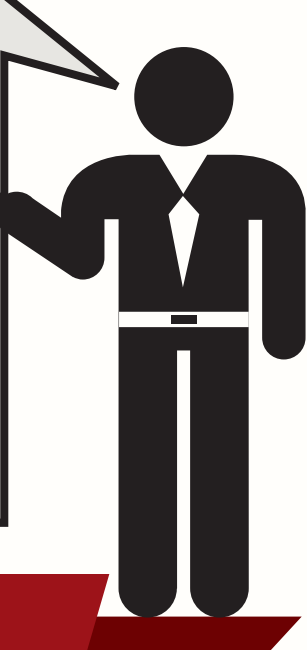


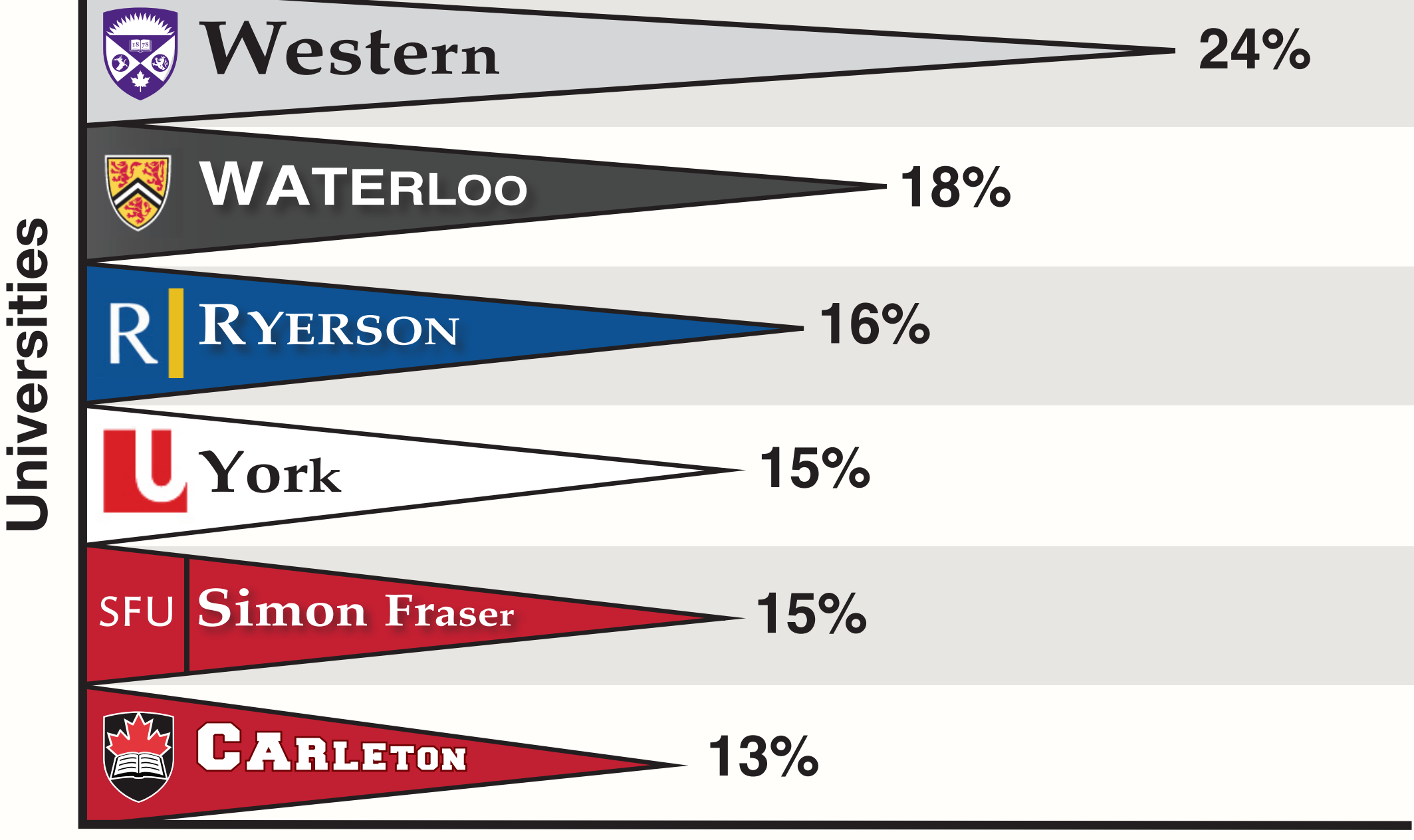
# TOP SOCIAL UNIVERSITIES IN CANADA

Universities compete fiercely with one another for funding, rankings, and for prospective students. But how about social influence?

MediaMiser tracked Canada's universities on Twitter and Facebook this winter to see which schools should be on the Dean's social media list.



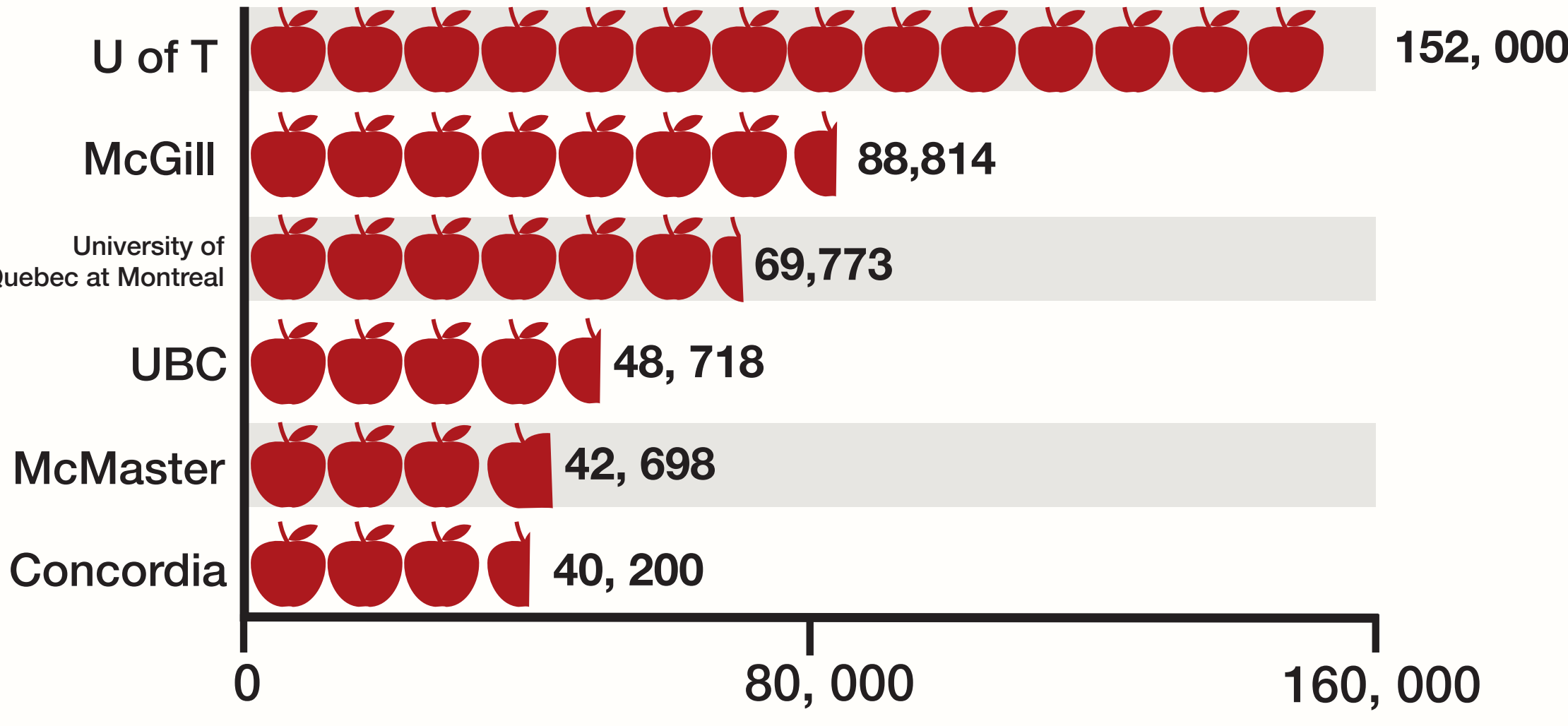
## INFLUENCE BY TWITTER & FACEBOOK MENTION SHARE OF VOICE



\*Includes Twitter and Facebook mentions, along with all page activity on those platforms, converted into a percentage share of voice of the top six schools.

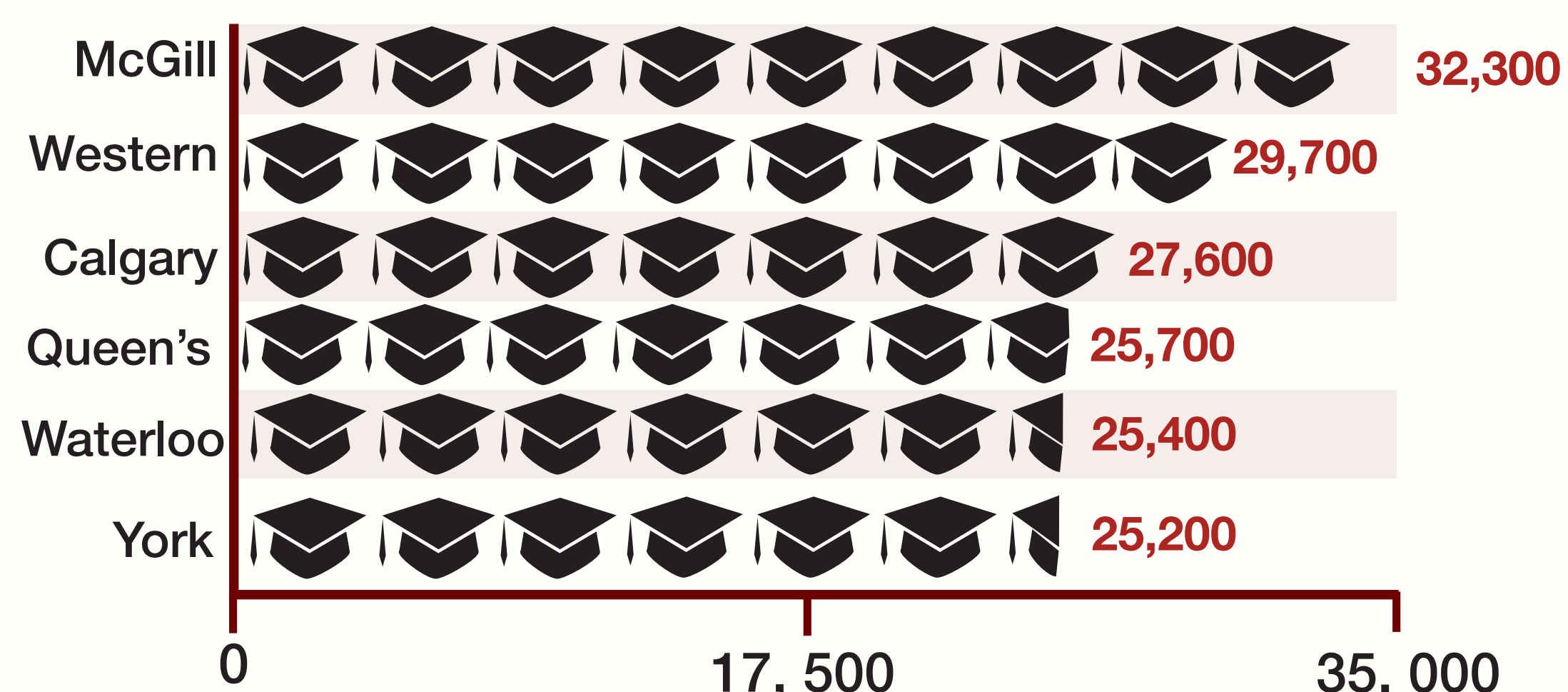


## INFLUENCE BY FACEBOOK LIKES

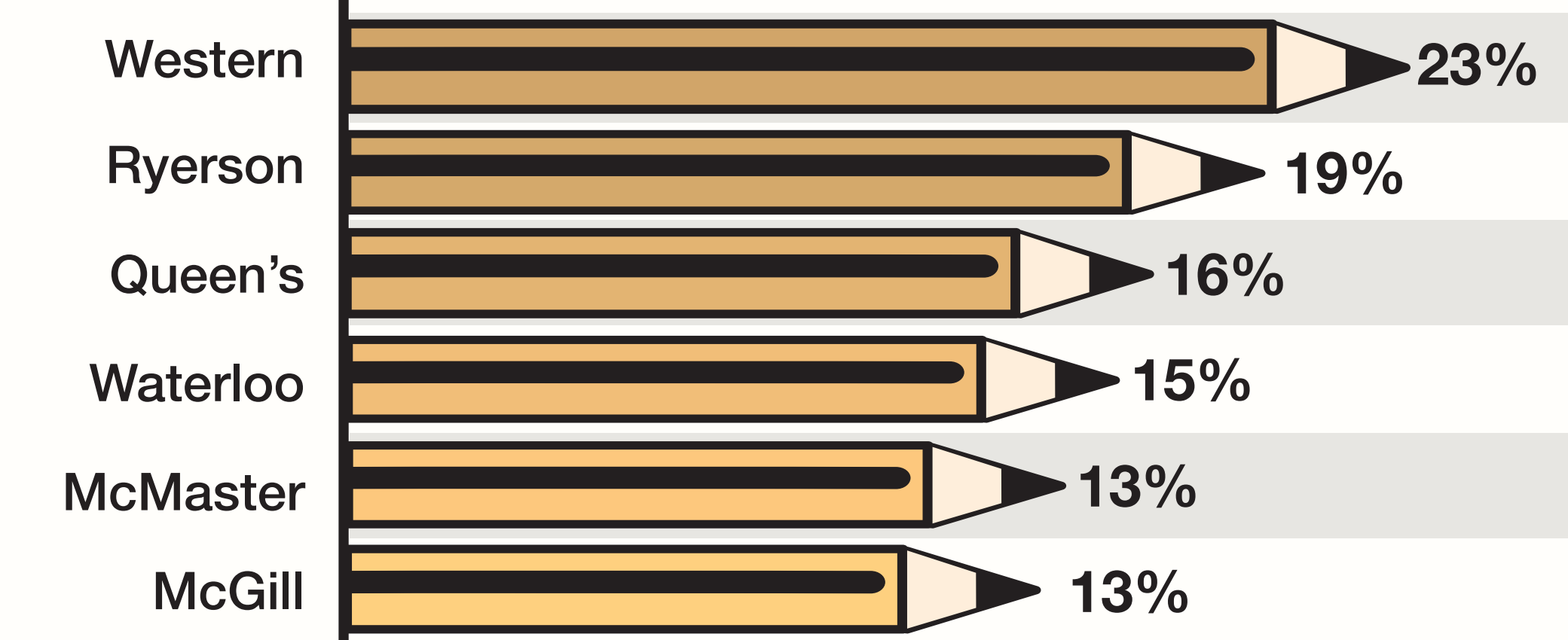


\*\*Follower/like counts are as of Jan. 28, 2014.

## INFLUENCE BY TWITTER FOLLOWERS

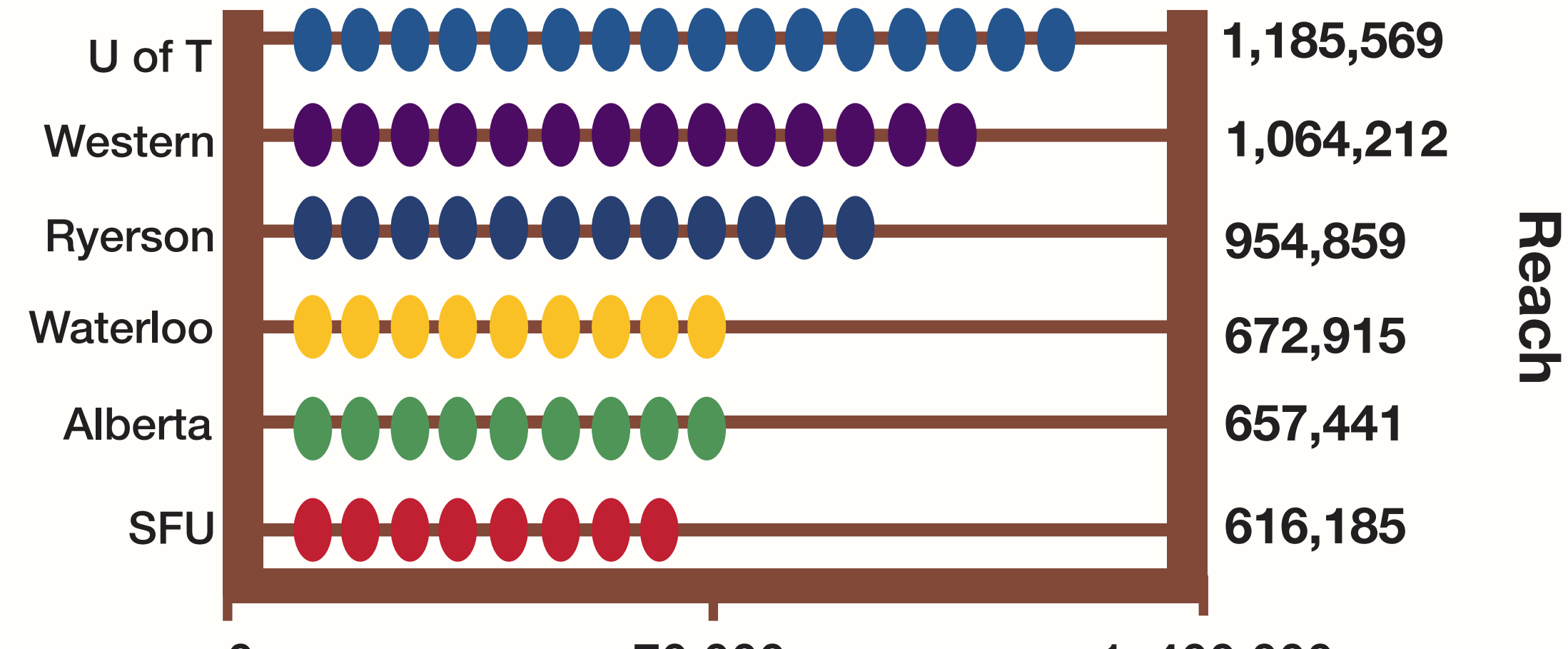


## INFLUENCE BY RETWEETS



\*Represents all retweets of tweets composed by the school, converted into a percentage share of voice of the top six. Retweet reach, below, indicates the potential audience reach of those retweets.

## INFLUENCE BY RETWEET REACH



## REGIONAL CHAMPIONS



\*\*\* While no east-coast universities made the top lists above, Memorial had the highest proportion of mentions of all east-coast schools.



And our overall Canadian university social media champion is...  
...the University of Western Ontario!