**Nikki Sunstrum**



**Director of Social Media and Public Engagement, University of Michigan**

Responsible for developing innovative solutions to strategically leverage and advance interactive communications at one of the world’s top universities, Nikki leads the social communications office ([#UMSocial](https://socialmedia.umich.edu/)) and the strategic oversight of the President’s [Public Engagement and Impact](https://publicengagement.umich.edu/) Initiative. Her duties include the overarching coordination and leadership of a unified brand presence, standards and policy implementation, consultation, facilitation, and training. These efforts, along with the university [Social Integrity](https://socialintegrity.umich.edu/) project, each aim to ensure that all online communications provide additional value to university stakeholders, while mitigating institutional risk, elevating brand perception, and educating users of all ages, around the globe, of the lasting impact of these critical tools.

Prior to assuming her current role, Sunstrum developed and coordinated the State of Michigan’s statewide social media footprint: reinventing constituent engagement, elevating transparency, and establishing Michigan as a trailblazer and leader for government social communications.

Sunstrum possesses a Bachelor of Science degree from Grand Valley State University and a Master’s degree from Aquinas College.

