Facebook

- **97642 94,739** fans (**39,152,022** number of unique people who are friends with our friends)
- Gained over **2,903** fans and lost **639** – normal rate of attrition for Cornell
- Largest engagement occurred on **August 17th** ‘Cornell Right Now: Welcome, Class of 2016!’ photo reached **52,034** people with **1,426** likes, **67** comments and **111** shares – largest reach to date!
- Audience continue to respond best to visuals
- URL [www.facebook.com/CornellUniv](http://www.facebook.com/CornellUniv)

Twitter

- **20,520** followers. Reached **20k** followers milestone in August
- Gained over **730** followers since last report (June)
- Popular posts:
  - Welcome to the Cornell Class of 2016! **51** Retweets & **17** Favs
  - Hip hop pioneer DJ Afrika Bambaataa has been appointed to a three-year term as a visiting scholar **43** Retweets & **8** Favs
  - Bill Nye: Creationism Is Not Appropriate For Children **34** Retweets & **8** Favs
  - Industrialist Ratan Tata ’59, B.Arch. ’62, is Cornell Entrepreneur of the Year 2013. **32** Retweets & **3** Favs
- URL [twitter.com/Cornell](https://twitter.com/Cornell)

Google+

- **3,710** users and pages have Cornell University in their circles
- **3902** ‘+’ (Likes)
- **140** new followers in August
- URL [www.cornell.edu/+](http://www.cornell.edu/+)

LinkedIn

- **14,000** followers
- URL [linkedin.com/company/cornell-university](https://linkedin.com/company/cornell-university)

YouTube

- **2,900** subscribers
- **708,000** video views
- URL [linkedin.com/company/cornell-university](https://linkedin.com/company/cornell-university)