Facebook

- **89,979** fans (**35,388,293** number of unique people who are friends with our friends)
- Gained **3,031** fans and lost **484** (normal rate of attrition for Cornell)
- Largest engagement occurred on **April 23rd**. Photo essay ‘Let it snow’ reached record **32,700** people or **15%** engagement -- percentage of community members who either liked, interacted or commented on wall posts
- Largest **post** engagement occurred on May 9. Cornell Right Now: A.D. White Library photo reached **record 35,084** people or **30%** engagement – percentage of community members, who liked, interacted or commented on wall posts.
- Largest number of daily organic impressions -- **397118** also occurred on May 9th. This is the number of times our posts were seen in News Feed or ticker or on visits to Cornell’s page. These impressions can be by people who have liked your Page and people who haven't such as friends of fans.
- Largest single **day** reach happened during Google announcements May 21st with **86209** unique users reached.
- Highest daily check-ins using mobile devices occurred during Commencement on May 27th **143** unique users. Average daily number is **20**
- URL Facebook.com/cornell_univ

Twitter

- During Graduation Weekend we have successfully engaged our followers to use the #Cornell12 hash tag. Followers shared their positive impressions of Cornell on Twitter allowing us to tell the Cornell story in exciting and authentic way
- **18,258** current followers
- Gained over **878** followers since last report
- Audience continue to respond well to photos
- URL twitter.com/Cornell

Google+

- **3,155** users and pages have Cornell University in their circles
- **3381** ‘+’ (Likes)
- **147** new followers in April
Most popular story: *Google CEO Larry Page announces Cornell NYC Tech campus will be based at Google NYC headquarters for next five years.* (see illustration below)

**URL** [www.cornell.edu/+](http://www.cornell.edu/+)

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*Google+ ripples*

[Google+ post](https://plus.google.com/u/0/100293451570251052525/posts) by [Cornell University](https://plus.google.com/u/0/100293451570251052525) on May 21, 2012 at 4:23 PM

View post

Google CEO Larry Page announces Cornell NYC Tech campus will be based at Google NYC headquarters for next five years.

Showing 11 public shares, 15 total shares.

*We don't show private shares.*
Honeycomb: now.cornell.edu

3,895 people visited this site

- Visits: 5,788
- Unique Visitors: 3,895
- Pageviews: 9,736
- Pages / Visit: 1.68
- Avg. Visit Duration: 00:01:56
- Bounce Rate: 77.21%
- % New Visits: 60.04%

Storify

- Influential subscribers: The Bill & Melinda Gates Foundation and USA TODAY College
- URL storify.com/Cornell

Klout Score

- Our Klout score increased from 59 to 64
- klout.com/#/Cornell

The Klout Score measures influence based on your ability to drive action. Every time you create content or engage you influence others. The Klout Score uses data from social networks in order to measure:
  - True Reach: How many people you influence
  - Amplification: How much you influence them
  - Network Impact: The influence of your network