It’s hard to believe, but the 2018-19 school year is behind us; a year of joy, celebration, challenges, and unforgettable memories. Your school captured those special moments through the power of social media!

Social media is the looking glass into your school’s world, drawing in new and current students, alumni, and the community around you. Together, Up&Up and Rival IQ have compiled the best of the best in higher ed social media, putting on display the top ways in which you can use social channels to tell your stories.
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Methodology
For the fourth year in a row, Up&Up and Rival IQ have partnered to explore the fastest growing and most engaging university social media accounts.

In addition to exploring the data, this year’s report also includes insights and tips on some of the best practices we saw across all social channels, allowing schools like yours to utilize some of these practices to spark engagement growth of your own!

Rival IQ’s social media analytics software combed through data from 338 Division 1 institutions. We analyzed university-level account posts from June 2018-May 2019. The cross-channel ranking is determined by overall engagement on Facebook, Twitter, and Instagram.

Rankings were computed using a weighted score of audience, activity, and engagement (with a strong bias toward engagement). Rival IQ’s team developed targeted formulas and algorithms to show us the big numbers, and we followed up by going in depth to each school and post, strategically determining how and why they found success. Using this data and weighted formula, Rival IQ generated an overall engagement ranking for each school. The top-ranked universities have the highest engagement rates with average or better audience size and posting volumes.

**Engagement** is defined as measurable interaction on social media posts, including likes, comments, favorites, retweets, shares, and reactions.
Industry Leaders
How Higher Education Stacks Up

Higher ed institutions earn high levels of engagement across all channels, leading over other industries for the last three years and counting. Check out the numbers from the Rival IQ 2019 Social Media Benchmark Report to see for yourself.

![](image)

**VIEW RIVAL IQ INDUSTRY BENCHMARK REPORT**
Cross Channel Leaders

Social media is a world of opportunity for higher education. Colleges and universities influence mass audiences, from Generation Z, excited to begin their collegiate journey, to Generation X, chock full of collegiate moms and dads or non-traditional students.

Here are the top 10 schools that led the social landscape across all channels.

1. UNIVERSITY OF IOWA
   #1 #15 #8

2. VIRGINIA TECH
   #26 #4 #1

3. THE CITADEL
   #8 #13 #30

4. JAMES MADISON UNIVERSITY
   #19 #11 #26

5. IOWA STATE UNIVERSITY
   #26 #27 #10

6. BRIGHAM YOUNG UNIVERSITY
   #14 #70 #2

7. UNIVERSITY OF SOUTH CAROLINA
   #58 #8 #25

8. UNC CHARLOTTE
   #6 #32 #63

9. SOUTHERN UTAH UNIVERSITY
   #72 #18 #13

10. WEST VIRGINIA UNIVERSITY
    #10 #103 #5
Facebook Top 10

Here are the top 10 schools that led Facebook in overall engagement.
The University of Iowa has maintained their No. 1 spot by understanding the heart of their audience and treating Facebook as a two-way relationship.

“We’re laser focused on understanding our audience and providing content they value. It’s often less about telling the audience what we want them to hear, and more about understanding what they value hearing from us.”

—Michael Benning
Social Media Director,
Strategic Communications

1. UNIVERSITY OF IOWA
2. TEXAS A&M UNIVERSITY
3. JACKSON STATE UNIVERSITY
4. UNIVERSITY OF VIRGINIA
5. QUINNIPIAC UNIVERSITY
6. UNC CHARLOTTE
7. MARQUETTE UNIVERSITY
8. THE CITADEL
9. GEORGIA INSTITUTE OF TECHNOLOGY
10. WEST VIRGINIA UNIVERSITY
Use bold photos to boost engagement. While you might not always have blood moon lunar eclipses at your disposal, using strong photographic principles will help interest your audience.

“Shoot for the moon,” they said. For Georgia Tech, this was a challenge accepted and accomplished. We find that using striking and unique imagery will draw in the masses. This beautiful photo of a lunar eclipse blood moon timelapse showcased the university’s commitment to technology and science, causing their audiences to stop and stare in awe.

**Georgia Tech**

January 21

This stunning composite image by Georgia Tech computer science major Dalton Touchberry captures the progression of last night’s blood moon lunar eclipse over our campus.

- **9.03%** Engagement Rate
- **13.5K** Engagement Total
- **150K** Page Fans
- **6.99K** Reactions
University of Virginia

Nothing bands your audience together quite like sharing a victory. Whether or not it’s an athletic achievement, let your followers cheer you on from wherever they’re at.

After a historic upset in the 2018 NCAA Division I Men’s Basketball Tournament by UMBC, there was a lot of passion underscoring Virginia’s tournament run in 2019.

7.13%  Engagement Rate
13.2K  Engagement Total
185K  Page Fans
11.4K  Reactions

It took a year of incredible resilience, and a tournament full of incredibly clutch plays – including one more overtime victory Monday night. It took a “united pursuit,” as Coach Tony Bennett called it, and “trembling courage.” It took all of that and more to go from last year’s first-round defeat to a national championship.
University of Iowa

If your audiences deck themselves out in your school colors and gear, give them a shoutout. It encourages others to share in the camaraderie.

Iowa Hawkeye pride starts at a very young age, and the University of Iowa’s social media team knew how to spread the team spirit! This photo captures some of social media’s most essential engagement tools—smiling babies and school pride.

3.60% Engagement Rate
6.22K Engagement Total
173K Page Fans
5.89K Reactions
West Virginia University

#10 OVERALL

Using social media platforms to bring a personal side to the institution, especially the president, is a great way to connect your audiences to the school on a new level.

West Virginia University’s president was the shining star of multiple channels with this hilarious photo. When you have a college president as blown away by his ice cream cone as WVU’s Gordon Lee, it’s impossible not to show him off to the world!

WVU’s president sparked high engagement not just on Facebook, but across multiple social platforms. This a great example of the type of content that can engage a wide range of audiences, and find great success through multiple channels.

4.24% Engagement Rate

11.9K Engagement Total

281K Page Fans

9.35K Reactions
The Band is Back in Town

Fans and alumni are consistently excited when a good marching or jazz band video comes around, resulting in way-above-average engagement rates for schools. March to the beat of those drums by including music in your posts when you can.

Music-themed posts like this one from Texas A&M grabbed some of the highest organic engagement of the year on Facebook at 12.2%.

This post from Jackson State University’s Sonic Boom band went way beyond their followers with a 330% engagement rate and a whopping 139k shares.
Winning Wins the Day

From sports wins to top rankings among other colleges, followers show their love (and likes) when their alma mater pulls ahead of the competition. If your university has something to cheer about, don’t hesitate to use social to invite your network of students, alumni, and parents share in your successes.

Music-themed posts like this one from Texas A&M grabbed some of the highest organic engagement of the year on Facebook at 12.2%.

This post from Jackson State University’s Sonic Boom band went way beyond their followers with a 330% engagement rate and a whopping 139k shares.
Instagram Engagement
Instagram Top 10

Here are the top 10 schools that led Instagram in overall engagement.

Binghamton rose from No. 2 to the coveted No. 1 spot this year. Their account drops memes, pop culture, and witty captions almost daily to win over their students.

"At Binghamton we work to create content that connects with our audience. Whether it be stunning photos of our Nature Preserve, video of students and faculty conducting research in our state-of-the-art facilities, or a meme referencing campus culture, social media provides a window into our campus for those near and far."

—Ryan Yarosh
Senior Director of Media & Public Relations

1. BINGHAMTON UNIVERSITY
2. UNIVERSITY OF VIRGINIA
3. UNIVERSITY OF RICHMOND
4. VIRGINIA TECH
5. UNIVERSITY OF VERMONT
6. COLLEGE OF THE HOLY CROSS
7. NORTHERN ARIZONA UNIVERSITY
8. UNIVERSITY OF SOUTH CAROLINA
9. UNIVERSITY OF CENTRAL FLORIDA
10. GEORGE WASHINGTON UNIVERSITY
Dogs are man's best friend, there's no denying. They're also social media's best friend. In order to expand the brand and entice your audience's emotional responses, take opportunities to engage your audiences with great dog pictures, whether on campus or decked out in school gear.

Let's face it—people love dogs more than other people. That's why Loyola Chicago's post of this four-legged friend found widespread social success and in addition to over 5,000 likes, captured the heart eyes and "aww's" of 43 people.

19.8% Engagement Rate
5.26K Engagement Total
26.5K Followers
University of Richmond

Notable alumni, especially in your target demographic, resonate with potential and current students. When one of your alumni reaches celebrity status, find a way to highlight the connection.

When Earth Day came around this year, the University of Richmond’s social media team leaned into the success of an alumnus, and one of Gen Z’s favorite rappers and comedic artists, by superimposing album art from his hit single, “Earth” on the UofR campus.

**23.1%** Engagement Rate

**3.63K** Engagement Total

**15.7K** Followers
University of South Carolina

Honor the people that have made a huge impact on your campus. Remind your students and alumni about their relationships with faculty and staff to deepen their connection back to the university.

At the University of South Carolina, the Pastides family serves as more than the campus leaders; they're campus icons. With Harris Pastides’ retirement from his tenure as the university’s president, UofSC took to social media to bring together a community full of gratitude, sadness, and appreciation.

19.4% Engagement Rate
15.6K Engagement Total
80.4K Followers
A creative way to gather pictures and videos taken by your audience is through a contest. Posting user-generated content helps you highlight your fans and lets everyone see the campus through the eyes of the student.

The University of Virginia used this contest announcement post to go a step further to draw in their social audiences by combining their beautiful campus backdrop with two adorable Virginia pups. The result: a priceless photo and nearly 12,000 engagements.

14.2% Engagement Rate
11.8K Engagement Total
82.9K Followers
Southern Utah University

An elaborate April Fools’ Day prank doesn’t have to be the answer, but humor is definitely a way to break up the “norm” on social media. Having a little bit of fun shows your human side, and will lead to a more personal relationship with your audiences.

Southern Utah University’s social media team used April Fool’s Day to jokingly announce the construction of SUU’s new saltwater aquarium in the library. This attracted excitement, laughter, and upon realization of the date... perhaps a small level of disappointment.

13.4% Engagement Rate
1.59K Engagement Total
11.9K Followers
March Madness

Only a few colleges and universities were able to post firsthand about March Madness, but those that did enjoyed a soaring 6.8% median engagement rate, which seriously dunked on higher ed’s average Instagram engagement rate of 5.06%.

UT Knoxville translated their success on the court to Instagram effortlessly with a dynamic post about making it to the Sweet 16 that energized their fans with an 8.76% engagement rate.

Even losing March Madness posts can be winners, like this concession post from University of Vermont. With an 8.28% engagement rate, this gracious message scored almost as high as UT Knoxville’s triumphant post about the Sweet 16.
Contests and Giveaways

Winning isn't just for athletes anymore: Instagram followers across all industries love liking or sharing for the chance to win free swag, and higher ed followers are no exception. Colleges and universities posted just a handful of contests this school year, but consistently saw great engagement when they did.

This top performing post from the Citadel had some hefty requirements (follow, like, tag a friend, and share in Stories) and still grabbed an almost 40% engagement rate.

University of Vermont’s quarterly giveaways consistently score high engagement (and also resulted in a bunch of new user-generated content to pull from).
Twitter Engagement
Twitter Top 10

Here are the top 10 schools that led Twitter in overall engagement.

Virginia Tech jumped a considerable 49 spots to take the No. 1 spot. The Twitter account perfects the mix of trending humor, informational news content, and campus imagery.

“We create content and copy that is unique to Twitter, instead of just repurposing it from other platforms. With an increase in light-hearted, evergreen, and user-generated content, we’ve built an engaged, captive audience that we can reach when it’s time for news and important updates.”

—Fairen Horner
Social Media Manager

1. VIRGINIA TECH
2. BRIGHAM YOUNG UNIVERSITY
3. OREGON STATE UNIVERSITY
4. UNIVERSITY OF TENNESSEE KNOXVILLE
5. WEST VIRGINIA UNIVERSITY
6. U.S. NAVAL ACADEMY
7. NORTH CAROLINA A&T STATE UNIVERSITY
8. UNIVERSITY OF IOWA
9. UNIVERSITY OF LOUISVILLE
10. IOWA STATE UNIVERSITY
University of Tennessee, Knoxville

477 OVERALL

It’s critical to stay “up to date” on what’s trending on the landscape of Generation Z. As a major target on Twitter, being able to “speak the language” of Gen Z is a huge leg up, and will allow you to connect with potential students in a way that universities have traditionally had a harder time doing.

Jumping on a big trend will have a big impact. Just ask the University of Tennessee, Knoxville, who claims the title of most engaging tweet of the year at 5.25 percent! Using the viral “really, really” meme, Tennessee reminded its passionate followers, both young and old, that it’s really, really, really….really great to be a Volunteer.

5.25% Engagement Rate
6.23K Engagement Total
118K Followers
Brigham Young University

Rule of thumb: if your school is #1 at anything, post about it. Your fans want to hear about university accomplishments. This helps reinforce the school’s growth and ROI, while starting meaningful conversations.

With BYU’s Forbes’ ranking as the #1 best value college in the U.S., their social media team struck gold. When you’re #1, it’s okay to show off a little bit.

3.74% Engagement Rate
2,38K Engagement Total
63.6K Followers
The personal feel created by “light roasts” on social media has boosted engagement across all markets, including popular brands such as Pop-Tarts and Wendy’s.

Iowa State University’s Twitter has found the sweet spot between upholding the respect of a renowned institution and meeting Gen Z where they are, when they responded to this student by calling out his Twitter bio that proudly states, “Iowa State University, where we wait a week in blizzards for basketball games.”

8.23% Engagement Rate
2,970 Engagement Total
36,100 Followers
Reflect your community’s values (and quirks!)

Tapping into what makes your fans tick is the secret sauce to any successful social strategy (say that five times fast!). These posts resonated with alumni and fans, but wouldn’t be transferable to a university without, say, a major passion for “Country Roads.” Find what works for your fans and go hard at it, even if it’s not a “best practice” on paper.

UT Knoxville knows how to make ASCII art work for them—some of their top performing posts are from this genre and have an engagement rates of over 1%, which is well above the industry average of 0.38%.

The WVU community couldn’t get enough John Denver and “Country Roads” this year, reminding us that place and local connections really do matter.
Notable Figures

Celebrate those in your community that make your university unique. From university presidents to Olympians to celebrities, fans love the chance to see what successful and famous figures are up to around campus.

Texas A&M University's social frequently highlights the words and actions of honorary Aggie George H.W. Bush, which always excites their fans.

University of Louisville fans loved seeing their president around campus to the tune of a 2.7% engagement rate, which is more than 15x the average Higher Ed engagement rate on Twitter.
Special Recognition
Most Improved: Movin’ on Up

Here are the top 20 schools who saw the largest improvement in rankings from 2018 to 2019, and reached the Top 50 this year.

<table>
<thead>
<tr>
<th>SCHOOL</th>
<th>2018</th>
<th>2019</th>
<th>+/-</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIENA COLLEGE</td>
<td>174</td>
<td>19</td>
<td>+155</td>
</tr>
<tr>
<td>UNC CHARLOTTE</td>
<td>158</td>
<td>8</td>
<td>+150</td>
</tr>
<tr>
<td>U.S. AIR FORCE ACADEMY</td>
<td>93</td>
<td>21</td>
<td>+72</td>
</tr>
<tr>
<td>VIRGINIA TECH</td>
<td>67</td>
<td>2</td>
<td>+65</td>
</tr>
<tr>
<td>NORTH CAROLINA A&amp;T STATE</td>
<td>110</td>
<td>45</td>
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</tr>
<tr>
<td>GONZAGA UNIVERSITY</td>
<td>100</td>
<td>38</td>
<td>+62</td>
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<tr>
<td>BRADLEY UNIVERSITY</td>
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<td>+54</td>
</tr>
<tr>
<td>CHARLESTON SOUTHERN</td>
<td>94</td>
<td>48</td>
<td>+46</td>
</tr>
<tr>
<td>UNIVERSITY OF RICHMOND</td>
<td>79</td>
<td>42</td>
<td>+37</td>
</tr>
<tr>
<td>PEPPERDINE UNIVERSITY</td>
<td>58</td>
<td>22</td>
<td>+36</td>
</tr>
<tr>
<td>TEXAS A&amp;M UNIVERSITY</td>
<td>46</td>
<td>14</td>
<td>+32</td>
</tr>
<tr>
<td>RIDER UNIVERSITY</td>
<td>69</td>
<td>42</td>
<td>+27</td>
</tr>
<tr>
<td>LONGWOOD UNIVERSITY</td>
<td>47</td>
<td>24</td>
<td>+23</td>
</tr>
<tr>
<td>UNIVERSITY AT BUFFALO</td>
<td>59</td>
<td>36</td>
<td>+23</td>
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<td>MARIST COLLEGE</td>
<td>53</td>
<td>35</td>
<td>+18</td>
</tr>
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<td>29</td>
<td>12</td>
<td>+17</td>
</tr>
<tr>
<td>IOWA STATE UNIVERSITY</td>
<td>20</td>
<td>5</td>
<td>+15</td>
</tr>
<tr>
<td>CREIGHTON UNIVERSITY</td>
<td>41</td>
<td>27</td>
<td>+14</td>
</tr>
<tr>
<td>UNIVERSITY OF NOTRE DAME</td>
<td>60</td>
<td>50</td>
<td>+10</td>
</tr>
<tr>
<td>WEST VIRGINIA UNIVERSITY</td>
<td>18</td>
<td>10</td>
<td>+8</td>
</tr>
</tbody>
</table>
**Small but Mighty**

Here are the top 10 schools with the highest engagement with a student body enrollment of under 5,000 students.

<table>
<thead>
<tr>
<th>SCHOOL</th>
<th>RANK</th>
<th>TOTAL ENROLLMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE CITADEL</td>
<td>3</td>
<td>3,717</td>
</tr>
<tr>
<td>U.S. MILITARY ACADEMY</td>
<td>13</td>
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<td>VIRGINIA MILITARY INSTITUTE</td>
<td>16</td>
<td>1,722</td>
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<td>HOLY CROSS</td>
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<td>3,051</td>
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<td>SIENA COLLEGE</td>
<td>19</td>
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</tr>
<tr>
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<td>20</td>
<td>2,681</td>
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<td>U.S. AIR FORCE ACADEMY</td>
<td>21</td>
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<td>25</td>
<td>2,289</td>
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<tr>
<td>U.S. NAVAL ACADEMY</td>
<td>32</td>
<td>4,495</td>
</tr>
<tr>
<td>MANHATTAN COLLEGE</td>
<td>37</td>
<td>4,242</td>
</tr>
</tbody>
</table>
Consistently Crushin’ it

And here are the schools that have remained in the Top 50 overall each year since 2017, ranked by smallest aggregate change over 3 years.

<table>
<thead>
<tr>
<th>School</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>+/-</th>
</tr>
</thead>
<tbody>
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<td>JAMES MADISON UNIVERSITY</td>
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<td>16</td>
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<td>HOLY CROSS</td>
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<td>7</td>
<td>-5</td>
</tr>
<tr>
<td>VIRGINIA MILITARY INSTITUTE</td>
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<td>11</td>
<td>16</td>
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</tr>
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<td>WILLIAM &amp; MARY</td>
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<td>XAVIER UNIVERSITY</td>
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<td>4</td>
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<tr>
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<td>GEORGIA INSTITUTE OF TECHNOLOGY</td>
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<td>33</td>
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<td>CAMPBELL UNIVERSITY</td>
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<td>32</td>
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<tr>
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<tr>
<td>UNIVERSITY OF TOLEDO</td>
<td>14</td>
<td>14</td>
<td>46</td>
<td>-32</td>
</tr>
</tbody>
</table>
Who We Are
About Up&Up

We’re Up&Up, a branding and marketing agency. We create brand platforms, marketing strategies, and digital experiences to serve student-focused schools who embrace change and want to solve the growing challenges of higher education.

We help our partners uncover the core of their university to give their institution the power to evolve and be their best version. And that best version drives connection—ultimately resulting in heightened enrollment, retention, and engagement.

LEARN MORE AT UPANDUP.AGENCY
About Rival IQ

Rival IQ delivers social media analytics with a competitive and comparative context. We equip you with powerful tools to uncover new opportunities, identify trends, and track results across all major social channels and the web. These insights help you set tangible benchmarks, make data-driven marketing decisions, improve results, and outperform your competition.

LEARN MORE AT RIVALIQ.COM
Curious where you ranked this time around?

We hope that you found this data informative, and continue to wish you the best as you build and boost your social media presence.

VIEW THE FULL RANKINGS >