

# MAKING WAVES IN 2013-14

Office of University Communications | Advertising



## Overall Reach



## Social Media

**f** ↑ **1.7%**  
page likes  
36,035 total page likes

**t** ↑ **2.4%**  
followers  
8,036 total followers

**i** ↑ **11.8%**  
followers  
2,076 total followers

**YouTube** ↑ **3.1%**  
subscribers  
715 total subscribers

average monthly engagement

## Advertising Media



TRANSIT  
**30%**



PRINT  
**25%**



BROADCAST  
**6%**



BILLBOARD  
**22%**



OUT OF HOME  
**17%**

