Facebook

- On October 30th we gained 3,358 new ‘likes/fans’ (106,908 ‘likes’ total). The number of unique people who are friends with our friends increased to 43,406,932
- Most new page likes: 191 on Photo/Timeline post: “BOO! Darth Vader and his Biotech Storm Troopers walking the campus...” This post received 2,209 likes, 83 comments and 444 shares
- Most daily “unlikes” (26) occurred during the Frozen Apple Hockey promotion on Nov.24
- Largest engagement occurred on November 12. Cornell Right Now photo with description: “This little red owl seems to have chosen the BIG RED to expand its wisdom”. Out of the total number of unique people who have seen this post, 69% ‘created a story’ which reached 107459 unique users. This was the most “viral” post for Cornell Facebook to date. This post was successful because of a good image, excellent description, and references to related Owl resources at Cornell.
- We now have over 260 milestones entrees. This information will help us to tell the sesquicentennial story.
- URL www.facebook.com/Cornell

Twitter

- 24,500 followers. Gained over 1600 followers since last report
- Popular tweets:
  “Don't Miss Cornell vs. Michigan in the #FrozenApple tonight at 8:00 pm on MSG @CUBigRedHockey Go Big Red!” 44 Retweets & 4 Favorites. Same post on CU Facebook pages did not generate excitement. (see CU Facebook data above)
  “First snowfall” 39 Retweets & 23 Favorites
- URL twitter.com/Cornell

Foursquare

- 16,499 followers. Gained over 299 followers since last report
- Cornell Foursquare presence has been revitalized. We now have a dedicated community manager/student blogger for this platform
- URL foursquare.com/cornell

LinkedIn

- 15,390 followers. Gained 140 followers since last report
- URL linkedin.com/company/cornell-university

Google+

- 4,868 followers. Gained 568 followers since last report -- largest monthly increase for CU G+
- URL google.com/+Cornell