

## **FOR IMMEDIATE RELEASE**

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# **South Carolina Gamecocks Choose Socialverse Monitoring**

**Birmingham, Ala. November 14, 2011** – [CentrixSocial](#) has contracted with the University of South Carolina Department of Intercollegiate Athletics to provide its social media monitoring solution [Socialverse](#)®.

[Socialverse](#)® is a unique social media monitoring tool designed to facilitate reputation management and NCAA compliance for intercollegiate athletic departments. The software combines both targeted monitoring of student-athletes with broad spectrum social monitoring and provides alerts for compliance and coaching staff members in the event of problematic posts.

CentrixSocial founder Terry Ray commented on the growing need for social monitoring in Intercollegiate Athletics: “Social media is the communication tool in use by student-athletes today. Schools who are taking a proactive approach to mentoring student-athletes are implementing tools like Socialverse. Trying to organize, review, and manage the posts of several hundred student athletes twenty-four hours a day would be unmanageable otherwise.”

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. The University of South Carolina joins a growing list of Southeastern Conference schools who are selecting the Socialverse Monitoring solution. Mississippi State University, Auburn University, and the University of Kentucky have already implemented the solution.

### **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 for intercollegiate athletics, 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](http://www.centrixsocial.com) or contact Terry Ray at 888.308.1995 x101 or [terry.ray@centrixsocial.com](mailto:terry.ray@centrixsocial.com).