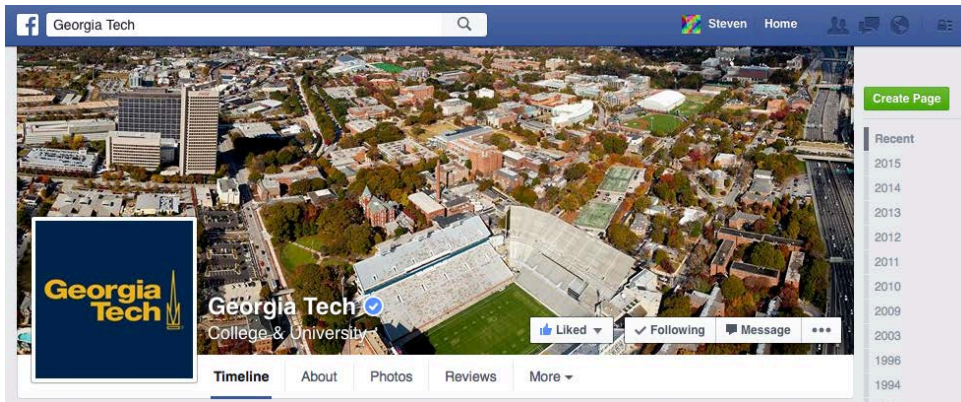




Where **research** fits
into **social media** strategy.

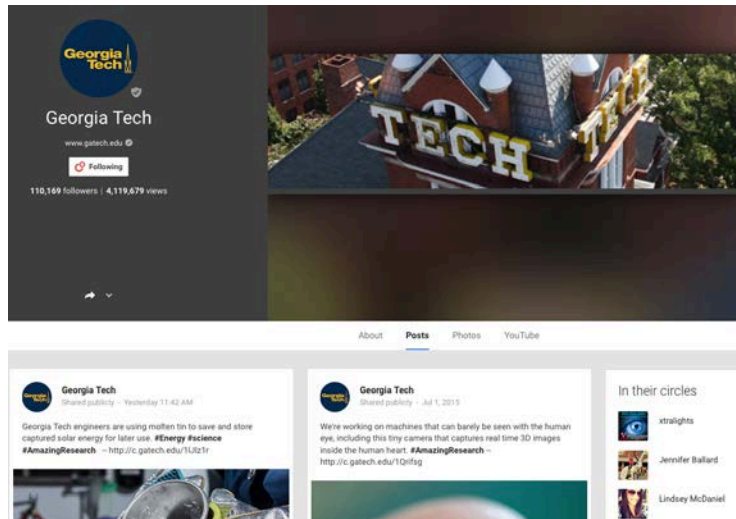
First, a little about Georgia Tech



Facebook: 96,575 followers
 Weekly total reach: 226,778



Twitter: 47,238 followers
 Monthly impressions, 908,117



Google+: 110,170 followers
4,119,679 total views



Instagram, Pinterest,
Tumblr, Weibo...

**#WE
CAN
DO
THAT**



2012: Georgia Tech unranked on National social media lists

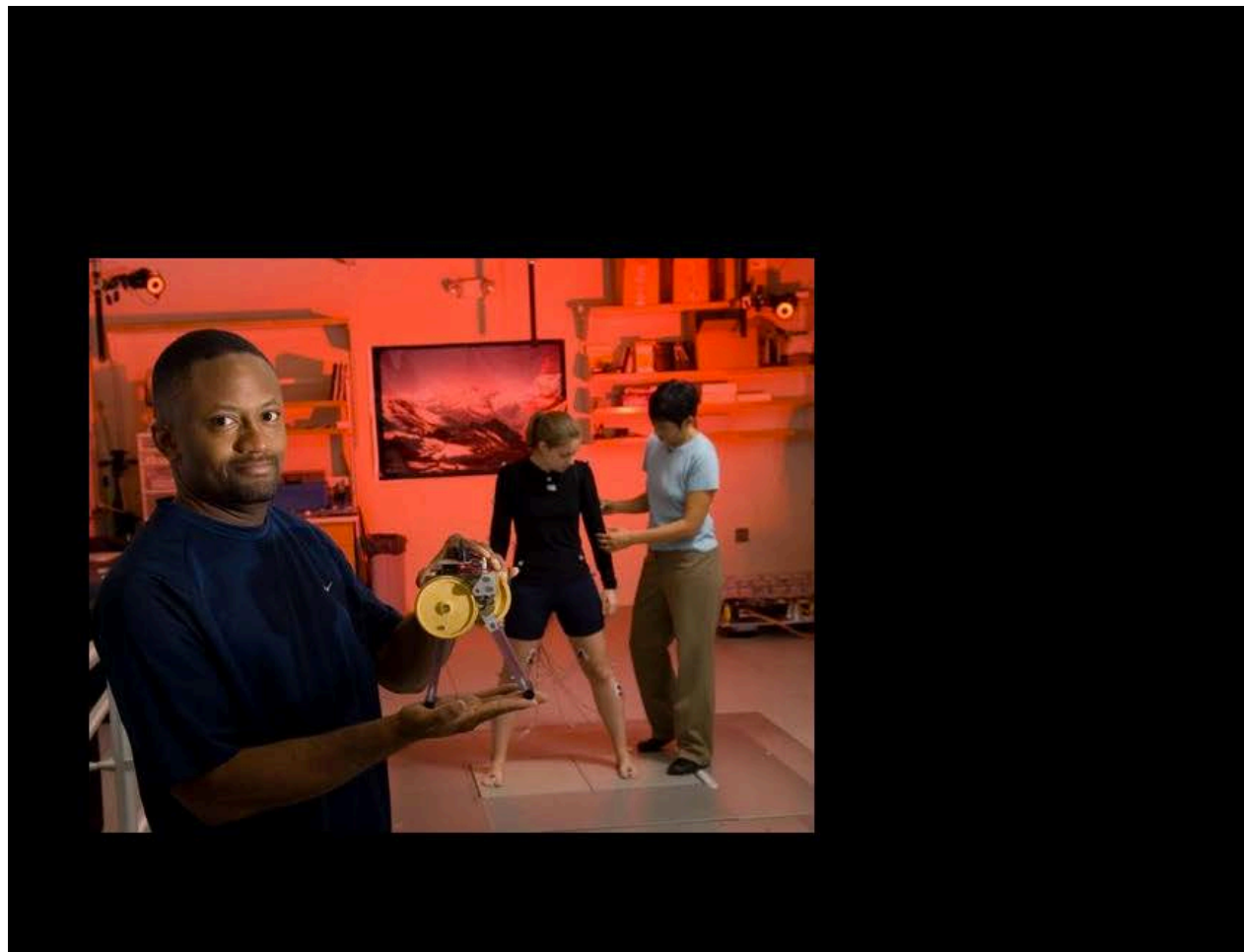
2013: #52 on Top 100 Colleges on Social Media

2014: Ranked #27 Most Engaged Social Media College in America

#11 Most Influential U.S. College on Twitter.

2015: #3 College in America on Twitter

**#15 College on Facebook
#6 Overall**



Georgia Tech
August 14, 2009 · 🌐

Physiology research at Tech

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57,271 people like this.
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BET ✓
5,619,026 people like this.
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PRI Public Radio International ✓
126,146 people like this.
 Like



***VISCERAL
VISUAL
VALUABLE***





**Forget about what you want to
tell people.**

**Less marketing.
*More storytelling.***

**If you are going to do social,
*BE SOCIAL!***

Keep a varied cadence

Research that is fun or has a connection to popular culture

Georgia Tech
June 26 at 9:51am · Edited ·

A computer is creating hundreds of entirely new Super Mario levels by watching YouTube videos of the game in action. And yes, it happened here at Georgia Tech. #WeCanDoThat -- <http://c.gatech.edu/1NIH32b>



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423 people like this. Most Relevant

62 shares

Write a comment...

Shereen Lloyd My oldest Grandson graduated from GT and he is a computer wiz..
Like · Reply · 2 · June 26 at 12:08pm

LeeAnn Lickteig Richard Pomplun - much better than that public sheet thing Kennesaw put on our campus...
Like · Reply · 1 · June 26 at 10:45am

Georgia Tech
March 2 ·

We were pretty surprised to see our research on Saturday Night Live, too. Georgia Tech engineers have found that fake eyelashes are bad for your eyes: <http://c.gatech.edu/1zLAJzP>



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You, Nick Garner and 367 others like this. Most Relevant

64 shares

Write a comment...

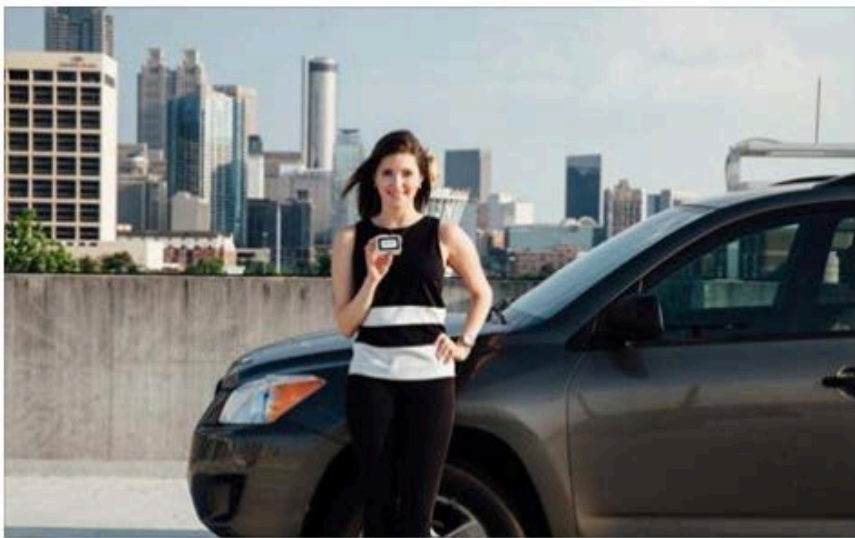
Lindsay Resnick Good job, BOYEEEE!
Like · Reply · 1 · March 2 at 2:12pm



Georgia Tech

June 24 at 2:14pm · Edited ·

In addition to being a full-time biomedical engineering student, Rachel Ford has launched two startup companies as an undergrad at Georgia Tech. She re-invented baby pacifiers to make them safer on infants' teeth and developed a device that helps drivers diagnose what's wrong with their cars and estimate repair costs. #HelluvaEngineer. -- <http://c.gatech.edu/1JjcFOG>



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1,313 people like this.

Most Relevant

104 shares

The people behind the stories.

Georgia Tech added 2 new photos.
June 8 at 1:02pm · 🌐

A prototype golf cart designed and built by a team of students from Georgia Tech allowed Bobby Baird to play golf for the first time, and will unlock the sport for other children with disabilities. -- <http://c.gatech.edu/1BUynZT>



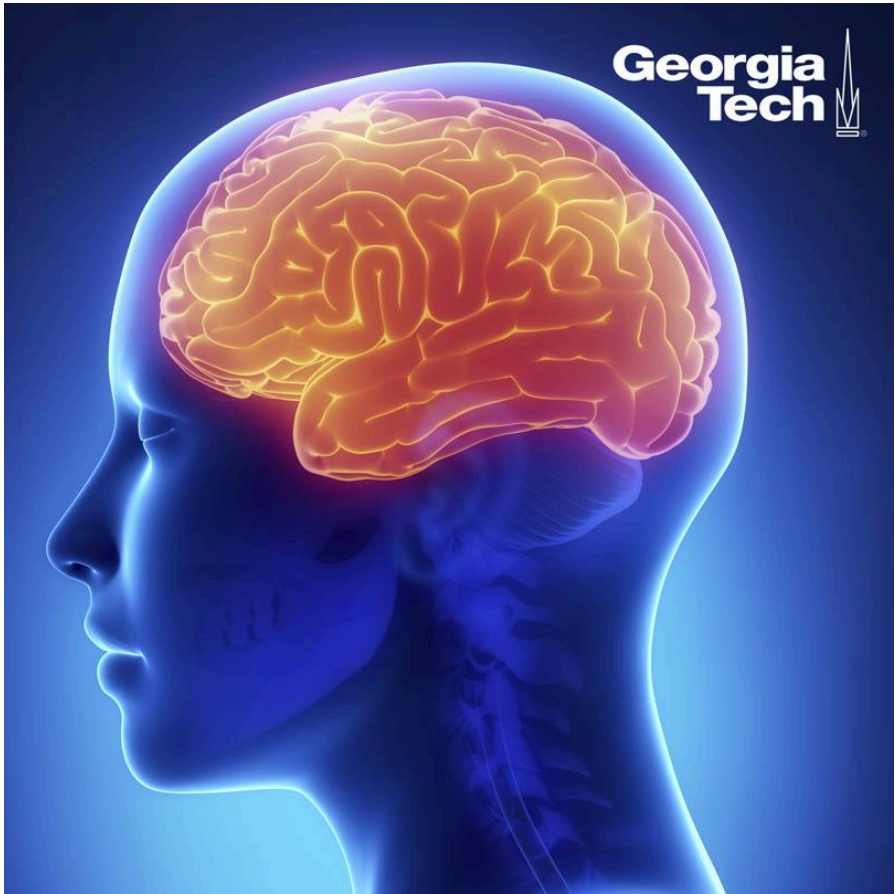
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👍 1,038 people like this. Most Relevant ▾

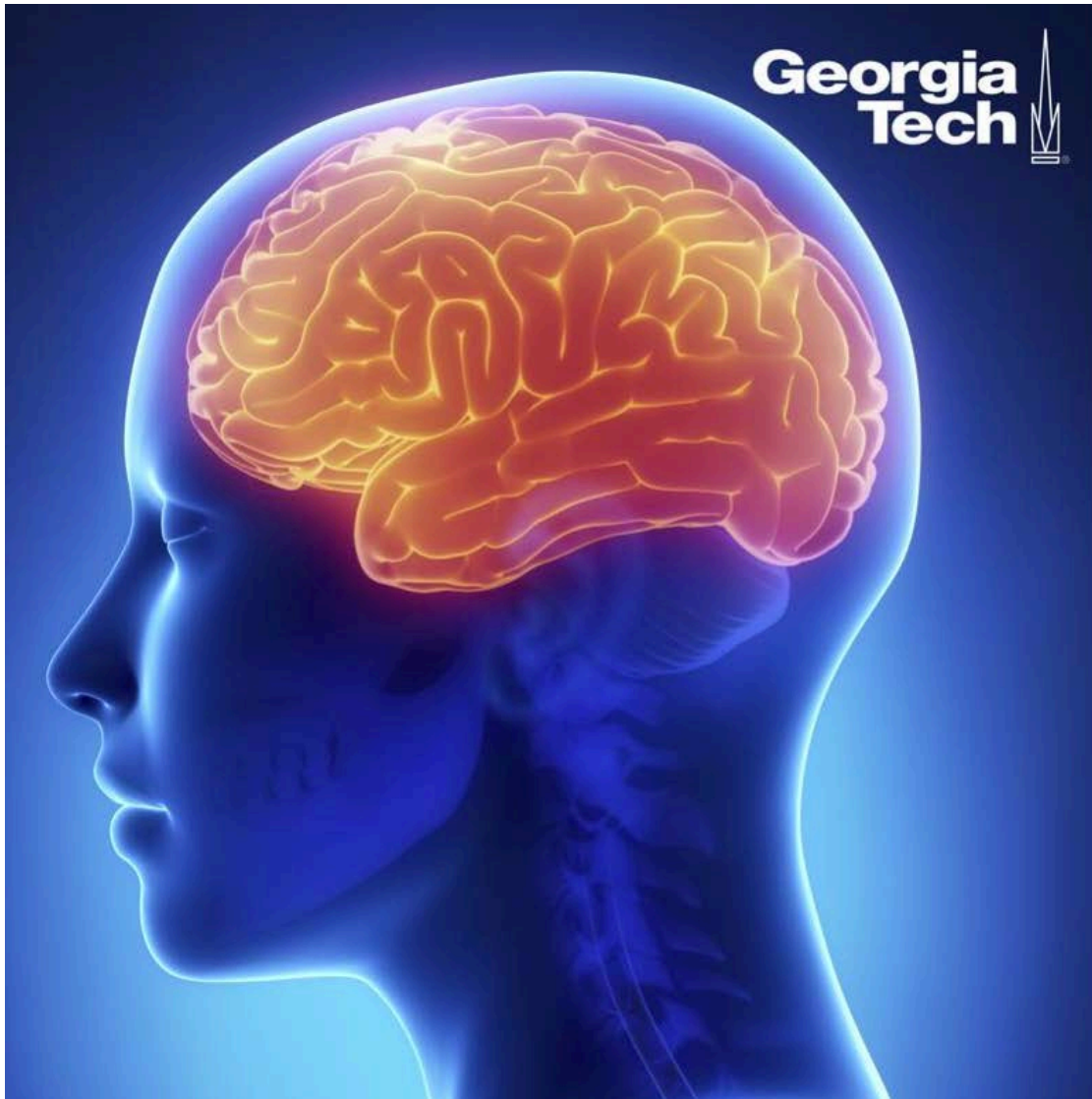
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Making lives better





Science in simple terms



Georgia Tech

Page Liked · February 18, 2014 ·

Scientists at Georgia Tech are attacking deadly and often inoperable brain cancer. They've found a way to "hijack" tumors that normally spread throughout the brain and move them to locations where they are more easily treated or removed. Talk about #AmazingResearch. -- <http://c.gatech.edu/O5Cpgd>

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You, Nick Garner and 710 others like this.

Most Relevant ▾



303 shares



Andre J-Smooth Mathis Only the best school in the Nation baby. GT all day!

Like · Reply · 4 · February 18, 2014 at 11:57am



Lisa Stanford I knew GT was awesome, my husband is an 86 grad, and our daughter is attending now, but this just adds icing to the cake!

Like · Reply · 3 · February 18, 2014 at 11:57am



Georgia Tech We are doing amazing things here! Glad your family is a part of it!

Like · 2 · February 18, 2014 at 11:57am



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GK Prabhu Marvellous Innovation. One more feather added in G T's wings.

Like · Reply · 2 · February 18, 2014 at 10:30pm

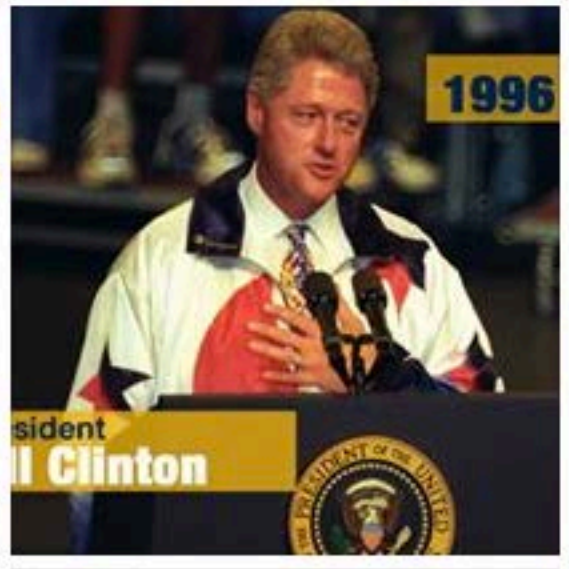
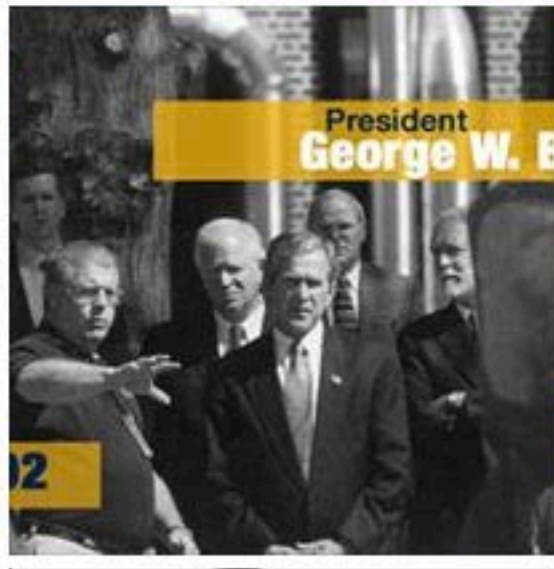
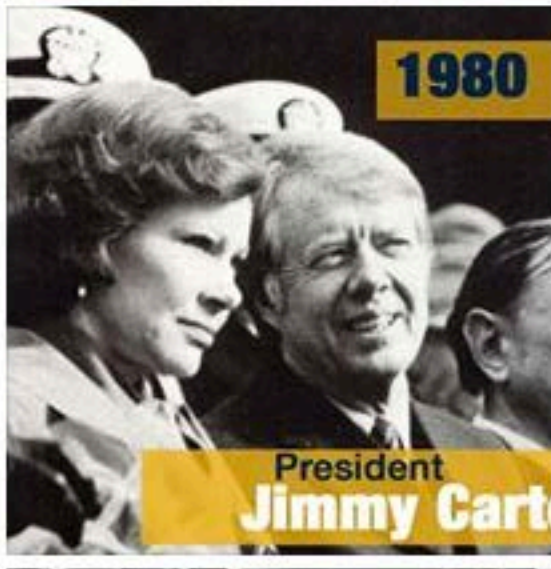
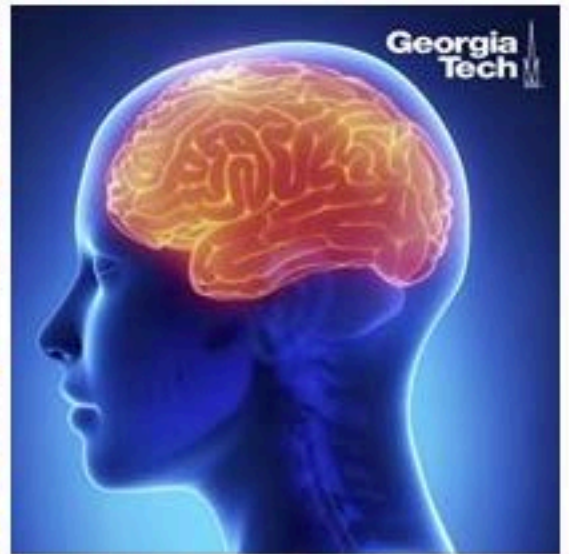


Jack Conway Hopefully I'll be there in a few years #KeepUpTheGoodWorkGT

Like · Reply · 3 · February 18, 2014 at 12:23am

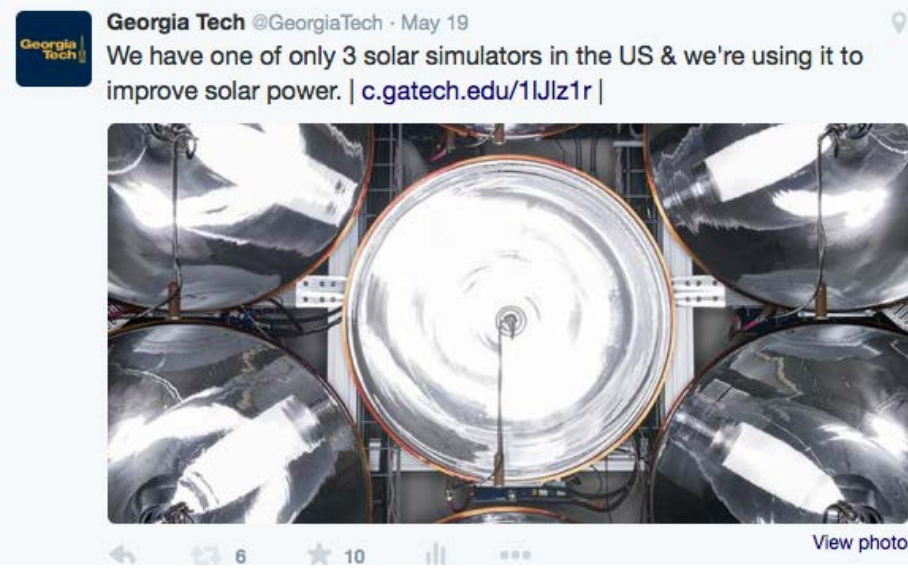


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Create content with legs.

Georgia Tech @GeorgiaTech · May 20

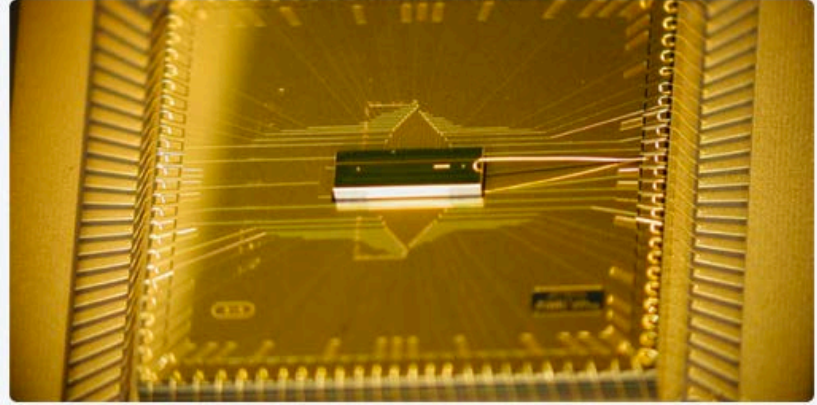
New chip design could lead to the first quantum computer. #AmazingResearch | c.gatech.edu/1kdBH72 |



9 10

Georgia Tech @GeorgiaTech · May 27

Tiny chip could revolutionize chemistry and biology by launching first quantum computer. | c.gatech.edu/1kdBH72



14 15

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YOU can do that.