Facebook

- **94,739** fans (**37,800,575** number of unique people who are friends with our friends)
- Gained over **3,834** fans and lost **452** -- normal rate of attrition for Cornell
- Largest engagement occurred on **July 20th** Cornell landscape photo by Rodrigo Rodriguez ’12 with title “Where Magic Happens” reached 35,715 people. This is a 40% engagement – percentage of community members, who liked, interacted or commented on wall post.
- The number of ‘fans’ broken down by city (top 7):
  - 6,923 Ithaca, NY
  - 4,566 New York, NY
  - 1,118 Los Angeles, CA
  - 922 Brooklyn, NY
  - 838 Washington, DC
  - 781 Bangkok, Krung Thep, Thailand
  - 763 Chicago, IL
- Audience continue to respond best to visuals
- URL [www.facebook.com/CornellUniv](http://www.facebook.com/CornellUniv)

Twitter

- **19,790** followers
- Gained over **750** followers since last report (June)
- Most popular post: Cornell University Landscape. Where Magic Happens. **28** Retweets & **12** Favs
- Another popular post with 12 retweets:
  ### David Skorton, Pres. of @Cornell University, urges Congress: fund the #humanities; #NEH; critical thinking; #education; ###
- URL [twitter.com/Cornell](http://twitter.com/Cornell)

Google+

- **3,208** users and pages have Cornell University in their circles
- **3421** ‘+’ (Likes)
- **204** new followers in April
- Most popular story: *Summer at Cornell July 13*
- URL [www.cornell.edu/+](http://www.cornell.edu/+)

Other positive developments

Joe Wilensky now is a contributor / roving reporter for CU New Media. His ‘snapshops’ helps us bring unique insights from different locations around campus.