Facebook

- On September 28th we have reached over 100,000 ‘likes’ milestone!
- The number of unique people who are friends with our friends increased to 40,345,188
- Gained over 2,616 fans in September
- Largest engagement occurred on September 14th. Gangnam Style flashmob post reached over 50,000 people -- an all-time engagement record for Cornell. Page viral reach on September 14th was over 139,000 people (average viral reach for Cornell is about 25,000). Related to post video received over 1,305,808 views to date on YouTube. Overall, this event generated many positive impressions about Cornell University
- URL www.facebook.com/Cornell

Twitter

- In September we managed to receive a ‘verified’ status for Cornell University on Twitter
- Most popular post: Gangnam Style Flashmob post. 110 Retweets & 41 Favorites
- ‘Cornell Now’ snapshots continue to be very popular
- URL twitter.com/Cornell

Foursquare

- In September we managed to update Cornell presence from foursquare.com/cornelluniv to foursquare.com/Cornell
- Cornell Foursquare presence has been revitalized. We now have over 16,000 likes/fans and a dedicated administrator (student blogger)
- URL foursquare.com/cornell

Klout Score

Cornell Klout score skyrocketed to all time record of 90 in September (24 in November). Cornell brand was noted in the ‘Which Are the Most Social Colleges?’ Infographic by Mashable: http://mashable.com/2012/09/29/top-social-colleges/

Previously, we were number 54 on the list in similar comparisons.
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

URL klout.com/cornell