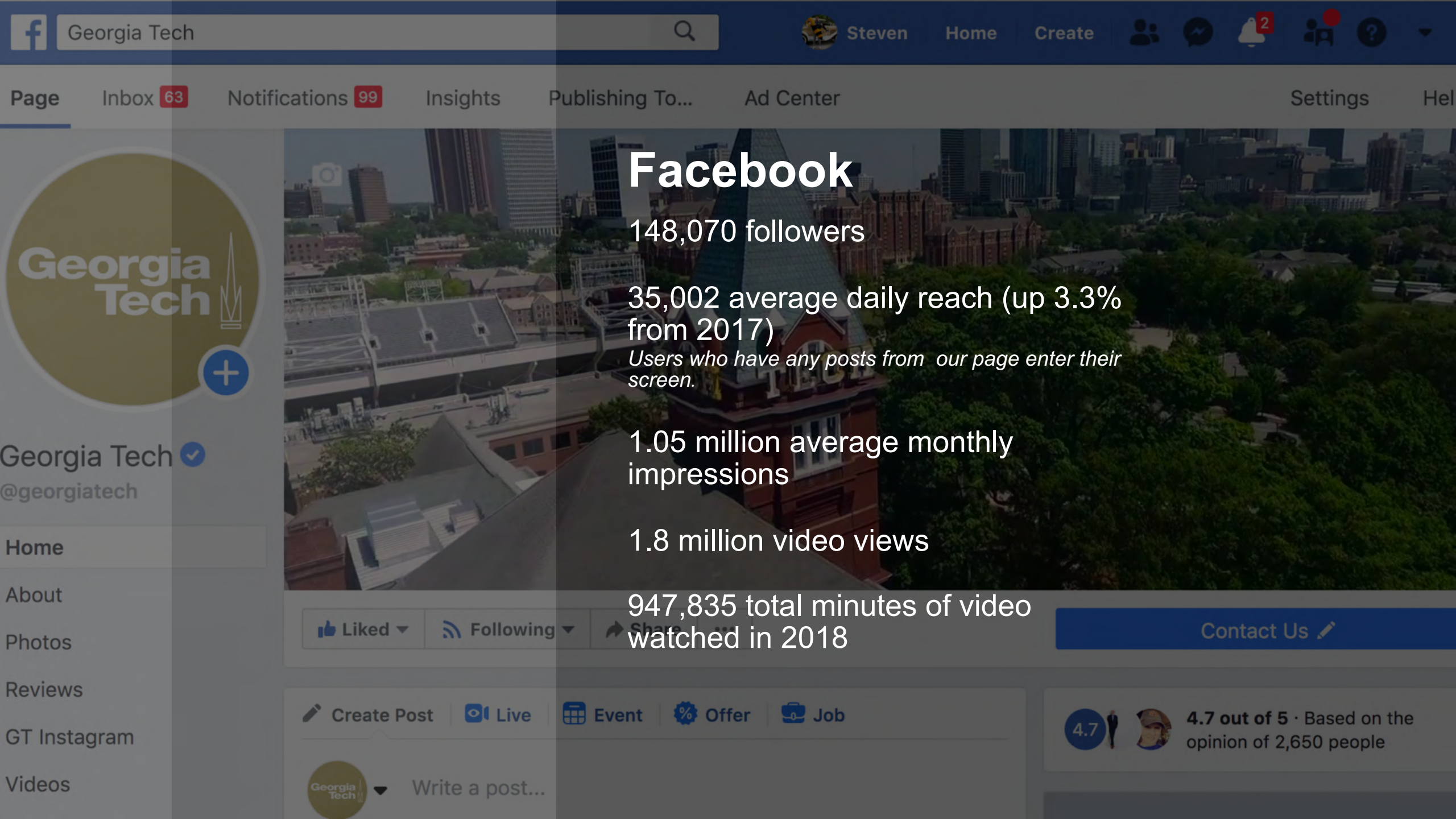


Social Media Review 2018





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

Liked

Following

Share

Contact Us

Create Post

Live

Event

Offer

Job

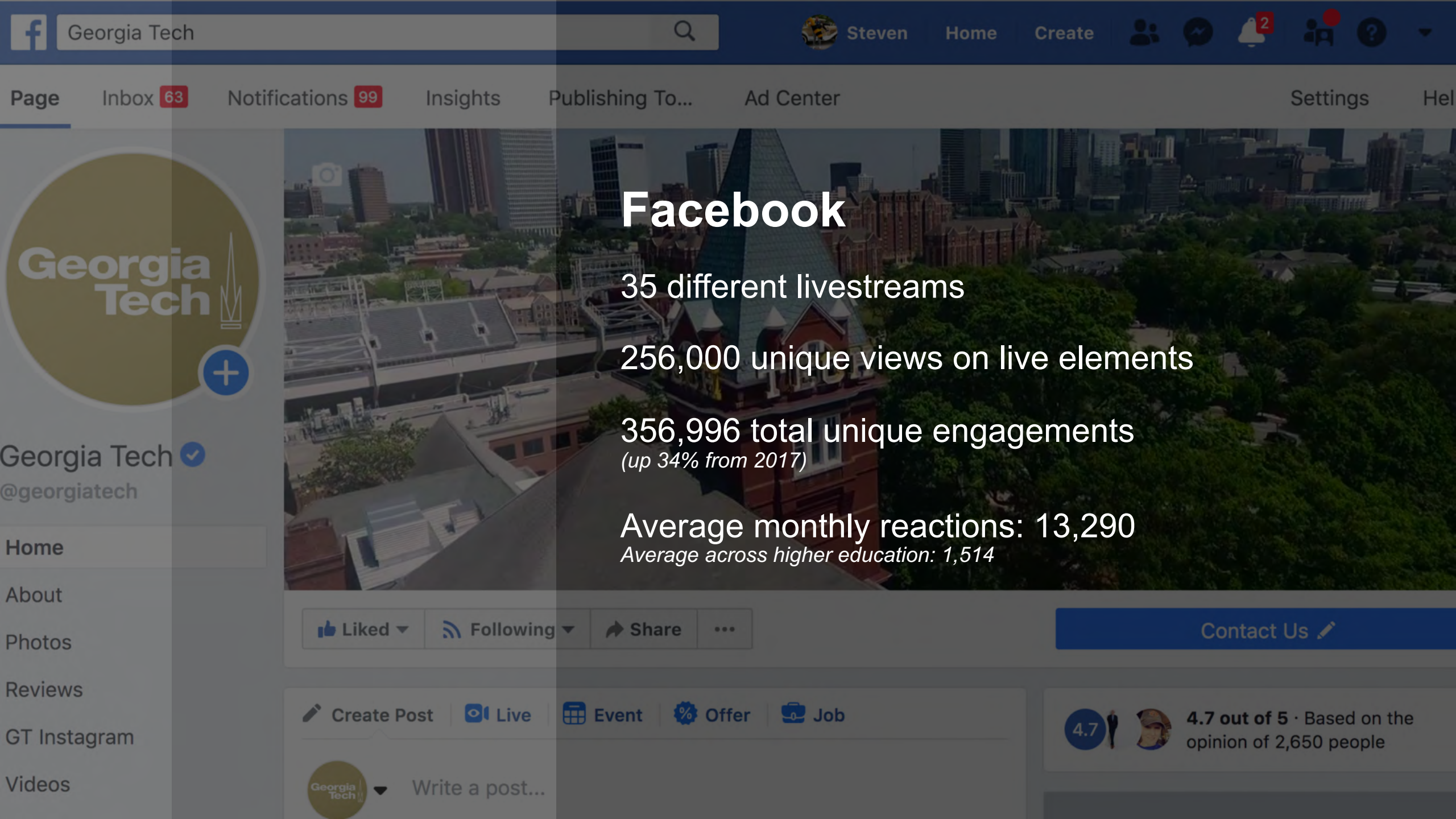


Write a post...

4.7



4.7 out of 5 · Based on the opinion of 2,650 people



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

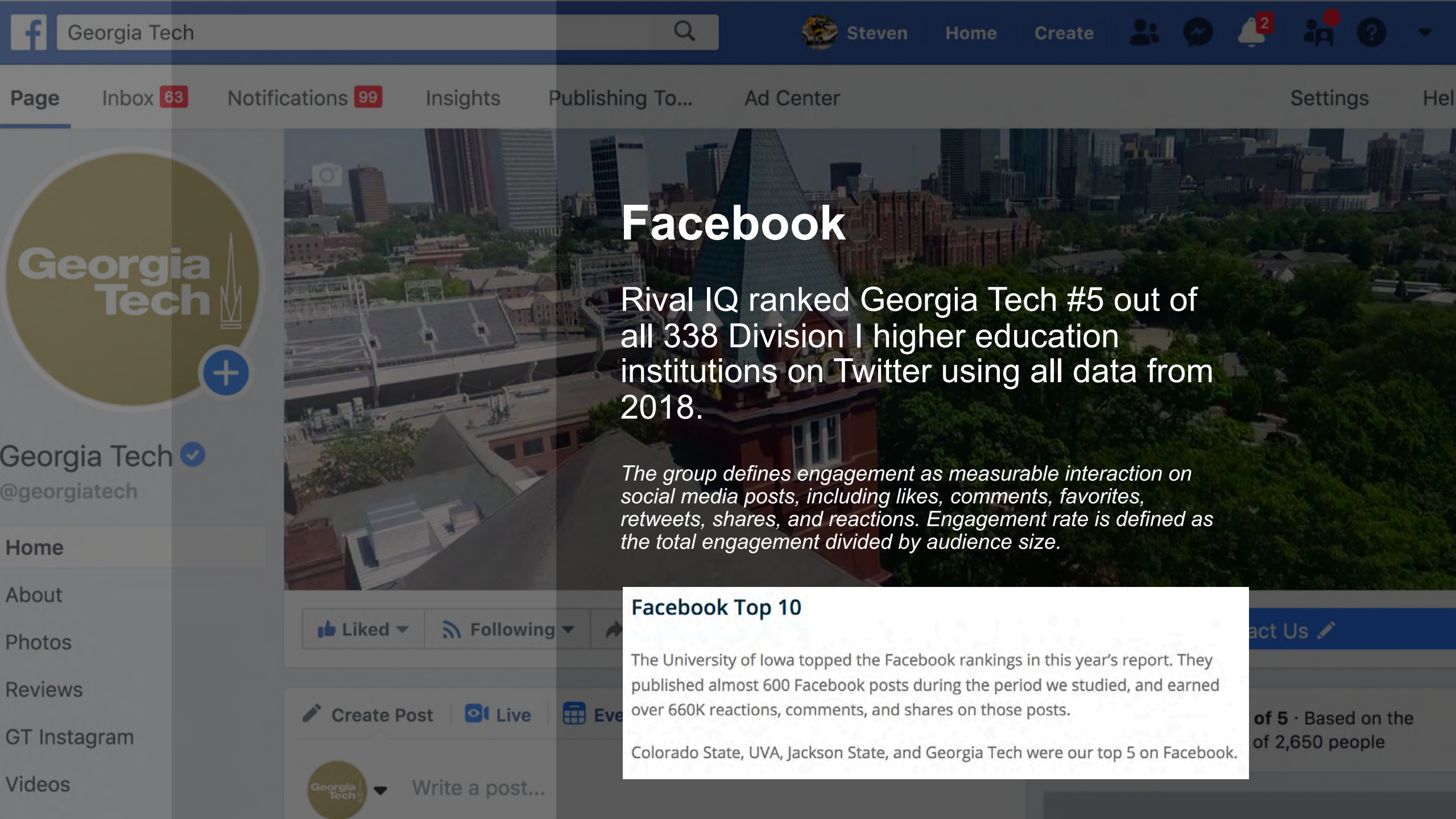
Liked Following Share ...

Contact Us

Create Post Live Event Offer Job

4.7 4.7 out of 5 · Based on the opinion of 2,650 people

Georgia Tech Write a post...



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.



Georgia Tech

Published by Steven Norris [?] · August 18, 2018 ·

90 years ago, Frank Gordy, a former Georgia Tech student opened a snack shop just off campus called The Yellow Jacket. Today, we know it better as [The Varsity](#).

Wishing our North Avenue neighbors a happy birthday! (And we hear everything is \$0.90 today.)



Get More Likes, Comments and Shares

Boost this post for \$30 to reach up to 25%

131,571

People Reached

23,400

Engaged

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.



Georgia Tech

Published by Steven Norris [?] · April 1, 2018 · 🌐

Today, Georgia Tech officially announced the construction of a new and innovative transportation system for students on campus. The early stages of construction are underway on a ski-resort style chair lift that will eliminate the need for students to ascend Freshman Hill.



🌱 **Get More Likes, Comments and Shares**
Boost this post for \$30 to reach up to 25,000 people.

235,606
People Reached

64,712
Engagements

👍👎❤️ 3.5K 46



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.

Georgia Tech

Twitter

166,836 followers
(up 9.95 percent from 2017)

Tweets
12.4K

Following
3,991

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

Georgia Tech

@GeorgiaTech

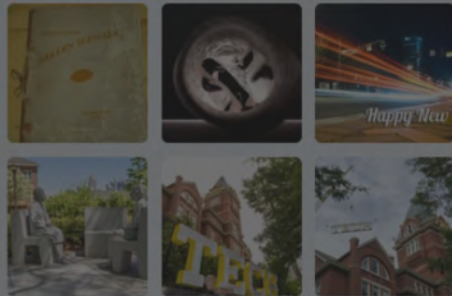
The official Twitter account for the Georgia Institute of Technology.

Atlanta, GA

gatech.edu

Joined January 2009

4,491 Photos and videos



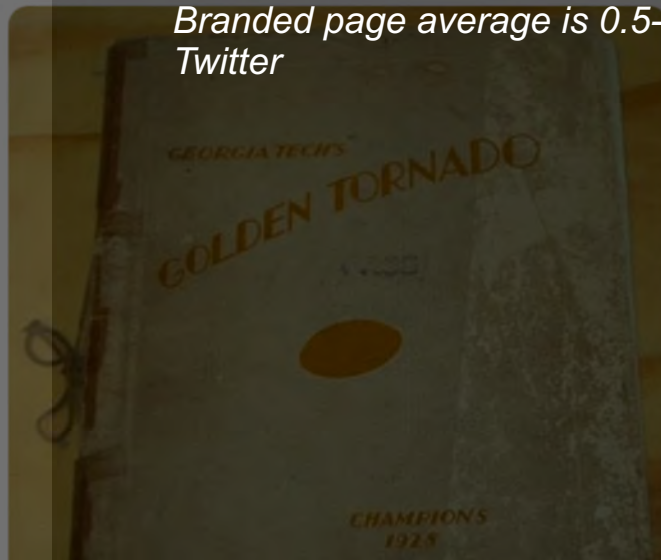
Tweets

Tweets & Replies



Georgia Tech @GeorgiaTech · Jan 4

Before a Ramblin' Wreck ever drove out, Georgia Tech's football team picked up a different nickname, the Golden Tornado. Around 1915 a sportswriter used the term to describe the team. The nickname seemed to have gone out of use by the mid-1930s. #NationalTornadoDay



Your Tweet activity

Your Tweets earned 6,250 impressions over the last 24 hours



View your top Tweets

Who to follow · Refresh · View all



Coach Kirby Smart @...

Follow



UCLA @UCLA

Follow



Devonta Freeman @de...

Follow

Twitter

World100, a higher education reputation monitoring group ranked Georgia Tech the top American university Q1 2018 for engagement on Twitter.

Georgia Tech

Tweets
12.4K

Following
3,991

Lists
167K

Retweets
6,541

Replies
11

Media
1

Edit profile

Georgia Tech

@GeorgiaTech

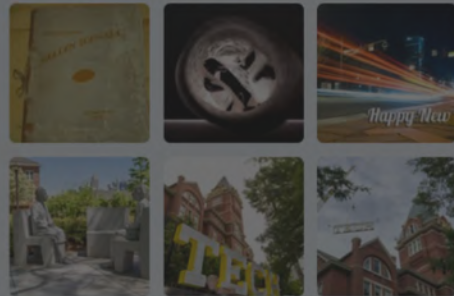
The official Twitter account for the Georgia Institute of Technology.

Atlanta, GA

gatech.edu

Joined January 2009

4,491 Photos and videos



Tweets

Tweets & replies

Media

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

Your Tweet activity

Your tweets earned 6,250 impressions over the last 24 hours



View your top Tweets

Who to follow · Refresh · View all



Coach Kirby Smart @...

Follow



UCLA @UCLA

Follow



Devonta Freeman @de...

Follow

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



← 21 ↻ 262 ♥ 1214

Top Tweet 2018

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.

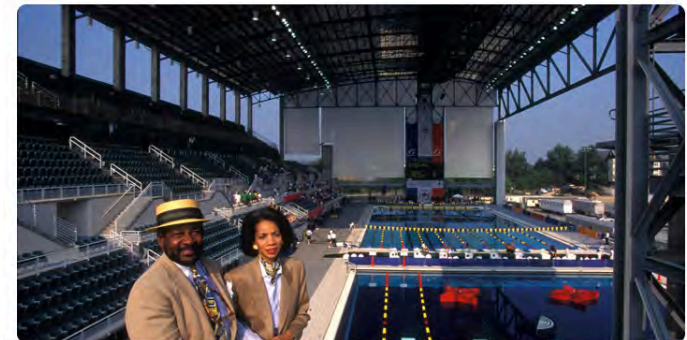
Side note: His Georgia Tech roommate won last year. [#WeCanDoThat](#) | c.gatech.edu/2oRx53x | pic.twitter.com/yw43Pot2BD



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.





Search



Home



My Network



Jobs



Messaging



Notifications

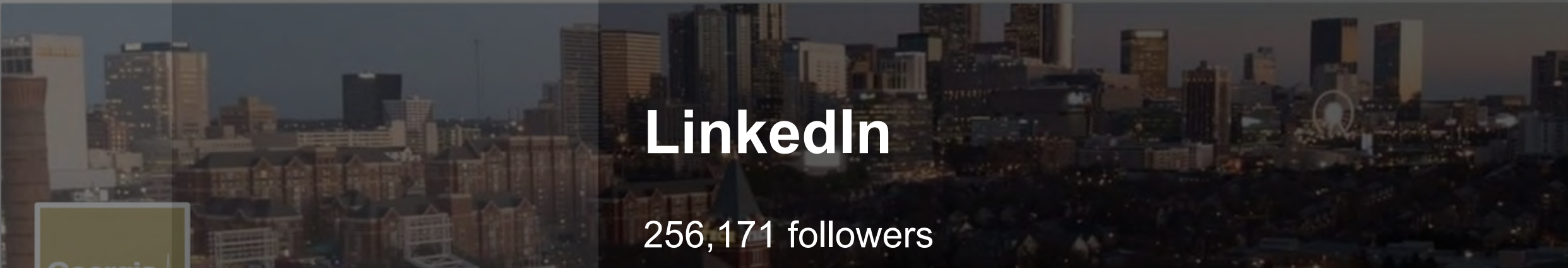


Me



Work

Reactivate Premium for Free



LinkedIn

256,171 followers



Georgia Institute of Technology

Atlanta, Georgia · 151,417+ alumni · 256,671 followers

14.16 million impressions

(up 17% from 2017)

Following

Visit website



Rob & 84 other connections work here

See all 12,552 employees on LinkedIn

68,090 average impressions per post

Home

About

Jobs

Alumni

Updates

Stay one step ahead

See exclusive Premium insights on 450k+ companies

Upgrade to Premium



Georgia Institute of Technology

256,671 followers

2d

Affiliated pages



Georgia Institute of Technology - Scheller College of Business

Higher Education

11,853 followers

Promoted




Find Influencers

With our free tool, find the right

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 ▼



georgiatech

Edit Profile



2,046 posts

54.4k followers

2,389 following

Georgia Tech

The official account of @georgiatech - a premier public science and university committed to progress and service.

www.gatech.edu



Hidden GT



We ❤️ Buzz!



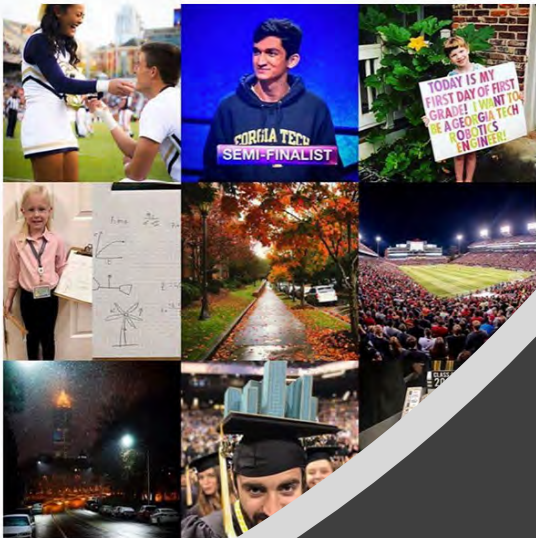
Cool Rese...

POSTS

IGTV

SAVED

TAGGED



Instagram

54,431 followers

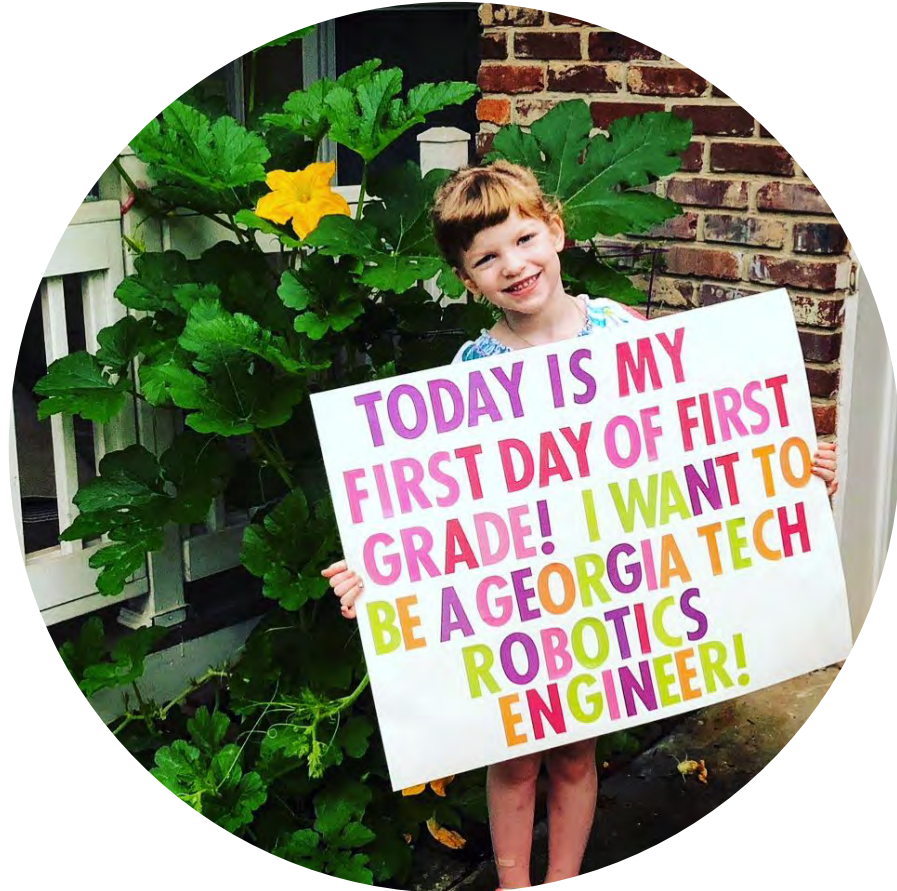
22.5 million impressions
(up 61.88% from 2017)

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.