

How Howard University Uses Meltwater to Prove the ROI of Strategic Communications

About Howard University

Howard University is one of the United States's most prestigious institutions of higher learning. Founded in Washington, D.C. in 1867, it is a historically Black university known for being among the nation's leading producers of African American professionals in science, medicine, law, journalism, and more. Currently serving almost 15,000 undergraduate and graduate students across 14 schools and colleges, the University is dedicated to educating students from diverse backgrounds. Its Office of Communications uses Meltwater to enhance the school's brand, disseminate news, and measure its impact with wow-worthy data.

Products used



Media Intelligence



Media Relations



Social Listening
& Analytics



Social Media
Management

About Meltwater

With 27,000 global customers, 50 offices across six continents and 2,300 employees, Meltwater is the industry partner of choice for global brands making an impact. **What could we do for you?**



"What I love about Meltwater is it's a one-stop shop. You can do your social listening, you can push out social media content, you can do newsletters, you've got media monitoring, you can push out content to reporters. That is really the big difference."

— Lydia Sermons, VP of Communications & Chief Communications Officer, Howard University

The Challenge

Before Meltwater, Howard's communications teams relied upon disparate social and media monitoring platforms to disseminate content and measure impact. This hindered their ability to holistically communicate impact and outcomes with key stakeholders. Having previously used three separate tools to accomplish their tasks, the Office of University Communications implemented the Meltwater Suite to not only consolidate their workflows but also quantify their results.

Meltwater Media Intelligence and Social Listening & Analytics

Thanks to Meltwater, the University's communications teams can share their news and showcase their wins with ease. This is true internally through its daily newsletter informing the campus community and reporting informing stakeholders, as well as externally through press releases, announcements, social content, and media coverage. No matter the activity, Howard relies on Meltwater to translate outputs into metrics.

Results and Benefits

For social and traditional media alike, Howard University uses Meltwater to quantify impact. This capability is crucial during big moments, such as the University's 100th anniversary homecoming celebration. Meltwater was crucial for measuring the impact of the team's outputs after recently staffing up. Post-campaign reporting generated with Meltwater clearly communicated the favorable ROI of increased investment in the team via reporting that wowed stakeholders, including university trustees.