Facebook

- **92,582** fans (**36,507,106** number of unique people who are friends with our friends)
- Gained over **3,147** fans and lost **514** -- normal rate of attrition for Cornell
- Largest engagement occurred on June 28th. *Cornell at Sunset* photo by Mohammad Aljishi reached **record 36,819** people. This or **40%** engagement – percentage of community members, who liked, interacted or commented on wall post.
- Largest number of daily organic impressions -- **28122** also occurred on June 28th. 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 our page and people who haven't such as friends of fans.
- URL Facebook.com/cornell_univ

Twitter

- **19,039** current followers
- Gained over **781** followers since last report
- Audience continue to respond well to photos and posts
- URL twitter.com/Cornell

Google+

- **3,289** users and pages have Cornell University in their circles
- **3531** ‘+’ (Likes)
- Most popular post: *Cornell at Sunset by Mohammad Aljishi*
- URL www.cornell.edu/+ 

Klout Score

- Our Klout score decreased from 64 to **60** (slow summer activity for Cornell)
- 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