

Canadian Business School Social Media Reach



Twitter

Facebook

LinkedIn

Google+

YouTube

Pinterest

Instagram

TOTAL

	Twitter	Facebook	LinkedIn	Google+	YouTube	Pinterest	Instagram	TOTAL
HEC Montréal	7,482	26,505	(4) 62,448	na	455	na	na	96,890
Ivey Business School	(10) 13,618	(7) 18,174	(4) 29,697	236	(4) 928	(2) 55	462	63,170
Schulich School of Business	(4) 4,861	(6) 11,519	(4) 35,603	(2) 200	189	na	89	52,461
Rotman School of Management	(4) 12,217	(4) 4,570	(4) 26,187	15	(2) 861	84	116	44,050
Queen's School of Business	(6) 7,591	(4) 6,771	(2) 7,278	27	168	87	na	21,922
John Molson School of Business	3,256	(3) 9,517	(3) 4,376	na	*	368	na	17,517
Beedie School of Business	(5) 8,295	(2) 3,211	(2) 3,886	35	184	na	357	15,968
Ted Rogers School of Management	(3) 3,243	(2) 5,141	(2) 4,175	17	0	na	na	12,576
Desautels Faculty of Management	(2) 2,733	(3) 4,112	(2) 5,482	na	*	na	209	12,536
Sauder School of Business	(4) 18,444	(5) 7,886	6801	54	404	180	146	11,810
DeGroote School of Business	4,782	2,850	3,919	59	23	na	na	11,633
Haskayne School of Business	(2) 4,358	1,079	(3) 3,600	na	55	57	61	9,210
Alberta School of Business	(4) 1,076	(3) 3,070	(3) 4,147	na	77	na	na	8,370
Telfer School of Management	(2) 3,360	3,046	(3) 1,478	na	(2) 40	na	na	7,924
Goodman School of Business	1262	(3) 2,811	(2) 2,028	na	*	na	75	6,176
Edwards School of Business	(3) 1,709	(3) 1,982	(3) 2,189	na	49	10	na	5,939
Laurier School of Business and Economics	923	1,428	1,609	na	17	na	na	3,977
Sprott School of Business	(3) 2,486	132	(3) 1,183	na	11	na	na	3,812
Asper School of Business	1,078	121	(3) 2,488	na	65	na	na	3,752
Rowe School of Business	(3) 902	(3) 1,319	(2) 734	na	*	na	na	2,955
Athabasca U Faculty of Business	27	407	(3) 2,331	na	25	na	na	2,790
Sobey School of Business	(2) 901	(3) 651	(4) 1,218	7	12	na	na	2,789
Odette School of Business	na	(2) 1,192	(2) 1,518	na	*	na	na	2,710
Memorial U Faculty of Business Admin	(2) 670	286	(2) 1,533	(2) 60	(2) 28	na	na	2,577
Royal Roads U School of Business	na	124	20	na	*	na	na	144

Notes

Data show social media reach for business school programs, management development units, and alumni relations but not for centres, institutes, or faculty.

Data as of 28 December 2013

Figures in parenthesis indicate number of accounts or groups

LinkedIn includes business school "University," "Company," group, and official alumni pages

* Part of university-wide YouTube channel

Survey conducted by: YOLK EDITORIAL AND COMMUNICATIONS
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