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Auburn Tigers Choose Socialverse Monitoring

Birmingham, Ala. October 24, 2011 – [CentrixSocial](#) has contracted with the Auburn University Department of Intercollegiate Athletics to provide its social media monitoring solution [Socialverse](#)®.

[Socialverse](#)® is a unique social monitoring tool designed to facilitate reputation management and compliance for intercollegiate athletic departments. The software combines both targeted monitoring of staff and student-athletes with broad spectrum social monitoring for the most complete and effective solution available today.

CentrixSocial founder Terry Ray describes the problem facing intercollegiate athletic departments. “The potential risk associated with social media misuse by student-athletes has effectively mandated the need for a monitoring solution. For most athletic departments, attempting to manually monitor the posts of hundreds of student-athletes is not realistic. Our solution simplifies and automates the process of social media monitoring and alerts the compliance team in the event of a problem. There is very little time required by the compliance staff to begin using the system.”

The Socialverse® Monitoring solution has been in use by Division I schools since the Fall of 2010 and has proven to be not only a robust monitoring solution, but also a solution that is implemented with minimal operational impact on compliance staff members, coaches, and student-athletes.

About CentrixSocial

CentrixSocial, a Birmingham, AL based company was founded with the goal of providing social media solutions for higher education. In addition to providing social monitoring solutions, CentrixSocial also provides [SocialEngager](#), a Facebook® Application for universities which may be used for student recruiting and admissions as well as alumni outreach and engagement. For more information on CentrixSocial, visit www.centrixsocial.com or contact Terry Ray at 888.308.1995 x101 or terry.ray@centrixsocial.com.