

# Commencement Social Media

## How Many Tweets, Photos, or Views? We've Got the Numbers!

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Tuesday, May 20, 2014



A teaser on Facebook and Twitter resulted in 1867+ views of the UNH Frozen animation. 7600+ have watched [Jennifer Lee's speech](#).

1,055 total mentions of #UNH14 on social media with heaviest use on Twitter and the peak was on May 17th at 458.

315 #UNH14 hashtags were used on Instagram

Top Facebook post for UNH Commencement: Jennifer Lee speech. (Overall reach by 05/21/14) Organic: 7120, Viral 28400)

183 retweets of [@UofNH](#) commencement-related posts.

[Visit a collage of many uses of #UNH14 via Tagboard.](#)

1600 pageviews of the 2014



**1 SELFIE WAS SHOWN ON THE JUMBOTRON. [SEE BEHIND THE SCENES!](#)**

UNH [Commencement Social Media Mash-up webpage](#). (30% came from mobile devices, 16% came from tablets, and 54% from desktop)

3600+ [photos](#) were taken by UNH Photographers.

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