Duke has embraced social media to connect with its students, alumni and other members of the Duke community throughout the world. Duke's schools and programs use social media in different ways using platforms such as Twitter, Facebook, Instagram, Google+, LinkedIn, YouTube, Tumblr, WordPress, Pinterest, Foursquare, RenRen (China) and Weibo (China).

**At a Glance**

- **1.73M** Total Facebook “Likes” on Duke-affiliated pages
- **1.08M** Total Google+ followers
- **329K** March 2015 views on Duke YouTube channel
- **682K** Total Twitter followers
- **397K** Total Instagram followers
- **29.5K** Alumni in the Duke LinkedIn network
- **4.2M** Aggregate social media followers

IN-DEPTH LOOK:
Growth & engagement in the official Duke University accounts

FACEBOOK likes grew by 46K with a 20% increase
TWITTER followers grew by 12K with 48% increase
INSTAGRAM followers grew by 15.5K with 124% increase

TOP DUKE ACCOUNTS

FACEBOOK
1. DUKE ATHLETICS 462K
2. DUKE UNIVERSITY 275K
3. MEN’S BASKETBALL 326K
4. DUKE BLUE PLANET 315K
5. DUKE CFID 24K
   (Center for International Development)
6. DUKE TIP 20K
   (Talent Identification Program)
7. DUKE FOOTBALL 29K
8. DUKE ALUMNI ASSOCIATION 13K
9. DUKE PERFORMANCES 12K
10. DUKE GARDENS 15K

TWITTER
1. DUKE BLUE PLANET 155K
2. MEN’S BASKETBALL 77K
3. DUKE MEDICINE 31K
4. DUKE UNIVERSITY 37.5K
5. MEN’S LACROSSE 27K
6. DUKE ATHLETICS 23K
7. DUKE PRESS 17.5K
8. DUKE FOOTBALL 17K
9. GLOBAL HEALTH INSTITUTE 13K
10. DUKE FUQUA 16K