

Fullintel



2024

CASE STUDY

HOW FULLINTEL'S SOCIAL RISK ALERTING KEEPS
STUDENTS AND STAFF SAFE ON CAMPUS





When One Tweet Sparked a Wake-Up Call

In April 2023, a Florida Gulf Coast University (FGCU) student posted a threatening tweet directed at the campus community. The student was arrested, but the incident left a bigger question hanging in the air:

How do we make sure we don't miss the next threat?

For FGCU's communications team, this wasn't just about monitoring mentions anymore. It was about protecting 15,000+ students and faculty, keeping their reputation intact, and giving leadership the confidence to act quickly when risks emerged. They needed more than dashboards or generic tools — they needed intelligence.

What FGCU Needed to Stay Ahead

After a threatening tweet against the campus community in April 2023, FGCU knew they couldn't afford to treat social media monitoring as business-as-usual. They needed a system that didn't just collect mentions, but actively surfaced threats — fast enough to protect students and staff.

The communications team set out with a clear set of goals:

- Track conversations about the university across all relevant platforms — from mainstream spaces like Twitter and TikTok to harder-to-monitor channels like Discord and LinkedIn.
- Detect potential threats early and categorize them by severity, ensuring the right response at the right time.
- Provide real-time alerts to university leadership and campus police to enable swift action when safety was at stake.
- Continuously refine and adjust the monitoring process to avoid false alarms while staying ahead of real risks.

This wasn't a "nice-to-have" project — it was a mission-critical safety net. The university needed a partner who could deliver a 24/7 system, even on weekends and holidays, with the human judgment necessary to separate serious threats from background noise. That's where Fullintel came in.



From Mentions to Meaning: Fullintel's Approach

Fullintel designed a hybrid strategy that combined the speed of AI-powered automation with the nuance of human curation.

Here's how it worked:

- **Automated monitoring with human validation:** Social feeds were captured 24/7 and reviewed by analysts who flagged anything machines alone might miss.
- **Manual monitoring for blind spots:** Platforms like Discord — invisible to most SaaS tools — were checked daily by Fullintel's analysts.
- **Owned media monitoring:** Comments and direct messages on FGCU's official channels were tracked for potential threats or negative sentiment.
- **Real-time alerts:** Posts containing violent threats or reputational risks triggered an immediate phone call and follow-up email to FGCU leaders.
- **Weekly curated reports:** Executive-ready summaries highlighted sentiment trends, alert categories, and recurring risks in a clear format.

This hybrid approach meant FGCU didn't just see the volume of online conversation — they got context, insight, and direction.

Threat Detection: How It Worked in Practice

Designing the system wasn't enough; it had to work under pressure. Fullintel partnered closely with FGCU's emergency management, campus police, and communications team to create a structured response model.

Every alert was classified into one of three levels:

Red Alerts: Urgent threats to safety, violence, or property → immediate phone call + email.

Orange Alerts: Hate speech, harassment, or suicidal ideation → phone call + email.

Yellow Alerts: Negative commentary or hazing mentions → email only.

On the back end, measurement combined quantitative data (volume of posts, reach, engagement drivers) with qualitative analysis (tone shifts, sentiment over time, and relevance to FGCU's reputation). Analysts manually verified automated sentiment classifications to ensure accuracy.

This gave FGCU a system that was both innovative and practical: a mix of automation, human oversight, and clear protocols that could guide the right response in real time.



LET'S WORK TOGETHER

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