



RivalIQ
by NetBase Quid®

2023 **Higher Education** Social Media Engagement Report

Full D1 and D2 Higher Education Social Media Rankings



2023 Higher Education Social Media Engagement Report

Everything your school needs to rock on social 🎓

We've got the full rankings for every D1 and D2 college and university on Instagram, Facebook, Twitter, and TikTok, so you can see exactly how your school measures up.

Read on for the full rankings and a spotlight on what made the top 10 schools shine on social.

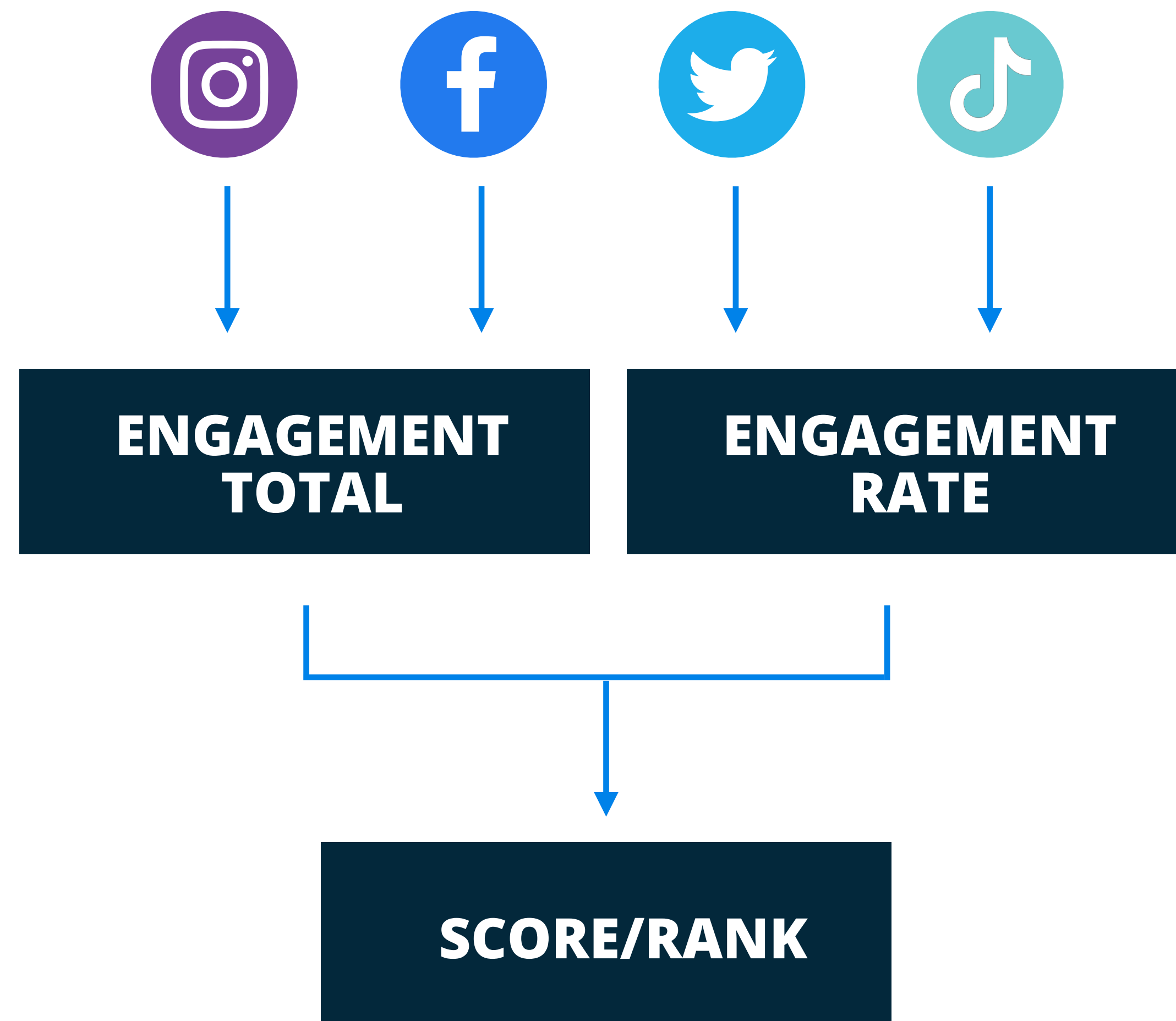


Rankings and Methodology

We surveyed 659 D1 and D2 colleges and universities between June 1, 2022 and May 31, 2023 on Instagram, Facebook, Twitter, and TikTok. Using this data and a weighted formula, we generated an overall engagement ranking for each school **that blends total engagement and engagement rates**.

The top-ranked colleges and universities on social media have high engagement rates with average or better audience size and posting volumes.

[Read the full report online »](#)



What Did We Analyze?

DATA SET INCLUDES

659

D1 AND D2 COLLEGES AND UNIVERSITIES

IN BETWEEN THE MONTHS OF



COMPRISING

941K

POSTS

242M

ENGAGEMENTS



RivalIQ
by NetBase Quid®

Top 10 Colleges and Universities

DIVISION I



HIGHER EDUCATION SOCIAL MEDIA ENGAGEMENT REPORT | JUNE 1, 2022 TO MAY 31, 2023

#1



University of Iowa

Instagram #11

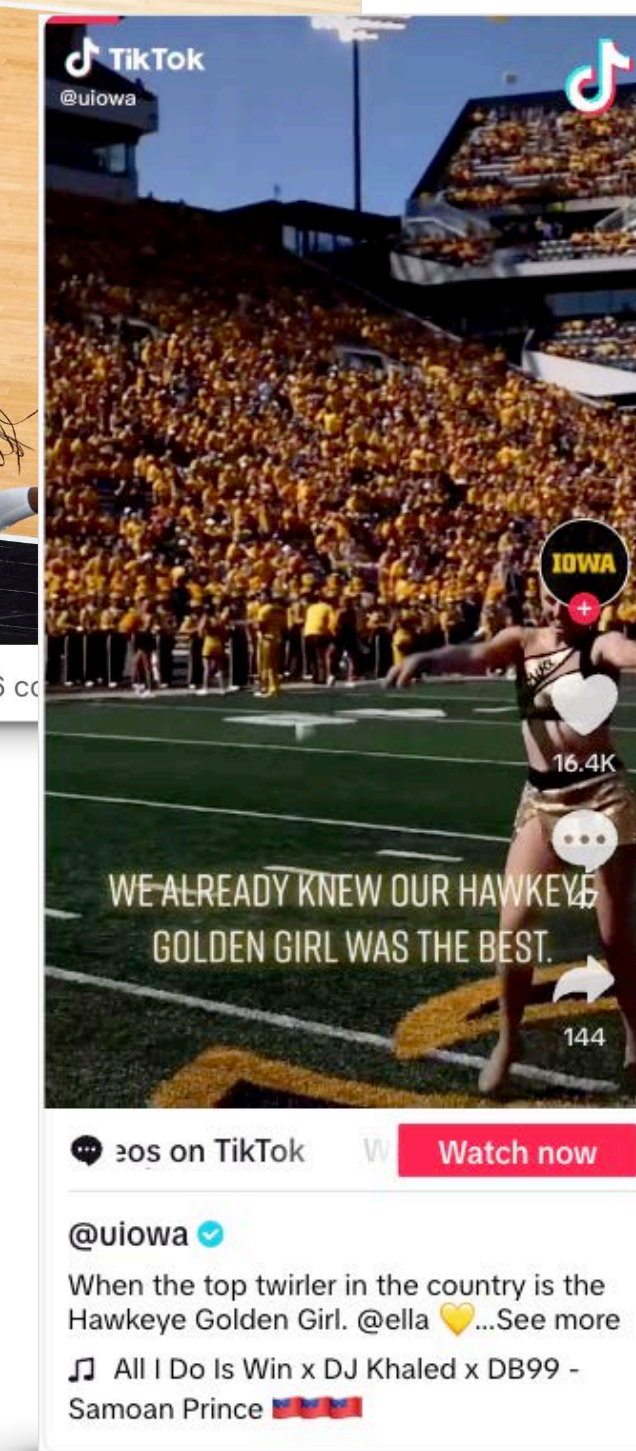
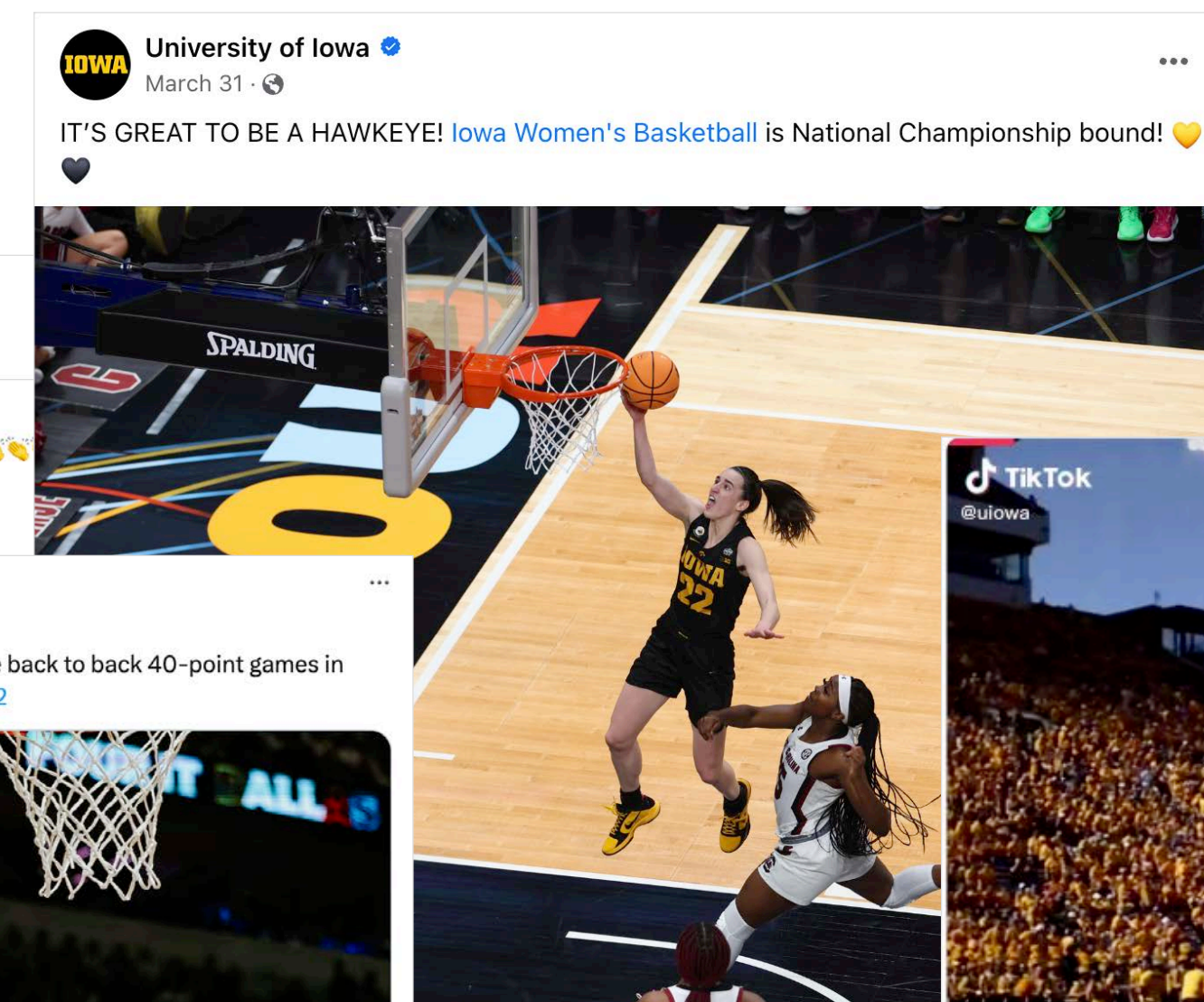
Facebook #1

Twitter #2

TikTok #35

The Hawkeyes have done it again: for the *fifth* year in a row, University of Iowa has clinched first place among D1 universities. The Hawkeye secret? Dominating on multiple channels thanks to a diversified posting strategy and some seriously engaged fans.

University of Iowa snagged first on Facebook and second on Twitter thanks to dynamic posts featuring a major win for the women's basketball team and plenty of Hawkeye spirit. Iowa was no slouch on Instagram either, but we can bet they'll be investing in TikTok more in the year ahead.



#2



University of South Carolina, Columbia

Instagram #14

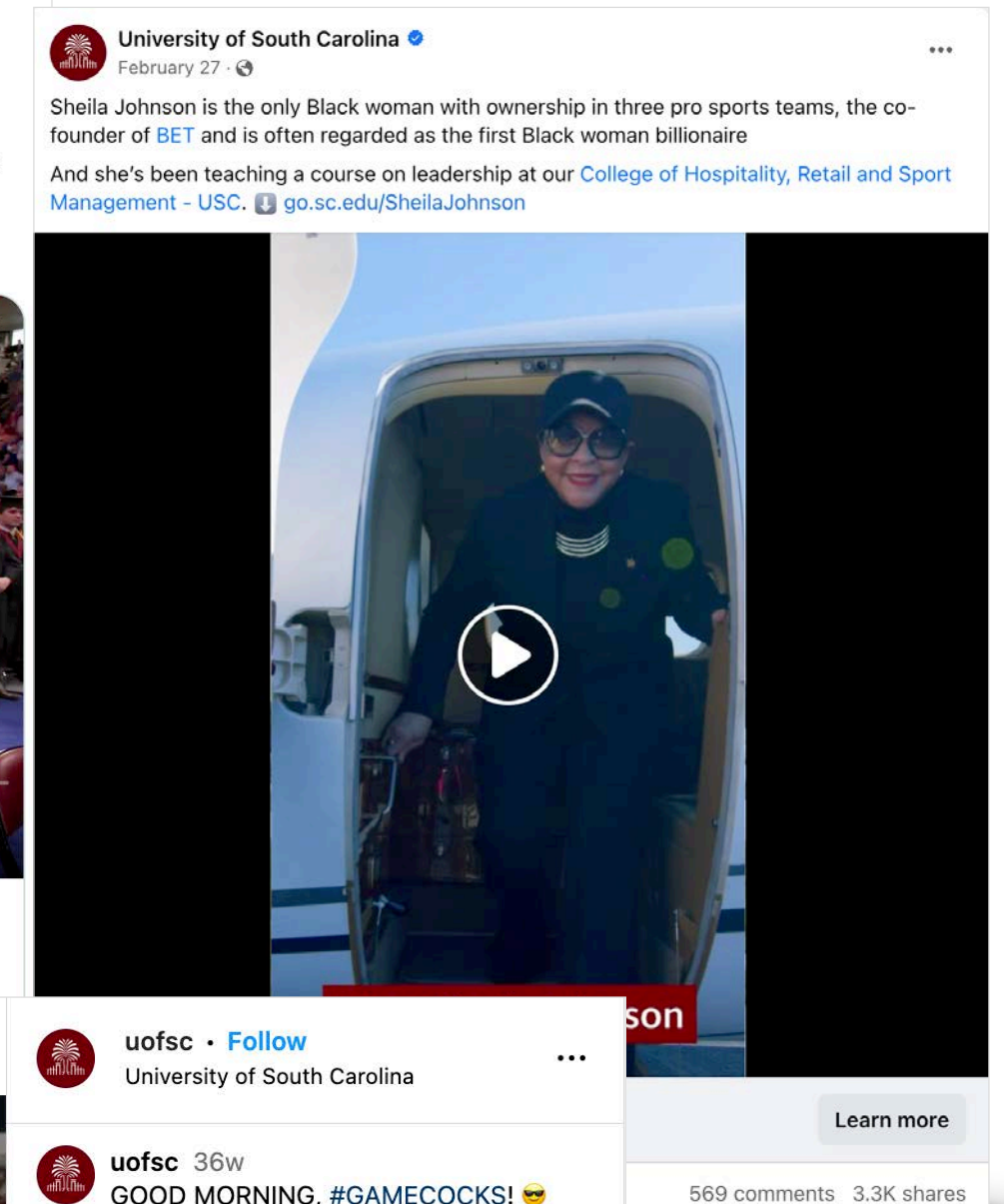
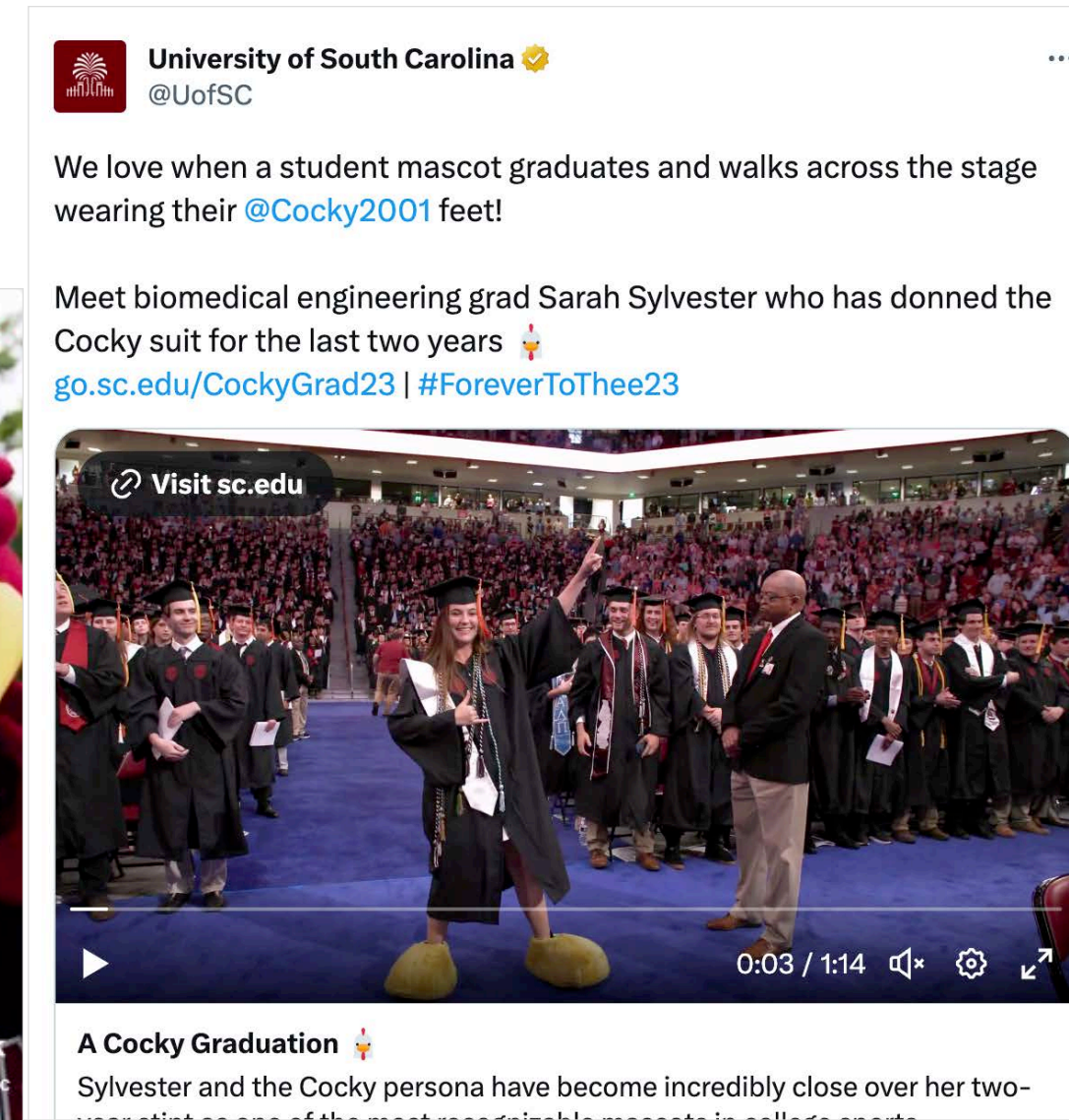
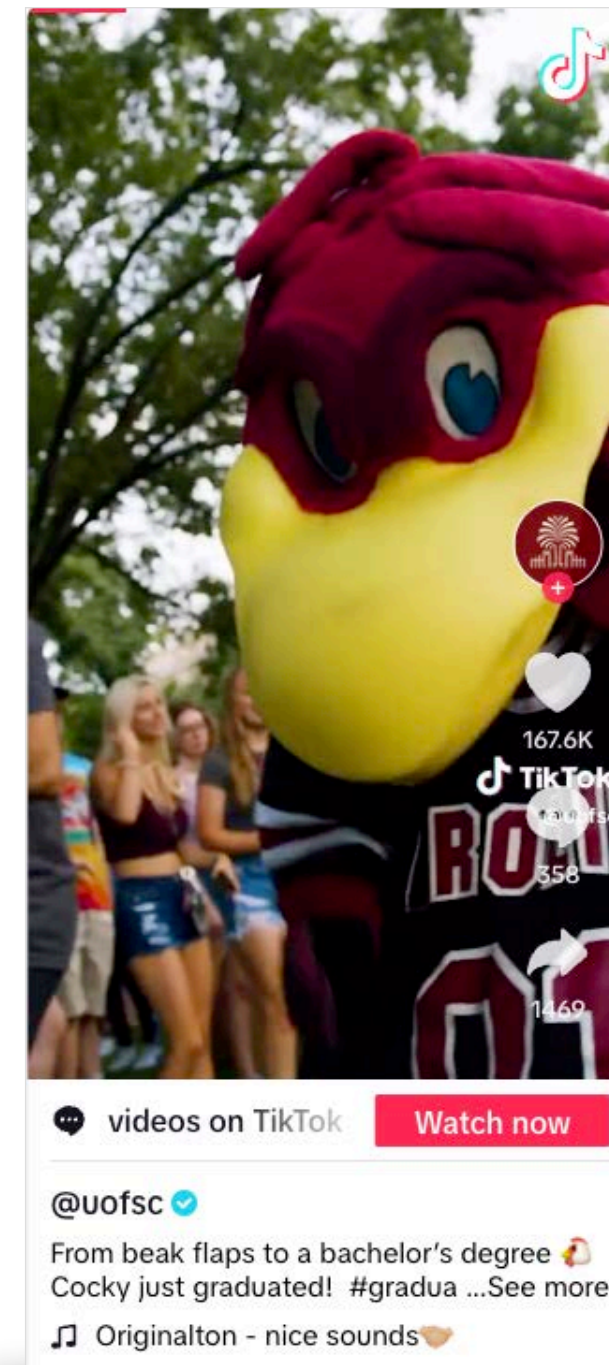
Facebook #7

Twitter #8

TikTok #21

University of South Carolina, Columbia moved up in the rankings to clinch the silver medal this year thanks to an especially epic increase on Instagram.

The Gamecocks were especially successful on Facebook and Twitter this year with posts bragging about current students and alumni, not to mention a big Palmetto Bowl win against arch rival Clemson. South Carolina wasn't afraid to get sassy on social, which doesn't work for everyone but can earn big engagement with the right crowd.



#3



Texas Christian University

#8

#5

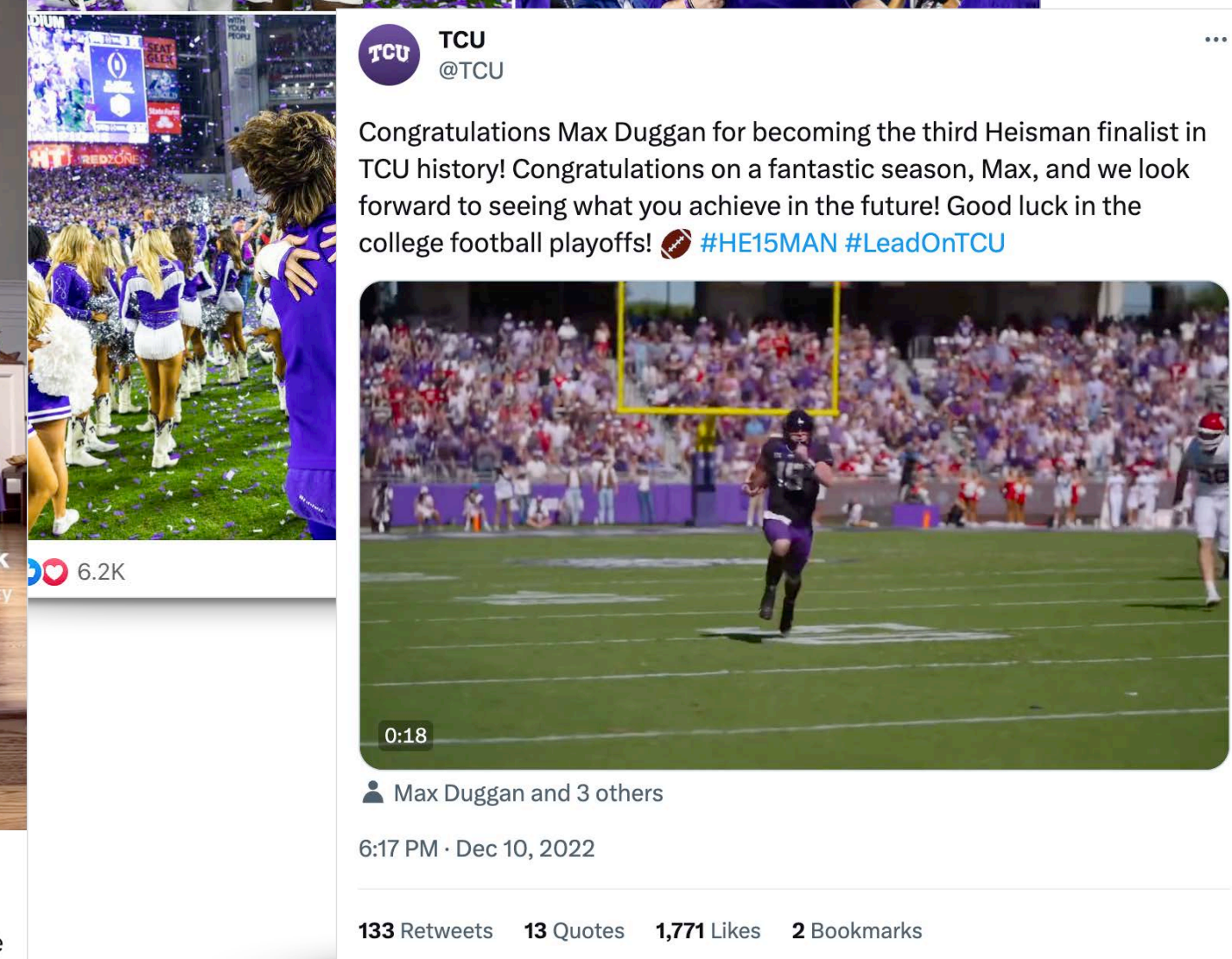
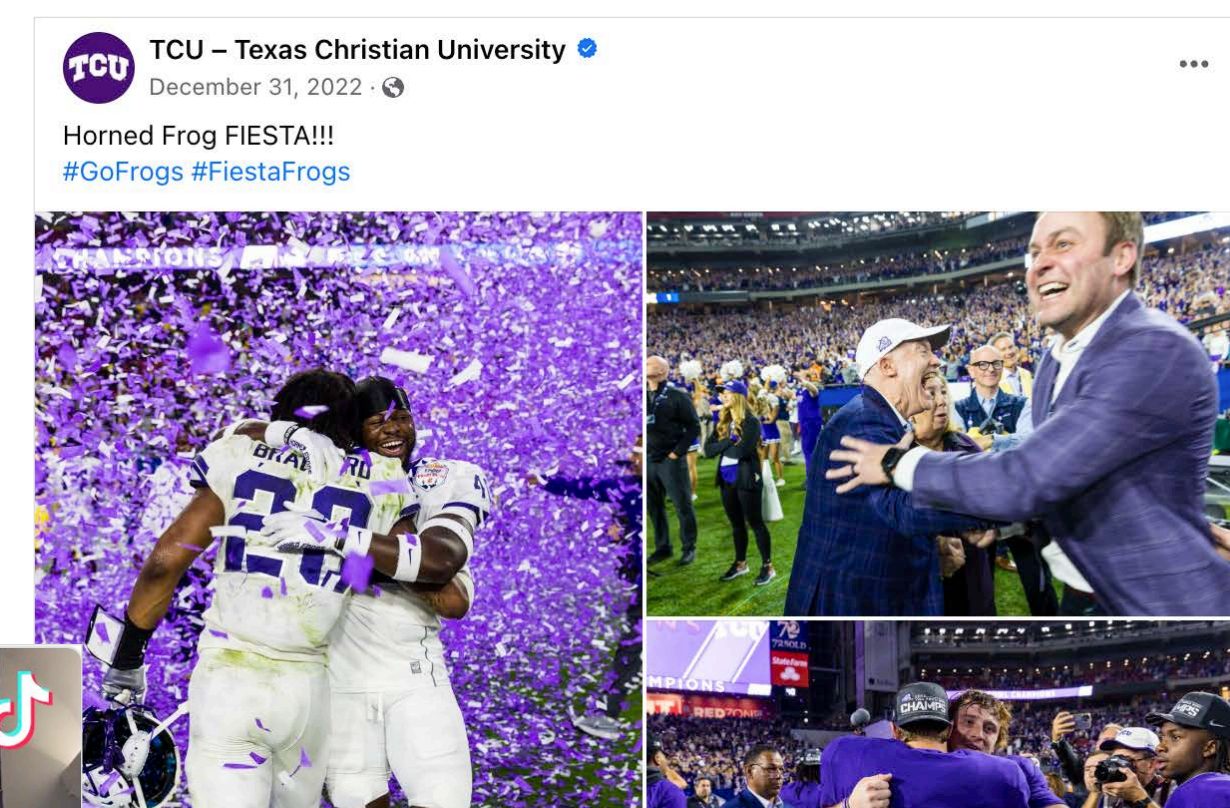
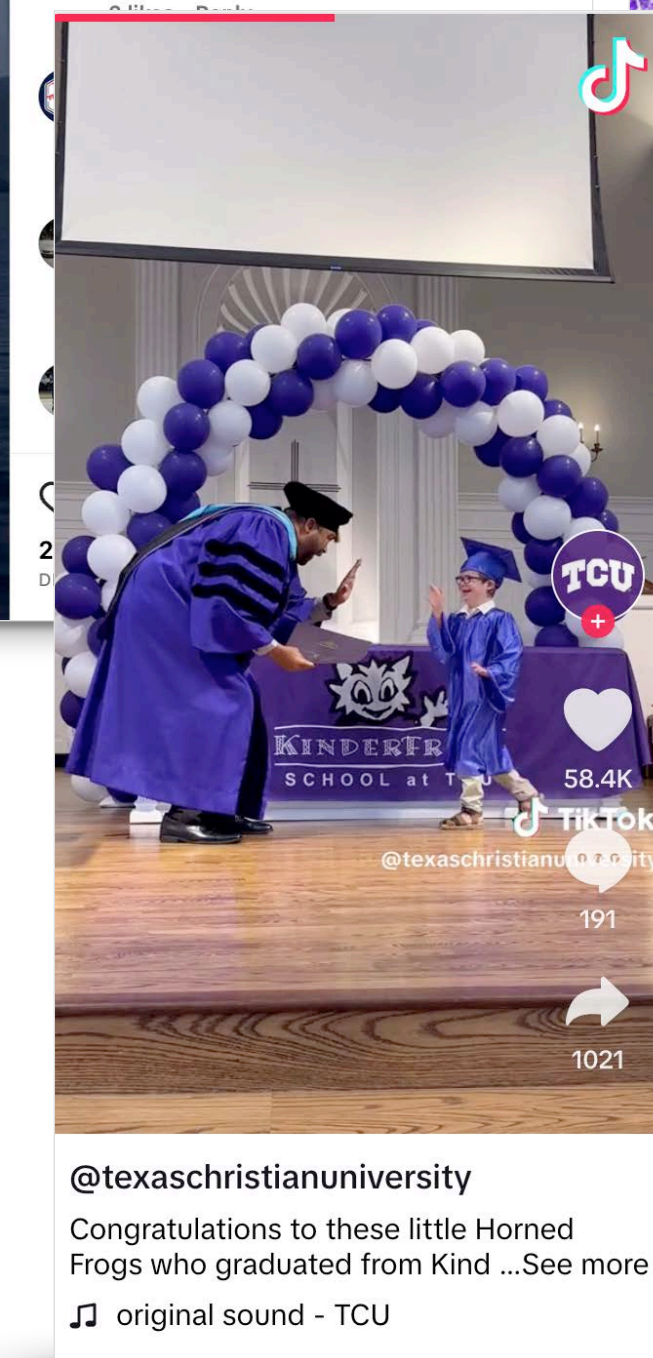
#31

#30

What an entrance for the Horned Frogs, who exploded onto the scene in 2023, earning our No. 3 ranking, vaulting from No. 42 in 2022.

Having a football team in the National Championship Game sure helped, as it was football fever for Fort Worth's favorite social media handles.

TCU also put on a masterclass in visual consistency, posting photos, graphics, and video that were complimented by their brand's purple color scheme.



#4



James Madison University

Instagram #1

Facebook #9

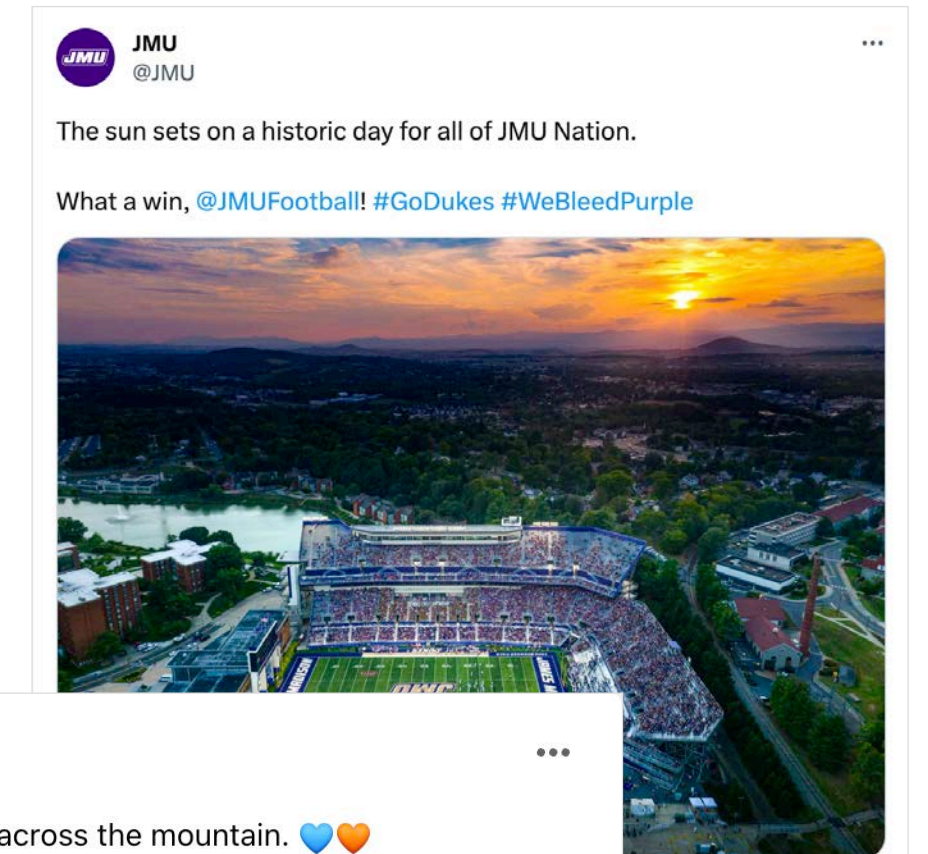
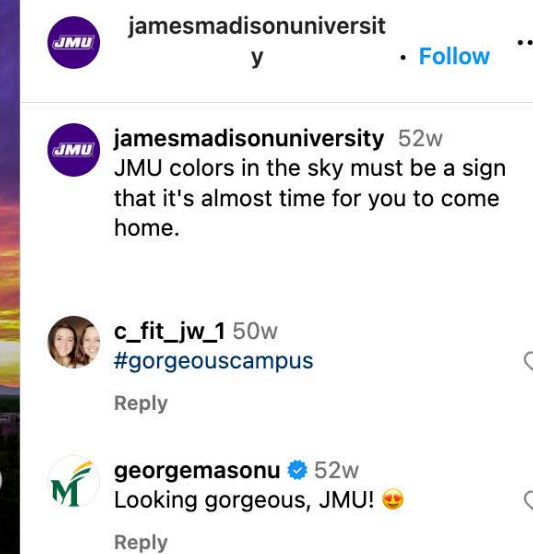
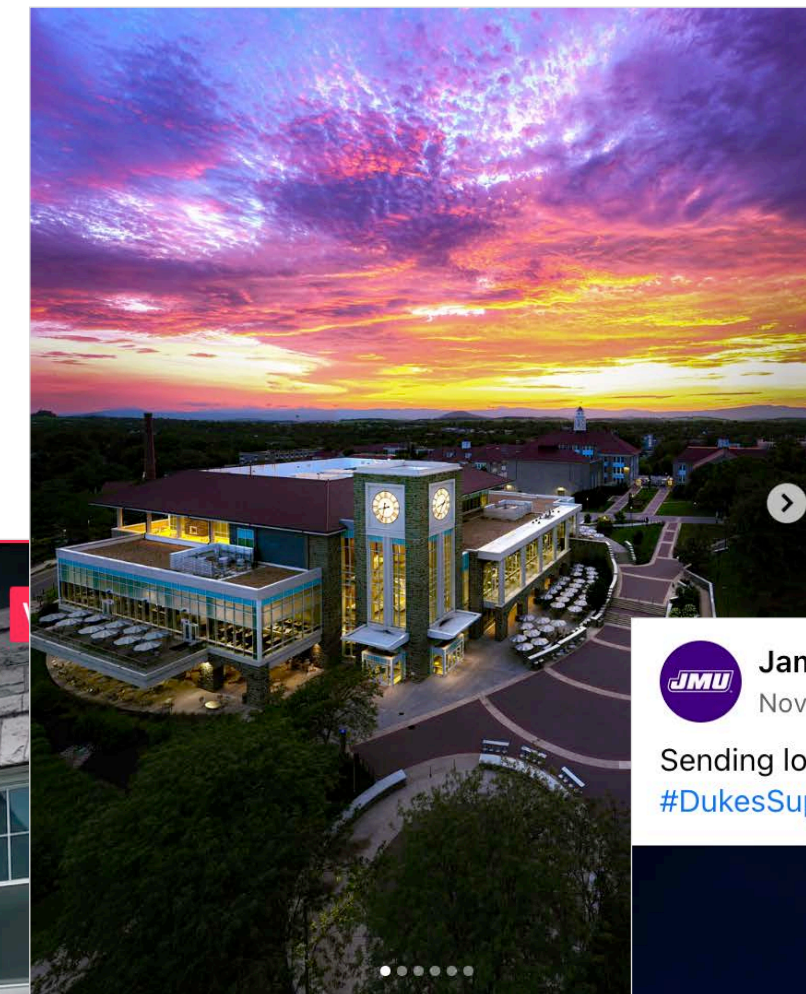
Twitter #10

TikTok #76

The Dukes have become a mainstay in our Top 10, fueled by their third consecutive gold medal on Instagram and Top 10 finishes in both Facebook and Twitter.

Engagement rates were off the charts for James Madison whenever they post stunning campus beauty photos, which over time has generated a gorgeous grid of visuals on their account. 🏡

Empathy and smart messaging around sensitive topics has also served JMU well, when necessary.



#5



Utah State University

Instagram #44

Facebook #29

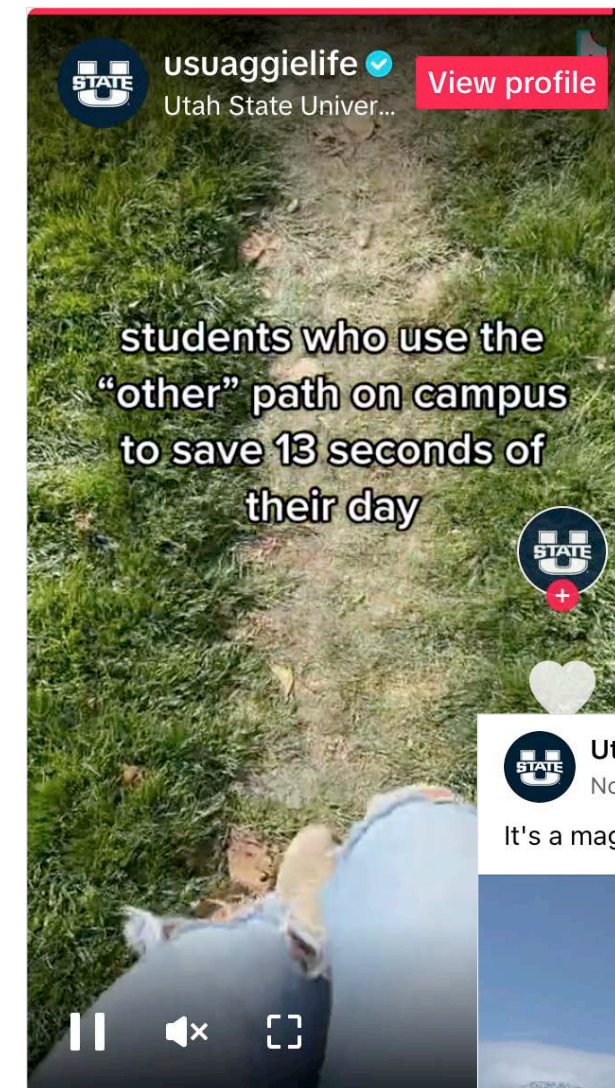
Twitter #7

TikTok #23

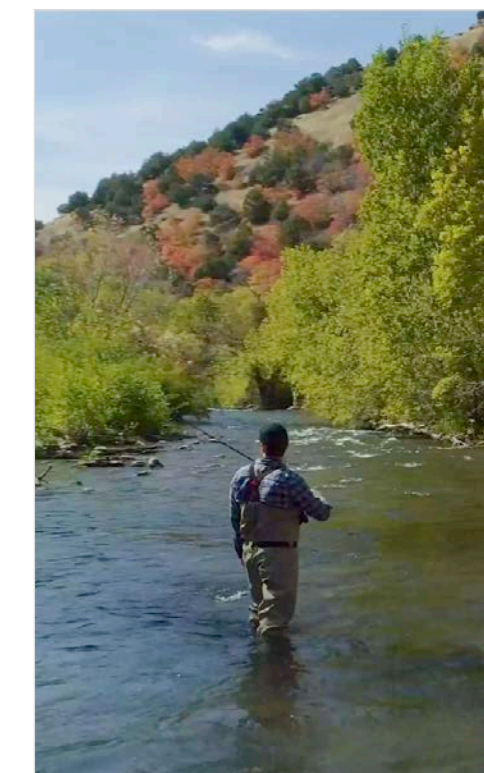
For the third straight year, the Aggies of Utah State have earned a Top 5 finish in our report.

Tapping into its dedicated student body and loyal alumni base, USU anchored its social media strategy with nostalgia-filled visuals like campus beauty shots and timely snark on current trends, particularly aimed at Gen Z.

“Real talk” was a common theme in Utah State's Twitter and TikTok content, creating posts that level with (and relate to) its student body and athletics fanbase.



@usuaggielife
Aggies blaze their own trail 🌿
#FomotionalFinds #college #fy
Follow _zoology_ - _zoology_



usuaggielife • Follow
liamfawell
usuaggielife 58w
Nothing to see here. 🐼
#Gwaggies | #USUAggieLife
tommyperabo 50w
I absolutely miss the p
valley! I have home sic
Swede
premreaper 54w
Utah is honestly a bett
with no beaches
alex...knudsen 55w
As someone who skis i
bliss and the flake to
6,634 likes
JUNE 25, 2022



Utah State University
November 10, 2022 · 🌐
It's a magical place, even when it's cold. We're basically Hogwarts. 🧙‍♂️❄️
4.1K
516 comments 592 shares



Utah State University
@USUAggies
A father should always spend quality time with his children. 😊
#FathersDay
to State Aztecs
h 19, 2022
44 Quotes 722 Likes 7 Bookmarks

#6



Tarleton State University

Instagram #18

Facebook #10

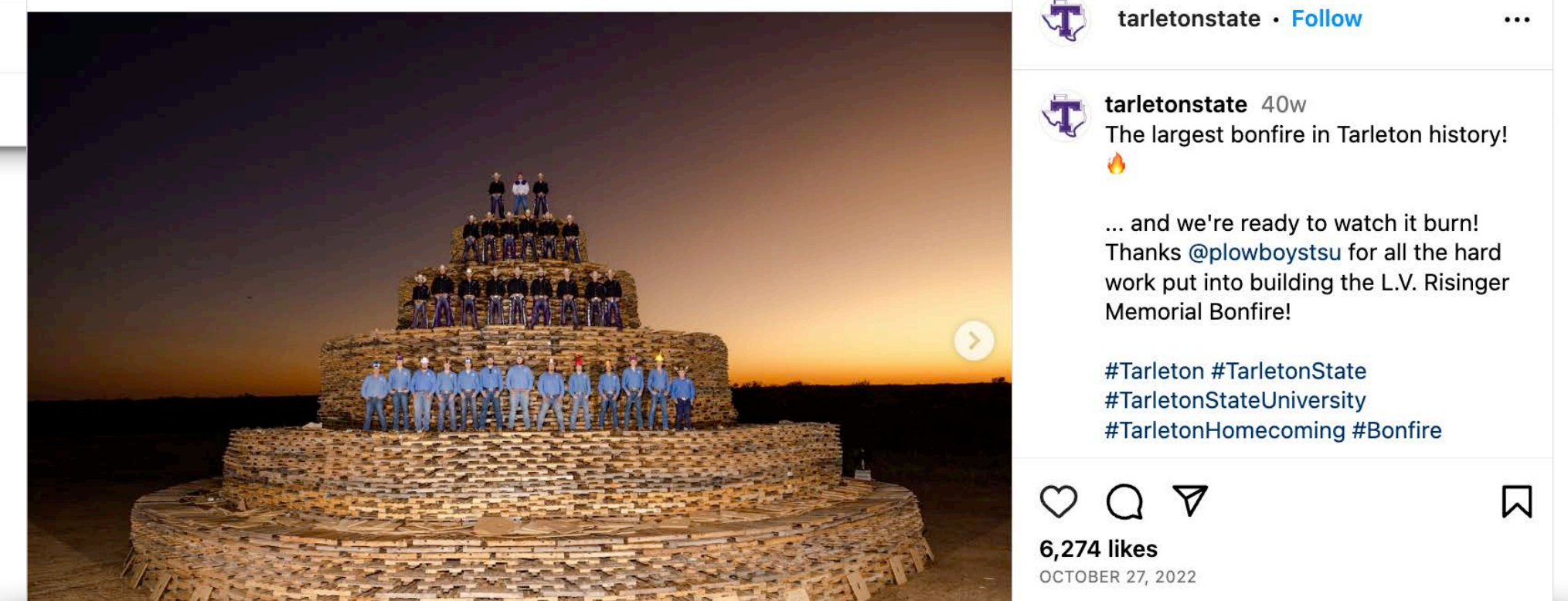
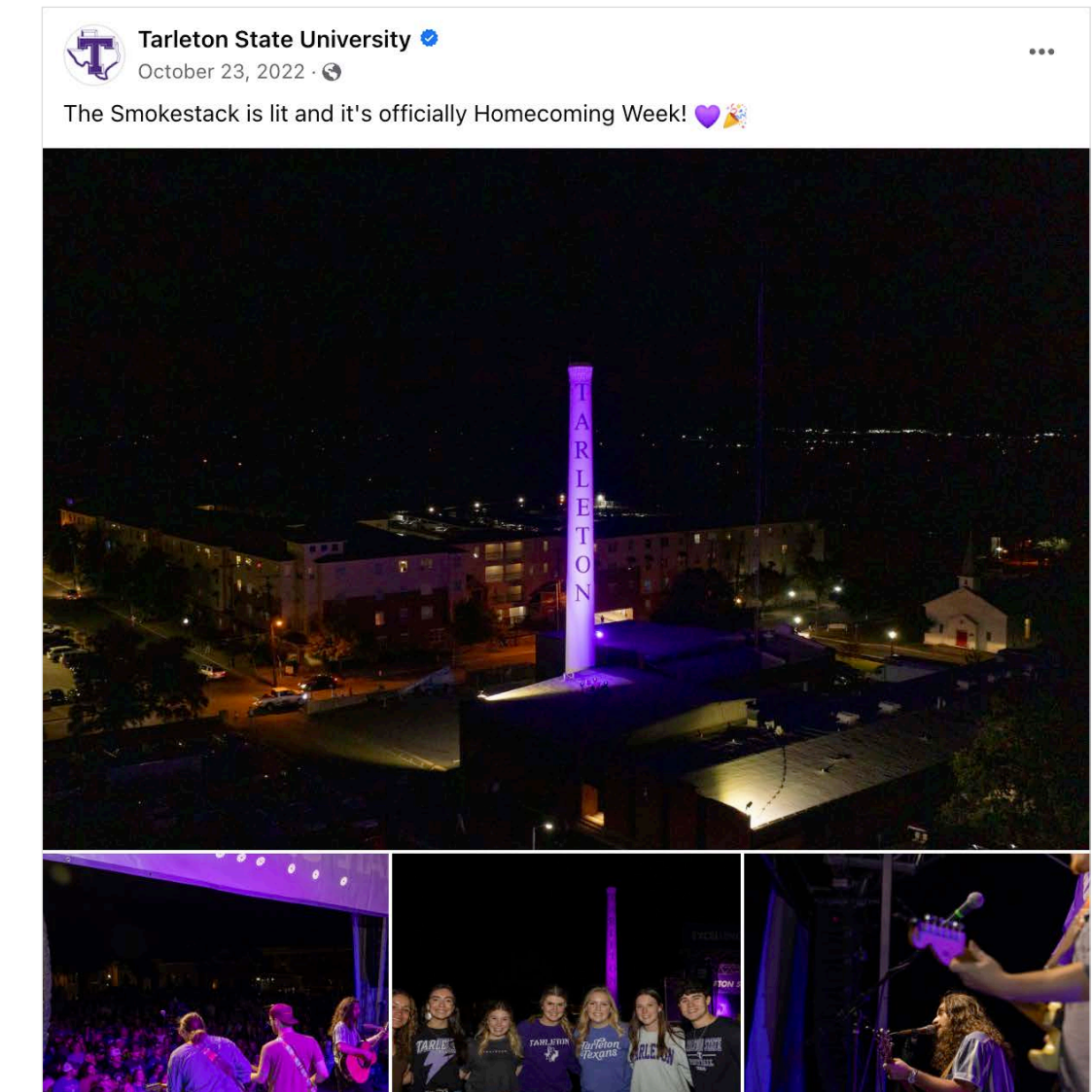
Twitter #21

TikTok #65

Tarleton State made its Top 10 debut in 2022, and hasn't slowed down, moving up two spots in the 2023 rankings.

The Texans were particularly impressive on Facebook — where they earned the No. 10 spot — leaning heavily on content highlighting campus traditions, such as the Risinger Memorial Bonfire and the Homecoming Smokestack.

Boasting successes, such as their national champion rodeo team, also provided nice engagement boosts.



#7



University of Mississippi

Instagram #52

Facebook #31

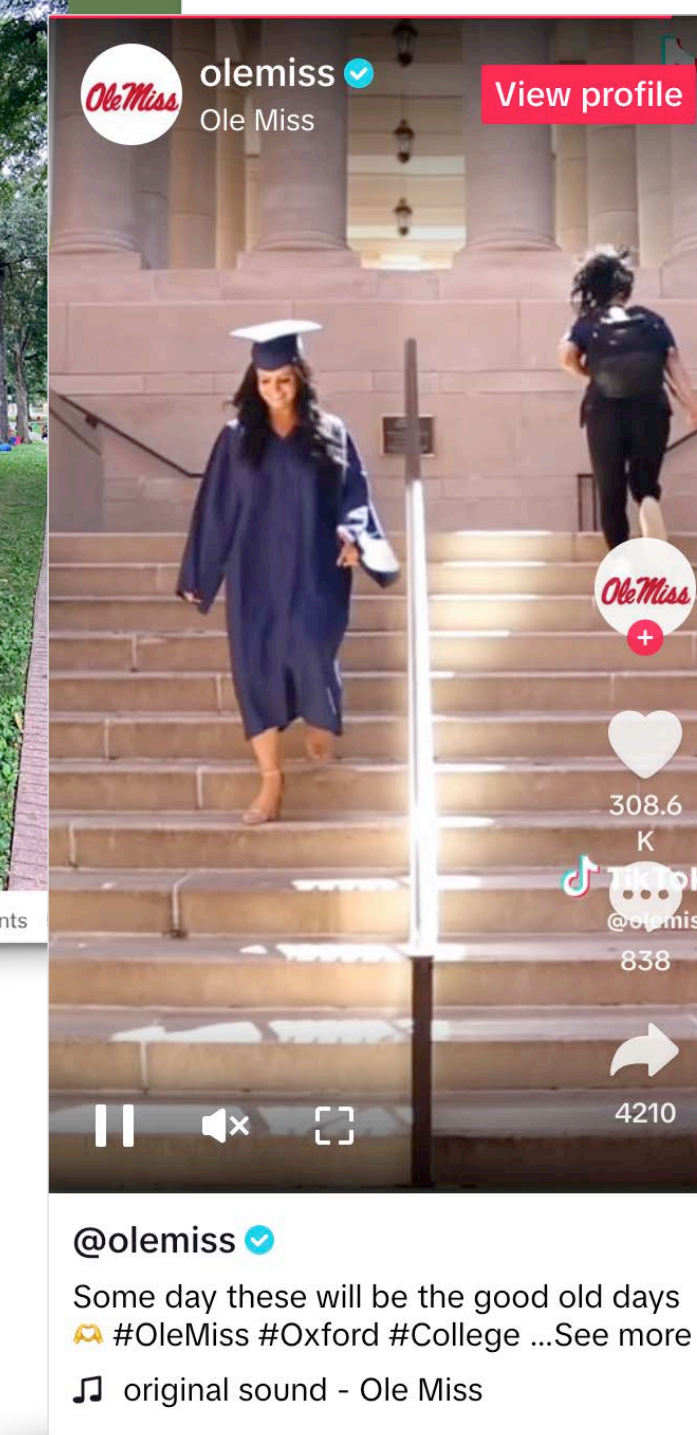
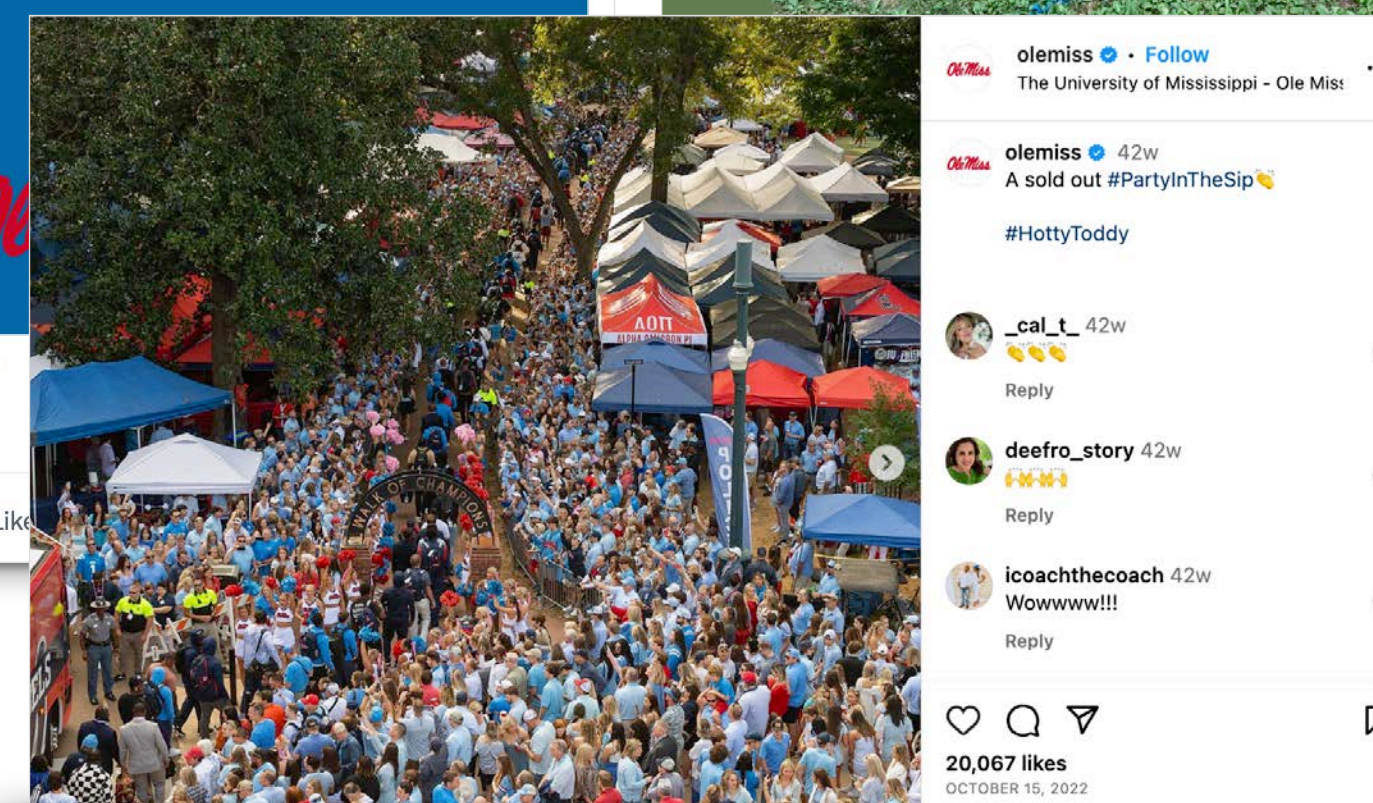
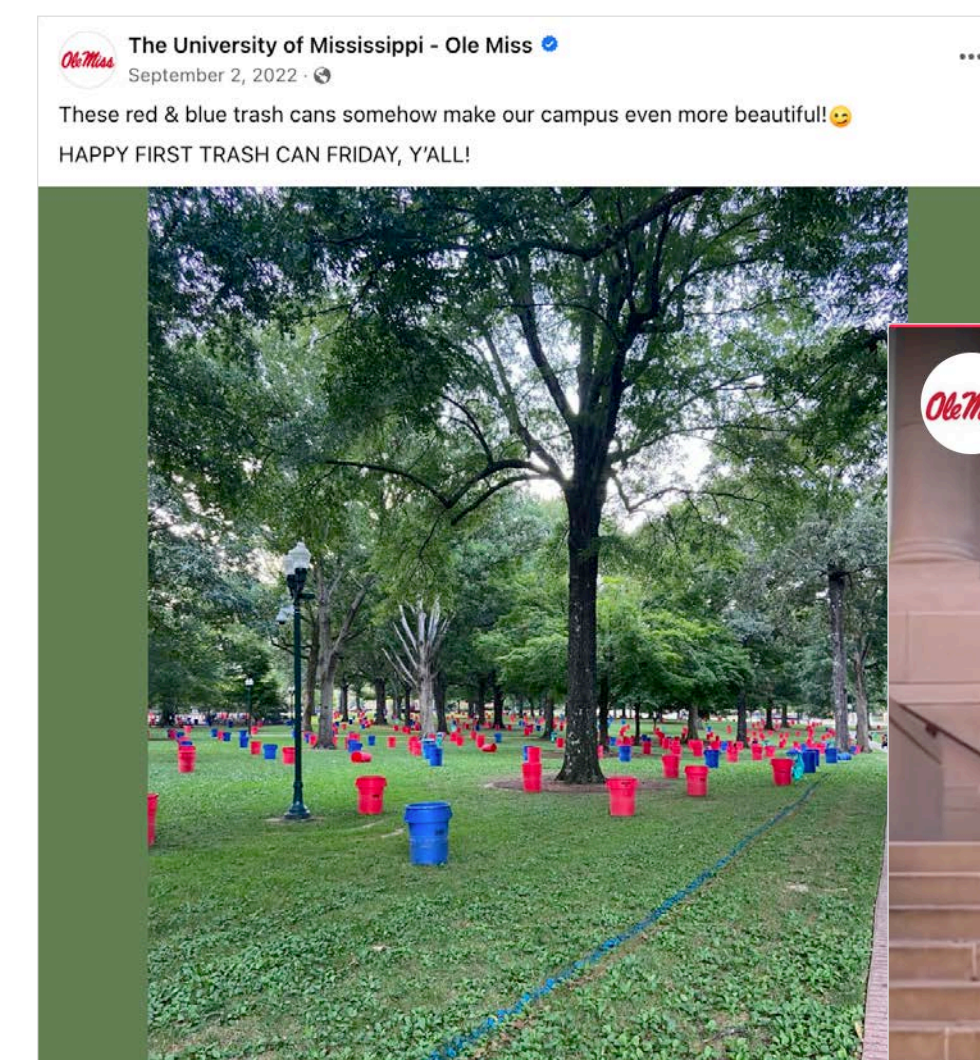
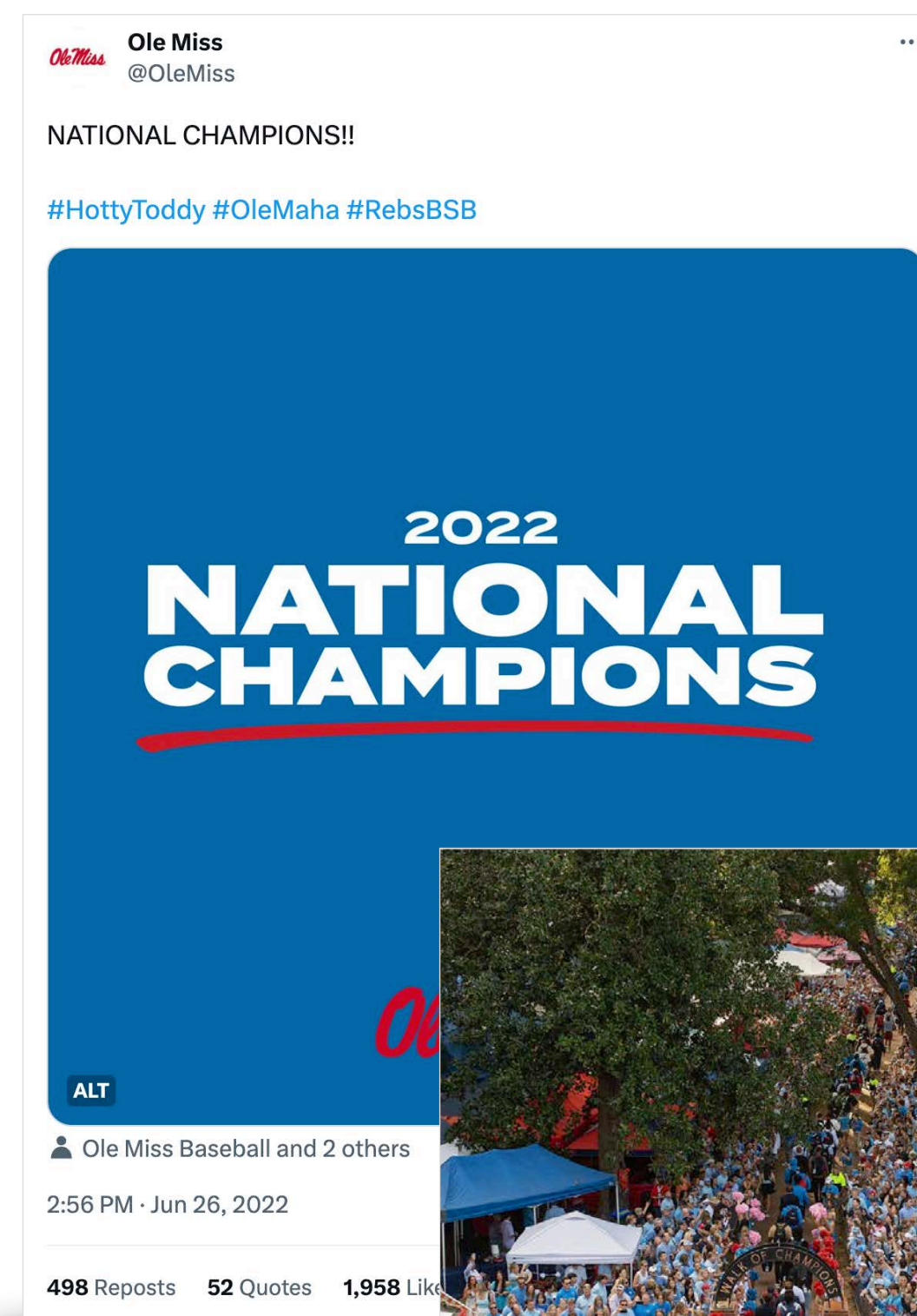
Twitter #35

TikTok #25

Ole Miss makes its debut in the Top 10, riding a strong year of engaging content on all four social platforms, especially on Facebook and TikTok.

The Rebels' strategy of spotlighting student milestones, such as graduation, move-in days, orientations, etc., was a surefire template for success.

Bragging about athletics victories, and a robust student life/party scene also supplemented Ole Miss' content strategy. Having a national champion baseball team sure helps, too. ⚾



#8



Bowling Green State University

Instagram #12

Facebook #39

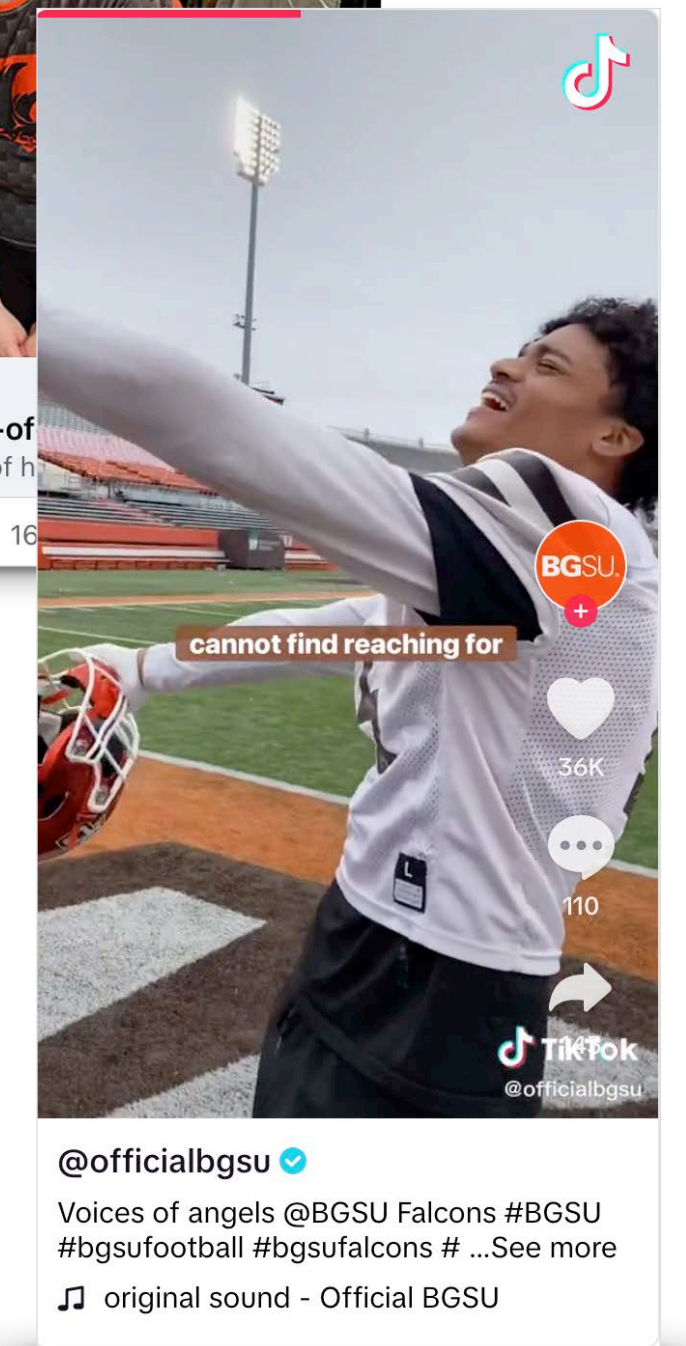
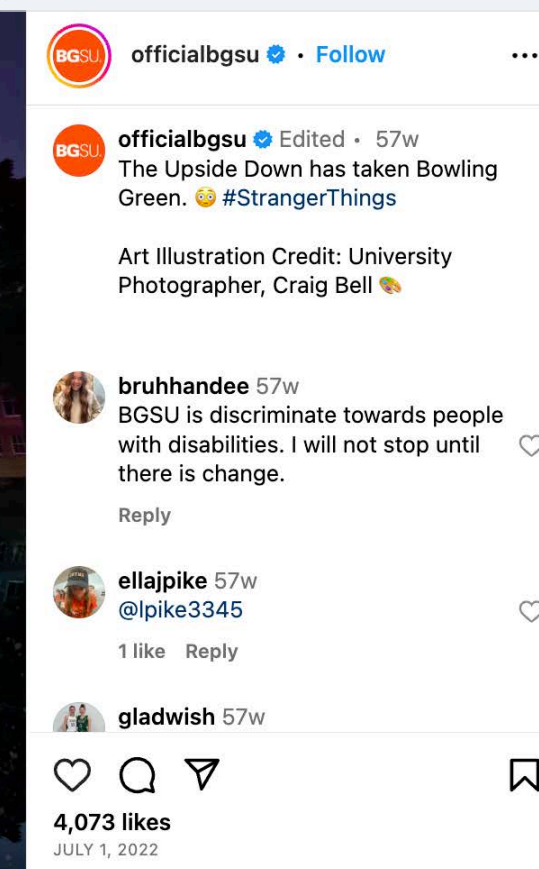
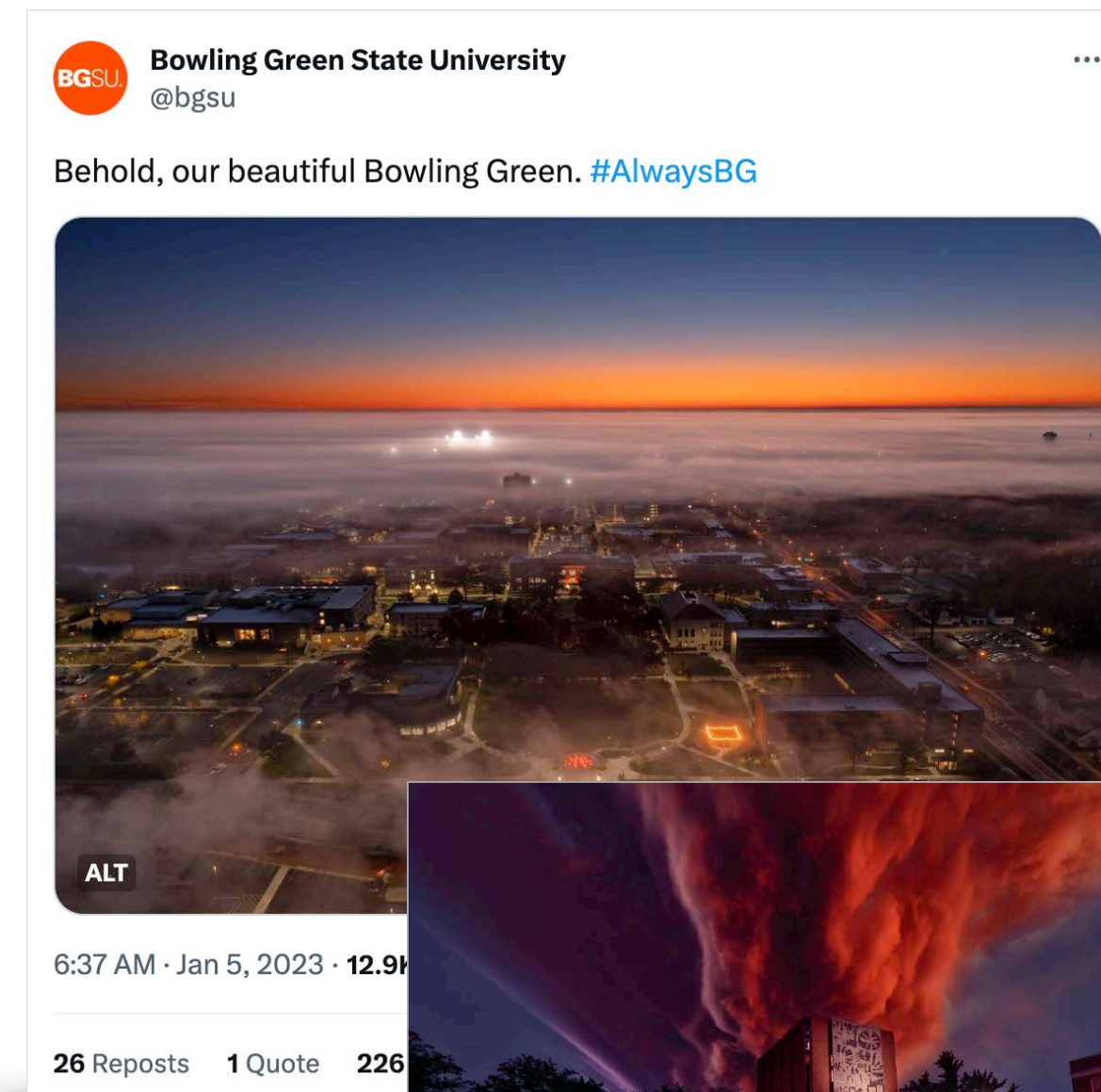
Twitter #42

TikTok #60

Bowling Green State made huge strides in 2022, propelling them into the Top 10 for the first time.

The Falcons of Toledo, Ohio, really made their presence felt on Instagram, where they enjoyed consistently high engagement rates.

Bowling Green didn't overly rely on one tactic in 2022, mixing up posts with a variety of content, from inspirational stories to athletics to campus beauty shots to memes about student life and much more.



#9



University of Georgia

Instagram #13

Facebook #63

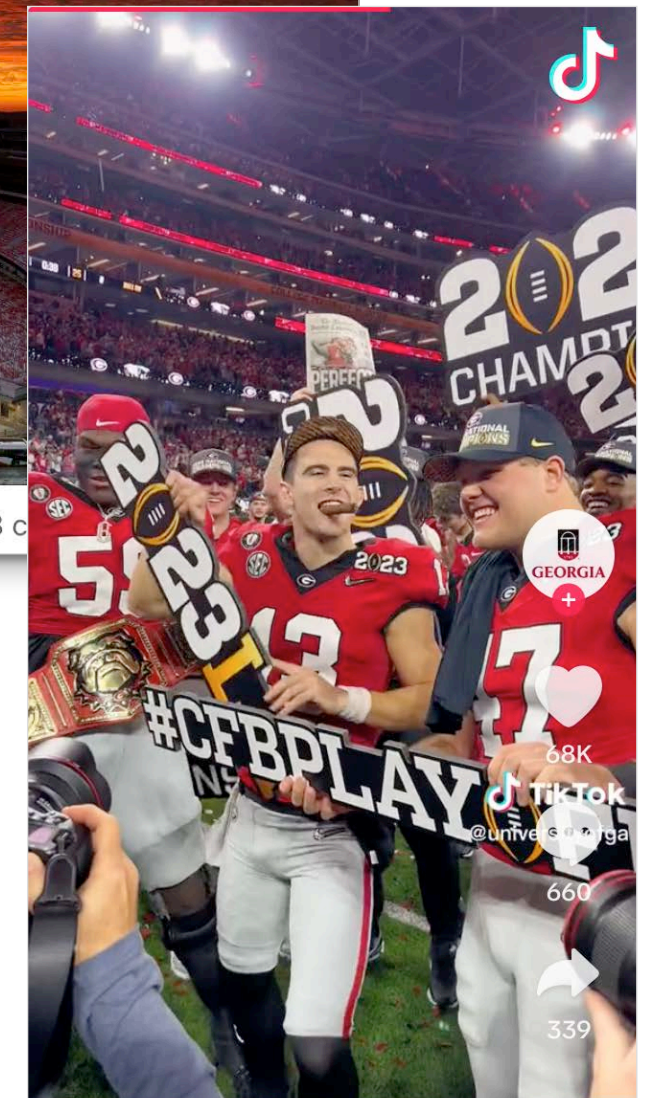
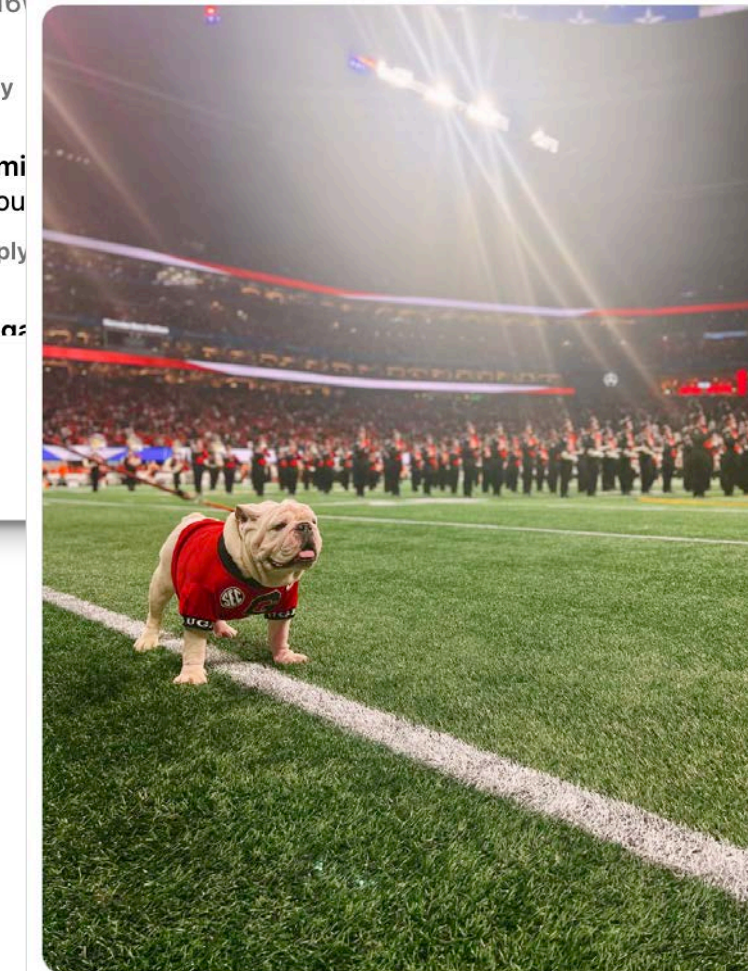
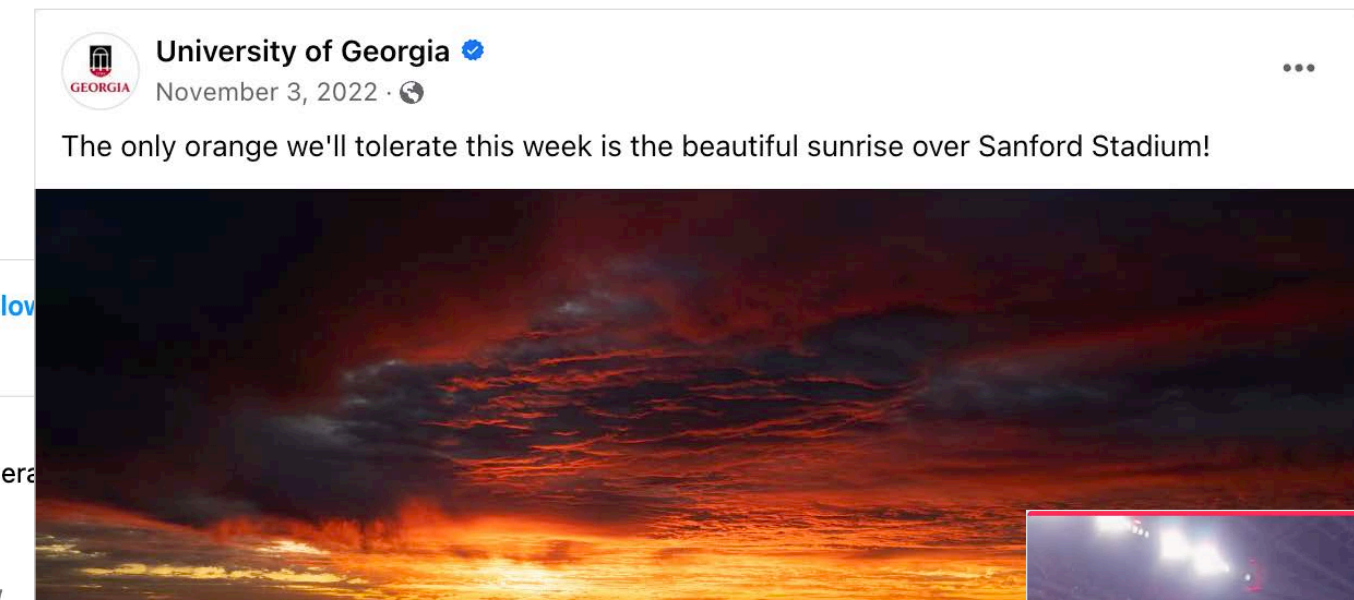
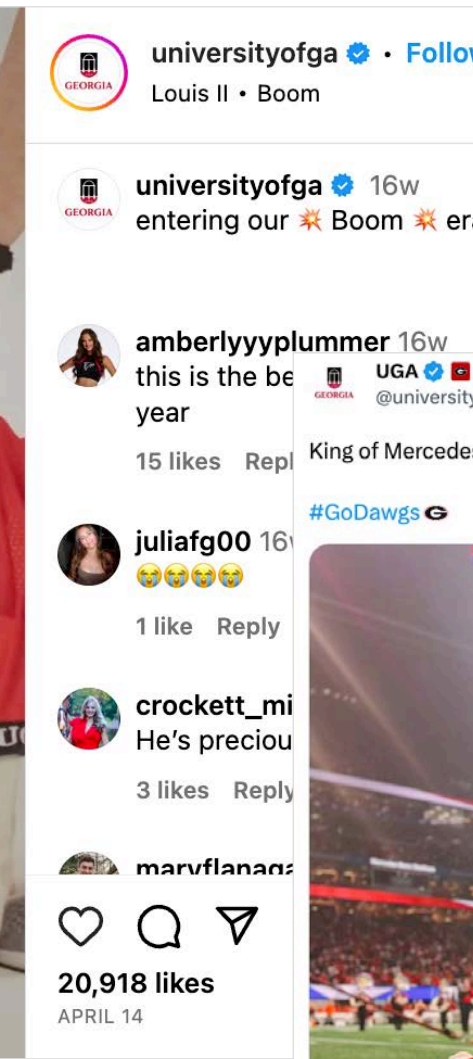
Twitter #54

TikTok #28

The University of Georgia has become a mainstay in our Top 10 over the past several years, mostly due to powerhouse Instagram and TikTok presences.

Dog photos are always popular on Instagram, which bodes well for a school populated with “Bulldogs.” Football and their beloved live mascot, Uga, steal the spotlight in Georgia's meticulously curated array of visuals.

Timely video was the driving force behind much of their content, supplemented by campus beauty shots.



@universityofga
The Mailman delivers once again! (h/t @margot for the audio ...See more
original sound - Vanity Kirk

#10



Univ. of Tennessee, Knoxville

Instagram #63

Facebook #31

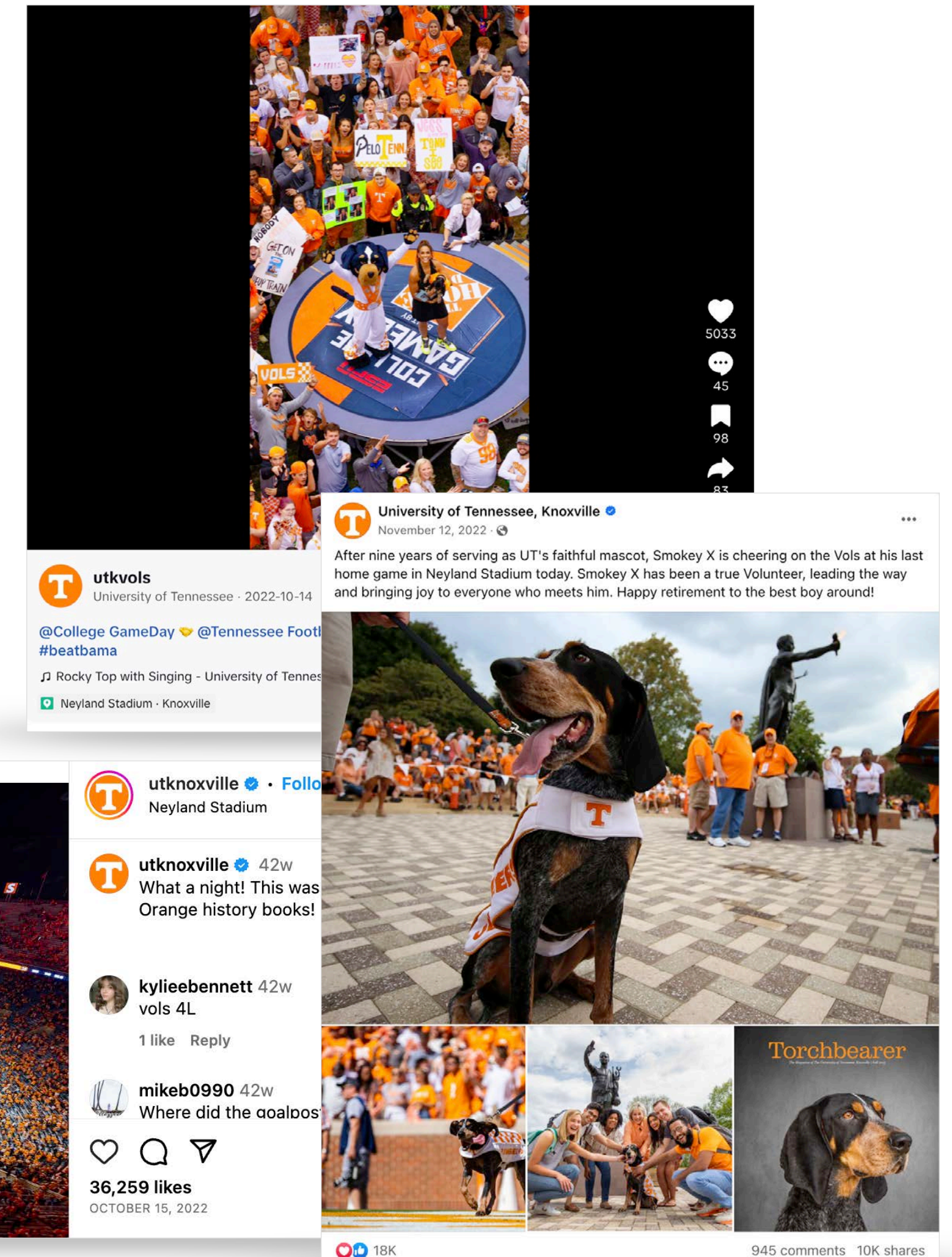
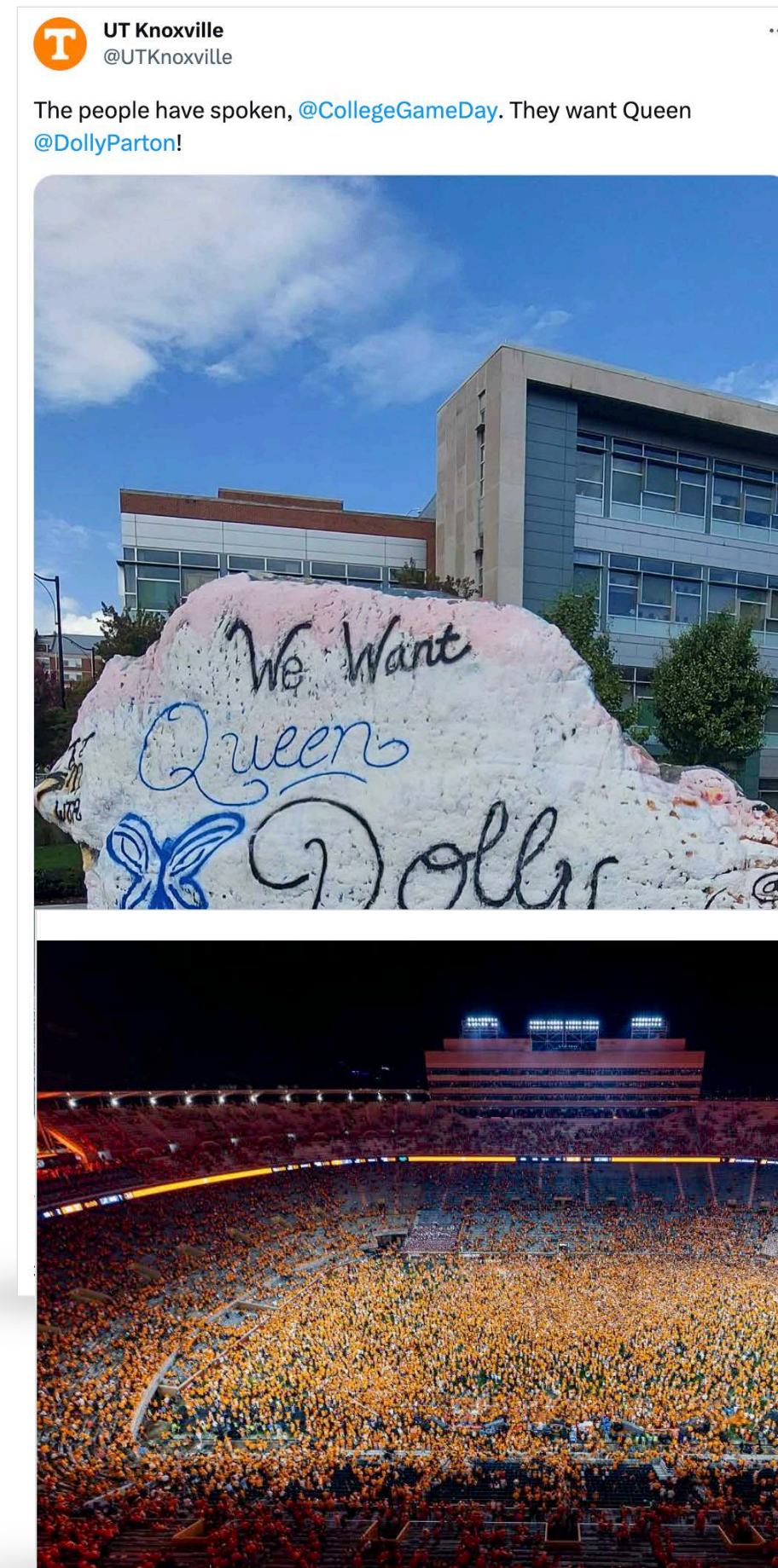
Twitter #15

TikTok #53

The Vols jumped on the TikTok bandwagon in 2022 to compliment their already strong presences on Facebook and Twitter, vaulting them into the Top 10 of our report.

It wasn't nonstop renditions of "Rocky Top," though. The University of Tennessee tapped into their rabid fanbase and dedicated alumni network for nostalgia-filled posts of some of their favorite things; Neyland Stadium, Smokey the mascot, Dolly Parton, gorgeous aerals, and more.

What's not to love? 🐕





RivalIQ
by NetBase Quid®

Full 2023 Higher Education Social Media Rankings

DIVISION I



HIGHER EDUCATION SOCIAL MEDIA ENGAGEMENT REPORT | JUNE 1, 2022 TO MAY 31, 2023

Full Rankings

	🏆	📷	f	🐦	🎵
University of Iowa	1	11	1	2	35
Univ. of South Carolina, Columbia	2	14	7	8	21
Texas Christian University	3	8	5	31	30
James Madison University	4	1	9	10	76
Utah State University	5	44	29	7	23
Tarleton State University	6	18	10	21	65
University of Mississippi	7	52	31	35	25
Bowling Green State University	8	12	39	42	60
University of Georgia	9	13	63	54	28
University of Tennessee, Knoxville	10	63	31	16	53

	🏆	📷	f	🐦	🎵
Georgia Institute of Technology	11	2	1	34	133
The Ohio State University	12	30	77	62	3
Clemson University	13	83	28	29	35
Oregon State University	14	88	56	6	32
Marquette University	15	46	8	5	130
Baylor University	16	63	62	30	40
Univ. of Texas at San Antonio	16	67	12	51	65
Ohio University	18	76	37	36	51
University of Connecticut	19	8	35	122	75
Virginia Tech	20	23	121	39	69

Full Rankings

	🏆	📷	f	🐦	🎵
Univ. of Illinois Urbana-Champaign	21	21	48	112	72
Colorado State University	22	59	55	133	8
University of Utah	23	152	35	57	12
Michigan State University	24	5	5	1	256
University of Idaho	24	26	42	17	182
High Point University	26	39	39	96	95
Tulane University	27	68	93	64	55
The Citadel	28	24	27	43	188
Washington State University	29	78	95	66	44
Texas A&M Univ. - College Station	30	4	18	32	256

	🏆	📷	f	🐦	🎵
University of Houston	30	7	25	22	256
Samford University	32	41	73	68	135
Sam Houston State University	33	126	43	53	97
Robert Morris University	33	74	61	71	113
Furman University	35	72	44	45	164
Xavier University	36	62	98	4	164
Jackson State University	37	221	11	15	84
University of Virginia	38	6	33	40	256
University of Cincinnati	39	39	137	73	92
U.S. Naval Academy	40	50	24	13	256

Full Rankings

	🏆	📷	f	🐦	🎵
Binghamton University	41	33	86	161	65
North Carolina A&T State Univ.	42	25	21	46	256
Northeastern University	43	30	178	126	17
Fairfield University	44	20	82	146	105
West Virginia University	45	163	85	89	19
Syracuse University	46	54	78	83	147
Coastal Carolina University	47	38	46	24	256
University of Florida	48	58	216	67	25
University of Kansas	48	115	132	74	45
College of the Holy Cross	50	36	50	26	256

	🏆	📷	f	🐦	🎵
Providence College	51	89	98	101	82
Montana State Univ. - Bozeman	52	19	22	75	256
Quinnipiac University	53	15	16	238	107
Iona College	54	79	93	65	140
Texas Tech University	55	118	80	81	100
Florida A&M University	56	22	23	80	256
Sacred Heart University	56	29	133	116	103
Texas A&M Univ. - Corpus Christi	58	111	79	52	144
University of Miami (Florida)	59	27	237	105	25
Southern University, Baton Rouge	59	258	15	41	80

Full Rankings

	🏆	📷	f	🐦	🎵
Gonzaga University	61	134	67	61	133
Texas Southern University	62	248	34	28	86
University of California, San Diego	63	17	188	184	15
Mississippi State University	64	214	53	107	38
Southern Utah University	65	54	118	69	177
Wake Forest University	66	105	57	77	183
Longwood University	67	116	38	169	103
North Carolina State University	68	10	70	95	256
Western Carolina University	68	82	60	242	47
Stephen F. Austin State University	70	118	90	99	129

	🏆	📷	f	🐦	🎵
University of Notre Dame	71	47	49	85	256
Howard University	72	92	217	12	126
University of Missouri, Columbia	73	100	193	125	34
Elon University	73	56	107	159	130
University of Montana	73	65	83	48	256
U.S. Military Academy	76	133	47	18	256
Vanderbilt University	77	129	112	111	116
Iowa State University	78	112	51	50	256
William & Mary	79	34	72	109	256
Texas State University	80	91	202	156	24

Full Rankings

	🏆	📷	f	🐦	🎵
Siena College	81	122	103	141	108
Liberty University	82	165	111	91	110
Boston College	83	102	198	138	42
Oklahoma State University	83	347	68	33	32
Tennessee State University	85	219	4	3	256
Colgate University	86	51	116	106	214
Abilene Christian University	87	171	54	121	143
Illinois State University	88	189	115	155	31
University of Pittsburgh	89	16	280	158	41
Campbell University	90	195	30	19	256

	🏆	📷	f	🐦	🎵
Alabama A&M University	91	217	17	14	256
Miami University (Ohio)	92	190	107	119	91
U.S. Air Force Academy	93	138	105	9	256
Fordham University	94	110	204	103	92
San Diego State University	94	179	124	110	96
Univ. of North Carolina at Charlotte	96	32	109	115	256
University of Tennessee at Martin	97	202	66	98	148
University of Kentucky	98	156	238	70	51
Saint Joseph's University	99	60	146	144	166
Florida Atlantic University	100	140	122	100	155

Full Rankings

	🏆	📷	f	🐦	🎵
South Dakota State University	101	176	26	60	256
Texas A&M University - Commerce	102	266	90	23	141
Morgan State University	102	81	156	27	256
University of Michigan	104	200	127	178	16
Brigham Young University	105	102	131	37	256
Wofford College	105	93	157	132	144
University of the Incarnate Word	107	173	74	25	256
University at Albany	108	69	205	241	14
University of Alabama	109	167	189	163	12
New Mexico State University	109	146	236	84	65

	🏆	📷	f	🐦	🎵
Temple University	111	129	157	173	74
Auburn University	112	223	128	164	22
East Carolina University	112	132	175	220	10
Marshall University	114	290	68	93	88
University of Richmond	115	35	84	202	222
Louisiana State University	116	223	184	134	6
Southern Illinois Univ. at Carbondale	116	182	63	273	29
Pennsylvania State University	118	135	184	210	19
Duquesne University	119	99	116	90	245
Harvard University	120	179	195	172	10

Full Rankings

	🏆	📷	f	🐦	🎵
Loyola Marymount University	121	72	167	103	217
University at Buffalo, SUNY	121	37	86	322	114
North Carolina Central University	123	251	3	59	256
Kansas State University	124	267	135	87	81
Univ. of Arkansas, Fayetteville	124	28	76	210	256
Grand Canyon University	126	107	118	228	118
St. Bonaventure University	127	109	143	86	235
Villanova University	128	124	88	108	256
Weber State University	129	254	172	82	72
Western Michigan University	130	138	109	231	106

	🏆	📷	f	🐦	🎵
Utah Tech	131	75	184	140	186
Loyola University Chicago	132	42	161	127	256
Davidson College	132	260	75	49	202
Hampton University	134	202	45	88	256
University of Texas at Austin	135	71	149	117	256
Grambling State University	135	313	13	11	256
Louisiana Tech University	137	131	71	136	256
University of Dayton	138	80	106	265	161
University of Oklahoma	139	155	147	55	256
Northern Arizona University	140	3	104	251	256

Full Rankings

	🏆	📷	f	🐦	🎵
Univ. of California, Los Angeles	141	128	226	148	115
Alabama State University	141	182	59	120	256
Saint Mary's College of California	143	95	242	157	124
Appalachian State University	144	45	118	200	256
Marist College	145	84	141	240	168
Bellarmino University	146	158	112	162	203
Boston University	147	177	208	170	85
George Mason University	148	84	283	38	239
University of South Alabama	149	142	151	252	101
Lehigh University	150	56	175	207	212

	🏆	📷	f	🐦	🎵
Belmont University	151	159	211	213	78
Idaho State University	151	148	139	118	256
Seton Hall University	153	216	271	168	7
Prairie View A&M University	153	262	124	20	256
Tennessee Technological Univ.	155	174	148	180	161
Northwestern University	156	108	177	131	248
University of Nebraska, Lincoln	156	144	170	94	256
Florida Gulf Coast University	158	251	101	58	256
California State Univ., Sacramento	159	152	220	186	111
Bucknell University	160	89	92	309	185

Full Rankings

	🏆	📷	f	🐦	🎵
University of Washington	161	145	209	205	118
Butler University	162	227	95	135	224
Youngstown State University	163	289	163	145	86
Univ. of Maryland, College Park	164	48	135	245	256
Kent State University	164	151	143	302	88
Bradley University	166	208	98	152	227
Saint Francis Univ. (Pennsylvania)	167	205	95	165	225
University of Central Arkansas	168	148	88	201	256
University of Louisiana Monroe	169	330	189	129	49
Charleston Southern University	169	152	178	218	149

	🏆	📷	f	🐦	🎵
South Carolina State University	171	357	41	44	256
Alcorn State University	172	352	20	76	254
Virginia Military Institute	172	364	19	63	256
University of Arizona	174	188	212	233	70
Wagner College	175	182	163	182	177
Merrimack College	176	101	220	187	199
UNC, Chapel Hill	177	146	246	193	123
University of Southern Indiana	177	265	203	181	59
Eastern Illinois University	179	240	57	192	222
University of California, Davis	180	169	311	177	55

Full Rankings

	🏆	📷	f	🐦	🎵
Georgetown University	181	161	266	114	172
Purdue University	182	166	170	123	256
University of Southern California	183	122	278	224	92
University of Oregon	184	114	255	92	256
University of St. Thomas	185	219	250	137	112
Hofstra University	186	105	269	206	139
University of Wisconsin - Madison	187	192	126	146	256
College of Charleston (SC)	188	84	293	301	43
Pepperdine University	189	84	231	287	120
Mount St. Mary's University	190	236	80	151	256

	🏆	📷	f	🐦	🎵
Cornell University	191	177	200	249	99
Florida International University	192	167	338	230	1
University of Louisville	193	277	212	72	177
Middle Tennessee State Univ.	194	156	220	362	1
Univ. of Louisiana at Lafayette	195	287	155	284	18
Univ. of Southern Mississippi	196	304	130	56	256
University of Northern Colorado	196	195	217	225	109
University of San Francisco	198	120	326	300	4
Univ. of Maryland Eastern Shore	199	293	123	79	256
Univ. of California, Santa Barbara	200	48	324	343	38

Full Rankings

	🏆	📷	f	🐦	🎵
University of South Dakota	200	121	159	217	256
University of Colorado, Boulder	202	42	261	195	256
The University of Tulsa	203	235	239	47	234
Florida State University	204	193	154	154	256
Ball State University	204	95	128	331	203
Morehead State University	206	161	63	282	256
Canisius College	207	319	140	113	192
University of Evansville	207	300	102	130	232
Missouri State University	209	104	272	303	88
Saint Louis University	210	116	196	246	210

	🏆	📷	f	🐦	🎵
University of New Mexico	211	174	268	280	50
Troy University	212	236	141	279	122
University of Northern Iowa	213	239	114	278	149
Monmouth University	213	98	149	333	200
Central Michigan University	215	230	184	309	60
NJ Institute of Technology	215	206	51	305	221
East Tennessee State University	217	213	229	295	48
Lafayette College	218	124	257	153	256
University of Hawaii, Manoa	219	311	302	173	9
Wichita State University	219	329	161	243	62

Full Rankings

	🏆	📷	f	🐦	🎵
Norfolk State University	221	325	137	78	256
California Polytechnic State Univ.	222	53	223	266	256
University of Central Florida	223	210	274	236	79
University of Detroit Mercy	224	320	193	227	63
Rice University	225	141	212	196	256
Stanford University	226	199	209	142	256
Univ. of Minnesota, Twin Cities	227	232	263	259	54
University of Toledo	227	268	169	234	137
Queens University of Charlotte	229	210	253	124	226
Manhattan College	230	247	159	159	256

	🏆	📷	f	🐦	🎵
University of Memphis	231	298	273	222	37
Bethune-Cookman University	231	352	133	97	248
George Washington University	233	182	347	244	58
University of California, Riverside	234	77	334	267	154
Indiana University, Bloomington	235	221	205	336	71
University of California, Irvine	236	61	281	288	206
Univ. of Massachusetts, Amherst	237	206	248	256	128
Mississippi Valley State University	238	343	14	226	256
Princeton University	239	217	198	171	256
University of San Diego	239	142	298	281	121

Full Rankings

	🏆	📷	f	🐦	🎵
California State Univ., Fullerton	241	113	364	307	63
University of North Dakota	242	195	263	208	187
Northwestern State University	243	338	245	214	57
University of California, Berkeley	244	233	317	261	46
DePaul University	245	93	353	253	160
Creighton University	246	363	173	247	77
Yale University	247	191	230	194	251
University of North Florida	248	126	295	190	256
University of Nevada, Las Vegas	249	238	328	223	82
Fairleigh Dickinson University	250	333	248	139	153

	🏆	📷	f	🐦	🎵
Le Moyne College	251	231	151	268	230
University of Maine	252	271	181	313	117
Western Kentucky University	253	163	253	329	138
Kennesaw State University	254	274	263	176	173
La Salle University	255	279	243	204	163
University of South Florida	256	135	239	260	256
Saint Peter's University	257	263	215	166	256
Presbyterian College	258	305	181	202	215
Southern Methodist University	259	95	306	274	229
Stonehill College	260	210	183	263	256

Full Rankings

	🏆	📷	f	🐦	🎵
California Baptist University	261	148	284	276	205
Boise State University	262	226	235	197	256
Arizona State University	263	215	246	199	256
Univ. of Maryland, Baltimore County	264	204	278	179	256
University of Portland	265	256	233	175	256
University of Texas at El Paso	266	285	196	185	256
Coppin State University	267	315	239	128	242
University of Delaware	268	137	227	306	256
Eastern Washington University	269	182	250	239	256
California State Univ., Northridge	270	70	360	323	177

	🏆	📷	f	🐦	🎵
Stony Brook University	271	187	290	289	169
University of Vermont	272	65	298	318	256
Rider University	272	193	257	292	195
Univ. of Texas Rio Grande Valley	274	246	289	150	256
Columbia Univ. - Barnard College	275	171	296	219	256
Nicholls State University	275	326	167	324	125
Radford University	275	250	189	294	209
Duke University	278	227	302	183	233
Mercer University	279	268	163	264	256
University of Arkansas, Pine Bluff	279	333	219	143	256

Full Rankings

	🏆	📷	f	🐦	🎵
California State University, Fresno	281	225	275	248	207
Loyola University Maryland	281	159	200	340	256
North Dakota State University	283	300	151	332	173
University of Wyoming	283	305	282	364	5
Drake University	285	322	166	296	173
University of North Texas	286	260	143	363	198
Stetson University	287	245	288	290	142
Dartmouth College	288	181	335	255	195
University of Akron	289	294	243	335	97
Delaware State University	290	321	178	216	256

	🏆	📷	f	🐦	🎵
Eastern Kentucky University	291	317	250	149	256
Lindenwood University	292	268	327	209	169
Georgia State University	293	249	291	299	136
Univ. of Wisconsin - Milwaukee	293	257	205	285	228
University of New Orleans	295	349	307	102	220
Houston Baptist University	296	233	301	189	256
Oral Roberts University	297	263	234	275	208
Cleveland State University	298	283	339	212	167
University of Pennsylvania	299	240	285	221	256
Eastern Michigan University	300	336	275	272	132

Full Rankings

	🏆	📷	f	🐦	🎵
Bryant University	301	258	325	215	218
UNC, Greensboro	302	278	333	286	127
Western Illinois University	303	335	224	315	151
Old Dominion University	304	287	352	197	190
Univ. of Tennessee at Chattanooga	305	315	260	269	194
Gardner-Webb University	305	280	192	319	247
Valparaiso University	307	346	291	229	173
Winthrop University	308	323	227	237	256
Austin Peay State University	309	296	329	235	184
Jacksonville State University	310	290	173	328	256

	🏆	📷	f	🐦	🎵
Southeast Missouri State Univ.	311	299	287	316	151
Towson University	312	200	345	352	157
Southeastern Louisiana Univ.	313	356	297	250	158
Rutgers	314	283	231	297	253
Northern Kentucky University	315	310	315	291	159
University of New Hampshire	316	273	348	354	101
San Jose State University	317	195	332	308	246
Brown University	318	240	304	283	256
Long Beach State University	319	169	350	320	256
Oakland University	319	243	340	262	250

Full Rankings

	🏆	📷	f	🐦	🎵
Santa Clara University	321	272	320	293	211
University of Texas at Arlington	322	276	316	326	189
UNC, Asheville	323	244	309	360	195
University of Rhode Island	324	208	311	334	256
UNC, Wilmington	325	227	275	353	256
St. Francis College Brooklyn	325	352	330	191	238
Georgia Southern University	327	328	225	325	241
Drexel University	328	255	286	361	218
Utah Valley University	329	348	354	167	256
McNeese State University	330	357	262	298	213






	🏆	📷	f	🐦	🎵
Univ. of Alabama at Birmingham	331	313	305	257	256
Univ. of Massachusetts Lowell	332	297	342	346	155
St. John's University (New York)	333	280	343	321	200
University of Hartford	334	251	344	359	193
University of North Alabama	334	307	267	317	256
Seattle University	336	286	350	347	171
Lipscomb University	337	294	270	338	256
Chicago State University	338	362	356	188	255
California State Univ., Bakersfield	339	282	354	270	256
University of Illinois Chicago	339	317	357	232	256

Full Rankings

	🏆	📷	f	🐦	🎵
Univ. of South Carolina Upstate	341	344	317	254	256
Lamar University	342	349	322	258	243
Indiana State University	343	352	255	311	256
Univ. of Wisconsin-Green Bay	344	308	294	358	215
University of the Pacific	344	326	335	277	237
Purdue University Fort Wayne	344	274	331	314	256
Jacksonville University	347	345	309	271	251
Wright State University	348	332	349	350	146
Niagara University	349	331	259	357	231
Univ. of Missouri - Kansas City	350	361	345	304	181

	🏆	📷	f	🐦	🎵
University of Nevada, Reno	351	309	317	326	240
Indiana Univ. - Purdue Univ. Indianapolis	352	302	362	355	190
Southern Illinois Univ. Edwardsville	353	311	300	345	256
Central Connecticut State Univ.	354	341	313	330	256
Arkansas State University	355	340	313	337	256
American University	356	290	358	348	256
University of Denver	357	323	335	341	256
University of Nebraska Omaha	357	359	340	312	244
Murray State University	359	351	308	344	256
Northern Illinois University	359	302	359	342	256

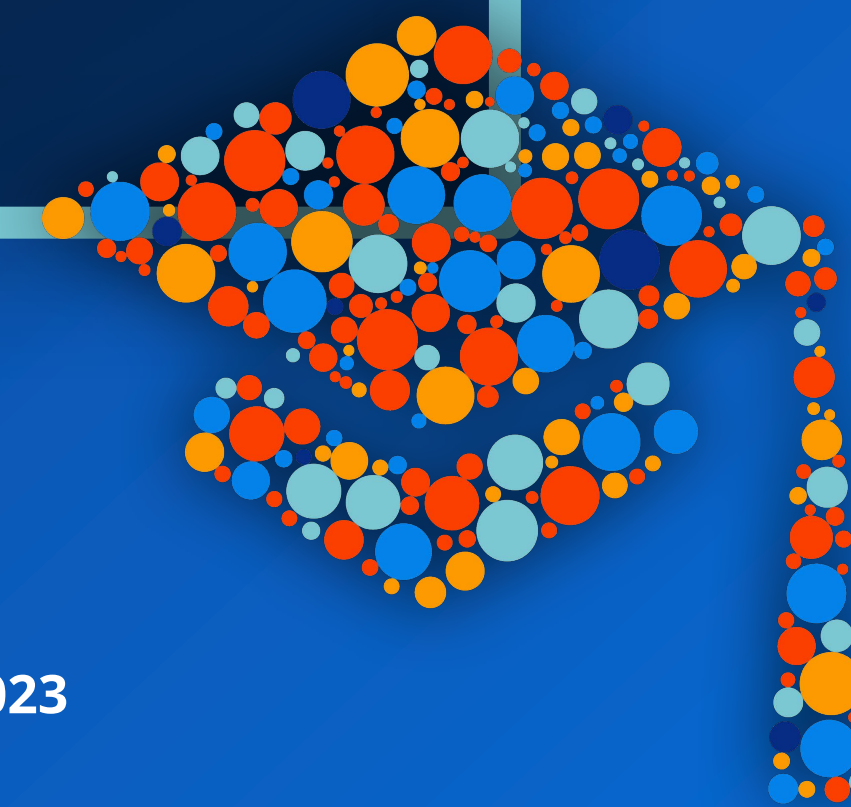
Full Rankings

					
Virginia Commonwealth Univ.	361	339	321	349	256
Univ. of Arkansas at Little Rock	362	342	322	356	256
Portland State University	363	360	361	339	235
Long Island University	364	337	363	351	256



Top 10 Colleges and Universities

DIVISION II



HIGHER EDUCATION SOCIAL MEDIA ENGAGEMENT REPORT | JUNE 1, 2022 TO MAY 31, 2023

#1



Angelo State University

#17

#10

#18

#27

Being in the Top 10 of our inaugural D2 higher-ed benchmark report in 2022 wasn't enough for Angelo State, as it upped the ante in 2023 to claim the No. 1 spot this go-round.

Propelled by a strong sense of community, the Rams focused on their people in social media posts.

Inspirational stories, student-life vibes and the atmosphere at athletics events were popular topics that drove consistently high engagement rates across all four of their social channels.

Angelo State University
August 3, 2022 · 🌐

We're thrilled to announce a new career pathway partners commercial aviation program and [Southwest Airlines](#)! The program will allow students to become competitively qualified Southwest Airlines.

Angelo State is just the sixth university partner to join the

Read the Full Release <https://fal.cn/3qLdX>



952



104 comments 427 shares



angelostate · Follow

angelostate Edited · 33w

In July 2018, Zach Sutterfield suffered burns to 68% of his body. Fighting for his life, graduating college seemed impossible. But with willpower, a strong support system, and a little bit of stubbornness, he walked across the stage on Saturday at [#AngeloState](#).

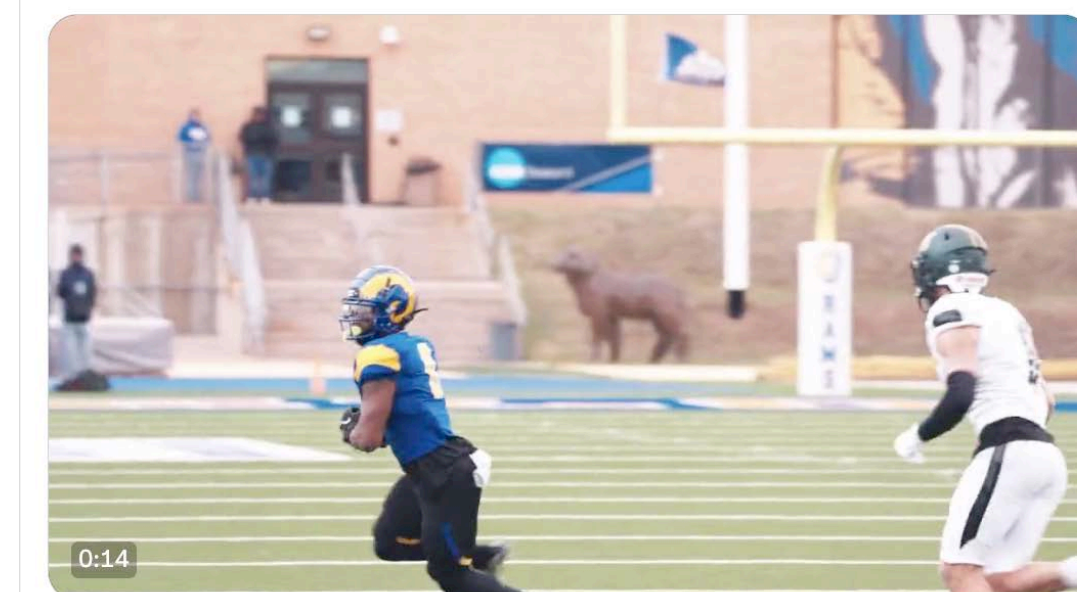
Angelo State
@AngeloState

Cheer the [#AngeloState](#) Rams on as they continue their playoff run!

Rams Football vs. Colorado School of Mines
LeGrand Stadium at 1st Community Credit Union Field
Saturday, Dec 3, 1 p.m.
[bit.ly/3Vto2DM](#)
[bit.ly/3ErSyXR](#)
Ram Jam - 10:30 a.m.

7:01 AM · Nov 30, 2022

32 Reposts 7 Quotes 110 Likes



#2



Carson-Newman University

Instagram #28

Facebook #14

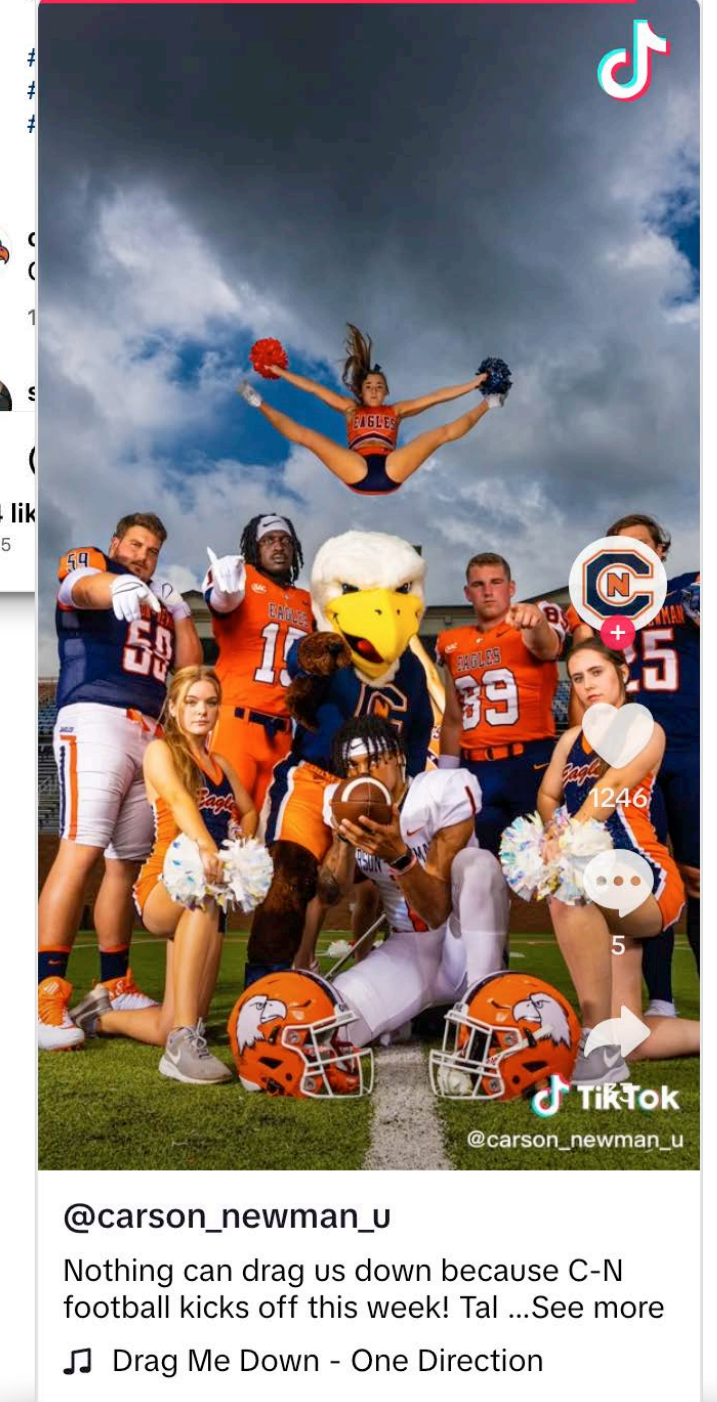
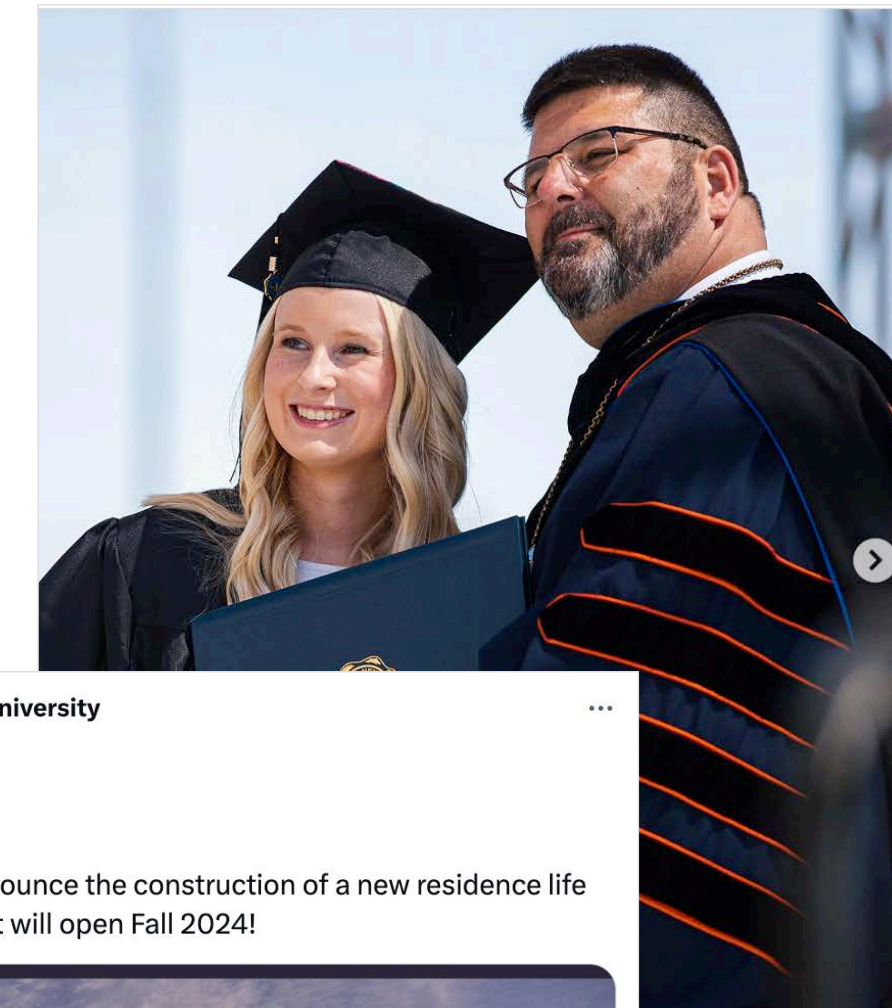
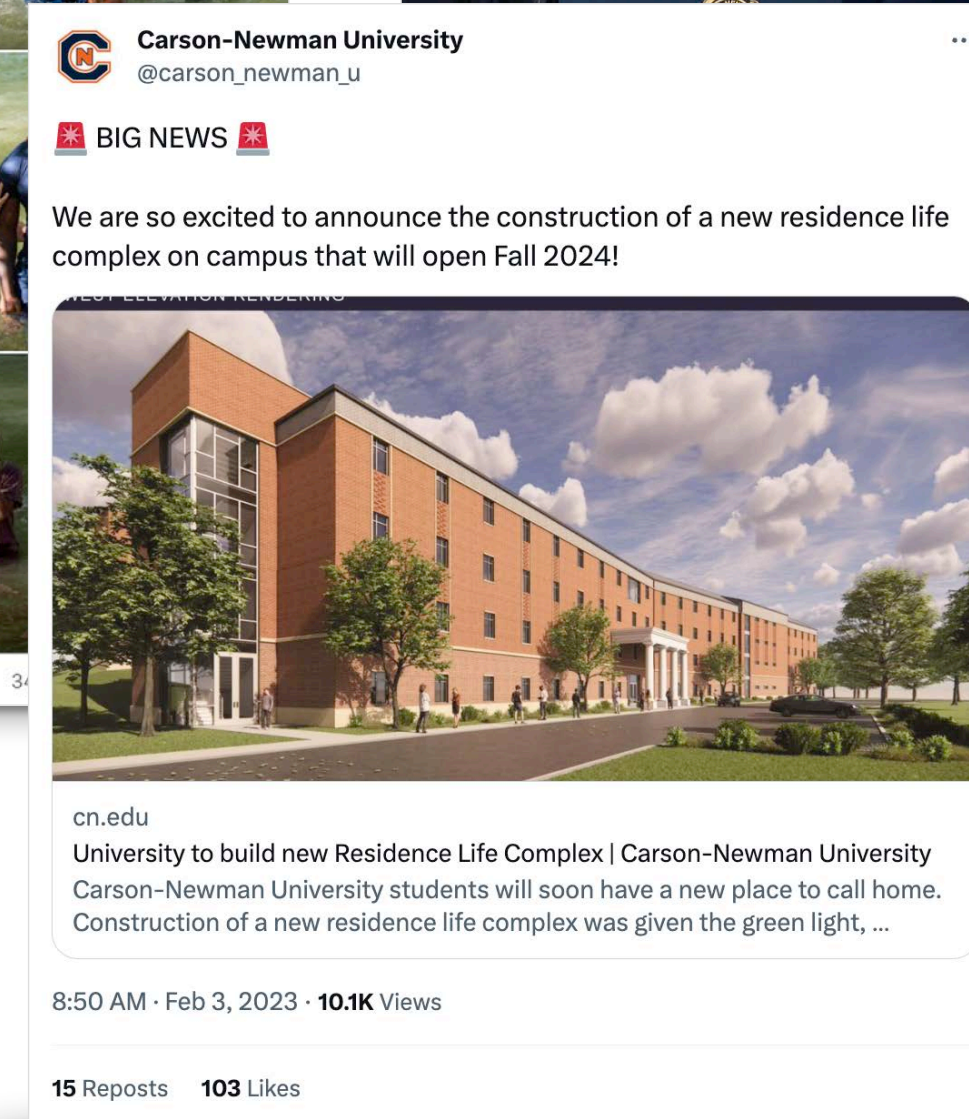
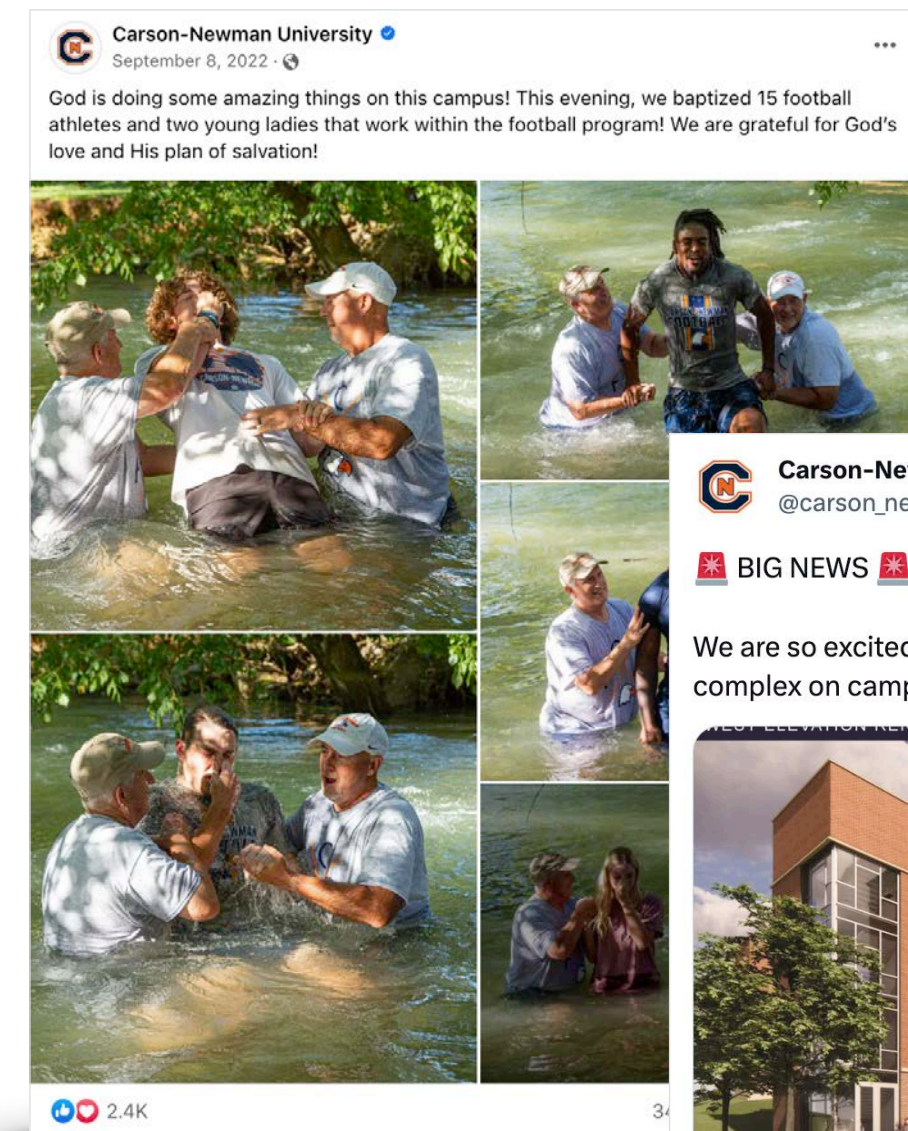
Twitter #4

TikTok #31

Cracking the top 10 for the first time, Carson-Newman tapped into its small but dedicated following this past year.

In addition to highlighting student outcomes, alumni stories, and keeping the campus community updated on current events, the Eagles consistently stayed true to their spiritual mission in their messaging.

Posts about prayer, baptism, and life enrichment were a recipe for success for Carson-Newman's content strategy.



#3



Michigan Technological University

Instagram #12

Facebook #25

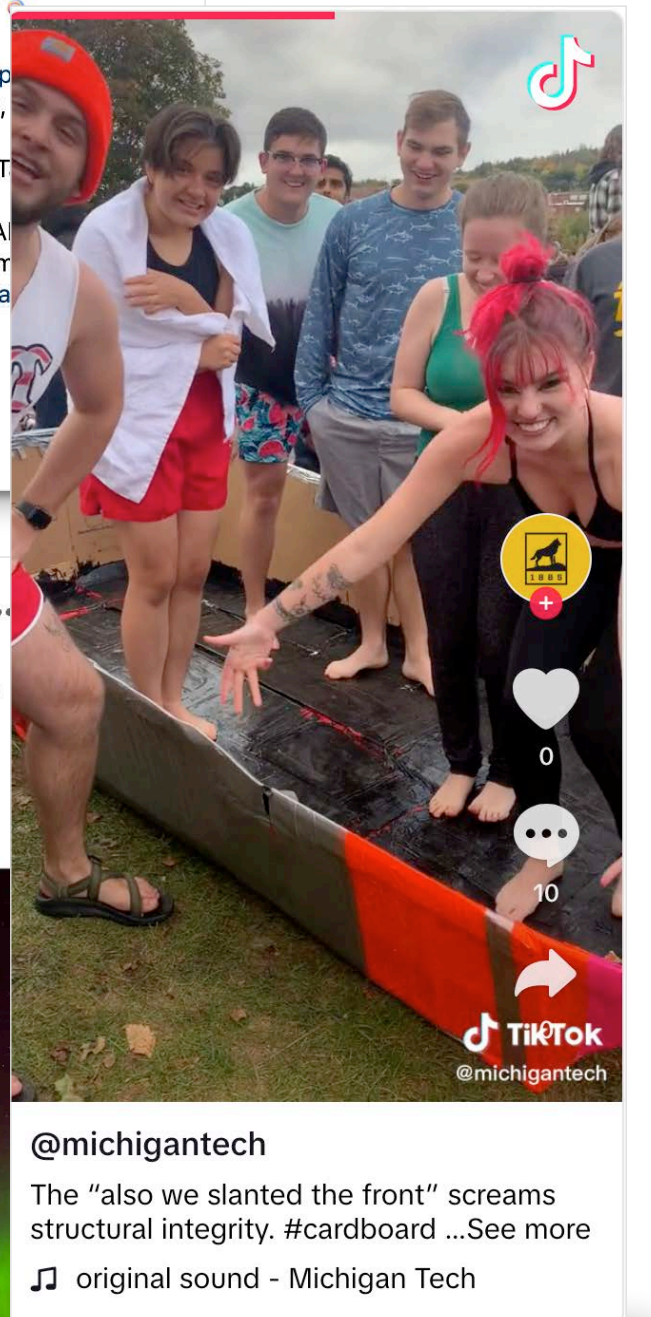
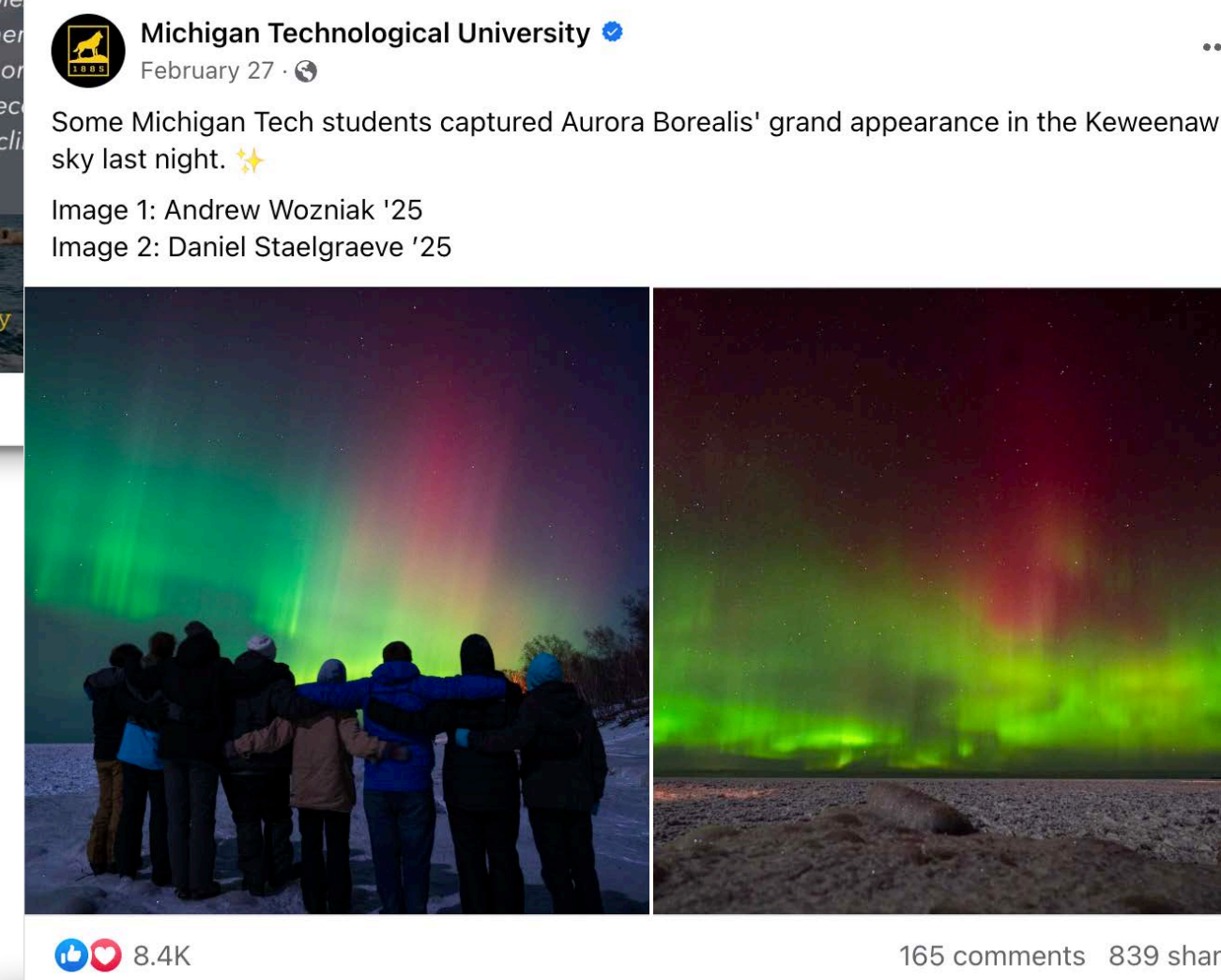
Twitter #30

TikTok #20

After narrowly missing out on the Top 10 last year, Michigan Tech made huge leaps on Facebook, TikTok and Twitter, complimenting its already stellar Instagram presence to grab the No. 3 ranking in 2023.

The Huskies love science, and are proud to show it through their social media content, featuring everything from research to science-related student activities to faculty achievements.

Michigan Tech's carefully curated Instagram feed also highlights the natural beauty of its campus on Michigan's upper peninsula.



#4



Fayetteville State University

Instagram #2

Facebook #7

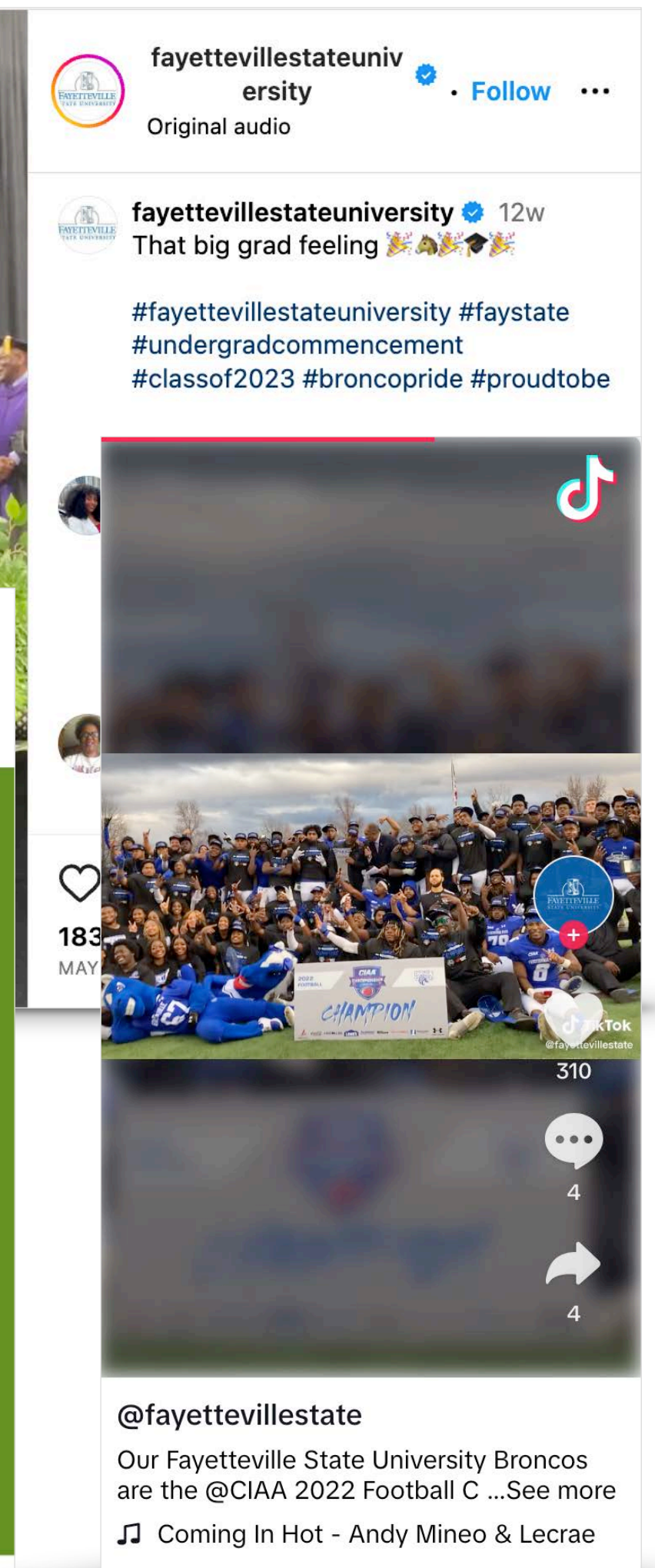
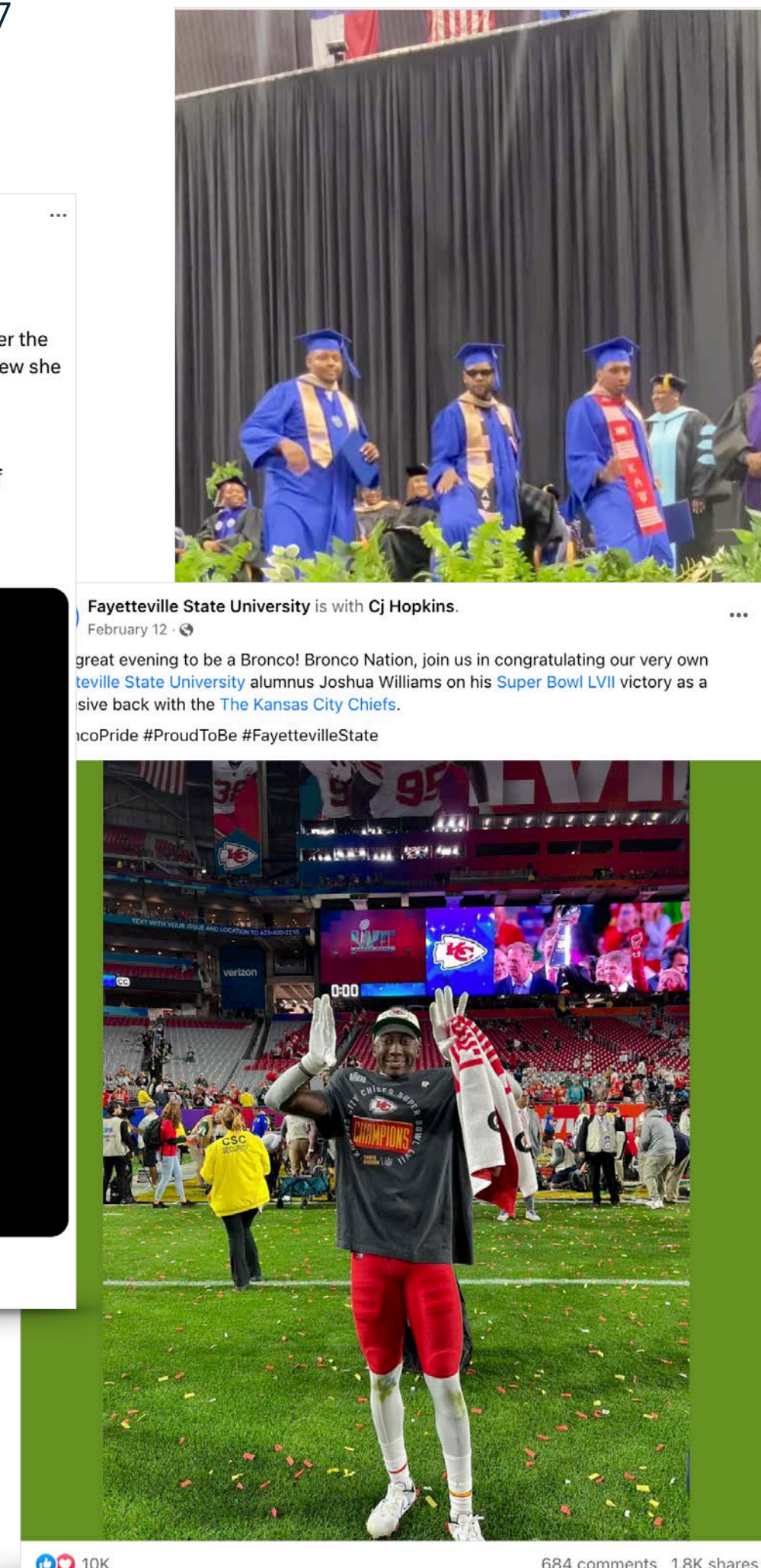
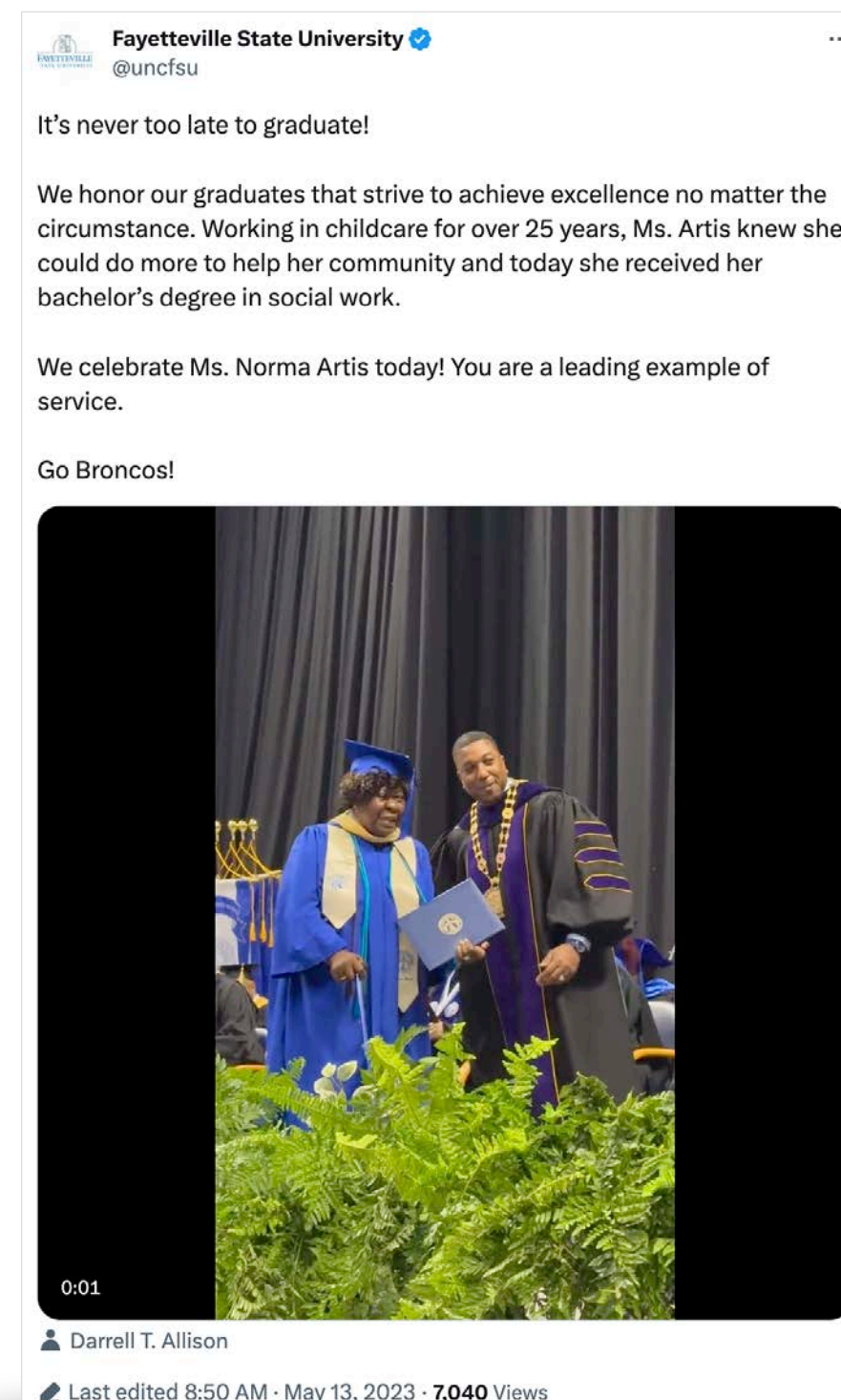
Twitter #32

TikTok #67

If you could boil Fayetteville State's social media presence down to one word, we'd choose "inspiring."

The Broncos leaned into magnifying success stories of its students and alumni in 2023. Celebrating its graduates — and doing it in style — FSU earned high engagement rates on all commencement-related posts.

Football also stole the show, as posts celebrating the football team's CIAA championship, and alumnus Joshua Williams' Super Bowl victory generated engagement boosts for the Broncos.



#5



Colorado School of Mines

Instagram #13

Facebook #51

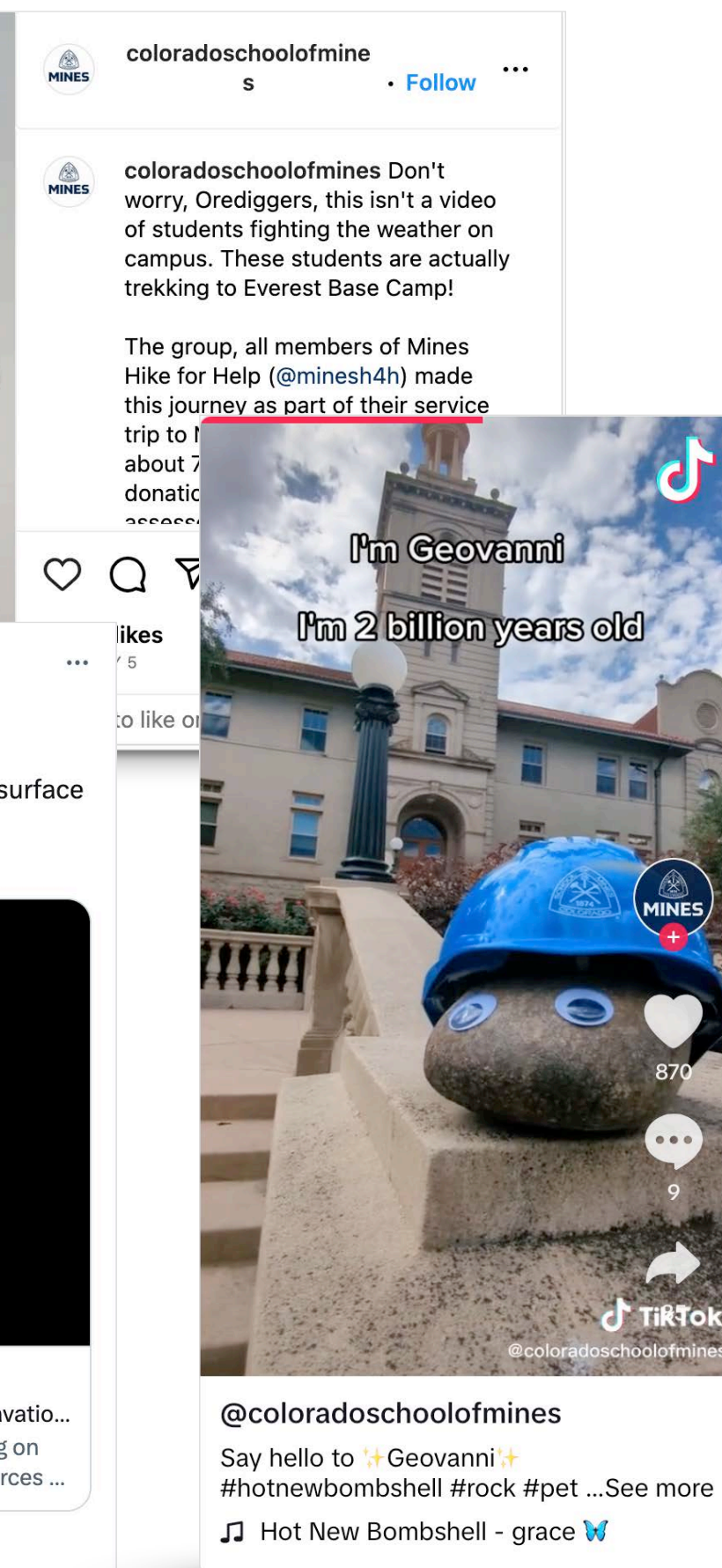
Twitter #21

TikTok #39

For the second straight year, the Orediggers of the Colorado School of Mines have earned a Top 5 ranking for their overall social media presence.

If it ain't broke, don't fix it, which is why the Orediggers have continued their strategy of bragging about successes, from their football team's trip to the D2 National Championship game, to their students going on epic service trips to Mount Everest.

Just like in 2021-22, CSM keep its TikTok tone cheeky, including the addition of their new TikTok mascot/host, a rock named Giovanni.



#6



Assumption University

Instagram #18

Facebook #63

Twitter #10

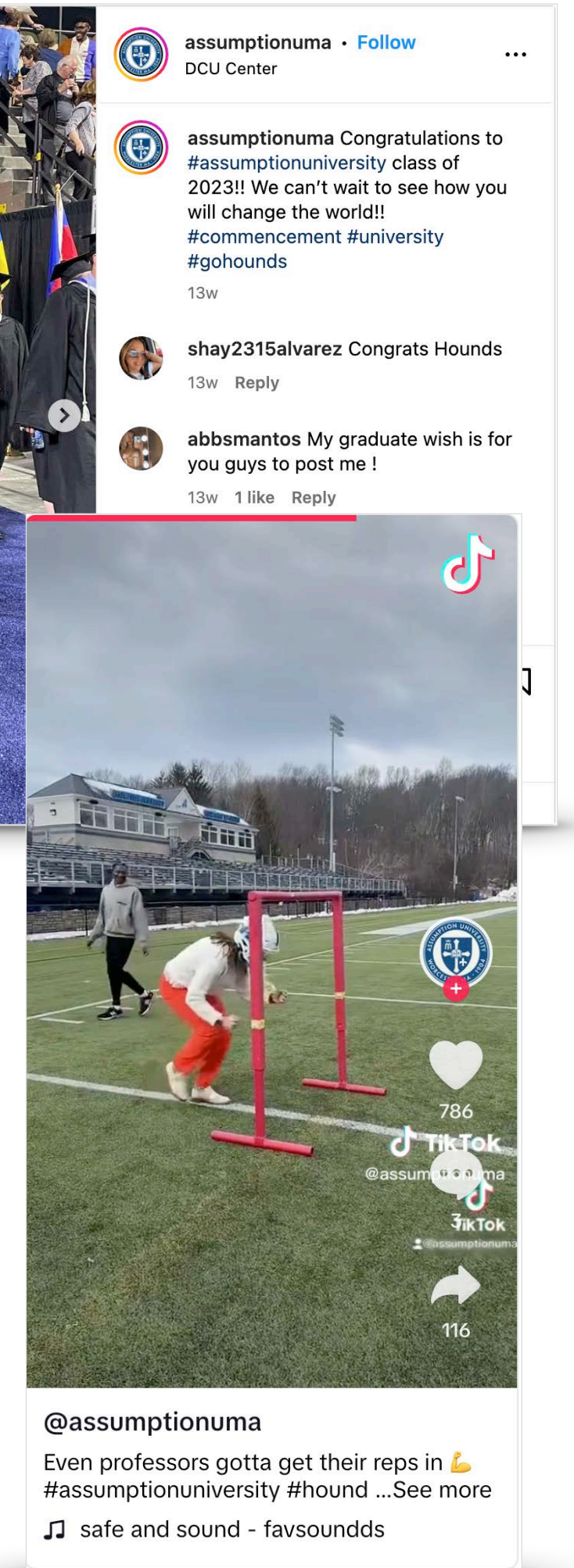
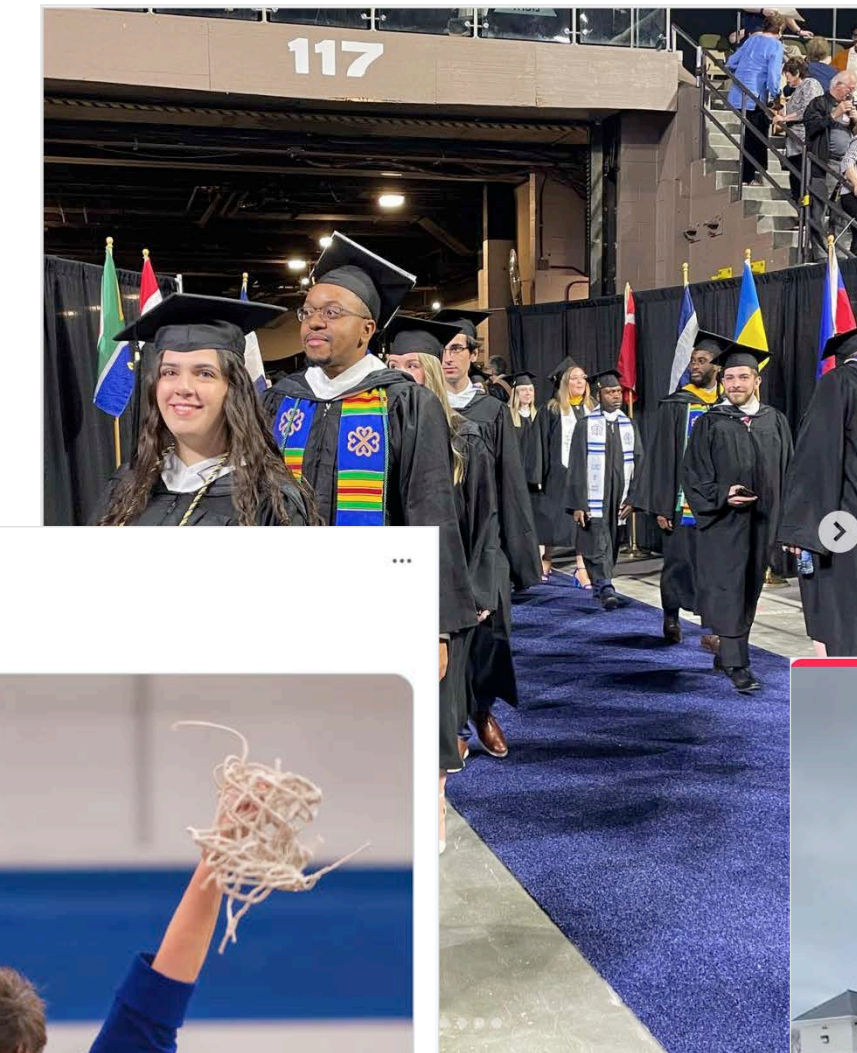
TikTok #45

Welcome to the party, Assumption University! 🎉

The private institution from Worcester, Massachusetts exploded on to the scene this year, jumping all the way up from its No. 153 ranking in 2021-22.

The Greyhounds fared well across all four social channels, but particularly on Twitter, where athletics successes were the lifeblood of their top-performing content.

We also loved their strategy of humanizing faculty and staff in their usual student-centric TikTok messaging.



#7



Lubbock Christian University

#1

#72

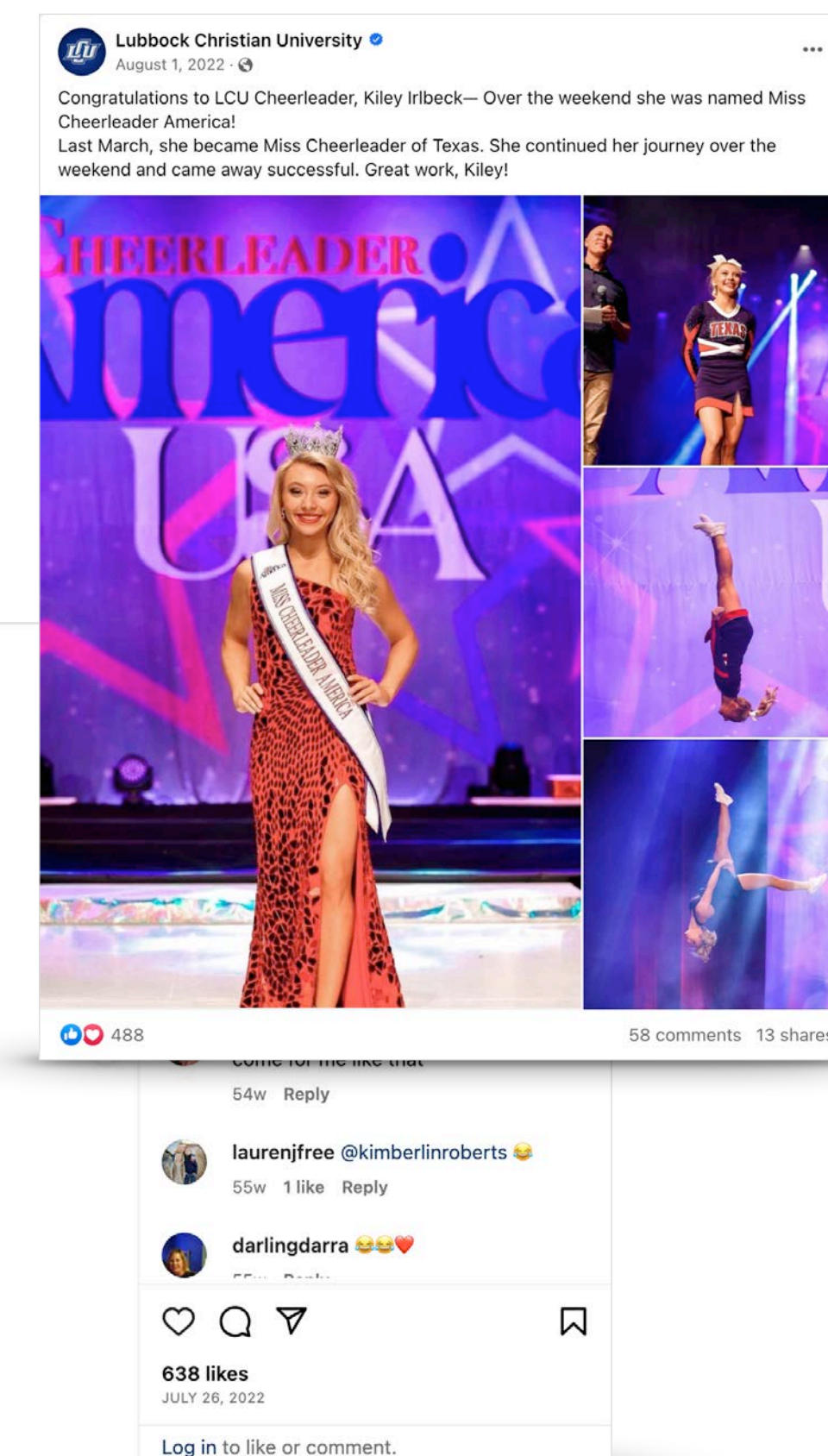
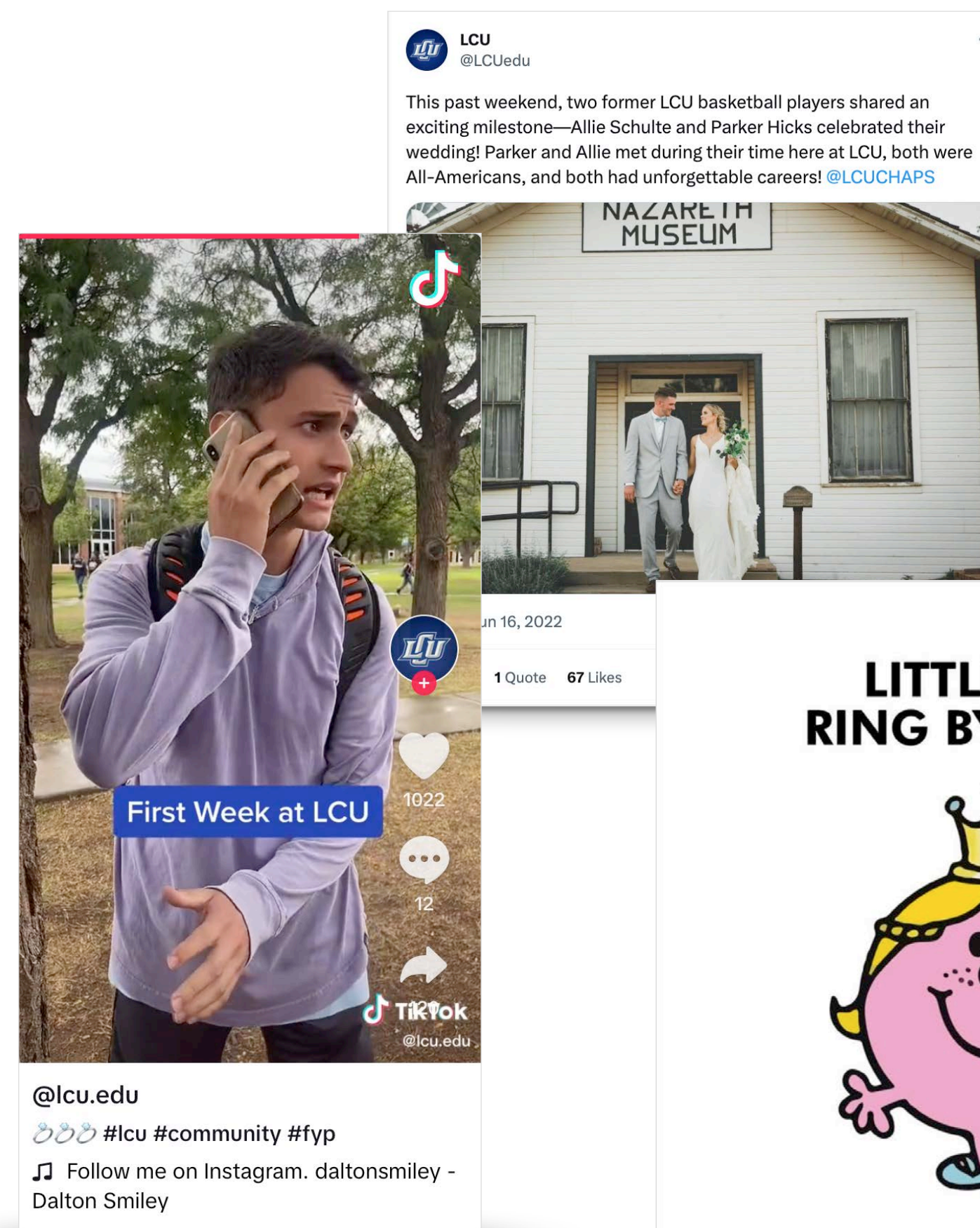
#44

#37

Joining the Top 10 for the first time in 2023 is Lubbock Christian University, which skyrocketed from No. 24 in last year's rankings.

There must be something in the water in Lubbock, as the Chaparrals had an abundance of engagement and wedding-themed content that drove their top performers this year, particularly on Instagram and TikTok. 💍

The Chaps found success in celebrating students, graduates, and alumni, as well, including Miss Cheerleader of Texas.



#8



Washburn University

Instagram #50

Facebook #46

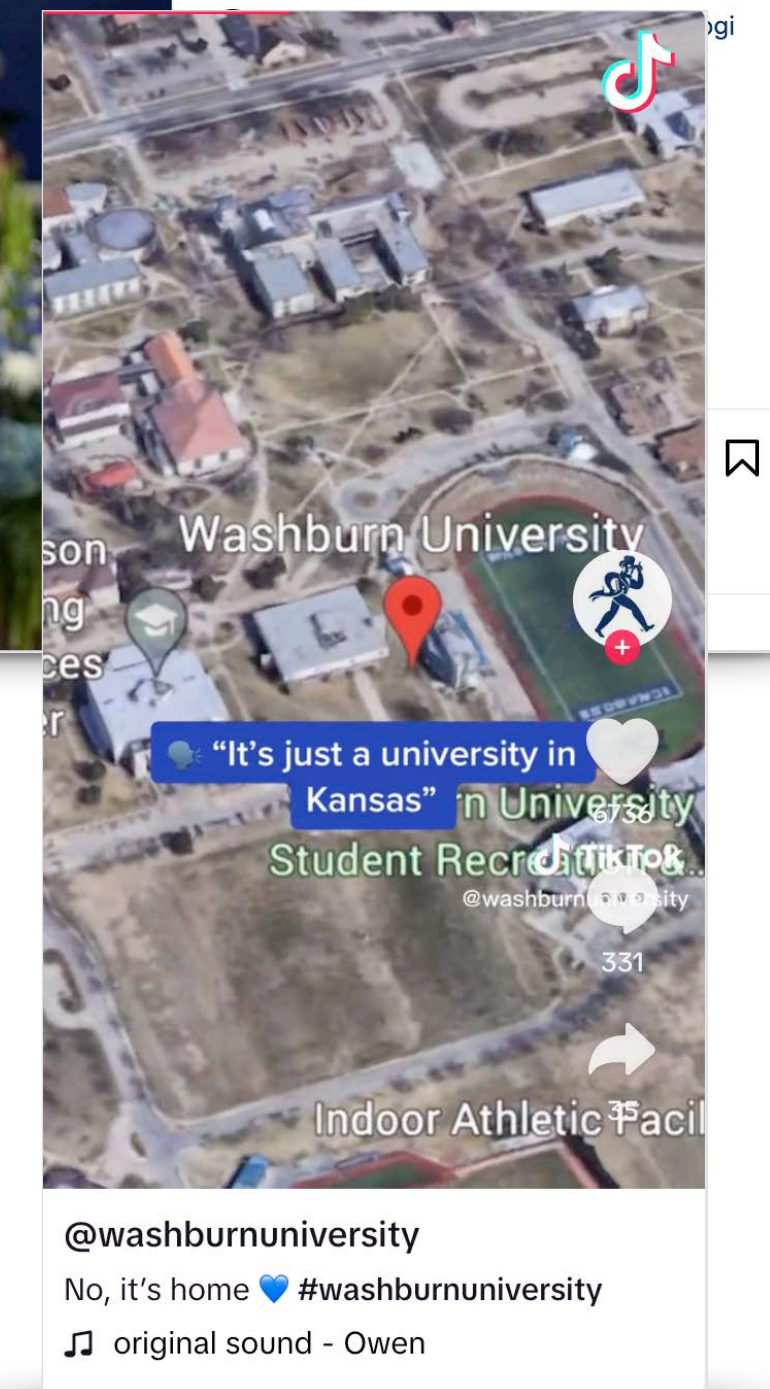
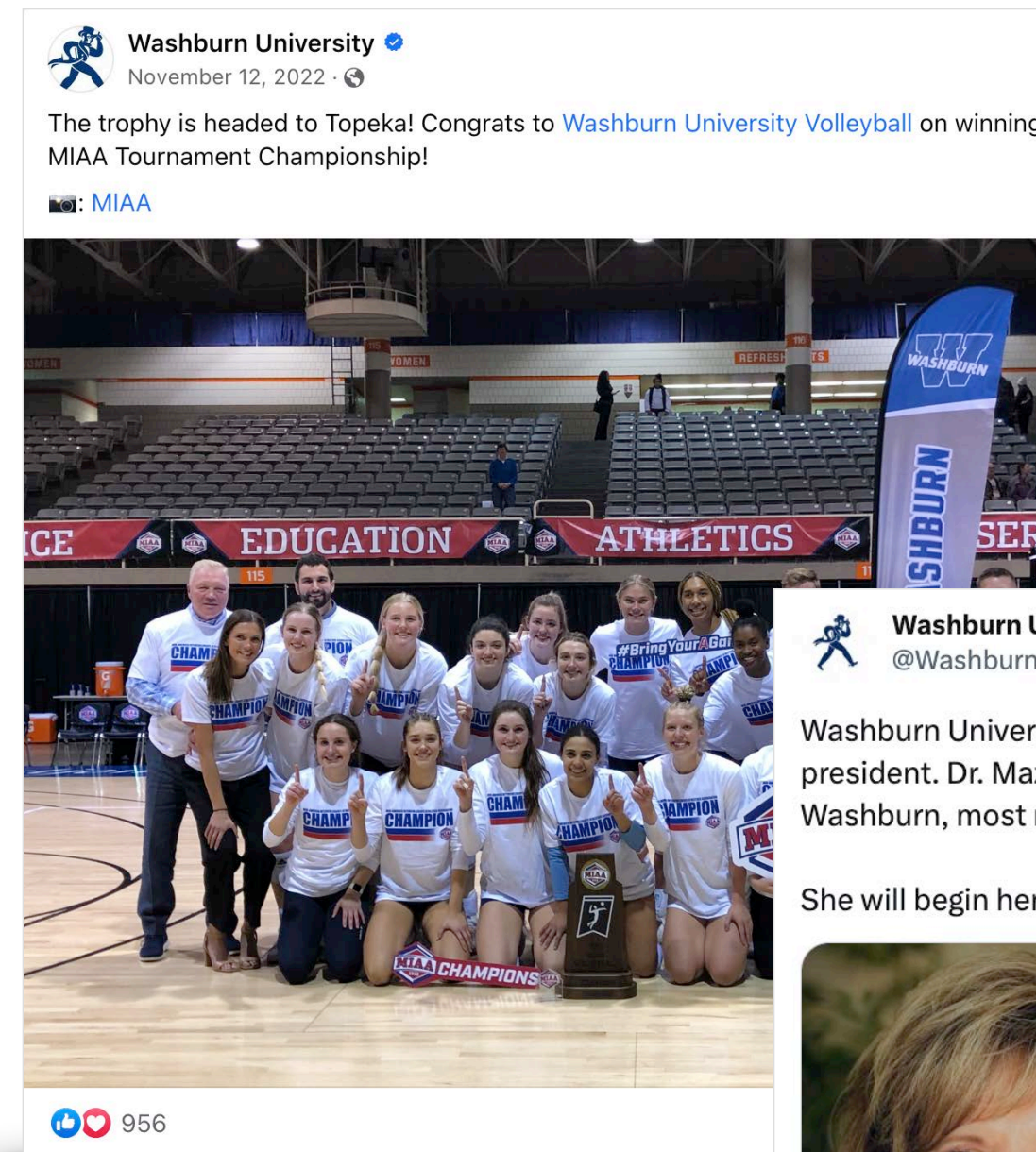
Twitter #15

TikTok #44

Not only does Washburn University boast one of the greatest mascot names in all of higher education, but the Ichabods also jumped into the Top 10, after being ranked No. 71 in 2021-22.

In addition to meme-centric TikTok videos, Twitter was Washburn's bread and butter, where the Ichabods boasted stellar engagement rates.

They took advantage of bittersweet news, with several pieces of top-performing content highlighting the departure of one president and the addition of another.



#9



Northern Michigan University

Instagram #19

Facebook #48

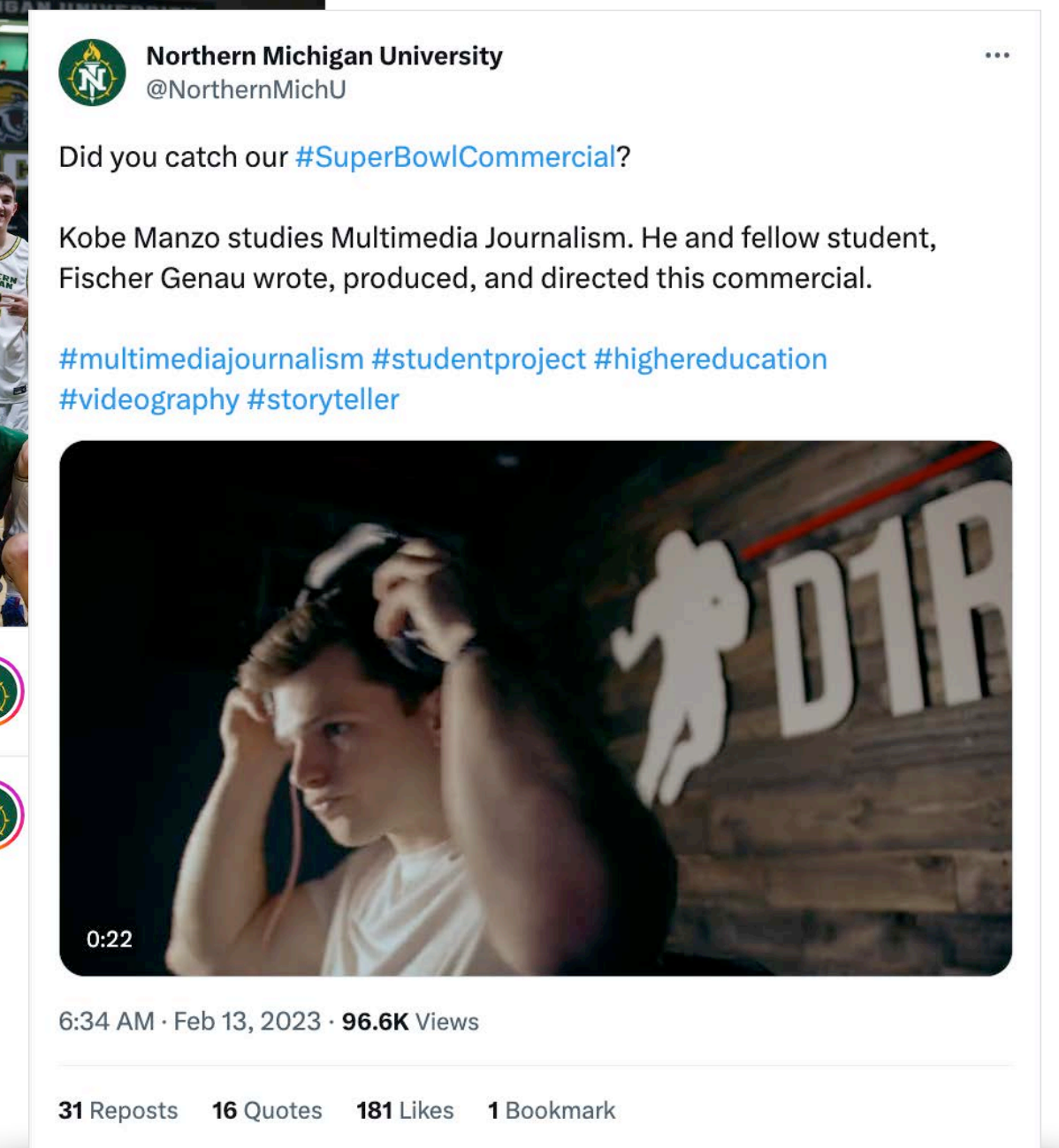
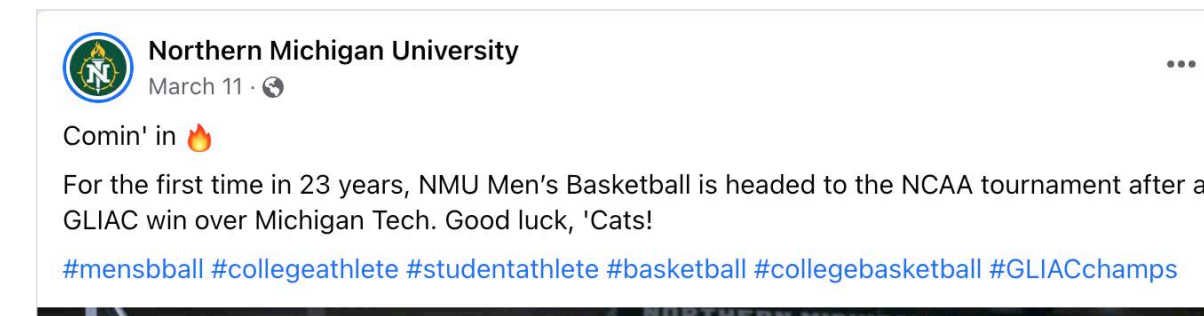
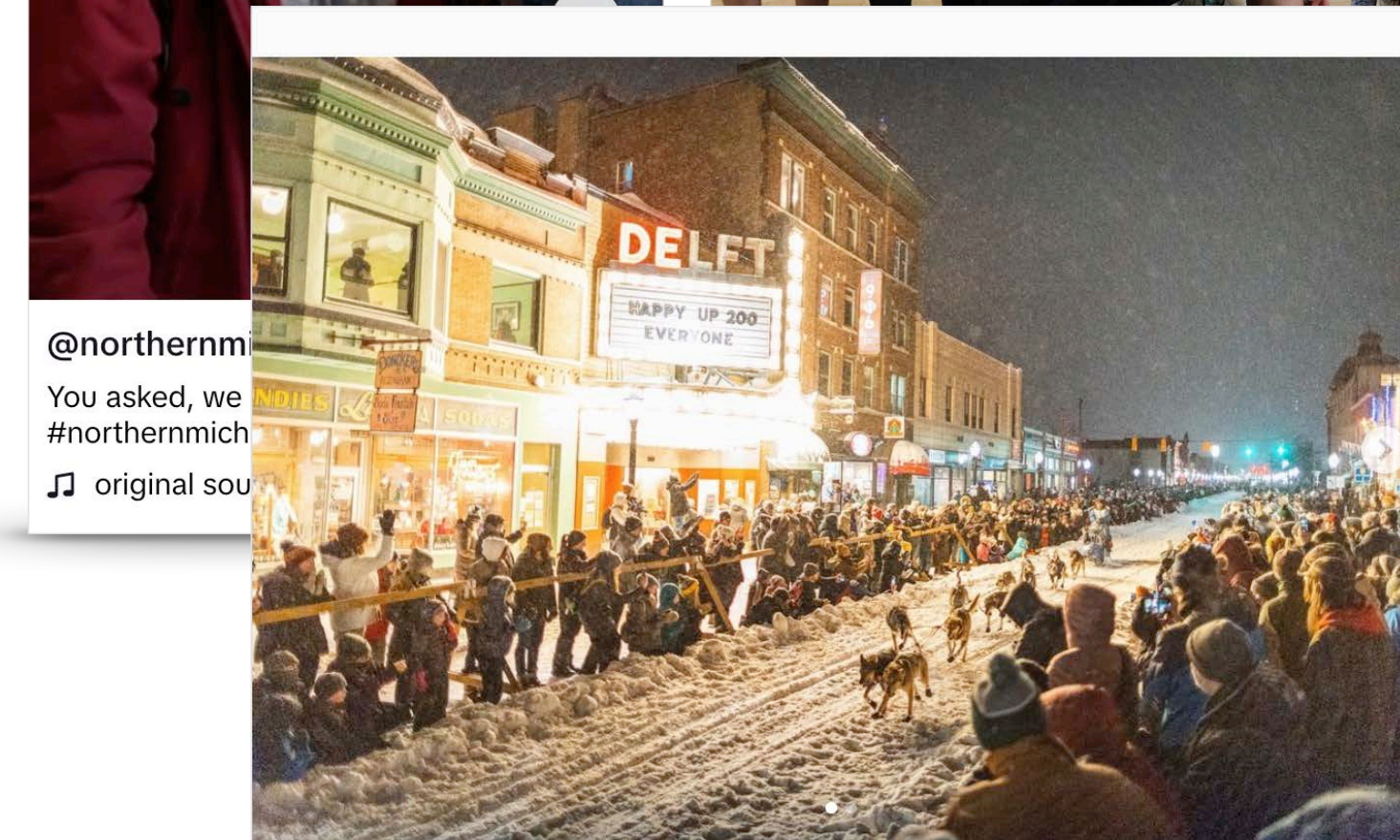
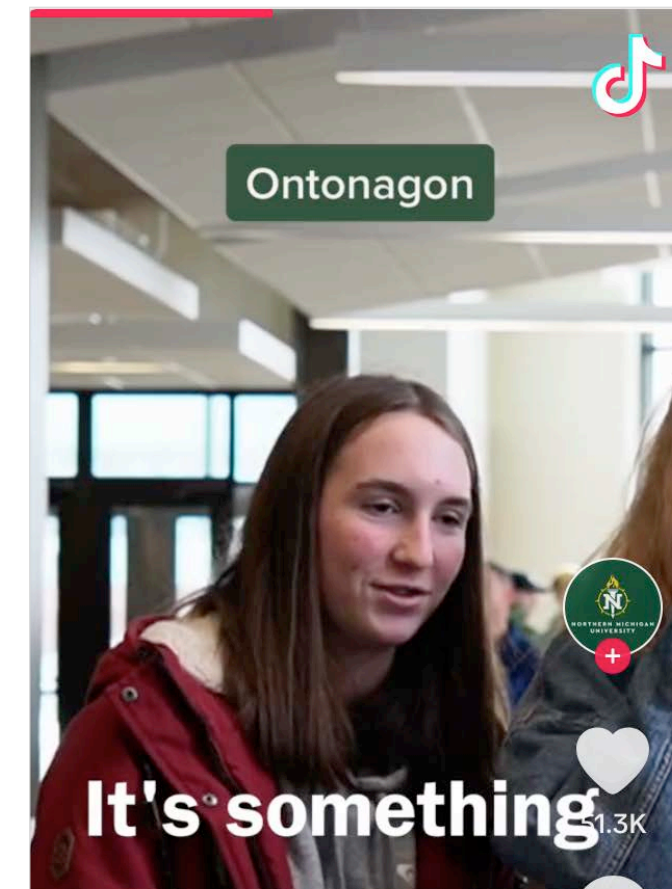
Twitter #87

TikTok #2

Sled dogs. Northern lights. Super Bowl commercials. What more can you ask for? Northern Michigan did it all in 2022-23, propelling them to another Top 10 appearance in our annual report.

The Wildcats were particularly impressive on TikTok, where they leaned into humor and current trends to keep their student body engaged.

Athletics also fueled a lot of their engagement, including their men's basketball team making a trip to the NCAA tournament for the first time in nearly a quarter-century.



#10



Southern Connecticut State Univ.

Instagram #5

Facebook #113

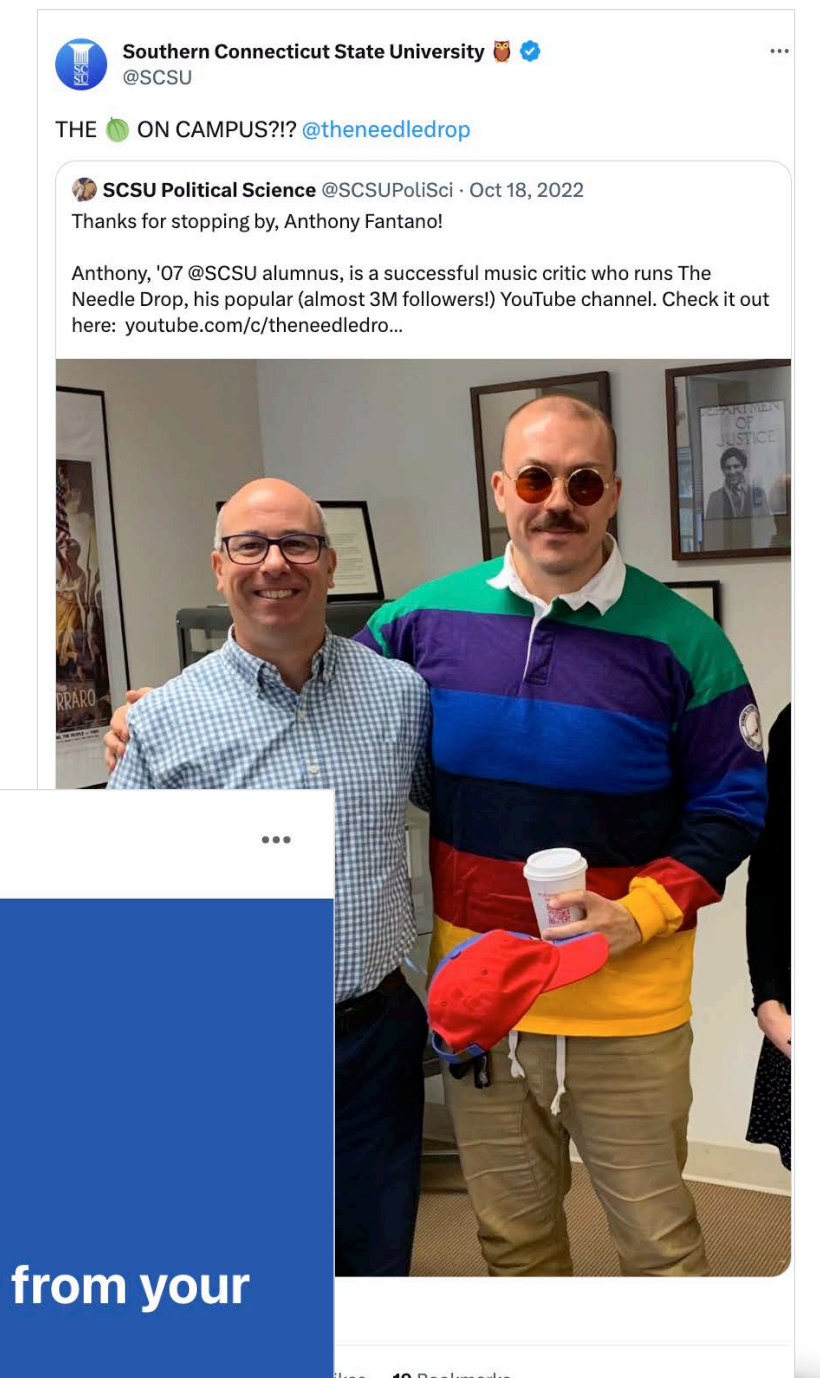
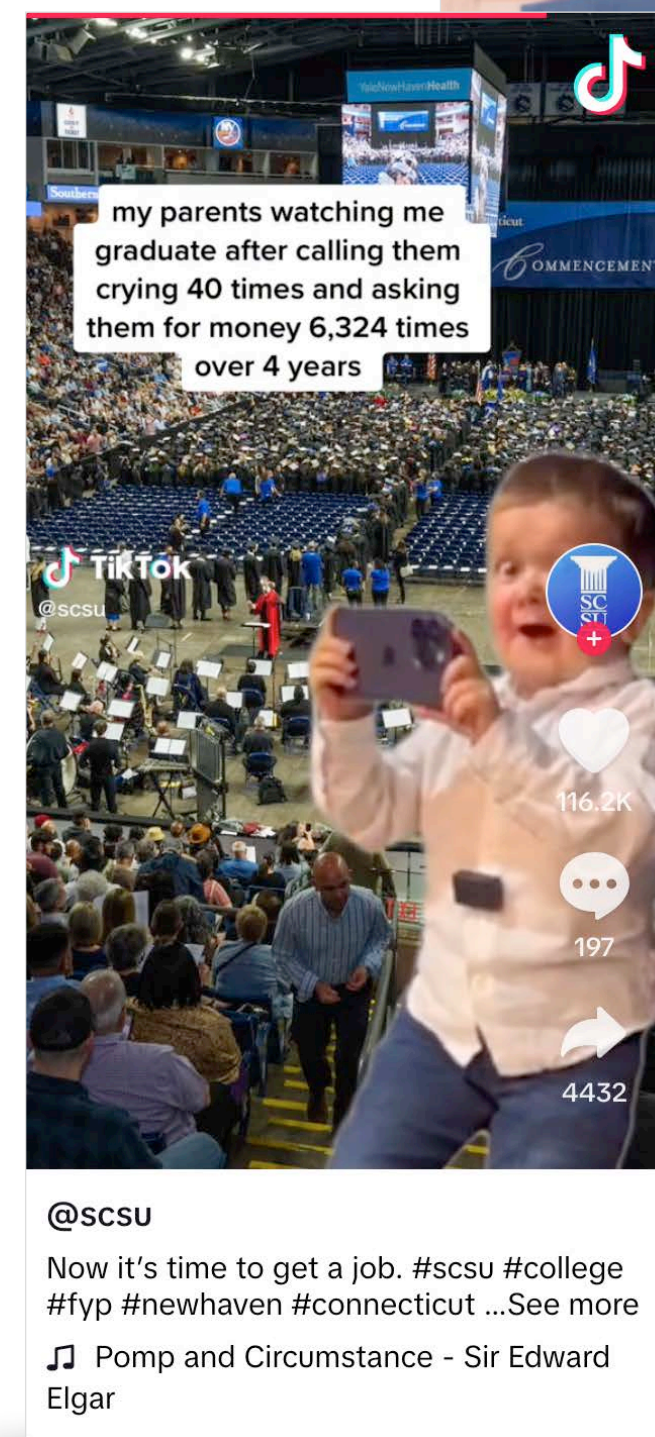
Twitter #33

TikTok #7

Sometimes, the best strategy is as simple one. Southern Connecticut State leveraged that this year, making a strong effort to focus on its people in social media posts.

From celebrating its graduates, to question-based prompts, to user-generated content, the Owls had no shortage of opportunities to put its people before obligatory brand messaging.

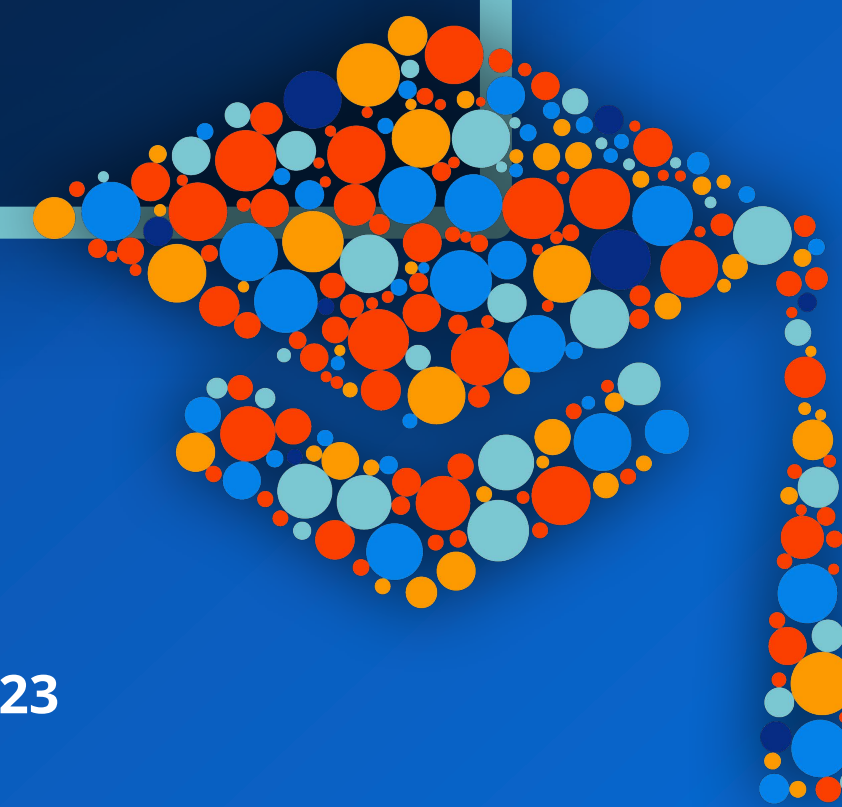
Celebrity appearances and memes also supplemented SCSU's content strategy with some change-of-pace posts.





Full 2023 Higher Education Social Media Rankings

DIVISION II



HIGHER EDUCATION SOCIAL MEDIA ENGAGEMENT REPORT | JUNE 1, 2022 TO MAY 31, 2023

Full Rankings

	🏆	📷	f	🐦	🎵
Angelo State University	1	17	10	18	27
Carson-Newman University	2	28	14	4	31
Michigan Technological University	3	12	25	30	20
Fayetteville State University	4	2	7	32	67
Colorado School of Mines	5	13	51	21	39
Assumption University	6	18	63	10	45
Lubbock Christian University	7	1	72	44	37
Washburn University	8	50	46	15	44
Northern Michigan University	9	19	48	87	2
Southern Connecticut State Univ.	10	5	113	33	7

	🏆	📷	f	🐦	🎵
Ashland University	11	88	20	39	15
Mercyhurst University	12	45	38	5	83
Pittsburg State University	13	110	39	11	17
Saint Anselm College	14	6	25	114	51
The University of Tampa	15	11	57	128	5
Elizabeth City State University	16	180	16	14	3
Virginia State University	17	29	3	1	186
Slippery Rock Univ. of Pennsylvania	18	58	60	96	13
William Jewell College	19	139	56	12	28
Clark Atlanta University	20	141	24	71	4

Full Rankings

	🏆	📷	f	🐦	🎵
Ouachita Baptist University	21	30	18	8	186
Fort Valley State University	22	42	4	16	186
Cedarville University	23	8	64	184	1
University of Central Missouri	24	91	94	61	22
Winston-Salem State University	25	49	8	26	186
Missouri University of S&T	26	88	78	50	61
Midwestern State University	27	47	83	63	87
Morehouse College	28	120	6	9	148
Cal Poly, Humboldt	29	37	92	27	128
Western Colorado University	30	33	92	72	93

	🏆	📷	f	🐦	🎵
University of Nebraska at Kearney	31	52	53	3	186
Cal. State Univ., Dominguez Hills	32	7	212	56	21
St. Mary's University (Texas)	33	40	109	115	33
Tuskegee University	33	146	15	19	117
Harding University	35	55	28	51	164
University of Mary	36	38	33	93	142
Johnson C. Smith University	37	84	31	6	186
Glenville State University	38	133	22	28	125
Lincoln Memorial University	38	72	99	84	53
Lees-McRae College	40	65	27	143	75

Full Rankings

	🏆	📷	f	🐦	🎵
Ferris State University	41	126	30	81	78
Flagler College	42	74	81	153	8
Bemidji State University	42	117	23	148	28
West Virginia State University	44	123	31	55	109
Point Loma Nazarene University	45	33	2	238	47
Florida Southern College	46	20	81	161	60
Franklin Pierce University	47	25	70	43	186
Texas A&M UniversityKingsville	48	154	55	106	15
Oklahoma Baptist University	49	95	19	34	186
Seton Hill University	49	71	95	70	98

	🏆	📷	f	🐦	🎵
Emporia State University	51	108	112	13	103
Lenoir-Rhyne University	52	66	43	45	186
Anderson Univ. (South Carolina)	53	3	47	137	154
Texas Woman's University	54	21	100	38	186
West Chester Univ. of Pennsylvania	54	13	12	134	186
University of Montevallo	56	98	9	210	30
Millersville University	57	55	125	117	52
Limestone University	58	132	34	2	186
Mars Hill University	59	210	48	29	75
Grand Valley State University	60	63	120	163	23

Full Rankings

	🏆	📷	f	🐦	🎵
Union University	60	40	40	220	69
Univ. of Minnesota, Crookston	62	109	45	178	38
Southwest Baptist University	63	61	104	20	186
West Virginia Wesleyan College	64	102	11	75	186
Truman State University	65	53	151	127	49
Savannah State University	66	175	1	25	186
Shepherd University	67	170	68	111	39
North Greenville University	68	79	48	77	185
Claflin	69	238	35	47	71
University of Minnesota Duluth	69	25	85	276	5

	🏆	📷	f	🐦	🎵
University of Illinois at Springfield	71	147	110	54	82
South Dakota School of Mines & Tech	71	81	95	31	186
Shippensburg University	73	42	97	168	90
Bowie State University	74	107	102	7	186
Wayne State University (Michigan)	75	99	127	107	70
Univ. of Charleston (West Virginia)	76	86	85	90	157
California State University, Chico	77	47	160	164	48
Central State University	77	207	74	42	96
Univ. of Virginia's College at Wise	77	161	20	52	186
University of North Georgia	80	69	107	58	186

Full Rankings

	🏆	📷	f	🐦	🎵
Walsh University	81	123	77	41	182
Miles College	82	237	66	53	68
University of Findlay	83	63	108	229	26
Lock Haven Univ. of Pennsylvania	84	137	124	92	74
Wingate University	84	75	90	179	83
Albany State University (Georgia)	86	178	5	59	186
Saint Augustine's University	87	178	37	35	179
Newberry College	88	203	36	17	180
Gannon University	89	190	83	46	121
West Texas A&M University	89	102	111	194	33

	🏆	📷	f	🐦	🎵
Mansfield Univ. of Pennsylvania	91	122	57	80	186
Nova Southeastern University	92	42	178	68	160
Metropolitan State Univ. of Denver	93	127	199	69	56
Cal Poly, Pomona	94	9	152	105	186
Delta State University	94	209	13	65	165
Northwest Missouri State Univ.	94	149	164	125	14
Northern State University	97	203	41	23	186
Colorado Christian University	98	21	218	145	77
Minot State University	99	99	17	216	131
Augustana Univ. (South Dakota)	100	159	118	60	141

Full Rankings

	🏆	📷	f	🐦	🎵
Valdosta State University	101	76	155	226	24
Bluefield State College	102	195	140	24	123
Lee University	102	50	101	290	41
Rockhurst University	104	95	202	85	105
Southern Arkansas University	105	161	51	244	32
Kutztown Univ. of Pennsylvania	106	15	60	228	186
Chaminade University	107	79	156	124	132
Saginaw Valley State University	107	139	137	121	94
Benedict College	109	216	42	48	186
Wheeling University	110	279	172	36	9

	🏆	📷	f	🐦	🎵
Florida Institute of Technology	111	39	154	248	56
Maryville University of Saint Louis	112	86	160	113	139
Eckerd College	113	33	79	201	186
Westminster College (Utah)	113	92	147	219	41
California State Univ., San Marcos	115	10	277	126	88
Pennsylvania Western Univ., Edinboro	115	105	120	190	86
Dominican University New York	117	102	89	135	176
Dominican Univ. of California	118	233	44	74	154
Southern New Hampshire Univ.	119	198	170	63	78
Converse University	120	68	139	138	168

Full Rankings

	🏆	📷	f	🐦	🎵
University of New Haven	120	4	187	169	153
Missouri Western State University	122	255	163	86	10
Lander University	123	115	68	275	58
Fort Lewis College	124	23	175	186	137
Minnesota State Univ., Mankato	124	67	168	170	116
Missouri Southern State Univ.	126	200	149	79	94
Roberts Wesleyan College	127	148	152	37	186
University of Sioux Falls	127	95	141	104	183
Hillsdale College	129	158	97	83	186
San Francisco State University	129	55	201	82	186

	🏆	📷	f	🐦	🎵
Winona State University	131	54	197	194	80
Southwest Minnesota State Univ.	132	130	62	274	64
Dallas Baptist University	133	46	144	155	186
Emmanuel College (Georgia)	134	59	76	290	112
Kentucky Wesleyan College	135	224	125	40	150
Spring Hill College	135	128	85	140	186
Embry-Riddle Aeronautical Univ.	137	16	230	108	186
Young Harris College	137	166	66	122	186
Concord University	139	230	70	116	128
Regis University (Colorado)	140	77	216	67	186

Full Rankings

	🏆	📷	f	🐦	🎵
Arkansas Tech University	141	205	59	180	105
Belmont Abbey College	142	150	213	57	130
Univ. of Alabama in Huntsville	143	112	234	197	12
Colorado State University Pueblo	144	133	176	100	149
Palm Beach Atlantic University	145	25	232	242	61
Georgia College	146	36	130	211	186
Northwestern Oklahoma State Univ.	146	248	28	101	186
Trevecca Nazarene University	148	121	178	252	19
Northwest Nazarene University	149	81	172	261	59
Adams State University	150	190	132	78	174

	🏆	📷	f	🐦	🎵
Bentley University	150	32	265	214	63
Bloomsburg Univ. of Pennsylvania	152	81	189	222	85
California State Univ., Monterey Bay	153	61	242	139	138
Univ. of Colorado, Colorado Springs	154	23	251	235	73
Goldey-Beacom College	155	143	167	176	100
Montana State University, Billings	156	170	177	177	65
West Liberty University	156	170	146	227	46
Livingstone College	158	229	64	273	25
California State Univ., San Bernardino	159	135	238	109	115
Quincy University	160	268	113	49	170

Full Rankings

	🏆	📷	f	🐦	🎵
St. Edward's University	161	88	252	193	71
University of Mount Olive	162	252	104	66	184
Drury University	163	221	186	103	100
Minnesota State Univ., Moorhead	163	210	218	129	53
Henderson State University	165	213	75	140	186
Georgia Southwestern State Univ.	166	123	102	204	186
Fort Hays State University	167	183	142	172	119
Holy Names University	168	157	156	120	186
Univ. of Puerto Rico, Rio Piedras	169	129	149	157	186
Univ.of Puerto Rico, Mayaguez	170	246	117	73	186

	🏆	📷	f	🐦	🎵
St. Cloud State University	171	202	142	102	178
Mississippi College	172	94	236	246	50
Molloy University	173	113	190	156	172
Southern Wesleyan University	173	142	79	235	175
University of Indianapolis	173	206	244	62	119
Purdue University Northwest	176	210	214	22	186
California State Univ., Los Angeles	177	31	258	158	186
Colorado Mesa University	178	60	238	192	144
Catawba College	179	189	72	191	186
Chowan University	179	250	132	91	165

Full Rankings

	🏆	📷	f	🐦	🎵
Simon Fraser University	179	117	205	130	186
Tiffin University	182	242	171	95	135
Northwood University	183	215	104	144	186
Wayne State College (Nebraska)	184	165	85	243	158
Rollins College	185	115	223	279	36
Concordia University, Irvine	186	151	218	181	108
Indiana Univ. of Pennsylvania	186	151	169	152	186
University of Alaska Fairbanks	186	194	53	268	143
Southwestern Oklahoma State Univ.	189	187	123	165	186
Saint Michael's College	190	177	190	119	186

	🏆	📷	f	🐦	🎵
Bloomfield College	191	154	224	133	162
Western New Mexico University	191	277	182	123	91
McKendree University	193	254	119	175	126
University of West Florida	194	154	165	174	186
Fairmont State	195	198	136	249	97
University of West Alabama	196	270	193	205	17
East Stroudsburg University	197	73	202	225	186
Lake Erie College	197	245	218	110	113
Central Washington University	199	117	243	142	186
Western Washington University	200	114	240	247	91

Full Rankings

	🏆	📷	f	🐦	🎵
Lewis University	201	234	200	94	165
Southern Nazarene University	202	105	244	290	55
Chadron State College	203	227	132	151	186
Hawaii Pacific University	204	164	287	240	10
The University of Texas at Tyler	205	85	222	209	186
Felician University	206	99	247	269	89
Saint Martin's University	206	290	115	189	110
Ursuline College	208	262	182	76	186
University of Texas Permian Basin	209	220	159	196	132
Tusculum University	210	260	91	241	118

	🏆	📷	f	🐦	🎵
Adelphi University	211	145	266	199	104
California State Univ., Stanislaus	211	207	256	216	35
Saint Leo University	213	160	174	203	186
University of Missouri-St. Louis	214	224	256	146	99
American International College	215	184	262	182	100
Shaw University	215	246	130	166	186
Francis Marion University	217	239	144	162	186
Kentucky State University	218	252	162	132	186
Ohio Dominican University	219	278	225	150	81
Biola University	220	69	282	262	123

Full Rankings

	🏆	📷	f	🐦	🎵
Virginia Union University	221	273	182	98	186
Lincoln University (Pennsylvania)	222	230	206	118	186
Upper Iowa University	223	274	216	88	163
Erskine College	224	259	198	99	186
St. Thomas Aquinas College	224	239	187	130	186
Thomas Jefferson University	226	196	280	88	186
Sonoma	227	130	268	167	186
University of Central Oklahoma	227	180	178	207	186
Georgian Court University	229	265	206	96	186
Barton College	230	219	132	290	113

	🏆	📷	f	🐦	🎵
Azusa Pacific University	231	110	246	278	121
Black Hills State University	232	182	156	234	186
Davis & Elkins College	233	235	120	218	186
Pace University	233	93	286	233	147
University of Arkansas, Fort Smith	235	175	192	287	107
Columbus State University	236	218	211	147	186
LeMoyne-Owen College	237	256	148	173	186
Lake Superior State University	238	261	115	206	186
Oklahoma Christian University	239	197	235	154	186
Pennsylvania Western Univ., California	240	170	204	229	171

Full Rankings

	🏆	📷	f	🐦	🎵
King University	241	249	194	149	186
East Central University	242	251	185	159	186
Frostburg State University	243	190	272	256	65
Eastern New Mexico University	244	272	128	208	177
Univ. of South Carolina Aiken	245	200	215	185	186
University of West Georgia	246	136	230	237	186
Augusta University	247	166	210	260	158
Pennsylvania Western Univ., Clarion	248	244	227	281	43
Texas A&M International Univ.	249	138	196	284	186
Notre Dame College (Ohio)	250	230	283	183	111

	🏆	📷	f	🐦	🎵
Western Oregon University	251	78	275	271	186
Christian Brothers University	252	264	252	111	186
New Mexico Highlands University	253	161	270	199	186
California State Univ., East Bay	254	188	287	160	186
Lynn University	255	144	258	239	186
Lane College	256	293	178	171	186
University of Arkansas, Monticello	257	283	129	231	186
Malone University	258	174	233	254	169
Chestnut Hill College	259	239	206	202	186
Queens College (New York)	260	153	258	253	173

Full Rankings

	🏆	📷	f	🐦	🎵
Caldwell University	261	217	225	215	186
Shorter University	262	267	195	198	186
The College of Saint Rose	263	184	254	264	146
Lincoln University (Missouri)	264	265	138	266	186
University of Hawaii at Hilo	265	169	261	245	186
Daemen University	266	186	270	267	139
Southeastern Oklahoma State Univ.	267	283	166	232	186
Alderson Broaddus University	268	287	263	135	186
Holy Family University	268	213	249	223	186
Newman University	268	257	240	188	186

	🏆	📷	f	🐦	🎵
University of Bridgeport	271	222	281	221	151
Concordia University, St. Paul	272	190	279	258	156
Post University	273	263	291	224	127
Univ. of Puerto Rico, Bayamon	274	289	229	213	186
Mercy College	275	168	290	280	186
Univ. of Pittsburgh, Johnstown	276	258	206	285	186
Univ. of North Carolina at Pembroke	277	275	227	250	186
University of Wisconsin-Parkside	278	280	255	270	135
Academy of Art University	279	223	295	289	134
Fresno Pacific University	280	235	283	255	180

Full Rankings

	🏆	📷	f	🐦	🎵
Cameron University	281	292	266	211	186
Univ. of the District of Columbia	281	295	287	187	186
Barry University	283	224	274	272	186
Seattle Pacific University	284	228	292	286	151
Auburn Univ. at Montgomery	285	243	269	263	186
Coker University	286	271	263	257	186
Northeastern State University	287	282	236	277	186
College of Staten Island	288	281	294	265	145
Salem University (West Virginia)	289	276	247	290	186
University of Alaska Anchorage	290	285	278	251	186

	🏆	📷	f	🐦	🎵
Rogers State University	291	286	250	283	186
Davenport University	292	269	275	288	186
Wilmington University (Delaware)	293	290	293	259	186
Clayton State University	294	288	273	282	186
Nyack College (Alliance Univ.)	295	294	285	290	161

About Rival IQ

Rival IQ is a social media analytics toolkit that helps you:



Supercharge your social landscape

Track results across all social profiles, including engagement, influencers, social bios, and sentiment—for you and your competitors.



Stay ahead of your competition

Conduct competitive analysis in minutes. Monitor your industry, create benchmarks, and evaluate competitor activity in time to respond before the market shifts direction.



Do more with your social data

Dive deeper into your social media analytics for Facebook, Instagram, Twitter, LinkedIn, YouTube, TikTok, boosted post detection, hashtag analysis, and so much more.

GET YOUR FREE TRIAL ►