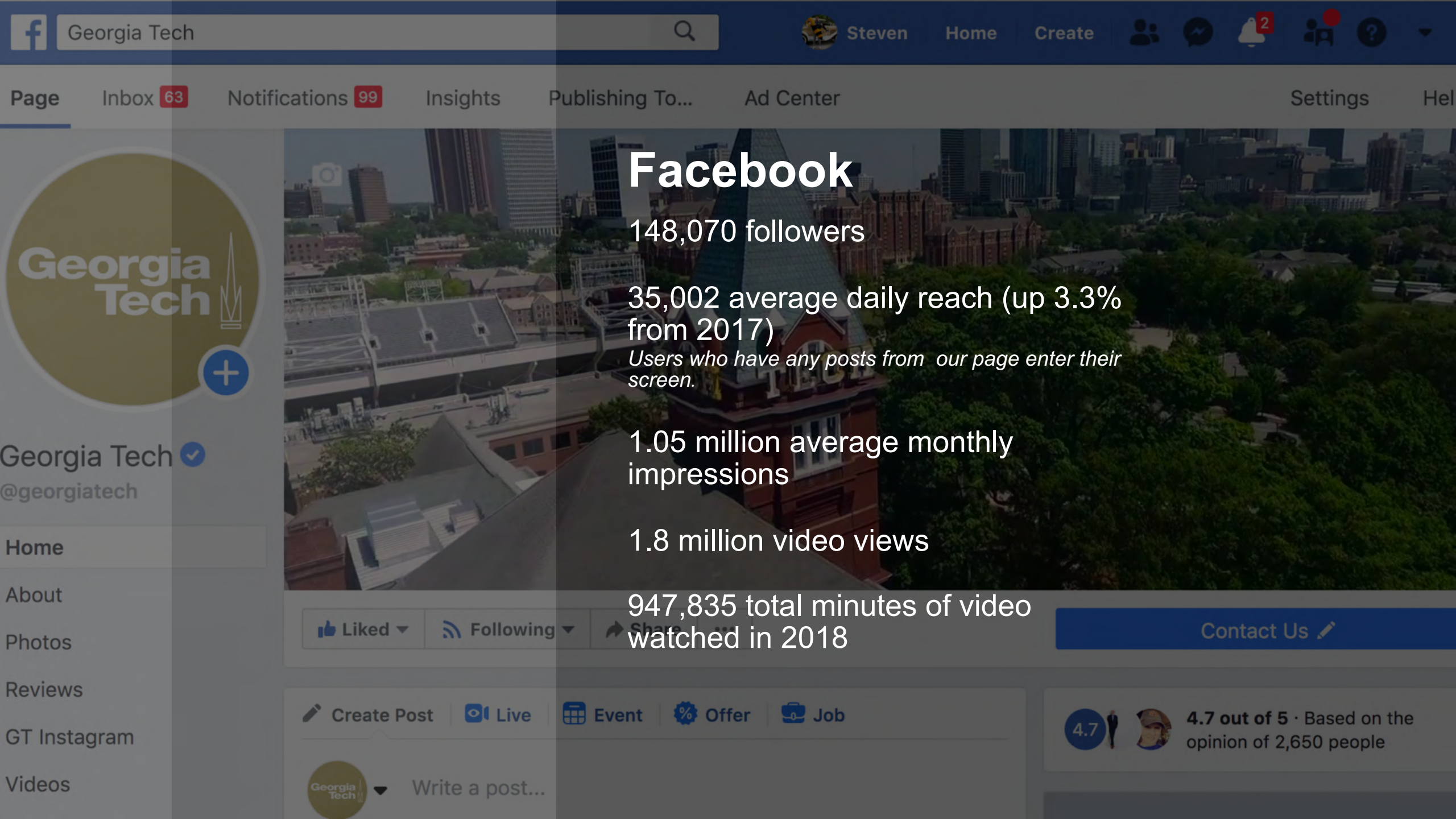# Social Media Review 2018

Facebook

148,070 followers

35,002 average daily reach (up 3.3% from 2017)
Users who have any posts from our page enter their screen.

1.05 million average monthly impressions

1.8 million video views

947,835 total minutes of video watched in 2018
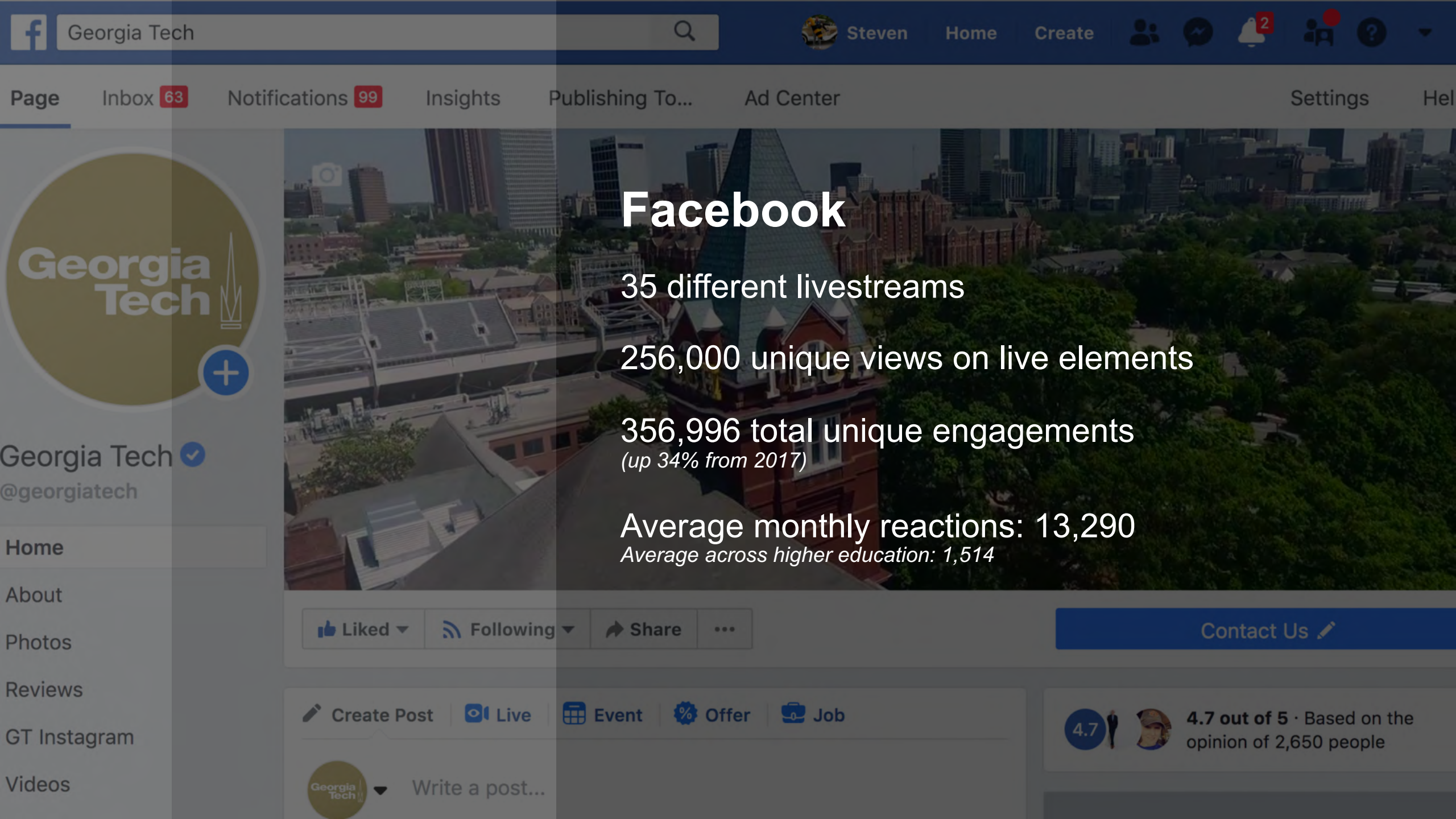
Facebook

35 different livestreams

256,000 unique views on live elements

356,996 total unique engagements
(up 34% from 2017)

Average monthly reactions: 13,290
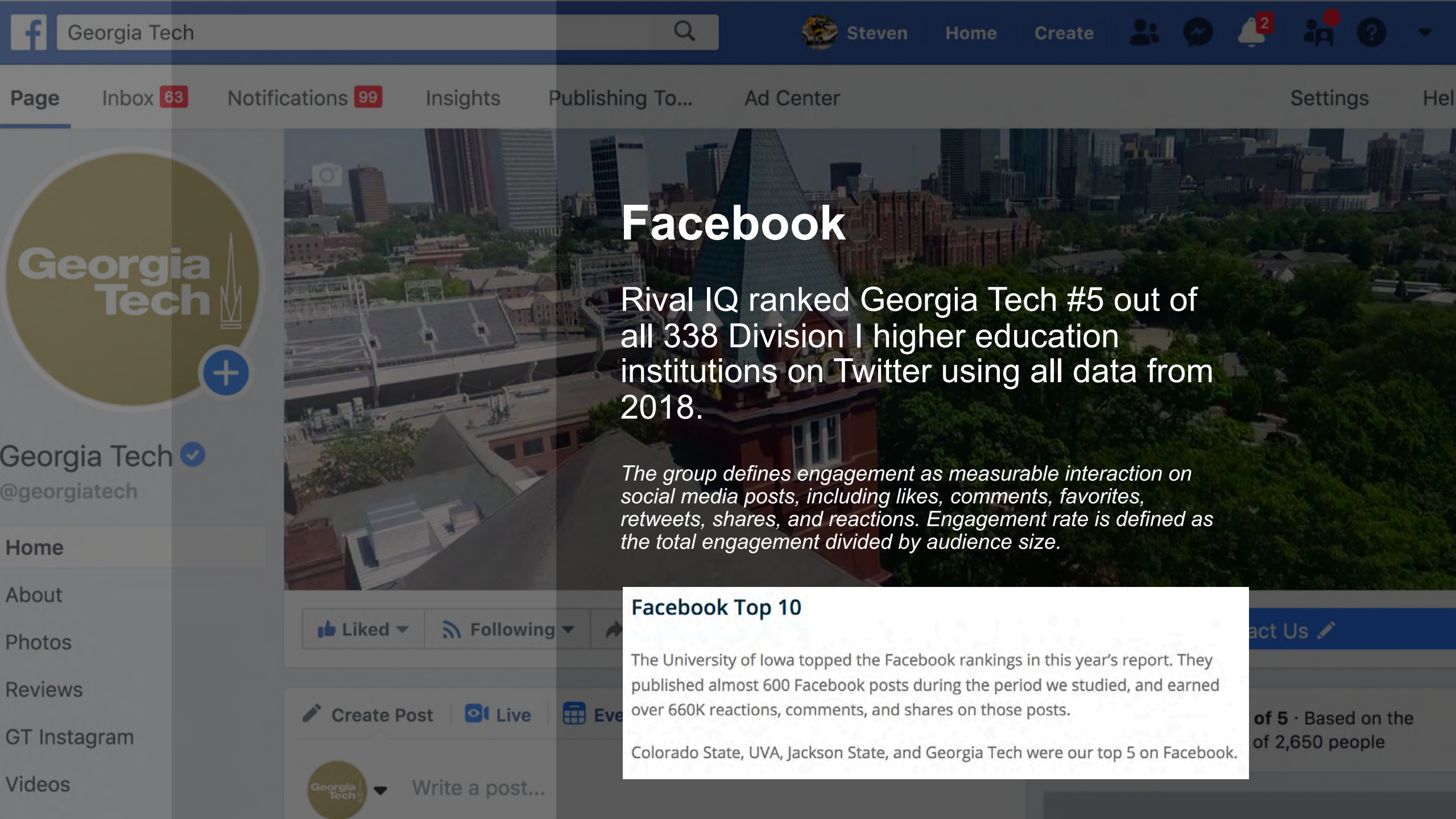*Average across higher education: 1,514*

Facebook

Rival IQ ranked Georgia Tech #5 out of all 338 Division I higher education institutions on Twitter using all data from 2018.

The group defines engagement as measurable interaction on social media posts, including likes, comments, favorites, retweets, shares, and reactions. Engagement rate is defined as the total engagement divided by audience size.

Facebook Top 10

The University of Iowa topped the Facebook rankings in this year's report. They published almost 600 Facebook posts during the period we studied, and earned over 660K reactions, comments, and shares on those posts.

Colorado State, UVA, Jackson State, and Georgia Tech were our top 5 on Facebook.

Facebook Trend: 2018

Our Facebook audience is heavily weighted in the Atlanta area. Being an active and involved member of our community strategically can be a key strategy for building engaging content.

Facebook Trend: 2018

It is ok to show our personality, highlight traditions that are specific and unique to Georgia Tech, and to do that in ways that tie into larger social conversations at key times. Inside jokes sometimes draw our community closer.

This is our top post of 2018 on Facebook.

Twitter

166,836 followers
(up 9.95 percent from 2017)

1.87 million monthly impressions
number of times users saw a single tweet

Our average engagement per post is 1.7%
Branded page average is 0.5-0.8% according to Twitter

Twitter

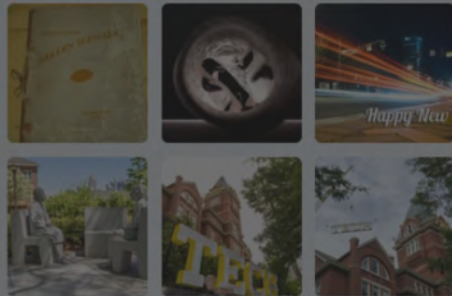World100, a higher education reputation monitoring group ranked Georgia Tech the top American university Q1 2018 for engagement on Twitter.
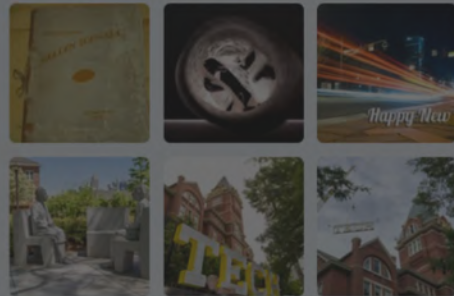
Q2/Q3 we dropped one place behind Stanford, but remain the top public university and the #3 institution globally.

Top 3 ranked universities:

1. Universidad Nacional Autónoma De México
@UNAM_MX

2. Stanford University
@Stanford

3. Georgia Institute of Technology
@GeorgiaTech

Top Tweet 2018

Top Tweet earned 503K impressions

This wireless tattoo pen made by Georgia Tech students has the potential to improve the experience not only for the tattoo artist but for their tattoo-ee as well. **#GTExpo**
pic.twitter.com/uFynu4BqKx

Mark
1·3

↩ 21   ⇄ 262   ♥ 1214

Sometimes there are surprises. This is our most engaged post of 2018 on Twitter with over a 90% engagement rate. It was picked up among tattoo enthusiasts on Twitter and shared broadly.

Twitter Trend: 2018

Building community through shared or surprising stories of success created some of our most engaging content.

Top media Tweet earned 54.6K impressions

Georgia Tech grad Alex Powell wins an Academy Award for animation software that makes generating movies quicker, easier, and more realistic.

Side note: His Georgia Tech roommate won last year. **#WeCanDoThat** | c.gatech.edu/2oRx53x
pic.twitter.com/yw43Pot2BD

↩ 2   ⇄ 224   ♥ 797

Top media Tweet earned 63K impressions

Bill Stanley was Georgia Tech's 1st African-American architecture graduate. His wife Ivenue Love, was the 1st African-American woman to earn her architecture degree. Together they designed the Olympic Aquatic Center built on campus for the 1996 Olympics. **#BlackHistoryMonth**
pic.twitter.com/NRtiEYM0TY
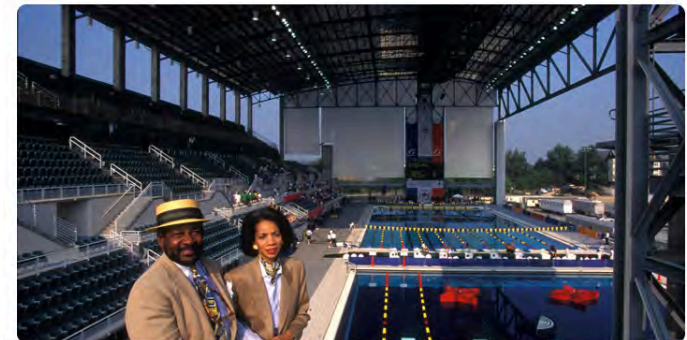
↩ 11   ⇄ 336   ♥ 976

Facebook/Twitter Trend: 2018

Research stories that are incredibly unique or have easy-to-understand real-world impact have the highest engagement for us.
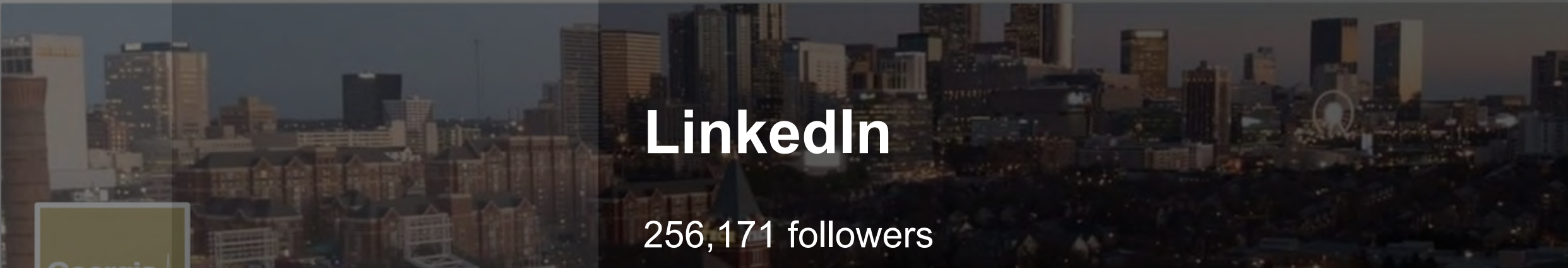
LinkedIn

256,171 followers

14.16 million impressions
(up 17% from 2017)

68,090 average impressions per post

Averaging 19,159 views per video

LinkedIn Trend: 2018

Quantifiable on-campus points of pride struck a chord with the platform's older demographic.

Georgia Institute of Technology
256,467 followers
2mo • Edited

A team of students from Georgia Tech rebuilt this 1987 BMW 5 Series into a high-performance race car with a budget of only $2018 dollars. --
https://lnkd.in/eR_gqW2

#automotive #engineering #highereducation #science

896 Likes · 42 Comments · 35,314 Views

Georgia Institute of Technology
256,467 followers
4mo

A record number of women have enrolled in Georgia Tech's nationally-ranked Scheller College of Business.

1,201 Likes · 38 Comments · 38,956 Views

👍 Like   💬 Comment   ↪ Share   Top Comments ▼
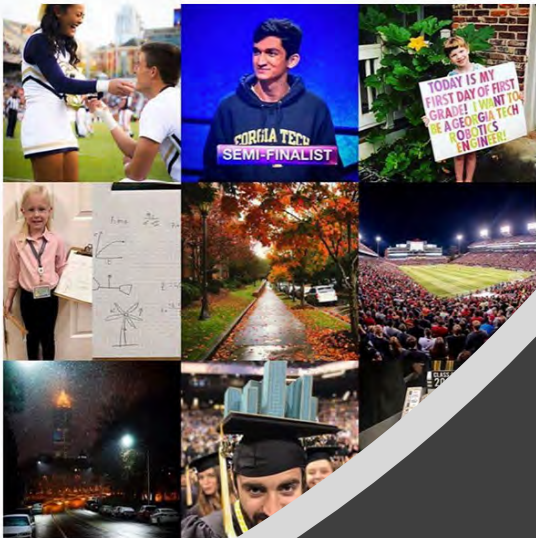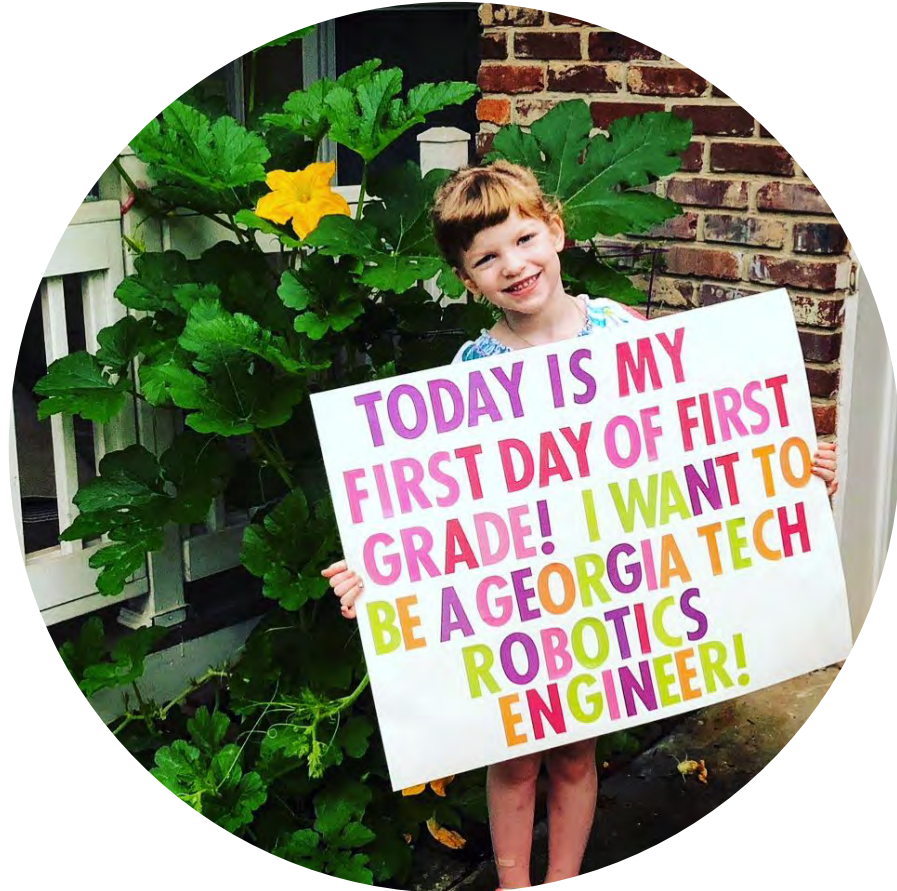
Instagram

54,431 followers

22.5 million impressions
(up 61.88% from 2017)

7,004 comments
(up 30.68% from 2017)

368 total posts in feed.
768 unique Instagram stories

Average likes per post: 2,400
(up 22.59% from 2017)

Instagram Trend: 2018

Feel good photos struck resonance with Instagram's younger audience. (72% is 18-34) While the audience is 52% male to 47% female, the core engagement comes from our female followers.

Instagram Trend: 2018

Never underestimate the power of a pretty picture. Photos that show landmarks, current conditions, and bright colors comprised many of our most engaged images on Instagram.