Facebook

- On October 30th we gained over 3,350 new ‘likes/fans’ (103,350 ‘likes’ total)
- The number of unique people who are friends with our friends increased to 41,814,967
- Largest engagement occurred on October 10th. Photo post: “Fifteen years ago this week the Great Pumpkin appeared on the Jennie Fiske McGraw Tower. It held on for 5 months. What’s Your Favorite Cornell Memory?” Viral reach was 6.99% or 31,178 users (average viral reach for Cornell is about 3%). This post was successful because question posts usually generate about 80% more engagement than the average text post in the form of likes, comments and shares
- In October we have significantly improved our timeline with many new Cornell milestones entrees. This information will help us to tell the sesquicentennial story.
- URL www.facebook.com/Cornell

Twitter

- 22,900 followers.
- Gained over 1100 followers since last report
- Popular posts:
  - “Spooky photo of McGraw Tower by Tony Leong to set the mood for the annual Halloween concert” 48 Retweets & 26 Favorites
  - “Skorton @ State Of U: Cornell has 47 programs in the top 10 of their discipline - more than any other university” 39 Retweets & 10 Favorites
- ‘Cornell Now’ snapshots continue to be very popular
- URL twitter.com/Cornell

Foursquare

- 16,200 followers. Gained over 200 followers in October
- Cornell Foursquare presence has been revitalized. We now have a dedicated community manages / student blogger for this platform
- URL foursquare.com/cornell

LinkedIn

- 15,229 followers. Gained 250 followers in October
- URL linkedin.com/company/cornell-university

Google+

- 4,300 followers
- URL google.com/+Cornell