Facebook

- **87,023** fans (**34,181,631** number of unique people who are friends with our friends)
- Gained **3,348** fans and lost **623** (normal rate of attrition for Cornell)
- Our gender reach was **52% Female** on **47% Male** (48% Female and 51% Male in March) Most likely due to the Fashion Show content in April
- 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
- Audience continue to respond well to photos
- Our average engagement rate was **4%**! (Above **1%** engagement rate considered good )
- URL [www.facebook.com/CornellUniv](http://www.facebook.com/CornellUniv)

Twitter

- In April we have completed CU Twitter account transition from @Cornell_univ to @Cornell. This initiative better reflects our brand, simplifies communications and adds 5 extra characters to the 'Tweet/RT budget'
- **17,680** current followers
- Gained over **1,500** followers since last report
- Highest lost of followers (-15) occurred on message: **An Evening with Paul Wolfowitz ’65**
- Audience continue to respond well to photos
- URL [twitter.com/Cornell](http://twitter.com/Cornell)

Google+

- **3,008** users and pages have Cornell University in their circles
- **3221** ‘+’ (Likes)
- **306** new followers in April
- Most popular story: **To convince people, come at them from different angles**
- Google+ updated user interface, platform still evolving
- In April we managed to obtain a ‘verified name’ status (very **positive** development)
- URL [www.cornell.edu/+](http://www.cornell.edu/)
Honeycomb: now.cornell.edu

3,844 people visited this site

- Visits: 5,202
- Unique Visitors: 3,844
- Pageviews: 8,534
- Pages/Visit: 1.64
- Avg. Visit Duration: 00:01:41
- Bounce Rate: 78.76%
- % New Visits: 65.47%

Storify

- We have only one story posted but gained 60 subscribers already
- Influential subscribers: The Bill & Melinda Gates Foundation and USA TODAY College
- URL storify.com/Cornell

Pinterest

- Most popular board: Cornell Right Now with 399 followers (177 in March)
- pinterest.com/cornellu/cornell-right-now/

Klout Score

- Our Klout score increased from 54 to 59 (34 in January)
- Current score is 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