Incorporation of social media during a crisis provides many benefits for universities, including opening two-way communication with stakeholders, informing the public quickly with updated information, and reaching a wide range of audiences. This case study aimed to explore whether Ball State incorporates social media into their crisis planning and what are the main reasons of using social media. Also, this case study aimed to see whether the university differentiates between crisis management and an emergency response. The researcher incorporated an online survey, Interviews, and documents to obtain detailed information about using social media in Ball State University. The results found that Ball State incorporates social media especially Twitter in their crisis planning. The study found that Ball State differentiates between a crisis and an emergency.