being shared.

Confused on what stats to track? Tie it back to your **goals** for social, which should be tied back to the **strategic plan** for your school or unit.
How Do You Focus Your Content?

- Who is your audience?
  Depending on your social media goal, meet your target audience where they live - in our case it’s Instagram. Our students and young alumni share amazing content they are thrilled for us to amplify.

- Focus on the right channels.
  Not every platform is the right one and more is definitely not better. Ask for the business purpose when a new channel or platform is requested. Most times the need can be answered by an existing resource.
LITERATURE, SCIENCE, AND THE ARTS

Matthew Adams | Digital Communications Strategist
SCALEability

*squirrel not to scale
https://youtu.be/MS-R2xeUSzs
● **Drive affinity.** Constituents who have positive feelings toward an organization are statistically more likely to give more of their time, attention, and resources to it.

● **Build community.** Connections can be made in digital spaces that benefit the individuals as much as the collective whole.

● **Engage exclusively.** Elements that can only be found or work uniquely well on social media drive unique interactions.

● **Contribute strategically.** Intentional promotional content advances the cause of marketing and communications plans.
#LSAinLondon

Living the liberal arts.

Spring Break 2018
OFFICE OF THE VPIT-CIO and ITS

Ken Caldwell | Marketing Communications Specialist
Live-tweet #UMichTalks

• Chart the course before, during, & after the event

• Gather speakers’ handles, event hashtags, & key facts

• Bring a fellow scribe; befriend the photographer
During the Event

• Attribute quotes to speakers

• Quality over quantity—share conclusions & big ideas

• Context is key: Single tweets should stand on their own

• Watch for others to retweet
After the Event

• Shout-out to the speaker, the organizers, & sponsor

• Share event resources, like photos & recordings

• Reuse the content (the hard work is done!)
Introducing Brand Democracy: A Community of Voices

With a streamlined approach around @umichsp, we use our channels, analytics, and audience data to share + spotlight the voices of our students, faculty, and staff. We trust them to act as our ambassadors, influencers, and storytellers. They are the authentic voice of our school, work, and culture.
Leveraging Snapchat for a New Audience

Avg. 5.5k Views
68% View Full Story

Media Placements
Michigan News
Global Michigan
The Pursuit
We Are Michigan Public Health
Field Notes
Recruiting
Celebrating Our Values and Community

Graduating with Gratitude 🎓

24,000 Views (in 24 hours)

Taking the Diag on the Road

American Public Health Association

Welcome back to Ann Arbor!
https://youtu.be/VNEVcQMOFSY
I'm changing the goal I gave our product teams from focusing on helping you find relevant content to helping you have more meaningful social interactions.
Social #GOALS

- Create quality content for @umicharts channels, teach with every post
- Promote #umicharts hashtag and website
- Work closely with #UMSocial to ensure the best of the arts at U-M is included on our central platforms, including Facebook, Twitter, Instagram & Snapchat
20 MUSEUMS & GALLERIES
150+ CAMPUS-WIDE EXHIBITIONS PER YEAR
700+ ARTS-RELATED TALKS & TOURS PER YEAR
1000+ PERFORMANCES PER YEAR
8 MAJOR PERFORMING ARTS VENUES
200+ STUDENT ARTS ORGANIZATIONS
Christina Olsen is UMMA’s new director. She joined us in October, coming from the Williams College Museum of Art.

For more info about the North American Conference on Video Game Music, click the link in our bio!

Kingdom Hearts 😳😍

MUSIC MATTERS
BATTLE OF THE BANDS
FOUR BANDS COMPETING FOR A SPOT
AT MM SPRINGFEST
APRIL 4TH

@musicmatters.umich.edu

@umicharts

The shop builds props for 10+ @umichsmtd main stage shows each school year, as well as @basement_arts studio-type shows.
Over the Last Year:

Created 100+ stories on @uofmichigan and @umichARTS

Collaborated with 20+ units and student organizations

Achieved a 65% completion rate, with 10K average views per story

MFA Thesis Exhibition
10.2k views

Porgy and Bess
12k views

Chico MacMurtrie
14.3k views
SHOW & TELL

PUBLIC ENGAGEMENT & IMPACT

Terry Kosdrosky | Communications Manager
BRINGING U-M INSIGHTS & INFORMATION TO THE WORLD

U-M, Detroit work to boost economic mobility

MARCH 28, 2018
MICHIGAN NEWS
FEATURED: R. Luke Schaefer, Ph.D., Poverty Solutions, School of Social Work, Gerald R. Ford School of Public Policy

Partnership on Economic Mobility

Poverty Solutions and Detroit joined forces to end poverty and strategies to increase economic mobility and reduce the cycle of intergenerational poverty in Detroit.

Partnership details

- Up to $100,000 in annual funding from the City to support the project over the next four years.
- New staff: Assistant Director of Economic Mobility in a new collaboration between HIP.
- Building a rapid-response team to evaluate and test new policies and practices that are effective at preventing, and alleviating poverty.

I Feel Like I Am Part of a Great Moment

MARCH 21, 2018
THE NEW YORK TIMES
FEATURED: Tosha Mills, Ph.D., Africana and African Studies, Women's Studies, and Native American Studies

U-M faculty share public engagement experiences and ideas on how to encourage others

MARCH 15, 2018
PUBLIC ENGAGEMENT & IMPACT

New foundation promotes soft skills for workers in India

MARCH 21, 2018
MICHIGAN NEWS
FEATURED: Akshaya Advani, Ph.D., Ross School of Business

More Faculty News
What We’re Looking For

• Faculty who are doing this well, so we can share success stories (with some strategic video placements) and encourage others.

• News and stories you’re producing with an engagement focus, so we can share on the Public Engagement & Impact website and on U-M social media channels.

• Outreach programs that take U-M to the community.

• Resources and tools that exist across campus that can help faculty get started.
Let’s Talk! And Keep Talking

• Join the Public Engagement group on Workplace.
• Invite me to come by and meet with your team.
• Loop me in via terrykos@umich.edu
• Submit content to publicengagement@umich.edu
SHOW & TELL

ALTMETRIC EXPLORER

Christopher Billick | Director of Digital Strategy, OVPC
Altmetric Explorer

altmetric.com/explorer
What does that mean?

“Alternative” metrics

What do they track?

Online engagement with digitally published research
Terms: Outputs, Sources, & Mentions

• Output: an individual research publication

• Attention source: digital forum or platform where research is shared (social media, news outlets, policy documents/websites, etc.)

• Altmetric mention: a share, reference to, or engagement with a digitally published research output
TRADITIONAL METRICS
Often slow to accrue (2-5 years)

ALTMETRICS
Immediate AND longitudinal

citations
A typical timeline of attention

- The first tweets appear
- News outlets pick up the research
- People start to bookmark and share it on other social networks
- People read, comment and blog about it
- Wikipedia articles are updated with references
- It gets featured as a research highlight
- Citations in other articles and policy documents appear

Volume of attention

Time since publication

Research published

Hours

Days

Months

Tweets
News
Bookmarks
Blogs
Wikipedia
Research
Citations
By the Numbers:

- Research publications in nearly **5400 scholarly journals**
- Over **633,000 online mentions**
- Nearly **66k news stories** shared by **1627 unique news outlets in 84 countries**
  - New York Times – 326 mentions
  - Washington Post – 417 mentions
  - Huffington Post – 615 mentions
  - Forbes – 224 mentions
  - Business Insider – 328 mentions
  - BBC News – 141 mentions
- Nearly **10k policy references, 11k Wikipedia citations**, and over **500k tweets and Facebook posts**
Altmetric Attention Score

- The Altmetric Attention Score for a research output provides an indicator of the amount of attention that it has received.
- The score is a weighted count derived from an automated algorithm.

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<td>Wikipedia</td>
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<td>Policy Documents (per source)</td>
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Facebook use predicts declines in subjective well-being in young adults.

Here is a summary of the research:

**Abstract:**
Over 500 million people interact daily with Facebook. Yet, whether Facebook use influences subjective well-being remains unknown.

**Twitter Demographics:**
The data shown below were collected from the profiles of 1,459 tweeters who shared this research output. Click here to find out more about how the information was compiled.
So far, Altmetric has seen 260 news stories from 154 outlets.

Here's What Your Smartphone Is Really Doing to Your Brain
Science Alert, 12 Mar 2018
All day long, we’re inundated by interruptions and alerts from our devices. Smartphones buzz to wake us up, emails stream into...

This is what your smartphone is doing to your brain — and it isn’t good
MSN, 11 Mar 2018
© Provided by Business Insider Dopamine versus serotonin top image All day long, we’re inundated by interruptions and alerts...

This is what your smartphone is doing to your brain — and it isn’t good
Business Insider UK, 10 Mar 2018
Samantha Lee/Business Insider Scientists aren’t sure if technology is destroying our brains, but they’re pretty confident it’s...

This is what your smartphone is doing to your brain — and it isn’t good
Business Insider Singapore, 10 Mar 2018
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This is what your smartphone is doing to your brain — and it isn’t good
Business Insider Australia, 10 Mar 2018
Scientists aren’t sure if technology is destroying our brains, but they’re...
What Can I Do With This Data?

- Dig deeper with the Analyze These Results tool
- Set up email alerts for a specific output
- Save searches
- Create custom reports (online or print/PDF)
- Display search results on your site via the API
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<th>Saved Search</th>
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<td>TOTAL MENTIONS</td>
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<td>BLOG MENTIONS</td>
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With expenditures in excess of $1 billion, research is central to U-M’s mission and permeates all 19 schools and colleges. U-M is a strong advocate of promoting collaboration and interdisciplinary research initiatives that involve faculty and students from across campus.

**RESEARCH ACROSS CAMPUS**
- Overview
- The U-M Research Environment
- Schools, Colleges and Campuses
- Initiatives
- Video: Research at a Glance

**STUDENT RESEARCH**
- Graduate Programs
- Research Opportunities
- Schools & Colleges

**RESEARCH ADMINISTRATION**
- Office of the Vice President for Research
- Office of Research and Sponsored Projects
- Finance – Sponsored Programs
eResearch

**RESOURCES FOR RESEARCHERS**
- Office of Research (UMOR)
- Faculty Expertise
- Finding Funding
- Research Ethics & Compliance
- Facilities
This page shows the U-M faculty research outputs that have received the most attention in the last week. Click through to learn more about any item. University faculty and staff can take a deeper dive using Altmetric Explorer while on campus networks. Create an account with your umich.edu email for access off campus. The Library has more information about Altmetric for faculty and staff.

Daylight savings time and myocardial infarction

Article in Open Heart
March 2014
68 mentions in the past week

A Dietary Fiber-Deprived Gut Microbiota Degrades the Colonic Mucus Barrier and Enhances Pathogen Susceptibility

Article in Cell
November 2016
47 mentions in the past week

The 2011 Magnitude 9.0 Tohoku-Oki
FACULTY PUBLIC ENGAGEMENT

U-M has long been a place that attracts top faculty, students and staff because they want to make a difference. To ensure that we continue to provide an environment for such altruism well into the future, the university has launched a Public Engagement and Impact focus area. Key to the success of the focus area will be the involvement of U-M’s esteemed faculty of professors, primary researchers and librarians. As President Mark Schlissel has noted, it is “both a privilege and an obligation to provide thoughtful insights and important contributions toward public policy and to help solve the most complex and challenging issues confronting our society.”

Daylight savings time and myocardial infarction
893
Article in Open Heart
March 2014
68 mentions in the past week

ACR Appropriateness Criteria ® Acute Chest Pain—Suspected Pulmonary Embolism
382
Article in Journal of the American College of Radiology
May 2017
Wordpress Altmetric Plugin

myumi.ch/wp-altmetric
Next Communicators’ Forum

MICHIGAN MIXER
Thursday, July 26, 2018
Ross Colloquium, Ross School of Business
THANK YOU

You can go back to work now :)