Mention Report

UK Higher Education
Social Media Index

Date
Sept. 2019
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 — Top Tier

- Cambridge: 750 Reach, 341 Volume of mentions
- Oxford: 160 Reach, 74 Volume of mentions
- St Andrews: 31 Reach, 16 Volume of mentions
- Imperial College of London: 47 Reach, 19 Volume of mentions
International conversations — Mid Tier

Reach (in thousands)
- Reading: 1,540
- Cardiff: 1,702
- Newcastle: 362
- Liverpool: 1,565
- Sheffield: 137

Volume of mentions
- Reading: 108
- Cardiff: 355
- Newcastle: 46
- Liverpool: 108
- Sheffield: 153

International conversations — Low Tier

Reach (in thousands)
- Solent: 581
- Sunderland: 575
- Northampton: 87
- Bolton: 4
- Suffolk: 43

Volume of Mentions
- Solent: 283
- Sunderland: 30
- Northampton: 5
- Bolton: 113
- Suffolk: 4

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 — Top Tier

<table>
<thead>
<tr>
<th>University</th>
<th>Reach (in thousands)</th>
<th>Volume of mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cambridge</td>
<td>10,678</td>
<td>1,407</td>
</tr>
<tr>
<td>Oxford</td>
<td>7,996</td>
<td>1,213</td>
</tr>
<tr>
<td>St Andrews</td>
<td>7,667</td>
<td>1,509</td>
</tr>
<tr>
<td>Imperial College of London</td>
<td>878</td>
<td>1,221</td>
</tr>
</tbody>
</table>
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

- **Twitter** (72 %)
- **Blogs** (17.3 %)
- **Forums** (6 %)
- **Instagram** (2 %)
- **Facebook** (3 %)

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.
Top 10 locations for conversations about admissions and recruitment

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.

Thanks to Listen, you will always be in the know: monitor what is being said online about a brand or a product, get comprehensive analytics on their industry and measure the impact of your marketing & PR activities.

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.

Learn more on mention.com