Facebook

- In December we gained over 3,100 new ‘likes/fans’.
- Most new page likes: 348 on post: “Who’s watching the Geminid meteor shower tonight?”
- Most daily “unlikes” (104) occurred on Dec.12. There were 5 posts instead of usual 2-3
- Largest ‘reach’ of 27,648 unique users occurred on December 7th. Quote of the day by Steven C. Kyle “Today’s job numbers illustrate that U.S. economy on track to recovery…”
- Audience continue to respond well to visuals and quotes
- URL www.facebook.com/Cornell

Twitter

- 26,600 followers. Gained over 1100 followers since last report
- Popular tweets:
  “Sex early in a relationship linked to later dissatisfaction” 32 Retweets & 7 Favorites.
  “Happy New Year!” 32 Retweets & 26 Favorites
- URL twitter.com/Cornell

Foursquare

- 16,650 followers. Gained over 150 followers since last report
- URL foursquare.com/cornell

LinkedIn

- 15,800 followers. Gained 400 followers since last report -- largest monthly increase for CU G+
- URL linkedin.com/company/cornell-university

Google+

- 8,100 followers. Gained over 3000 followers since last report -- largest monthly increase for G+
- URL google.com/+Cornell

Klout Score

Cornell Klout score increased to 91 in December.
- URL klout.com/cornell