

**Spotlight:** Social Media  
at Historically Black  
Colleges and Universities

**2020**

# Higher Education Social Media Engagement Report

Full Higher Education Social Media Rankings

**Rival  
IQ**



# Top Colleges and Universities on Social

## See who's the head of the class on Instagram, Facebook, and Twitter

We've got the ultimate rankings for the top D1 colleges and universities on social across all three major channels, so be sure to see how your school stacks up.

New this year is a bonus feature on the highest-performing Historically Black Colleges and Universities (HBCUs) on social this year. These schools are doing awesome work on social and deserve a special look for campaign and strategy inspiration.

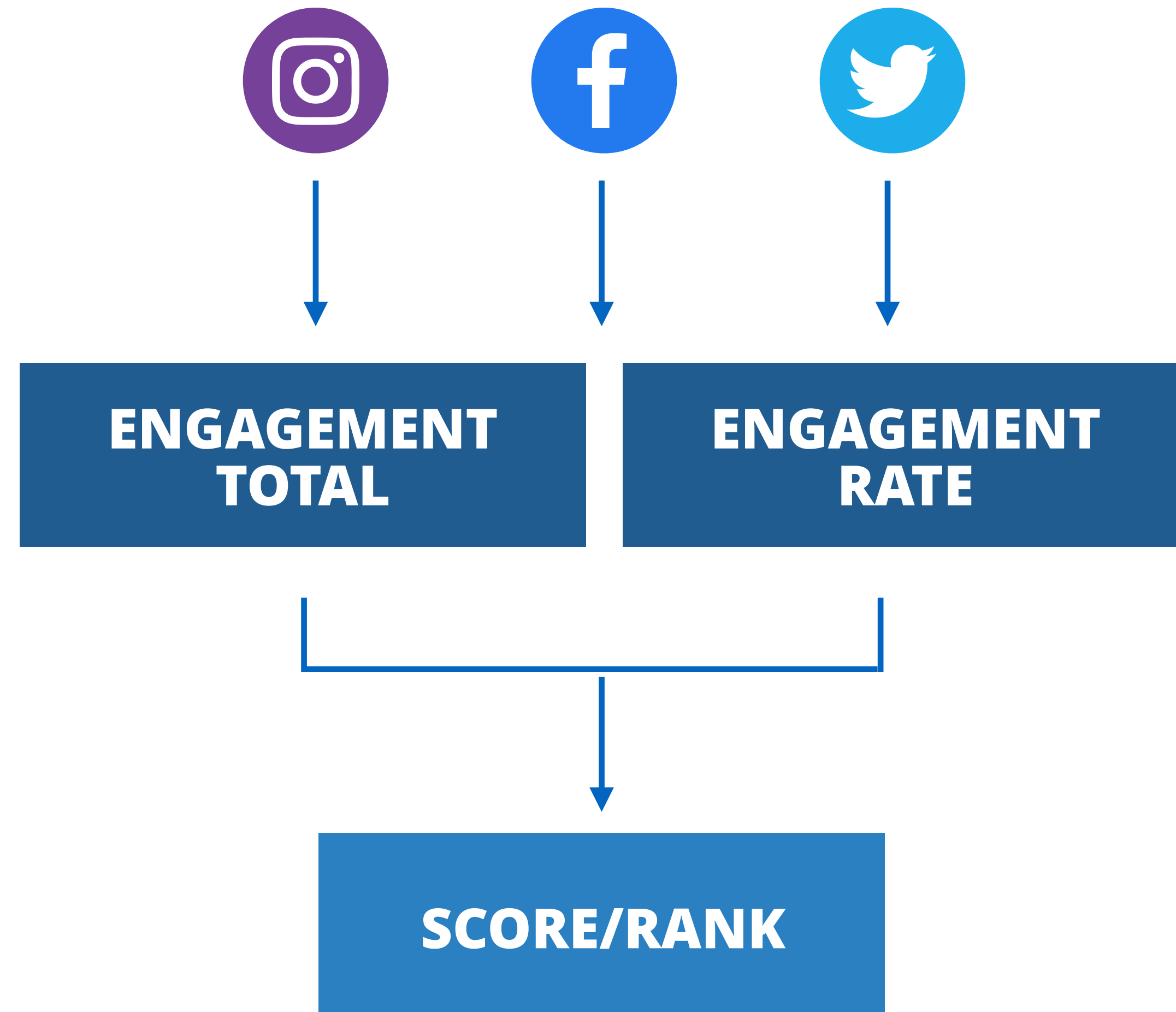


# Rankings and Methodology

We surveyed 353 colleges and universities between June 1, 2019 and May 31, 2020 on Facebook, Instagram, and Twitter. 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 article online »](#)





# What Did We Analyze?

DATA SET INCLUDES

**353**  
HANDLES

IN BETWEEN THE MONTHS OF



COMPRISING

**464k**  
POSTS

**172M**  
ENGAGEMENTS



# Spotlight on Social Media at Historically Black Colleges and Universities

HIGHER EDUCATION SOCIAL MEDIA ENGAGEMENT REPORT | JUNE 1, 2019 TO MAY 31, 2020

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# North Carolina A&T State University

OVERALL #52

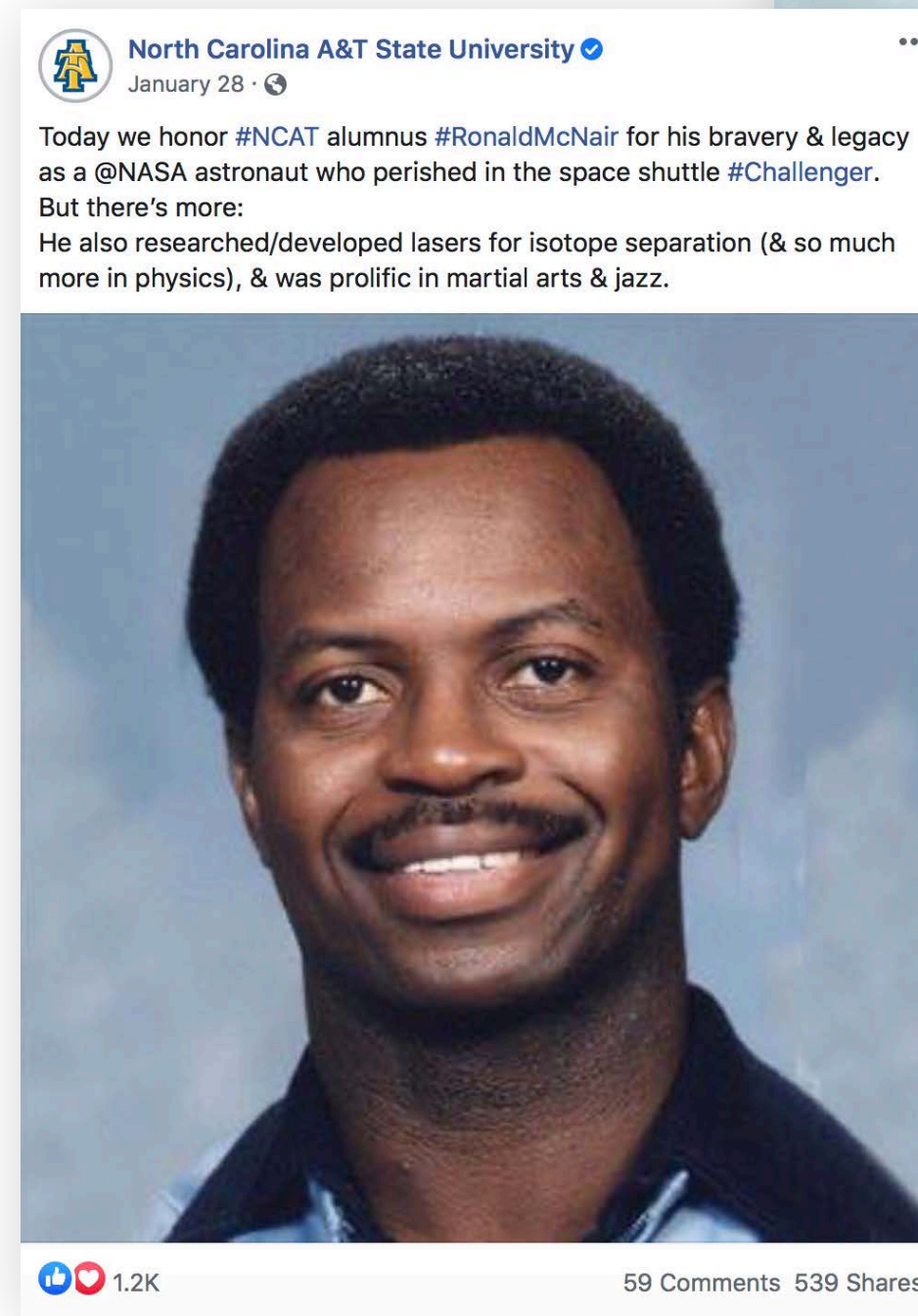
#156

#43

#44

N.C. A&T saw great social engagement this year thanks to dynamic posts featuring big wins for the university, its students, and alumni.

From record enrollment to a powerful reminder of the vital role N.C. A&T students played during the Civil Rights Movement, N.C. A&T had a lot to celebrate this year, and weren't shy about doing so on social.







# Jackson State University

OVERALL #57

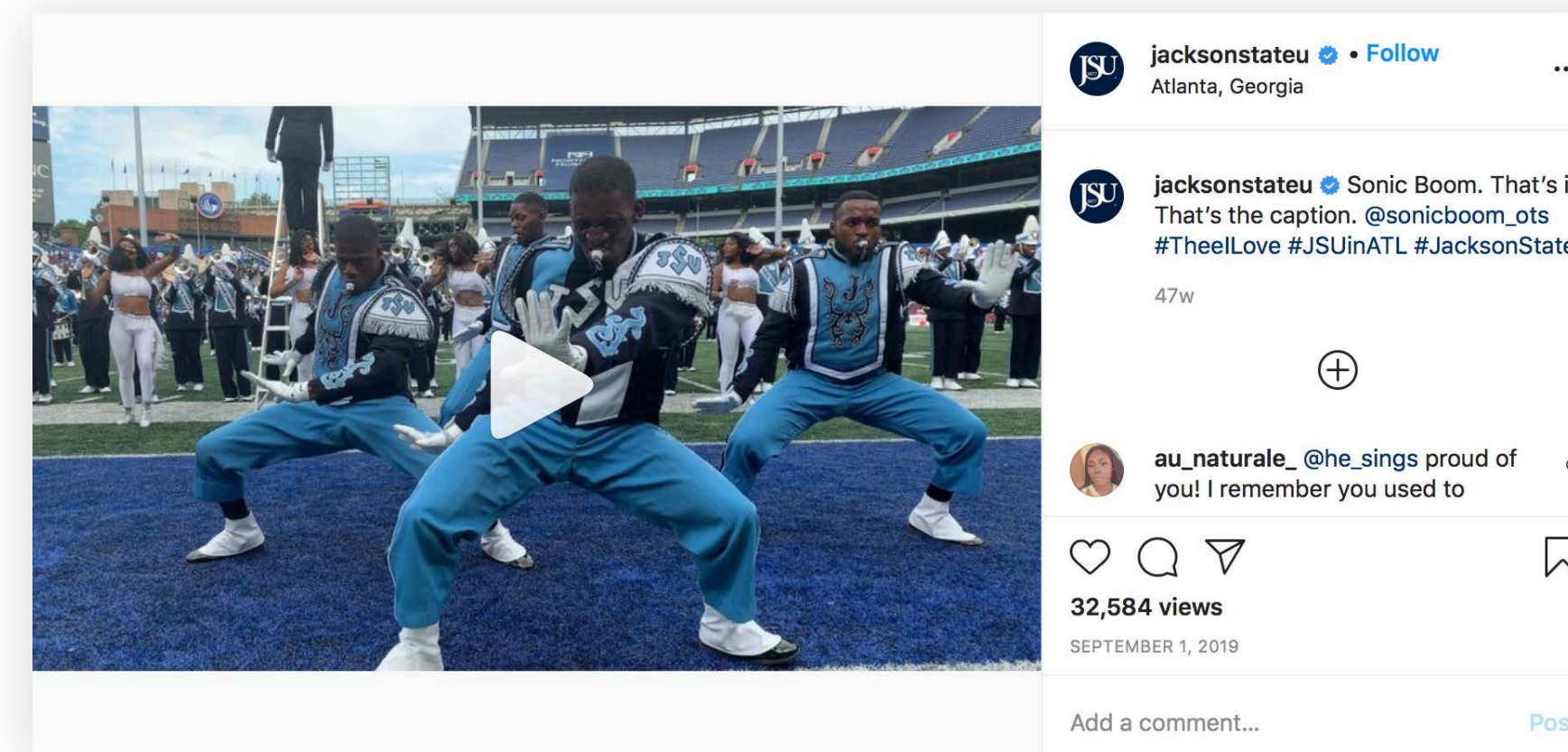
Instagram #234

Facebook #11

Twitter #33

JSU's top posts across Facebook, Instagram, and Twitter were across the board from fall 2019, suggesting that the pandemic really took a toll on engagement for this university.

Between their famous marching band Sonic Boom and tons of on-campus events like homecoming and Welcome Week, JSU's post soared when they offered parents, students, and alumni a taste of campus life, especially with videos.







# Norfolk State University

OVERALL #73

#194

#37

#79

Norfolk State University was all about showing off the achievements of their students and alumni with portrait-style posts this year.

Fans and followers went wild for the chance to get up close and personal with NSU students going the distance, from welcoming new freshmen to celebrating alumni's professional achievements.







# Grambling State University

OVERALL #80

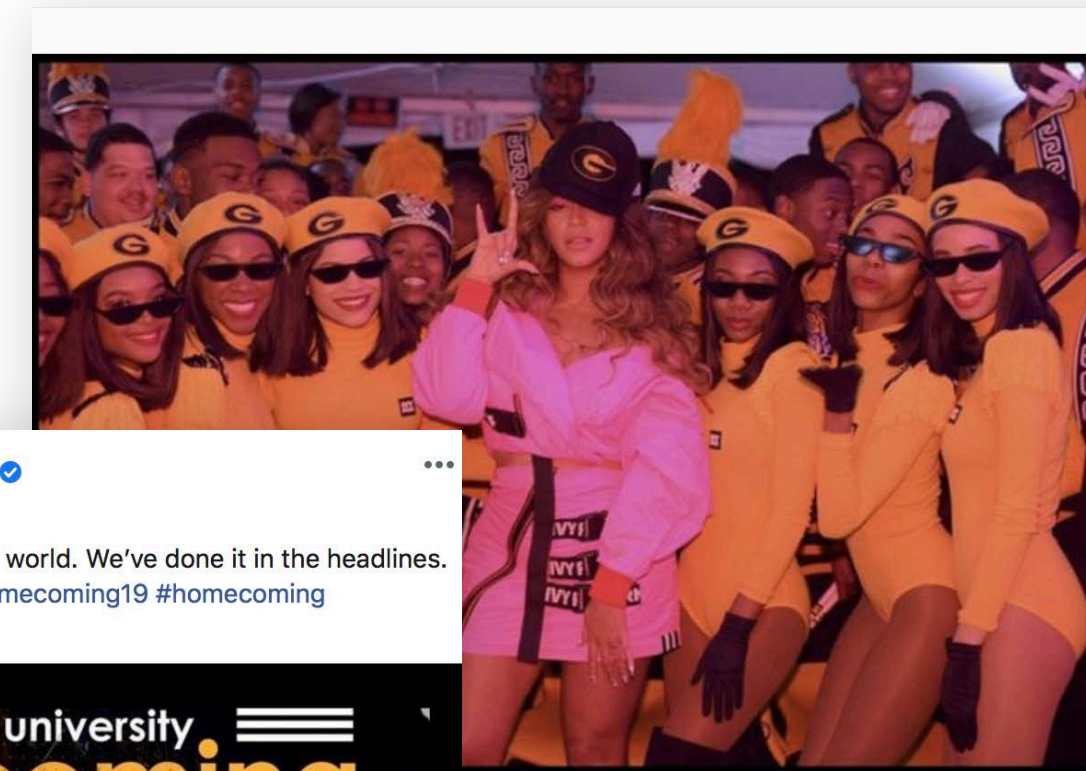
#278

#29

#21

If you believe what you see on social, #gramblingiseverything: Grambling State fans and followers loved posts featuring this hashtag because it perfectly sums up their passion for their alma mater.

Grambling State used social to celebrate the achievements of their students and alumni (affectionately referred to as the "#GramFam") while celebrating all things campus-related, like homecoming, Battle of the Bands, and Grambling State's all-star marching band performing with Beyoncé.







# Southern University and A&M College

OVERALL #82

#260

#27

#43

Southern University saw social success with the usual content about campus events, big sports wins, and posts about alumni.

This university set itself apart on social with posts about the amazing women of Southern University, from homecoming queens to single mom graduates to 50 years of the Southern Dolls, their award-winning dance team. Throw in a Lizzo song featuring Southern University's marching band and you've got a recipe for social success.

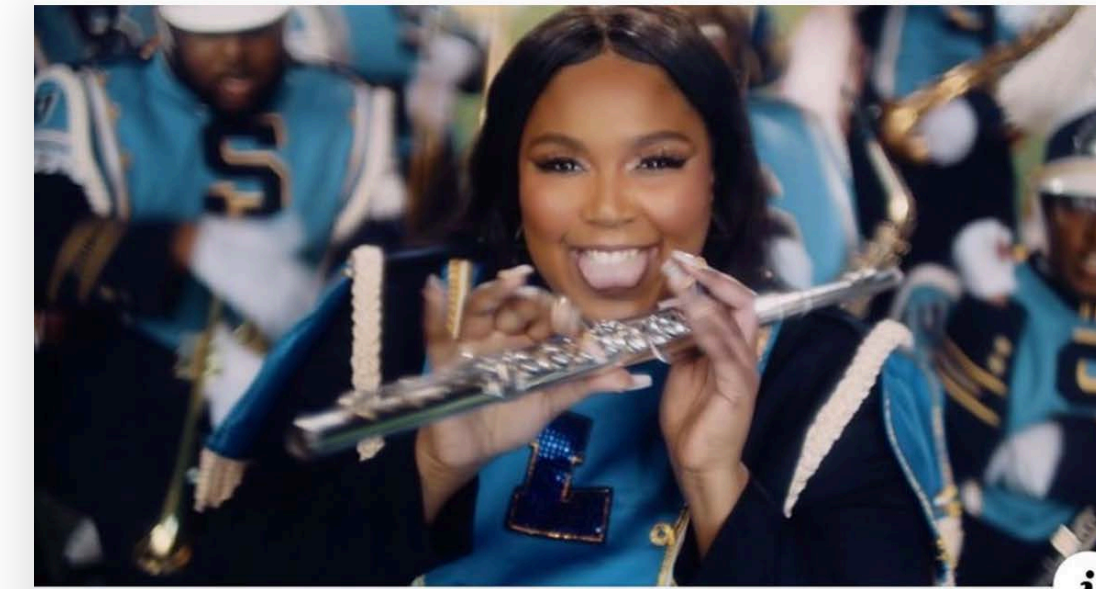
**Southern University and A&M College - Baton Rouge, LA** is with Frankie Cage Sr. December 12, 2019 · 🌐

Jessica Cage, a native of Baton Rouge, transferred from Xavier University to SU. Being a single mother of three, adversity did not set her back from achieving her goals. Tomorrow, she will be graduating cum laude with a bachelor's degree in biology.

Upon graduation, Cage would like to attend graduate school to obtain her master's in Physician Assistant Studies. We would like to congratulate her on this major accomplishment! #FinishStronger #HBCU #GradSZN #WeAreSouthern



2.7K 430 Comments 310 Shares



YOUTUBE.COM  
**Lizzo - Good As Hell (Official Music Video)**  
The official video for "Good As Hell" by Lizzo. Downl...

southernu\_br • Follow

southernu\_br Check out this video "Good As Hell" by @lizzobeating featuring our @su\_humanjukebox and @theforeverdolls!

We would like to thank @atlanticrecords for giving our University this opportunity. #WeAreSouthern #HumanJukebox #DancingDolls #Lizzo

2,468 likes  
DECEMBER 9, 2019

Add a comment... Post

**Southern University and A&M College - Baton Rouge, LA** November 2, 2019 · 🌐

Welcome home, original Dancing Dolls. We celebrate your 50 years of style, grace and overall excellence! #WeAreSouthern #HumanJukebox #HBCU



1.9K 106 Comments 353 Shares







# Alabama A&M University

OVERALL #98

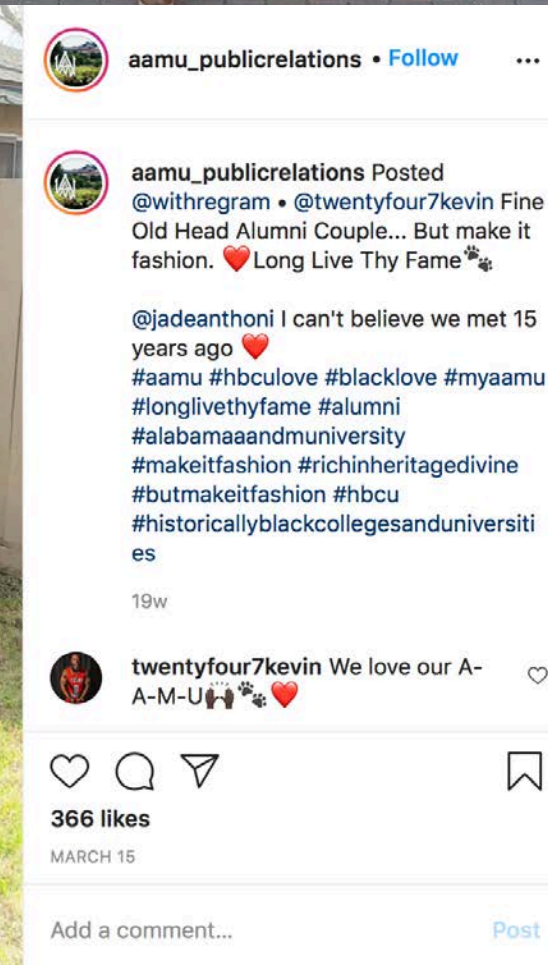
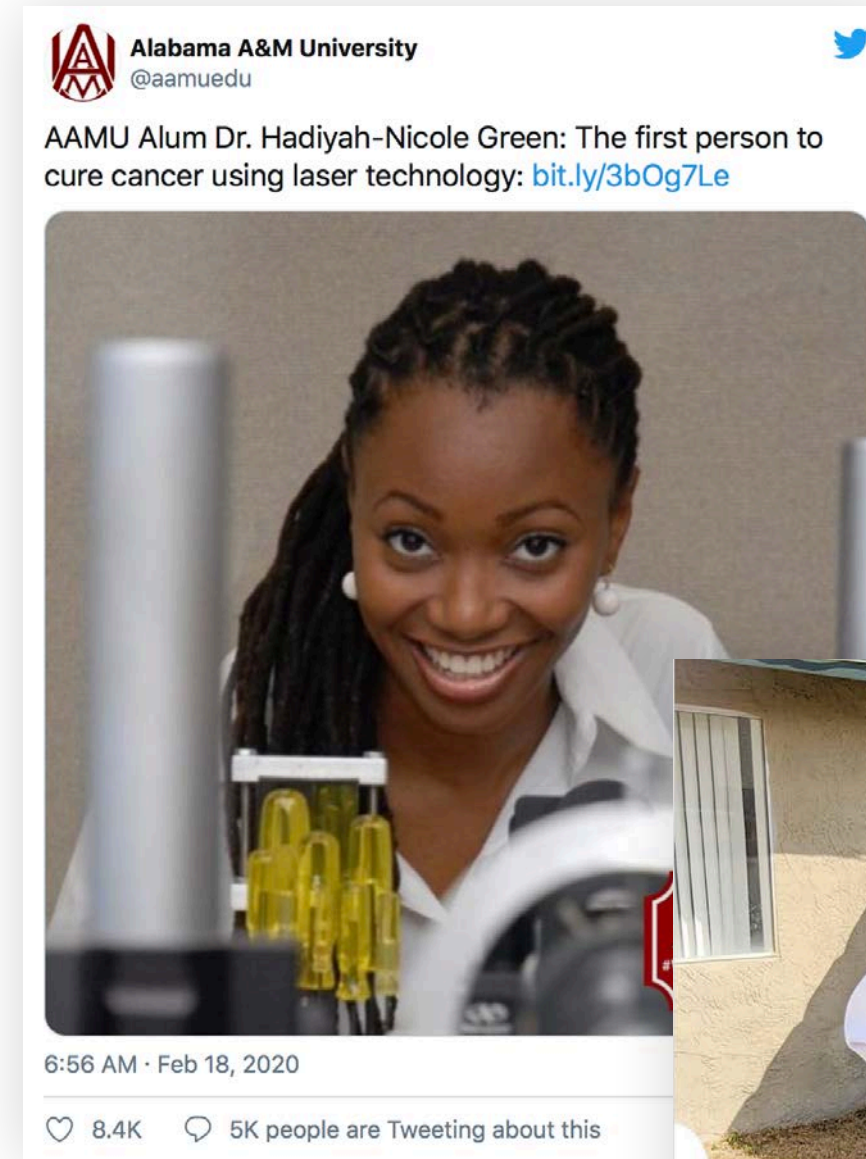
Instagram #327

Facebook #16

Twitter #14

AAMU rocked double-digit Instagram engagement rates thanks to reposting UGC from students and alumni, which is a good reminder for universities and colleges to keep an ear to the ground on social.

When they weren't reposting on Instagram, they found great success on Facebook and Twitter when sharing the power of an AAMU degree, like when alumna Dr. Hadiyah-Nicole Green made major inroads in the fight against cancer using lasers.







# Alcorn State University

OVERALL #100

#314

#18

#31

Alcorn's top social posts this year had one unusual thing in common: some of the shortest captions we've seen all year. This university really let their bright photos of students on campus speak for themselves with just a hashtag or two to help fans and followers connect.

Alcorn also saw chart-topping engagement rates on Facebook when using live video to connect with students, parents, and alumni over everything from commencement to memorial services.







# North Carolina Central University

OVERALL #102

#279

#48

#42

NCCU was all about the alumni on Facebook, while using Instagram and Twitter more for campus events and real-time updates. Content isn't always interchangeable between channels, so NCCU's tailored content strategy helps them go the distance.

NCCU also used social to inspire campus pride and spirit in students and alumni, from homecoming to graduation and beyond.







# South Carolina State University

OVERALL #107

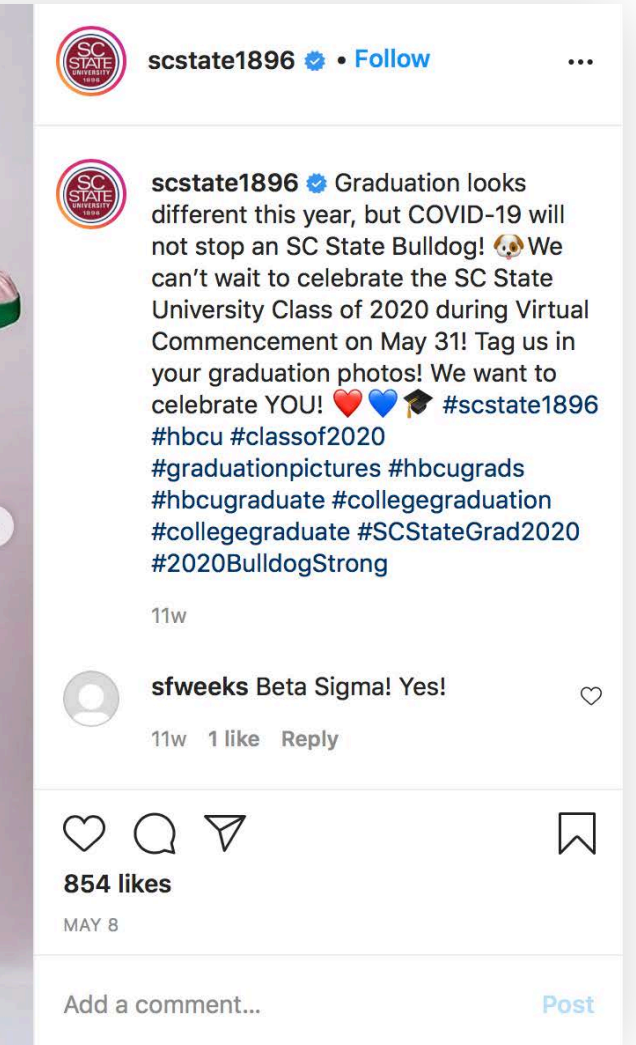
Instagram #307

Facebook #22

Twitter #47

South Carolina State University saw great social media engagement when featuring stars, from alumnus Alex Brown helping the Kansas City Chiefs win the Super Bowl to visits from presidential hopefuls Pete Buttigieg and Kamala Harris.

When SC State wasn't impressing fans and followers with celebrities, it found ways to bring their community together over in-person events like marching band performances and online via a fun virtual commencement.







# Texas Southern University

OVERALL #126

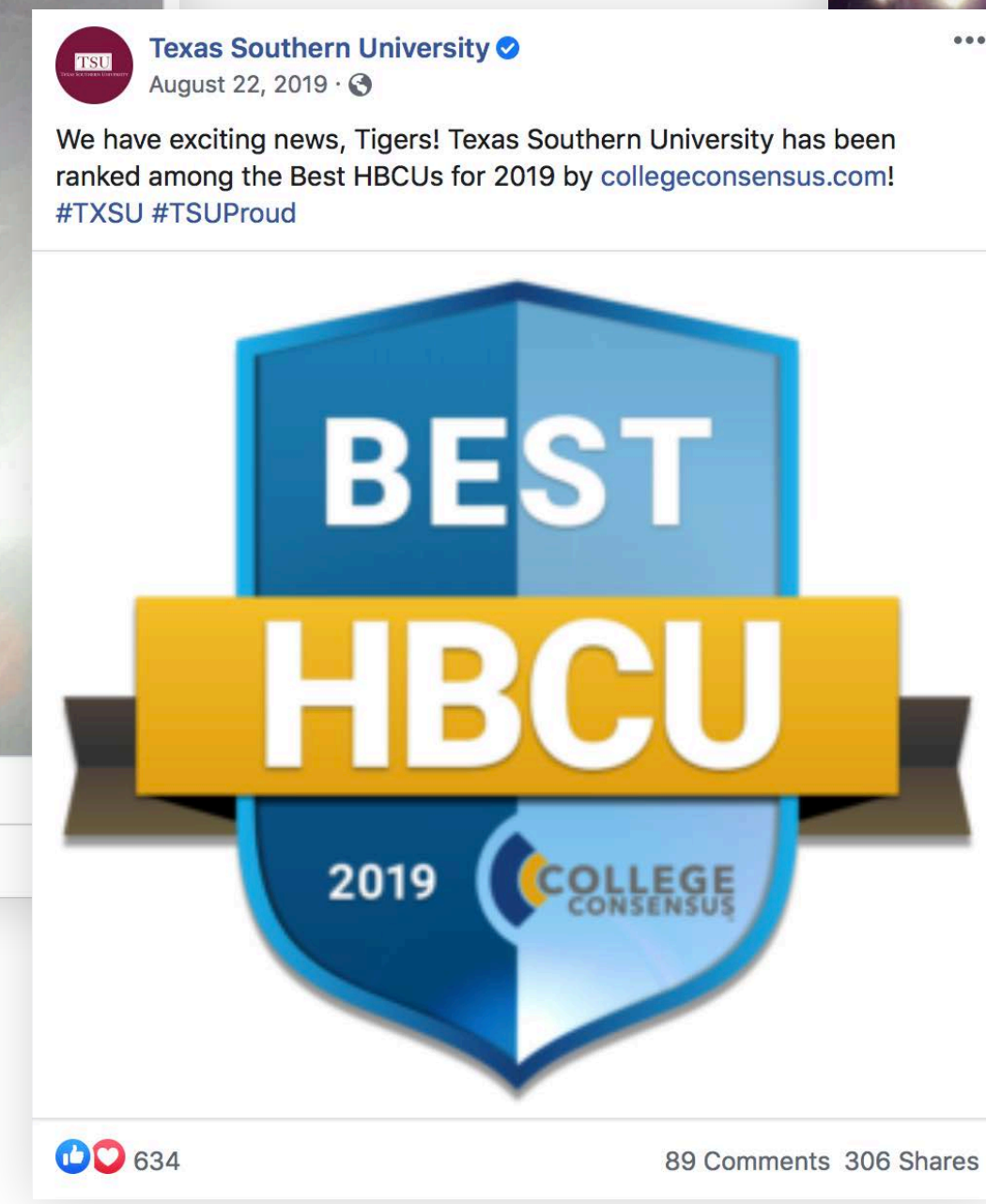
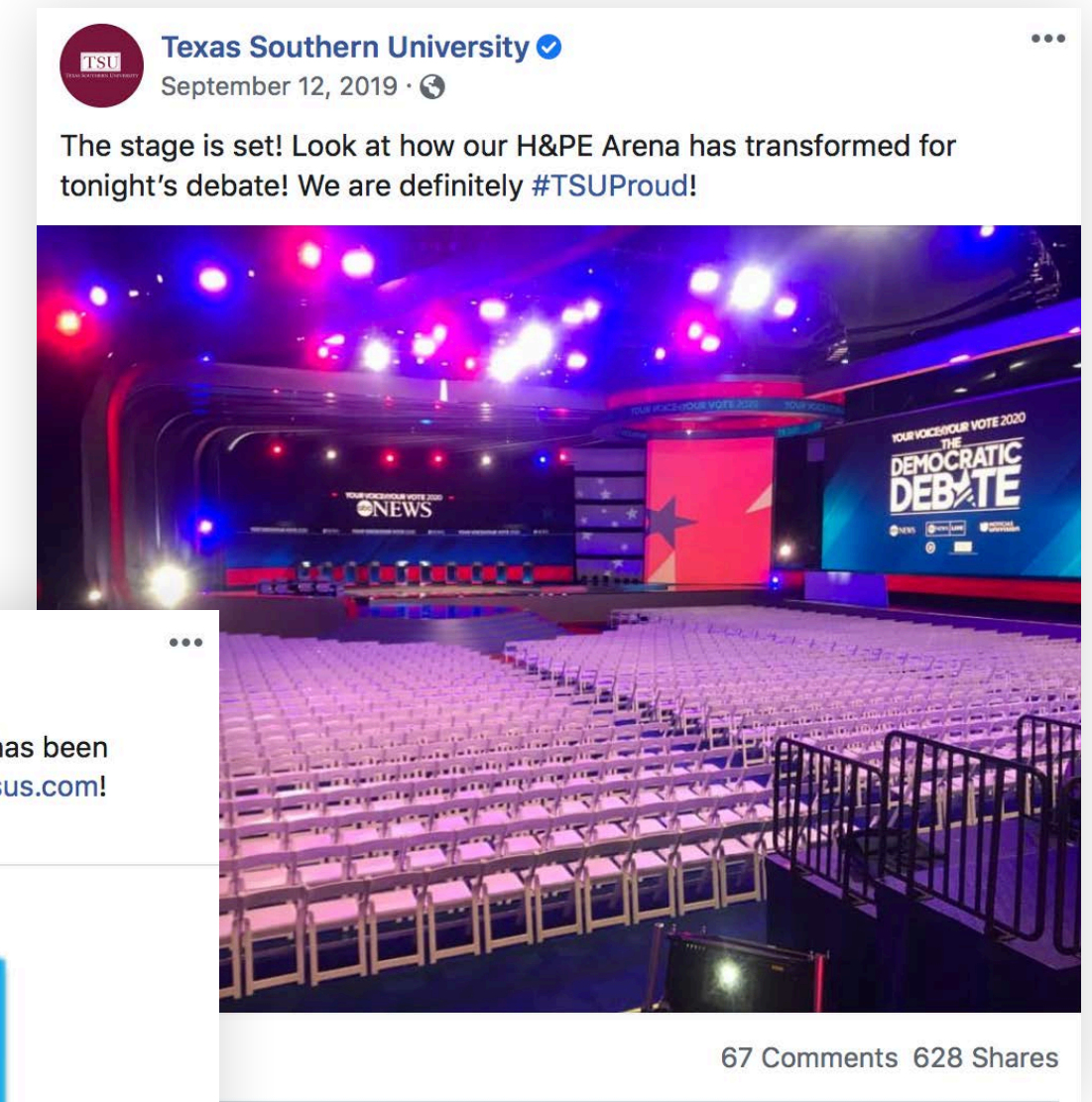
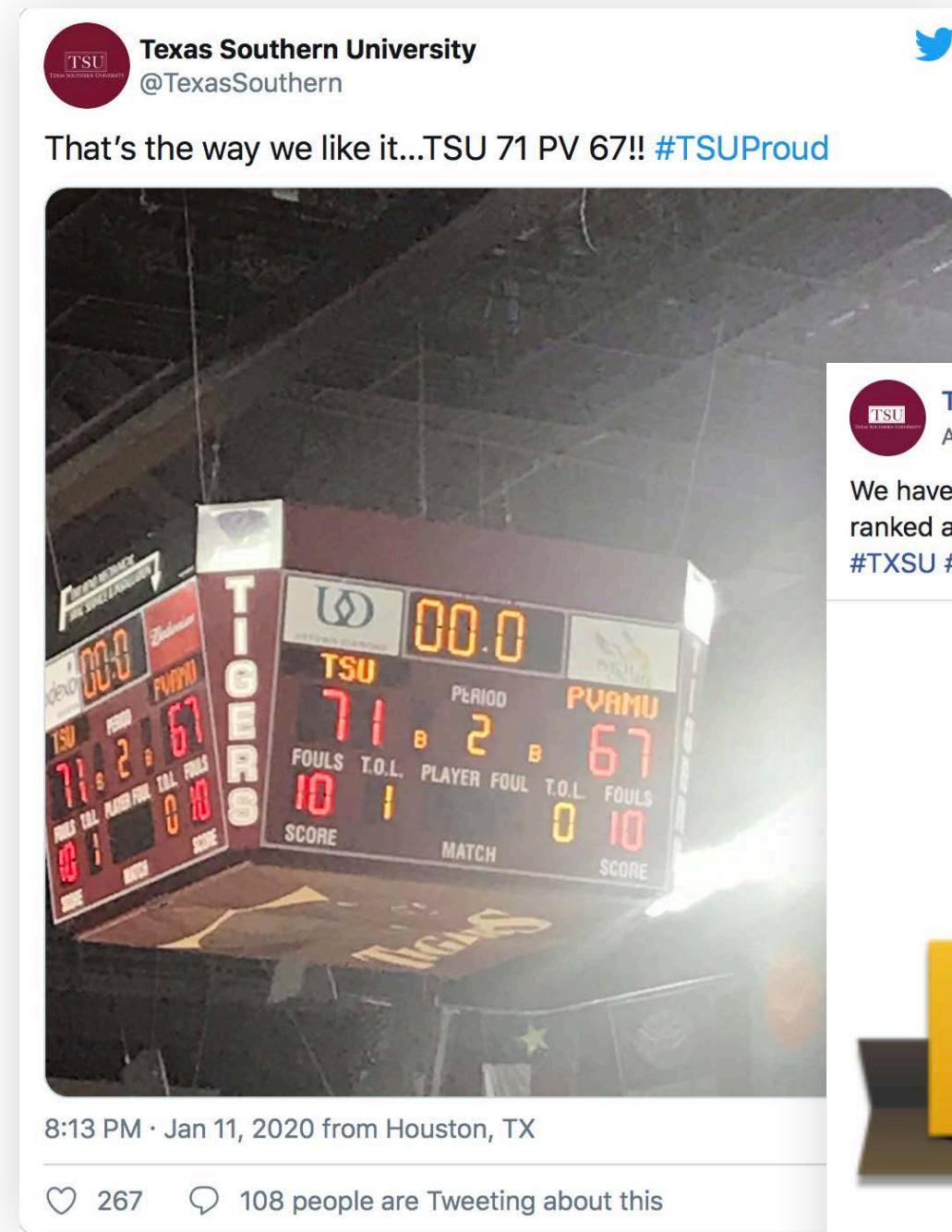
#296

#89

#25

TSU used social to celebrate wins this school year. From hosting one of the Democratic debates in the fall to being named one of the best HBCUs of the year to basketball wins, TSU had a lot to be proud of this year.

When they weren't flexing #TSUProud, TSU used social to get the word out about everything from school resources to road closures. All this while growing fans and followers across Instagram, Facebook, and Twitter? Go Tigers!







# Howard University

OVERALL #139

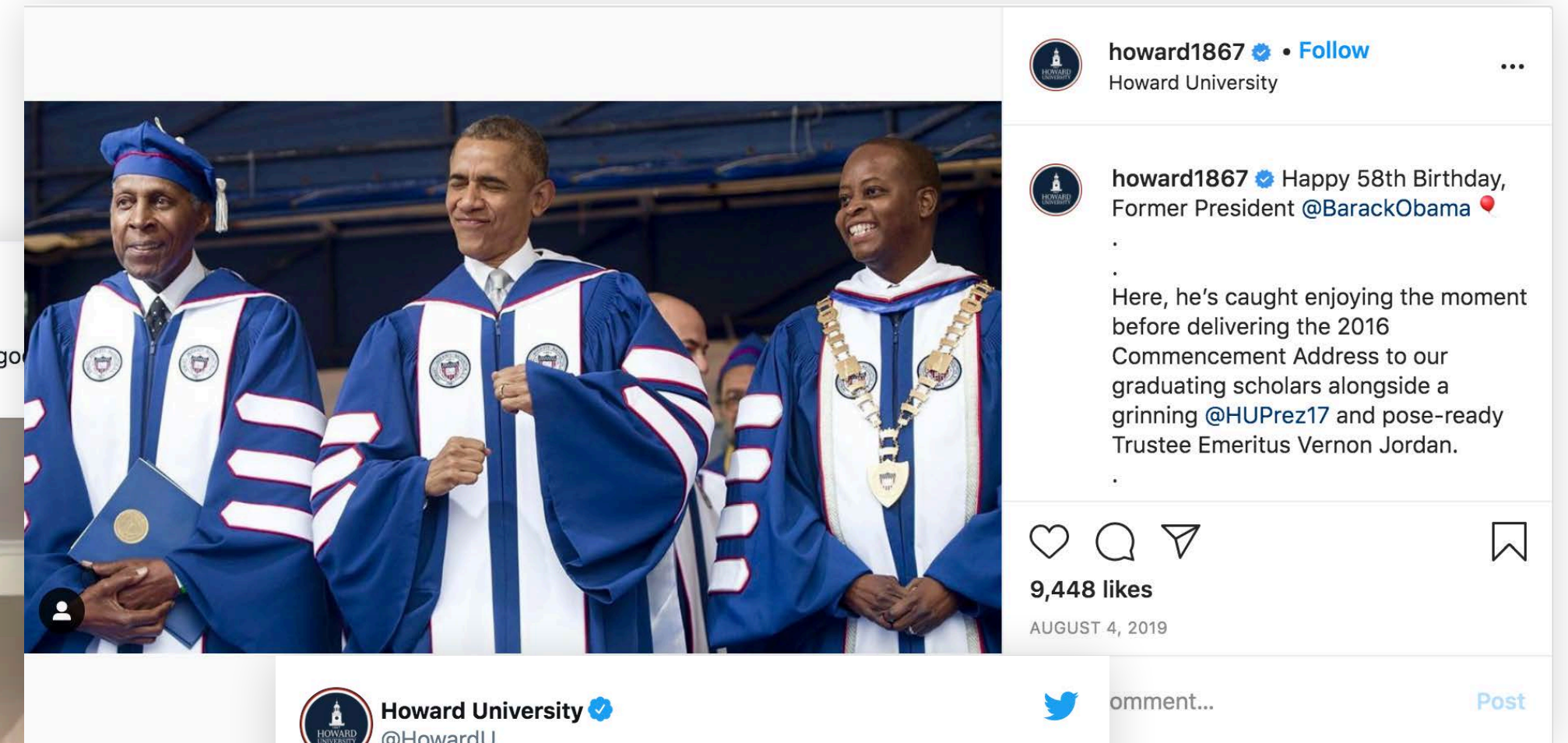
#240

#130

#56

Howard University was all about the celebs on social last year, with posts featuring Former President Barack Obama, Congressman Elijah Cummings, and even Kanye West topping their charts last year. Fans also loved seeing a more contemporary and campus-centered look at Bison life with posts about cheerleading, homecoming, and creative takes on staying active during quarantine.

We can only imagine the kind of social media buzz Howard is going to score this year if alumna Senator Kamala Harris becomes the Vice President...













# Higher Education Social Media Engagement Report Full Rankings

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# Full Rankings

									
University of Iowa	<b>#1</b>	#4	#1	#9	Brigham Young University	<b>#10</b>	#3	#75	#3
James Madison University	<b>#2</b>	#1	#8	#16	Holy Cross	<b>#11</b>	#7	#47	#35
U.S. Air Force Academy	<b>#3</b>	#23	#7	#1	Baylor University	<b>#12</b>	#38	#35	#19
Virginia Tech	<b>#4</b>	#2	#24	#7	U.S. Military Academy	<b>#13</b>	#68	#14	#12
U.S. Naval Academy	<b>#5</b>	#6	#28	#5	UNC Charlotte	<b>#14</b>	#21	#34	#49
Ohio University	<b>#6</b>	#31	#12	#4	Quinnipiac University	<b>#15</b>	#58	#13	#51
Texas A&M University	<b>#7</b>	#43	#9	#19	Washington State University	<b>#15</b>	#32	#49	#31
Utah State University	<b>#7</b>	#22	#25	#5	Northern Arizona University	<b>#16</b>	#11	#42	#78
University of Dayton	<b>#8</b>	#30	#20	#25	The Citadel	<b>#17</b>	#84	#10	#38
Georgia Tech	<b>#9</b>	#37	#2	#38	Michigan State University	<b>#18</b>	#96	#3	#36











# Full Rankings

									
University of South Carolina	<b>#18</b>	#45	#82	#8	Butler University	<b>#28</b>	#90	#33	#47
West Virginia University	<b>#20</b>	#114	#4	#18	Univ. of Tennessee, Knoxville	<b>#30</b>	#119	#51	#10
Colorado State University	<b>#21</b>	#35	#6	#101	Wake Forest University	<b>#31</b>	#40	#25	#116
University of Pittsburgh	<b>#22</b>	#7	#58	#80	Stephen F. Austin State Univ.	<b>#32</b>	#120	#51	#12
U of I, Urbana-Champaign	<b>#23</b>	#19	#39	#88	Sacred Heart University	<b>#32</b>	#25	#85	#73
University of Notre Dame	<b>#24</b>	#13	#16	#124	University of Georgia	<b>#34</b>	#87	#65	#34
Clemson University	<b>#25</b>	#113	#5	#36	Miami University	<b>#35</b>	#93	#21	#75
Binghamton University	<b>#26</b>	#10	#41	#104	Loyola University Chicago	<b>#36</b>	#57	#75	#60
University of Virginia	<b>#27</b>	#22	#19	#122	Davidson College	<b>#37</b>	#56	#115	#25
North Carolina State University	<b>#28</b>	#29	#29	#112	Florida State University	<b>#38</b>	#136	#15	#50











# Full Rankings

									
University of Richmond	<b>#39</b>	#11	#36	#158	Virginia Military Institute	<b>#49</b>	#47	#32	#161
Bradley University	<b>#40</b>	#106	#50	#54	UMass Amherst	<b>#50</b>	#9	#46	#187
Marquette University	<b>#41</b>	#106	#26	#81	Duquesne University	<b>#50</b>	#98	#56	#88
Univ. of Wisconsin, Madison	<b>#41</b>	#84	#45	#84	North Carolina A&T State Univ.	<b>#52</b>	#156	#43	#44
Xavier University	<b>#43</b>	#51	#140	#23	Cal Poly	<b>#53</b>	#25	#79	#145
Southern Utah University	<b>#44</b>	#38	#111	#68	Missouri State University	<b>#54</b>	#127	#85	#40
University of Texas at Austin	<b>#45</b>	#17	#112	#91	Montana State University	<b>#55</b>	#27	#132	#112
Louisiana State University	<b>#46</b>	#36	#156	#28	University of Mississippi	<b>#56</b>	#136	#40	#96
Syracuse University	<b>#47</b>	#32	#113	#83	Jackson State University	<b>#57</b>	#234	#11	#33
Creighton University	<b>#48</b>	#86	#68	#84	University of South Dakota	<b>#58</b>	#122	#87	#70



# Full Rankings

									
East Carolina University	<b>#59</b>	#98	#53	#132	Rice University	<b>#68</b>	#81	#120	#103
Texas Christian University	<b>#60</b>	#103	#54	#127	University of Central Florida	<b>#69</b>	#14	#160	#131
Abilene Christian University	<b>#61</b>	#148	#28	#112	Fairfield University	<b>#70</b>	#34	#104	#168
Temple University	<b>#61</b>	#76	#114	#99	Tennessee Tech University	<b>#71</b>	#153	#96	#59
Auburn University	<b>#62</b>	#158	#60	#74	Liberty University	<b>#71</b>	#104	#110	#94
CSU, Sacramento	<b>#62</b>	#73	#68	#151	Norfolk State University	<b>#73</b>	#194	#37	#79
University of Miami	<b>#64</b>	#27	#226	#45	High Point University	<b>#74</b>	#158	#31	#124
William & Mary	<b>#65</b>	#15	#74	#210	University of Nebraska	<b>#75</b>	#134	#172	#11
George Washington University	<b>#66</b>	#17	#267	#16	Southern Methodist Univ.	<b>#76</b>	#71	#115	#133
UCLA	<b>#67</b>	#60	#144	#98	Siena College	<b>#77</b>	#145	#60	#115











# Full Rankings

									
Elon University	<b>#78</b>	#118	#84	#119	Bowling Green State Univ.	<b>#88</b>	#101	#89	#154
UC Davis	<b>#79</b>	#83	#130	#109	Iowa State University	<b>#88</b>	#116	#164	#64
Grambling State University	<b>#80</b>	#278	#29	#21	Wagner College	<b>#90</b>	#124	#75	#146
Ball State University	<b>#81</b>	#70	#168	#91	Marist College	<b>#91</b>	#15	#59	#274
Southern University, A&M	<b>#82</b>	#260	#27	#43	Appalachian State Univ.	<b>#91</b>	#160	#67	#121
Longwood University	<b>#83</b>	#188	#38	#110	Ohio State University	<b>#91</b>	#115	#140	#93
Texas Tech University	<b>#83</b>	#153	#43	#140	University of Vermont	<b>#94</b>	#5	#123	#222
Boston College	<b>#83</b>	#69	#134	#133	Oregon State University	<b>#95</b>	#50	#279	#22
UNC - Chapel Hill	<b>#86</b>	#52	#160	#129	Campbell University	<b>#96</b>	#192	#63	#99
University of Oklahoma	<b>#87</b>	#168	#145	#29	Northwestern State Univ.	<b>#97</b>	#160	#115	#81








# Full Rankings

									
Alabama A&M University	<b>#98</b>	#327	#16	#14	University of Kansas	<b>#108</b>	#165	#146	#69
Bucknell University	<b>#98</b>	#74	#65	#221	Belmont University	<b>#109</b>	#76	#82	#223
University of Oregon	<b>#98</b>	#98	#187	#75	Providence College	<b>#109</b>	#44	#97	#240
Alcorn State University	<b>#100</b>	#314	#18	#31	Vanderbilt University	<b>#111</b>	#177	#139	#66
North Carolina Central Univ.	<b>#102</b>	#279	#48	#42	University of Delaware	<b>#112</b>	#33	#168	#182
University of Louisville	<b>#103</b>	#212	#153	#5	Mount St. Mary's University	<b>#113</b>	#185	#72	#130
Purdue University	<b>#104</b>	#112	#101	#161	Youngstown State Univ.	<b>#114</b>	#150	#208	#30
University of Houston	<b>#105</b>	#241	#120	#14	Long Beach State Univ.	<b>#115</b>	#66	#262	#63
Texas State University	<b>#105</b>	#125	#197	#53	Duke University	<b>#116</b>	#130	#127	#137
South Carolina State Univ.	<b>#107</b>	#307	#22	#47	University of Toledo	<b>#116</b>	#150	#186	#58




# Full Rankings

									
Weber State University	<b>#118</b>	#213	#127	#55	Univ. of Tennessee Martin	<b>#127</b>	#254	#81	#77
University of Alabama	<b>#119</b>	#132	#143	#124	Mississippi State University	<b>#128</b>	#210	#92	#111
University of Montana	<b>#120</b>	#174	#107	#119	Louisiana Tech University	<b>#128</b>	#148	#179	#86
University of Florida*	<b>#121</b>	#334	#68	#2	Loyola University Maryland	<b>#130</b>	#42	#94	#278
Coastal Carolina University	<b>#121</b>	#207	#126	#71	University of New Hampshire	<b>#132</b>	#58	#105	#255
University at Albany	<b>#121</b>	#53	#176	#175	Villanova University	<b>#133</b>	#134	#101	#184
South Dakota State University	<b>#124</b>	#253	#87	#66	University of Utah	<b>#133</b>	#169	#123	#127
University of Portland	<b>#125</b>	#104	#127	#177	University at Buffalo	<b>#135</b>	#72	#23	#328
Grand Canyon University	<b>#126</b>	#42	#158	#210	University of Maryland	<b>#135</b>	#20	#176	#227
Texas Southern University	<b>#126</b>	#296	#89	#25	Prairie View A&M University	<b>#137</b>	#294	#107	#24











# Full Rankings

									
Rider University	<b>#137</b>	#127	#158	#140	Nicholls State University	<b>#147</b>	#314	#64	#72
Howard University	<b>#139</b>	#240	#130	#56	Univ. of Texas at San Antonio	<b>#148</b>	#222	#134	#97
Southeastern Louisiana Univ.	<b>#140</b>	#266	#55	#107	Saint Joseph's University	<b>#149</b>	#90	#187	#177
Manhattan College	<b>#140</b>	#166	#115	#147	UNC, Wilmington	<b>#150</b>	#205	#78	#172
Tulane University	<b>#142</b>	#102	#137	#196	Sam Houston State Univ.	<b>#151</b>	#248	#153	#56
The University of Memphis	<b>#143</b>	#140	#237	#60	Indiana Univ., Indianapolis	<b>#152</b>	#163	#256	#41
Florida International University	<b>#144</b>	#125	#256	#60	Oklahoma State University	<b>#153</b>	#331	#67	#66
University of Maine	<b>#145</b>	#121	#100	#226	University of Connecticut	<b>#153</b>	#24	#208	#229
Saint Francis University	<b>#145</b>	#180	#120	#147	Univ. of Alabama, Birmingham	<b>#154</b>	#188	#133	#142
Univ. of the Incarnate Word	<b>#145</b>	#289	#114	#42	Western Carolina University	<b>#155</b>	#215	#99	#156



# Full Rankings

									
Northwestern University	<b>#156</b>	#93	#274	#108	Georgetown University	<b>#166</b>	#62	#232	#207
Univ. of Southern Mississippi	<b>#157</b>	#234	#105	#138	Saint Louis University	<b>#167</b>	#67	#178	#258
Univ. of Missouri, Columbia	<b>#158</b>	#116	#210	#158	Florida A&M University	<b>#168</b>	#252	#166	#87
Mercer University	<b>#159</b>	#182	#138	#166	USC	<b>#169</b>	#87	#202	#220
Florida Gulf Coast University	<b>#160</b>	#215	#56	#217	La Salle University	<b>#169</b>	#174	#223	#112
Univ. of Colorado Boulder	<b>#161</b>	#47	#213	#234	Colgate University	<b>#171</b>	#40	#204	#266
Morgan State University	<b>#162</b>	#282	#167	#46	Pepperdine University	<b>#172</b>	#76	#226	#209
UC Irvine	<b>#163</b>	#63	#252	#181	St. Bonaventure University	<b>#173</b>	#183	#193	#136
Harvard University	<b>#164</b>	#167	#173	#158	University of San Francisco	<b>#173</b>	#75	#290	#147
Indiana University	<b>#165</b>	#93	#94	#313	Samford University	<b>#175</b>	#140	#162	#213











# Full Rankings

									
Northeastern University	<b>#176</b>	#79	#212	#232	East Tennessee State Univ.	<b>#184</b>	#259	#174	#104
University of Washington	<b>#177</b>	#129	#201	#194	University of Rhode Island	<b>#186</b>	#80	#149	#309
University of Michigan	<b>#178</b>	#153	#200	#172	Loyola Marymount Univ.	<b>#187</b>	#110	#183	#247
Fordham University	<b>#178</b>	#53	#216	#256	Furman University	<b>#188</b>	#178	#156	#210
New Mexico State University	<b>#178</b>	#199	#225	#101	Penn State University	<b>#188</b>	#142	#192	#210
Austin Peay State University	<b>#181</b>	#241	#197	#88	Iona College	<b>#190</b>	#232	#149	#165
University of Kentucky	<b>#182</b>	#170	#244	#117	Robert Morris University	<b>#190</b>	#227	#254	#65
Hampton University	<b>#183</b>	#282	#74	#177	UT, Chattanooga	<b>#192</b>	#204	#125	#219
Marshall University	<b>#183</b>	#277	#91	#164	Winthrop University	<b>#193</b>	#220	#195	#135
Tennessee State University	<b>#184</b>	#318	#101	#118	Utah Valley University	<b>#194</b>	#314	#68	#171



# Full Rankings

									
Cornell University	<b>#195</b>	#136	#191	#229	Charleston Southern Univ.	<b>#205</b>	#213	#159	#207
University of South Florida	<b>#196</b>	#132	#229	#197	UC Berkeley	<b>#206</b>	#157	#183	#240
Univ. of Arkansas, Pine Bluff	<b>#197</b>	#314	#93	#152	UC Riverside	<b>#207</b>	#145	#259	#177
Illinois State University	<b>#197</b>	#232	#98	#229	Stanford University	<b>#208</b>	#180	#218	#186
UM, Baltimore County	<b>#199</b>	#264	#140	#156	St. Francis College Brooklyn	<b>#209</b>	#190	#236	#161
Lafayette College	<b>#200</b>	#65	#241	#263	University of Northern Iowa	<b>#210</b>	#172	#221	#200
Seton Hall University	<b>#200</b>	#108	#258	#203	Kent State University	<b>#211</b>	#275	#181	#138
Arizona State University	<b>#202</b>	#229	#149	#193	University of Evansville	<b>#212</b>	#209	#134	#252
Old Dominion University	<b>#203</b>	#230	#292	#52	UC Santa Barbara	<b>#213</b>	#45	#246	#308
Eastern Illinois University	<b>#204</b>	#322	#80	#174	Mississippi Valley State Univ.	<b>#214</b>	#327	#72	#202











# Full Rankings

	🏆	📷	f	🐦		🏆	📷	f	🐦
Yale University	#214	#172	#205	#224	CSU, Fullerton	#221	#90	#308	#227
California Baptist University	#216	#169	#223	#213	Bryant University	#223	#131	#284	#215
Merrimack College	#216	#142	#216	#249	Rutgers University	#224	#195	#187	#249
Princeton	#216	#186	#218	#200	St. Mary's College	#225	#148	#291	#194
University of Minnesota	#216	#63	#271	#271	Alabama State University*	#226	#334	#62	#240
Univ. of Maryland Eastern Shore	#217	#319	#194	#95	Santa Clara University	#226	#53	#292	#291
Bethune-Cookman University	#218	#326	#119	#167	Indiana State University	#228	#267	#248	#122
Boston University	#219	#147	#206	#260	Hofstra University	#229	#160	#238	#240
Columbia University	#220	#144	#260	#214	Univ. of Texas, Rio Grande Valley	#229	#312	#292	#36
Jacksonville State University	#221	#241	#107	#277	Idaho State University	#230	#258	#215	#169











# Full Rankings

									
Boise State University	#231	#219	#190	#234	Dartmouth	#241	#47	#314	#302
Univ. of Central Arkansas	#232	#300	#206	#144	Saint Peter's University	#242	#227	#253	#188
Coppin State University	#233	#283	#171	#198	Univ. of Louisiana at Monroe	#243	#291	#213	#169
Presbyterian College	#233	#211	#181	#260	University of Pennsylvania	#243	#170	#269	#234
Drexel University	#233	#96	#221	#335	University of North Florida	#245	#287	#246	#152
Florida Atlantic University	#236	#192	#284	#177	Central Michigan University	#246	#276	#219	#191
Western Illinois University	#237	#237	#152	#266	Gonzaga University	#247	#142	#245	#301
Univ. of Nevada, Las Vegas	#237	#183	#317	#155	DePaul University	#248	#87	#308	#294
College of Charleston	#239	#136	#238	#282	Univ. of Texas at El Paso	#249	#273	#146	#273
CSU, Bakersfield	#239	#218	#296	#142	Oral Roberts University	#250	#186	#232	#280



# Full Rankings

									
Drake University	<b>#251</b>	#289	#165	#246	Towson University	<b>#261</b>	#163	#255	#296
American University	<b>#252</b>	#60	#338	#303	Portland State University	<b>#262</b>	#244	#268	#203
Georgia State University	<b>#253</b>	#224	#294	#184	Arkansas State University	<b>#263</b>	#206	#185	#326
New Jersey Tech	<b>#254</b>	#222	#153	#329	University of San Diego	<b>#264</b>	#82	#325	#311
University of Wyoming	<b>#255</b>	#226	#146	#333	Lehigh University	<b>#265</b>	#122	#284	#317
Troy University	<b>#256</b>	#264	#162	#282	Niagara University	<b>#265</b>	#206	#213	#302
University of South Alabama	<b>#256</b>	#247	#197	#264	Radford University	<b>#265</b>	#238	#224	#260
San Diego State University	<b>#258</b>	#197	#260	#253	University of Idaho	<b>#265</b>	#231	#212	#281
Eastern Michigan University	<b>#259</b>	#110	#287	#314	Wofford College	<b>#266</b>	#250	#196	#279
The University of Arizona	<b>#259</b>	#150	#311	#250	Brown University	<b>#267</b>	#191	#229	#306











# Full Rankings

									
Univ. of Louisiana at Lafayette	<b>#267</b>	#287	#234	#205	CSU, Fresno	<b>#278</b>	#255	#271	#218
Lamar University	<b>#267</b>	#321	#299	#106	University of Cincinnati	<b>#279</b>	#176	#332	#237
University of North Texas	<b>#270</b>	#108	#288	#331	North Dakota State Univ.	<b>#280</b>	#239	#174	#336
University of Tulsa	<b>#271</b>	#231	#307	#192	CSU, Northridge	<b>#280</b>	#122	#318	#309
Eastern Kentucky University	<b>#272</b>	#273	#276	#182	George Mason University	<b>#282</b>	#225	#320	#205
Kansas State University	<b>#273</b>	#248	#241	#245	Eastern Washington Univ.	<b>#284</b>	#186	#298	#271
Univ. of Northern Colorado	<b>#274</b>	#203	#282	#253	Jacksonville University	<b>#285</b>	#293	#248	#215
Valparaiso University	<b>#275</b>	#301	#250	#188	S. Illinois Univ., Edwardsville	<b>#286</b>	#234	#251	#275
Stetson University	<b>#276</b>	#215	#234	#291	Wichita State University	<b>#287</b>	#309	#229	#224
Gardner-Webb University	<b>#277</b>	#196	#210	#336	Univ. of Wisconsin Milwaukee	<b>#288</b>	#178	#318	#318











# Full Rankings

									
University of New Mexico	<b>#289</b>	#198	#308	#270	Monmouth University	<b>#299</b>	#208	#289	#320
University of Illinois at Chicago	<b>#290</b>	#270	#323	#188	University of Denver	<b>#300</b>	#200	#300	#319
S. Illinois Univ., Carbondale	<b>#291</b>	#298	#168	#317	Georgia Southern Univ.	<b>#301</b>	#312	#202	#306
Central Connecticut State Univ.	<b>#291</b>	#246	#281	#256	University of Hawaii, Manoa	<b>#302</b>	#280	#278	#265
University of New Orleans	<b>#291</b>	#320	#313	#150	University of Akron	<b>#302</b>	#306	#280	#237
UNC, Greensboro	<b>#294</b>	#307	#226	#258	Delaware State University	<b>#304</b>	#323	#219	#286
Northern Illinois University	<b>#295</b>	#220	#306	#268	Oakland University	<b>#304</b>	#200	#328	#300
UNC, Asheville	<b>#296</b>	#303	#180	#322	Virginia Commonwealth Univ.	<b>#306</b>	#271	#270	#289
Wright State University	<b>#297</b>	#268	#263	#276	Chicago State University	<b>#307</b>	#333	#326	#175
University of North Dakota	<b>#298</b>	#255	#275	#281	Western Michigan Univ.	<b>#308</b>	#272	#312	#251











# Full Rankings

									
Western Kentucky University	<b>#309</b>	#263	#241	#332	Fairleigh Dickinson University	<b>#318</b>	#245	#316	#296
SE Missouri State University	<b>#310</b>	#295	#305	#237	University of Detroit Mercy	<b>#319</b>	#312	#264	#285
Middle Tennessee State Univ.	<b>#311</b>	#268	#238	#334	Morehead State University	<b>#320</b>	#311	#264	#289
Seattle University	<b>#312</b>	#200	#331	#312	McNeese State University	<b>#320</b>	#331	#264	#269
St. John's University	<b>#313</b>	#250	#301	#293	University of Nevada, Reno	<b>#322</b>	#296	#284	#298
Univ. of North Alabama	<b>#314</b>	#272	#290	#289	Canisius College	<b>#323</b>	#280	#296	#305
University of the Pacific	<b>#314</b>	#292	#324	#233	Kennesaw State University	<b>#324</b>	#257	#303	#323
University of Arkansas	<b>#315</b>	#261	#304	#287	University of Hartford	<b>#325</b>	#305	#294	#288
Savannah State University	<b>#315</b>	#332	#320	#200	Northern Kentucky Univ.	<b>#326</b>	#319	#318	#252
Texas A&M, Corpus Christi	<b>#317</b>	#324	#283	#247	Univ. of South Carolina Upstate	<b>#326</b>	#330	#320	#244



# Full Rankings

									
Lipscomb University	<b>#327</b>	#304	#277	#315	Univ. of Missouri, Kansas City	<b>#336</b>	#301	#336	#323
Cleveland State University	<b>#328</b>	#285	#337	#282	Univ. of Arkansas, Little Rock	<b>#337</b>	#328	#327	#320
Murray State University	<b>#329</b>	#310	#301	#304	Indiana Univ., Fort Wayne	<b>#338</b>	#328	#335	#330
Stony Brook University	<b>#330</b>	#261	#333	#325					
Univ. of Texas, Arlington	<b>#331</b>	#290	#319	#315					
Univ. of Wisconsin, Green Bay	<b>#332</b>	#283	#315	#327					
Univ. Of Nebraska, Omaha	<b>#333</b>	#299	#334	#295					
Houston Baptist University	<b>#334</b>	#332	#320	#298					
Long Island Univ., Brooklyn	<b>#334</b>	#286	#329	#336					
San Jose State University	<b>#335</b>	#325	#330	#299					

\*Unable to pull data



# About Rival IQ

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

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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 with Facebook and Instagram Insights, Twitter Analytics, boosted post detection, LinkedIn Insights, and so much more.

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