

# Trendkite

## Website

[cision.com](https://trendkite.cision.com)

## Summary

TrendKite is a media monitoring and public relations analytics platform used by University Communications to track and analyze media coverage on social media websites. It provides real-time insights and data-driven analytics to measure the impact of PR campaigns, monitor brand mentions in the media, and identify trends and influencers.

## Who can use this service?

University Communications

*Internal Data (Requires Login)*

Status: Grandfathered Service

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