

## 2017 **SOCIAL MEDIA** STATISTICS



FACEBOOK ENGAGEMENT

### Best Practices from Top Performers



ON FACEBOOK



OVERALL

**Rival IQ** uses software to analyze social media posts from 338 Division I higher education institutions, looking at university-level account posts for calendar year 2016. Rankings were computed using a weighted score of audience, activity and engagement (with a strong bias toward engagement).

**“Engagement”** is defined as measurable interaction on social media posts, including likes, comments, favorites, retweets, shares and reactions.



**One of the most engaging posts was this “official” stance on a hot-button issue (helpful hint, this was posted on April 1.)**

GEORGIA TECH  
**2017 SOCIAL MEDIA STATISTICS**

F A C E B O O K



**16.5% GROWTH**

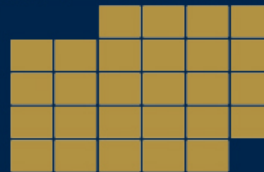
123,765

144,175

**MONTHLY REACH**

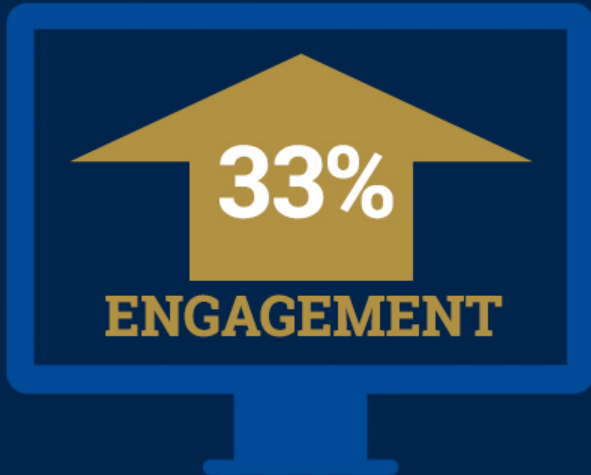
325,431

UP FROM  
310,743  
IN 2016



Outpacing our peer institutions  
in terms of engagement and  
share of conversation.

1	 Stanford University	1.2m	0%	6	1.8K
2	 Massachusetts Institute ...	1m	▲0.2%	8	6.7K
3	 University of Michigan	772.4K	0%	14	8.6K
4	 The University of Texas ...	660.3K	0%	16	7.2K
5	 University of Florida	672.7K	0%	6	7.7K
6	 Texas A&M University	602.7K	0%	32	18.3K
7	 UC Berkeley	461.4K	0%	78	5.2K
8	 Penn State	400.4K	▲0.1%	14	4.5K
9	 Cornell University	373.6K	0%	14	7.9K
10	 California Institute of Te...	362.4K	▲0.1%	9	1.3K
11	 Duke University	353.1K	0%	27	1.5K
12	 University of Washington	346.3K	0%	88	3.1K
13	 Purdue University	229.5K	0%	5	3.7K



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F A C E B O O K

**TOP VIDEOS FALL SEMESTER**

- 16 MILLION VIDEO VIEWS**
- 3.2 MILLION VIDEO VIEWS ASIDE FROM SWIM VIDEO**
- FACEBOOK COVER VIDEO**
- GEORGIA DOME IMPLOSION**
- YELLOW JACKETS UNITE**
- FIRE BATONS**



**7.1 million minutes viewed**  
**UP 4,087% FROM 2016**

Video	Published	Minutes Viewed	Video Views
	07/25/17 8:25AM	106.8K	29.2K
Awesome Close Up of Georgia Dome Implosion	11/20/17 4:47AM	47.4K	122.4K
Yellow Jackets Unite After Campus Unrest	09/21/17 5:41PM	38.2K	90.2K
Annabel McAtee: Georgia Tech's Golden Girl	11/09/17 8:44AM	32.3K	58.9K
We're live at Georgia Tech's brand new West Village, home to Panera Bread, ou...	08/16/17 8:11AM	25K	29.1K
The best Homecoming Parade in the country. Forget your traditional floats, t...	10/21/17 6:16AM	23.7K	27K
Making The Perfect Yo-Yo	11/06/17 8:43AM	22.8K	39.8K
It's the 48th running of the Mini 500, one of our favorite Georgia Tech...	10/20/17 1:48PM	19.9K	21.1K
Georgia Tech Men's Snow 4X50 Relay	01/07/17 11:14AM	17.8K	48.6K
Georgia Tech students surprise classmates with birthday cake	10/13/17 1:24PM	17.6K	42.5K



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F A C E B O O K 

- GTPD Cupid Shuffle Video** • Reach: 787,400
- Ellen Show Video Recap** • Reach: 511,100
- Spring Grad Livestream AM** • Reach: 469,700
- Cancer Gold Discovery** • Reach: 467,300
- Spring Grad Livestream PM** • Reach: 463,400
- Ellen Show Liveshot** • Reach: 348,600 Clicks: 13,000
- Dome Implosion Liveshot** • Reach: 311,800
- Travel Ban Statement** • Reach: 248,379
- USNWR Highest 10-Year Salary** • Reach: 241,900
- Microneedle Patch Tested** • Reach: 231,900
- Capstone Expo Livestream** • Reach: 191,400
- GT Phone Home/Wreck Flag** • Reach: 189,900

- 3D Heart Valve Video** • Reach: 178,200
- GT Student/Hidden Figures** • Reach: 173,700
- Student Response Video** • Reach: 170,700
- 8-Bit Miracle on Techwood Video** • Reach: 169,500
- Sweet Proposal Video** • Reach: 152,500
- President's Shooting Response** • Reach: 148,400
- West Village Livestream** • Reach: 147,600
- Ninja Warrior Professor Video** • Reach: 147,000

**Georgia Tech Swim Team in the Snow**

Reach: 23.6 million Post Clicks: 4.5 million Engagement: 897,262





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T W I T T E R



73,269  
2016 

96.7% GROWTH

 151,337  
2017

 Link clicks up 17% from 2016

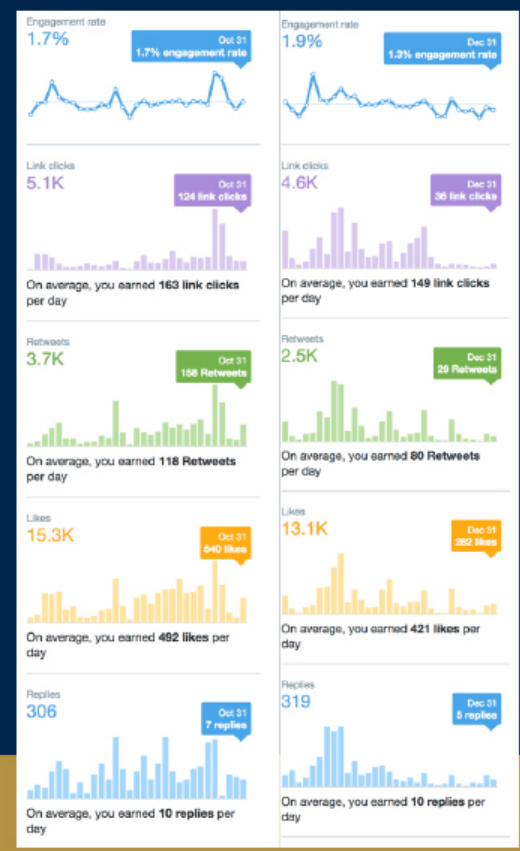
 Daily reply average increased from 4 to 9

THE AVERAGES

 Likes per day **414**

 Link clicks per day **151**

 Retweets per day **102**




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2017 **SOCIAL MEDIA** STATISTICS 


T W I T T E R

We are averaging **1.74%** engagement.


According to **Twitter**, brand average is **0.5-0.8%**.



Barack Obama's engagement rate is 0.07%.



Justin Bieber's engagement rate is 0.17%.



Katy Perry has 98,337,250 followers. Her recent tweets average about 18,000 accumulated engagement actions, for an engagement rate of 0.02%

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T W I T T E R

**WORLD100**

An independent agency monitoring reputation of colleges and universities.

View previous tables

Quarter 1 of 2017 (January to March)

Show 10 entries

University	Country	Region	Handle	Rank Q1 2017
Universidad Nacional Autónoma De México	Mexico	North America	@UNAM_MX	1
Georgia Institute of Technology	United States	North America	@GeorgiaTech	2
Stanford University	United States	North America	@Stanford	3
Texas A&M University	United States	North America	@TAMU	4
Massachusetts Institute of Technology	United States	North America	@MIT	5
Boston University	United States	North America	@BU_Tweets	6
University of Glasgow	United Kingdom	UK/Eire	@UofGlasgow	7
University of Waterloo	Canada	North America	@UWaterloo	8
University of Southern California	United States	North America	@USC	9
University of Texas M.D. Anderson Cancer Center	United States	North America	@MDAndersonNews	10

Showing 1 to 10 of 966 entries

View the latest ranking table (Q2 2017)

Show 10 entries

University	Country	Region	Handle	Rank
Universidad Nacional Autónoma De México	Mexico	North America	@UNAM_MX	1
Stanford University	United States	North America	@Stanford	2
Texas A&M University	United States	North America	@TAMU	3
Georgia Institute of Technology	United States	North America	@GeorgiaTech	4
Massachusetts Institute of Technology	United States	North America	@MIT	5
University of Sao Paulo	Brazil	South America	@usponline	6
Bogaziçi University	Turkey	Europe	@UinBogazici	7
University of Southern California	United States	North America	@USC	8
Imperial College London	United Kingdom	UK/Eire	@imperialcollege	9
Princeton University	United States	North America	@Princeton	10

Showing 1 to 10 of 254 entries



**#1** in the United States

**#2** globally

GT



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T W I T T E R **TOP TWEETS**

**Georgia Tech** Jackets win 28-27 in Athens! What a helluva game. 🏈 #WhatsTheGoodWord <https://t.co/q8hnFUNhFU>

**Georgia Tech @GeorgiaTech** 2:13 PM - 27 Oct 2017 via Twitter Web Client 🔄 664 ⭐ 1,278  
 Georgia Tech ranked #1 public school in U.S., #11 worldwide for engineering and technology. #WeCanDoThat | [c.gatech.edu/2xsudgL https://t.co/9osEzThsfn](https://t.co/9osEzThsfn)

**Georgia Tech @GeorgiaTech** 12:50 PM - 10 Sep 2017 via Twitter Web Client 🔄 978 ⭐ 444  
 Georgia Tech will be closed Monday and Tuesday due to #HurricaneIrma. Stay tuned for updates here and on [gatech.edu. https://t.co/3zyw3oEzA1](https://t.co/3zyw3oEzA1)

**Georgia Tech @GeorgiaTech** 2:24 PM - 9 Feb 2018 via Twitter Web Client 🔄 350 ⭐ 993  
 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 <https://t.co/NRtiEYMOTY>

**Georgia Tech @GeorgiaTech** 9:29 AM - 13 Oct 2017 via Twitter Web Client 🔄 334 ⭐ 941  
 Georgia Tech was founded on this day 132 years ago. #HappyBirthday <https://t.co/5coW1FjMMh>

**Georgia Tech @GeorgiaTech** 2:13 PM - 27 Oct 2017 via Twitter Web Client 🔄 664 ⭐ 1,278  
 Georgia Tech ranked #1 public school in U.S., #11 worldwide for engineering and technology. #WeCanDoThat | [c.gatech.edu/2xsudgL https://t.co/9osEzThsfn](https://t.co/9osEzThsfn)

**Georgia Tech @GeorgiaTech** 9:43 PM - 15 Feb 2018 via TweetDeck 🔄 185 ⭐ 997  
 Sorry. Think you meant to say "CEOs, Entrepreneurs, Astronauts, Doctors, and Engineers." Typos happen to all of us! [twitter.com/juanittoburrit...](https://twitter.com/juanittoburrit)

**Georgia Tech @GeorgiaTech** 2:24 PM - 9 Feb 2018 via Twitter Web Client 🔄 350 ⭐ 993  
 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 <https://t.co/NRtiEYMOTY>

**Georgia Tech @GeorgiaTech** 9:29 AM - 13 Oct 2017 via Twitter Web Client 🔄 334 ⭐ 941  
 Georgia Tech was founded on this day 132 years ago. #HappyBirthday <https://t.co/5coW1FjMMh>

Three of our most retweeted tweets of all time.

Two of our most favorited tweets of all time, including the top post.

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**2017 SOCIAL MEDIA STATISTICS**

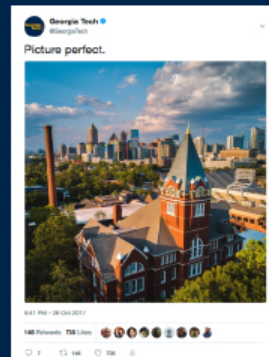
T W I T T E R **SET... ENGAGE!**



**MORE FACES  
 AND 1-ON-1 ENGAGEMENT!**



**MORE  
 MOVEMENT!**



GEORGIA TECH  
**2017 SOCIAL MEDIA STATISTICS**

T W I T T E R **FOLLOW ALONG**

**Georgia Tech** @GeorgiaTech

That's our Miss Georgia Tech.

<< beams with pride >>

**Renee Copeland** @renee\_cope23  
In just 19 days, I'm graduating from the #1 Biomedical Engineering program in the country. If I could do it all over again, I would choose Georgia Tech every time. Next up: Medical School 🎓👩🏻‍⚕️

11:54 AM - 27 Nov 2017

79 Retweets 514 Likes

**Georgia Tech** @GeorgiaTech

No, thank you. You put in all the hard work to get to this point.

So proud of you, Chelsi. 🎓 #GT17 #IGotOut

**Chelsi Alise Cocking** @chelsi\_alise  
I'dk where to start, even with 240 it still can't fit. Everything I've accomplished here used to just be a dream, but because of you I now see greater. THANK YOU @GeorgiaTech. You changed my life. I wouldn't trade you for ANYTHING....

1:25 PM - 12 Dec 2017 from Atlanta, GA

29 Retweets 202 Likes

**Georgia Tech** @GeorgiaTech

Now this is just about the sweetest thing we've seen all week.

**Colette Wink** @cwink458  
Topping the list of Wholesome Things, here is my dad's reaction to my brother getting accepted to @GeorgiaTech

5:31 PM - 17 Nov 2017

5 Retweets 130 Likes

**This is why it is vital to follow people strategically.**

**Georgia Tech** @GeorgiaTech

It is one of our favorite colors.

**Trevor Beyke** @Beyke\_Trevor  
You look good in white @GeorgiaTech

4:52 PM - 8 Dec 2017

8 Retweets 96 Likes

**OPPORTUNITIES TO BUILD GEORGIA TECH'S VOICE IN CONNECTION WITH OTHER USERS' CONTENT.**



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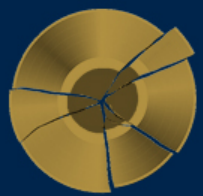
I N S T A G R A M



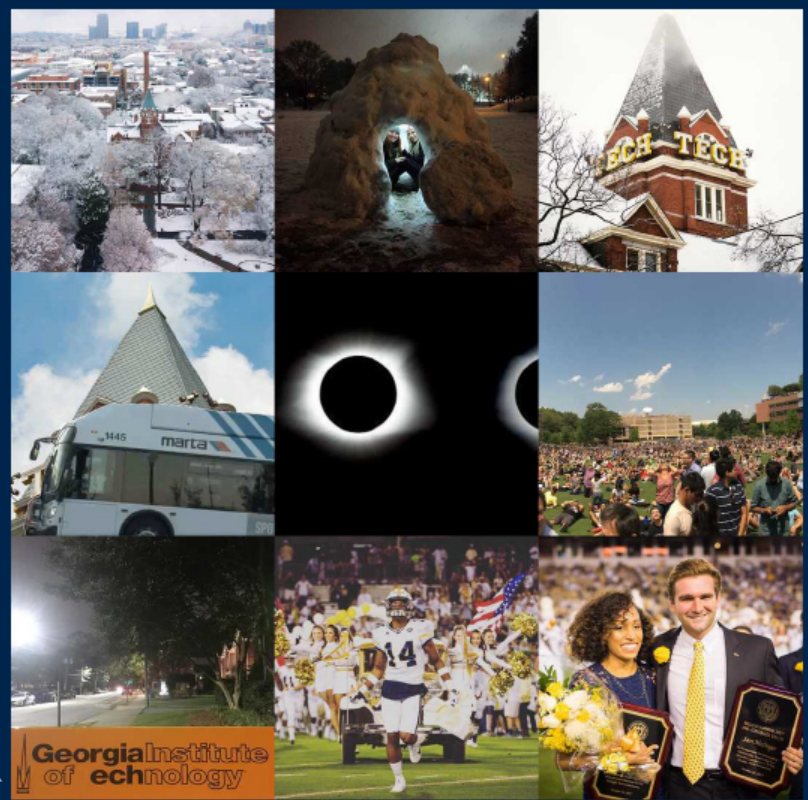
**26%**  
GROWTH

**35,012**  
FOLLOWERS  
TO  
**43,132**

Average Weekly Impressions: **117,330**



Broke **4,000** likes on a single post for the first time in 2017, then followed up with three posts surpassing **5,000** likes.



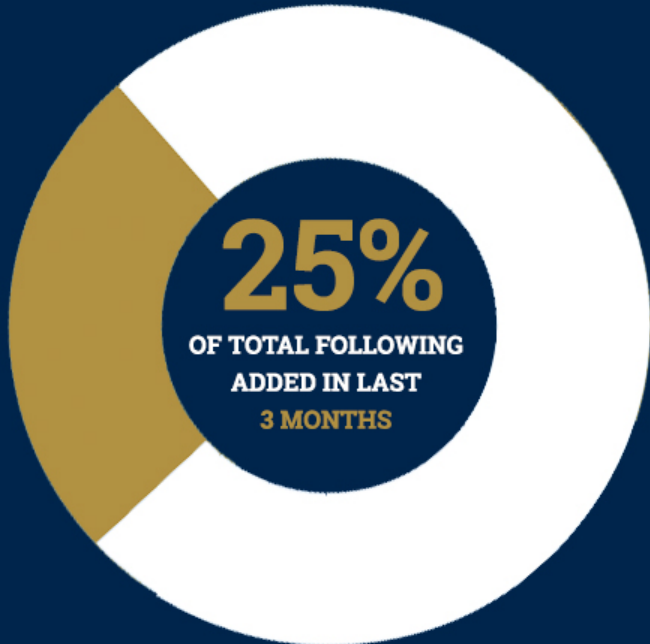
Georgia Institute of echnology

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**2017 SOCIAL MEDIA STATISTICS**

S N A P C H A T

**LAUNCHED IN MAY 2017**

Focusing on Student Takeovers, engagement with users in creative ways and cool, fun narratives about what it's like at Georgia Tech.



**Day of Thursday, July 27th 2017**

7:52am, 27 July 2017

Segments in Story: 58  
Total Story Time: 0:08:03  
Avg Time Watched: 0:04:14  
Total Screenshots: 26

TOTAL VIEWS	UNIQUE VIEWERS
67,457	1,390

AVG AMOUNT WATCHED	FINISHED ENTIRE STORY
52%	0%

VIEW INSIGHTS

**10165**

11:00pm, 18 July 2017

Segments in Story: 22  
Total Story Time: 0:01:47  
Avg Time Watched: 0:00:56  
Total Screenshots: 102

TOTAL VIEWS	UNIQUE VIEWERS
21,459	1,106

AVG AMOUNT WATCHED	FINISHED ENTIRE STORY
52%	79%

VIEW INSIGHTS

**Day of Saturday, May 6th 2017**

10:00am, 6 May 2017

Segments in Story: 19  
Total Story Time: 0:02:16  
Avg Time Watched: 0:01:07  
Total Screenshots: 31

TOTAL VIEWS	UNIQUE VIEWERS
19,536	1,115

AVG AMOUNT WATCHED	FINISHED ENTIRE STORY
49%	82%

VIEW INSIGHTS

**Day of Tuesday, April 25th 2017**

1:28pm, 25 April 2017

Segments in Story: 19  
Total Story Time: 0:02:12  
Avg Time Watched: 0:01:12  
Total Screenshots: 11

TOTAL VIEWS	UNIQUE VIEWERS
16,311	903

AVG AMOUNT WATCHED	FINISHED ENTIRE STORY
54%	91%

VIEW INSIGHTS

**Day of Thursday, May 18th 2017**

10:48am, 18 May 2017

Segments in Story: 16  
Total Story Time: 0:02:04  
Avg Time Watched: 0:01:02  
Total Screenshots: 20

TOTAL VIEWS	UNIQUE VIEWERS
16,814	1,133

AVG AMOUNT WATCHED	FINISHED ENTIRE STORY
50%	87%

VIEW INSIGHTS

**Day of Wednesday, May 3rd 2017**

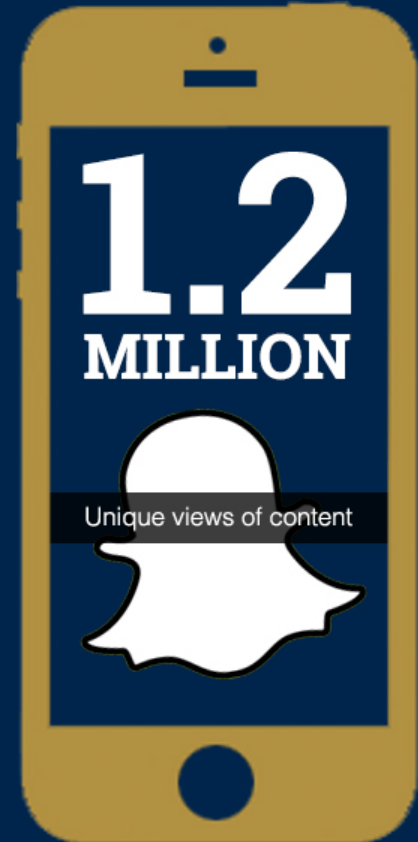
3:31pm, 3 May 2017

Segments in Story: 13  
Total Story Time: 0:01:30  
Avg Time Watched: 0:00:43  
Total Screenshots: 12

TOTAL VIEWS	UNIQUE VIEWERS
14,278	1,126

AVG AMOUNT WATCHED	FINISHED ENTIRE STORY
48%	94%

VIEW INSIGHTS



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**2017 SOCIAL MEDIA** STATISTICS



S O C I A L L A N D S C A P E



**MORE VIDEOS AND LIVESTREAMS**

- 2013 • 9 Unique Videos**
- 2016 • 46 Unique Videos**
- 2017 • 122 Unique Videos**

Looking at new feed of 20 pieces of content

Sponsored Posts.....	1
Friends Original Posts.....	2
Group Posts.....	11
Suggested Posts.....	1
Pages.....	2

**facebook**

**Facebook is pulling out business and branded pages from people's feeds.**

**This may trickle over to Instagram and who knows if Twitter and LinkedIn will follow suit.**



**Story Telling is critical.**  
**Marketing is secondary.**