

Mention Report

UK Higher Education Social Media Index

Date

Sept. 2019



Social Media Index.

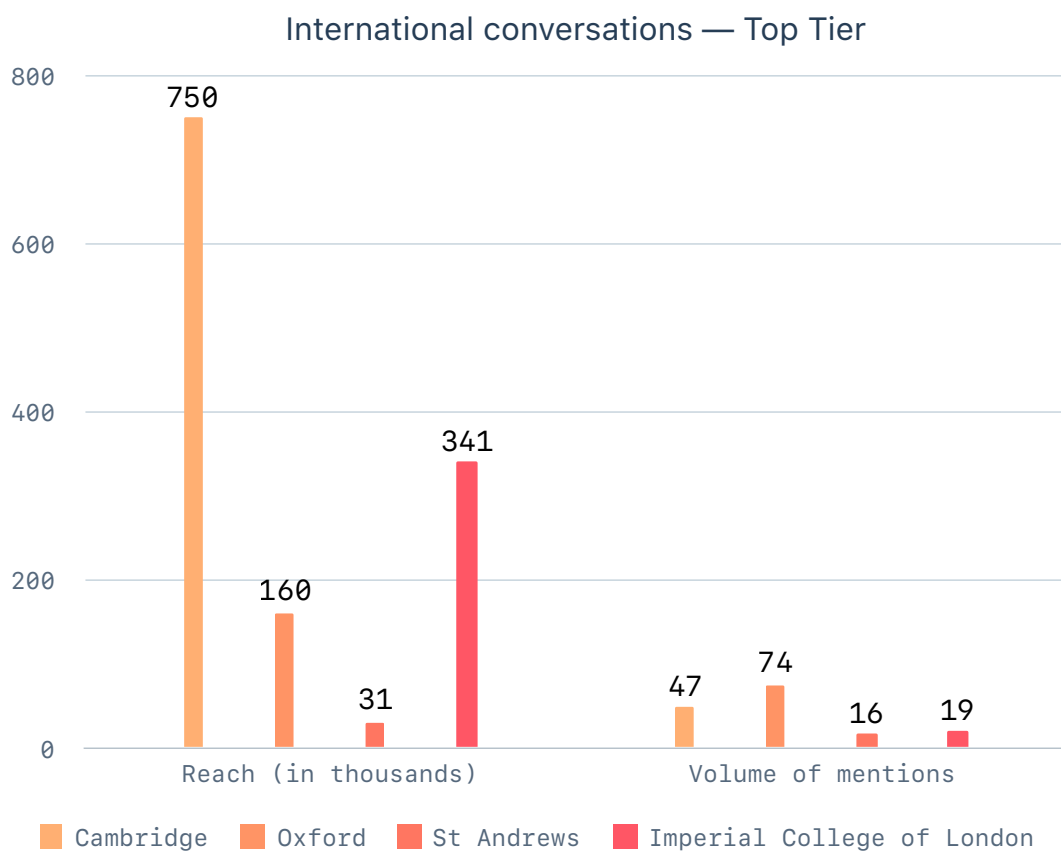
We tracked and monitored online conversations about the top-tier, mid-tier and low-tier universities across the United Kingdom to deliver social media insights around topics such as clearing, international presence and recruitment.

With college applicants today relying on social media to learn about the universities they're considering applying to, it is imperative that higher education institutions build a strong social media strategy.

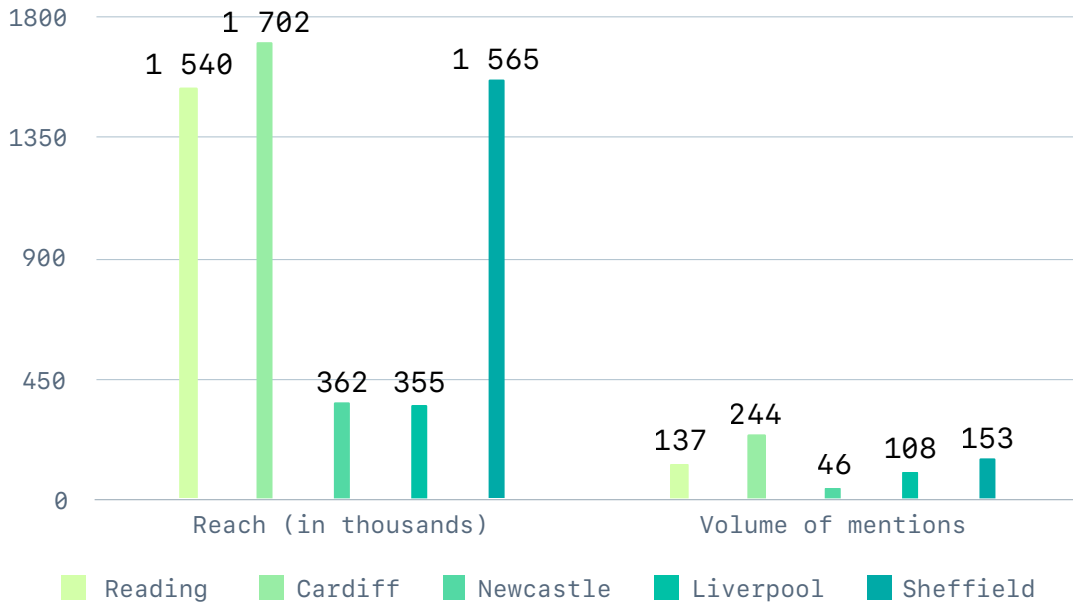
Interested in learning more about developing a seamless social media strategy for your university? Download the [**Guide to Social Media Management for Higher-Education Institutions.**](#)



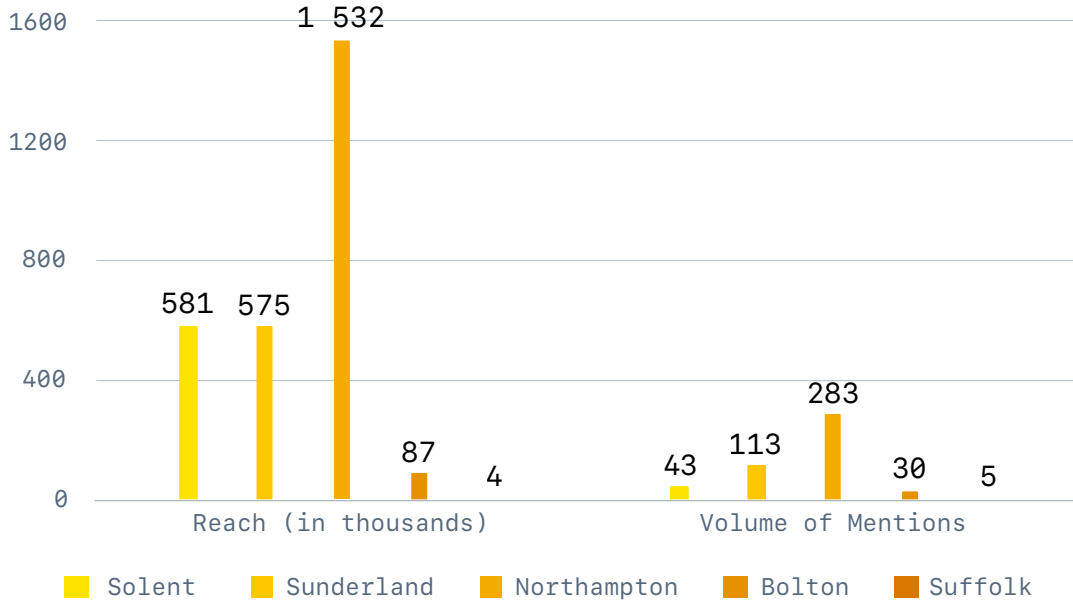
Which universities led the conversation around **clearing** on Twitter



International conversations — Mid Tier



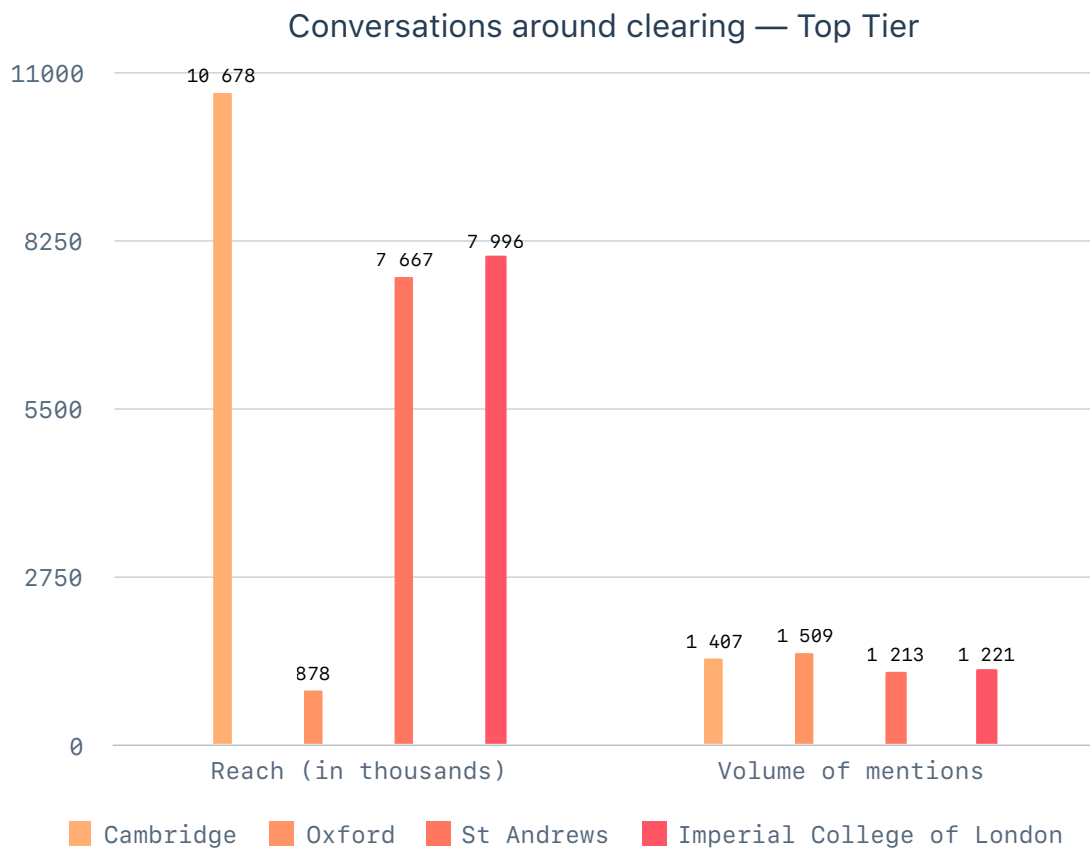
International conversations — Low Tier



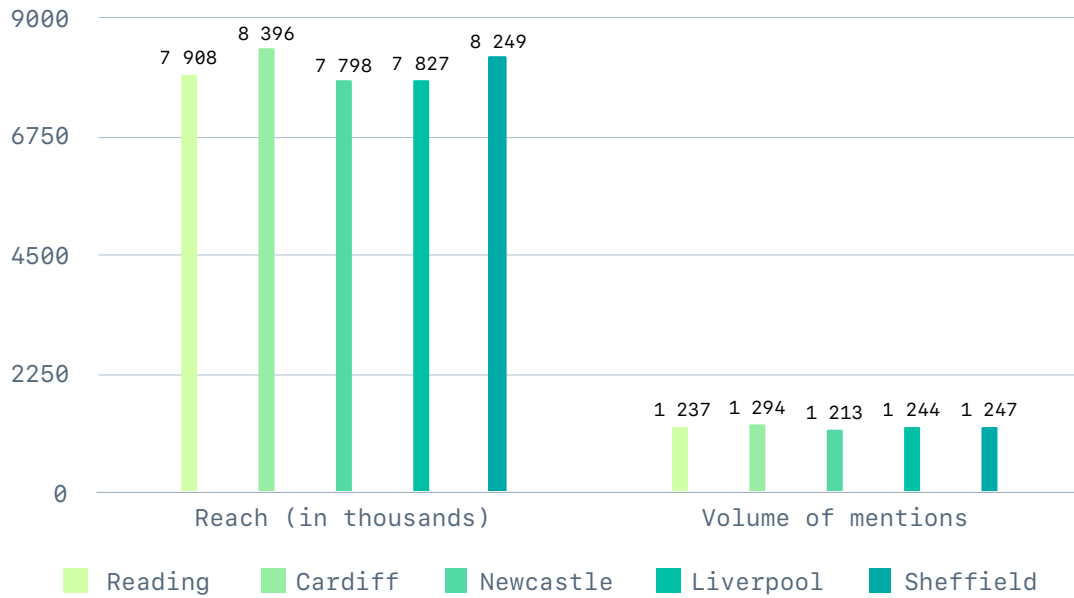
Top 3 universities dominating international conversations in term of *reach* across Twitter include Cambridge University, Cardiff University, and Northampton University.



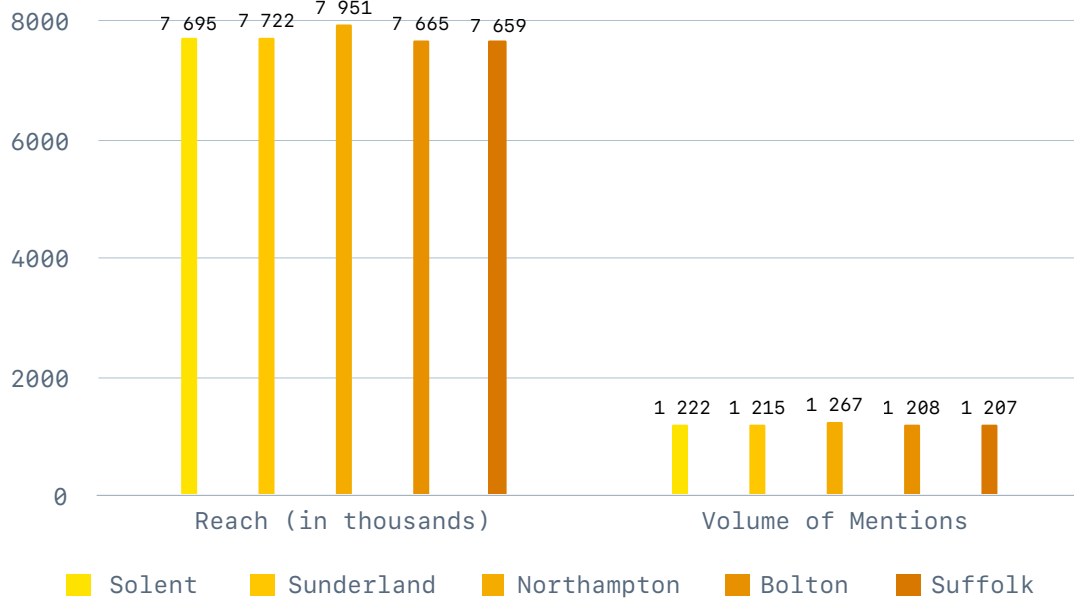
Which universities led the conversation around **clearing** on Twitter



Conversations around clearing — Mid Tier



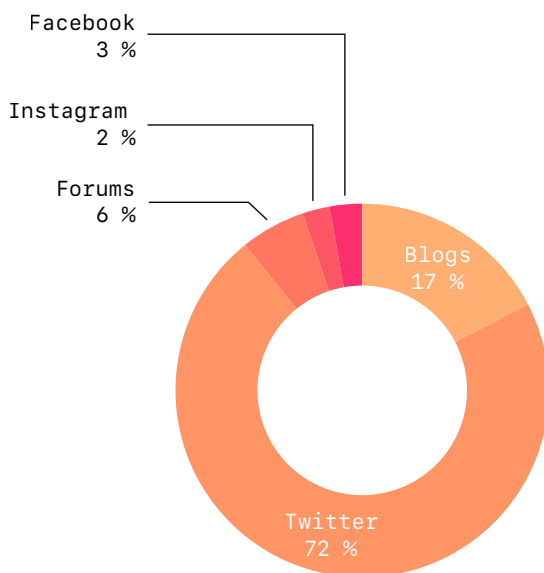
Conversations around clearing — Low Tier



Top 3 universities from each tier dominating conversations about the clearing process are Cambridge University, Cardiff University, and Northampton University.



Top sources where conversations about **clearing** are happening

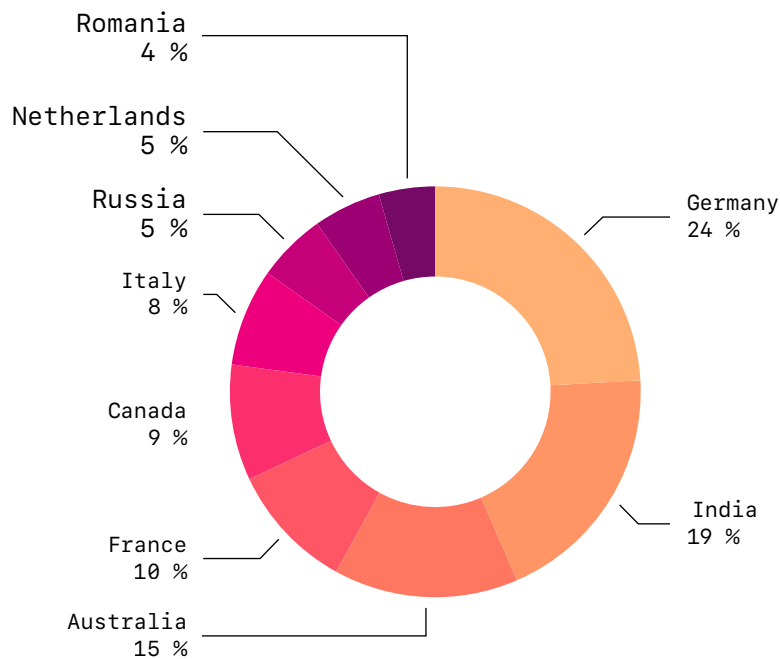


Blogs (17.3%)

are the second most popular channel, behind Twitter - for conversations involving the *clearing process*. It's more than Facebook, Instagram and forums when it came to conversations about the clearing process.

● Blogs ● Twitter ● Forums ● Instagram ● Facebook

Top 10 locations for conversations about admissions and recruitment



Germany India Australia France Canada Italy Russia Netherlands Romania

Without the US, accounting for 78% of the mentions.

Germany and India are dominating over 40% of online conversation about UK universities.

To learn more on the topic, download the **Guide to social media management for HigherEd Institutions**



[Download it here.](#)



Mention is a social media marketing suite enabling brands and agencies to drive the conversation.

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With Publish, spread the word: plan & manage social media posting from one tool, create content based on relevant insights and keep up with your content calendar wherever you are.

Founded in 2012, Mention's customer base exceeded 750,000 users in over 125 countries, with over 4,000 enterprise clients.

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