82% of U.S. college presidents use Twitter

55% of all college and university presidents use Twitter

39% of Minority Serving Institution presidents use Twitter

36% of presidents across MSIs use Twitter

1% of TCU presidents use Twitter
28% of HSI presidents use Twitter

33% of AANAPISI presidents use Twitter
40% of HBCU presidents use Twitter

More than 30% tweet about national events or politics

What do they tweet about?

- Engaging without adding original context
- Their individual and institutional accomplishments
- Collegiate athletics
- Student accomplishments
- Colleghood/community service activities

What do they tweet about?

- Retweeting without adding original context
- Less than 3% tweet about national events or politics
- Their individual and institutional accomplishments
- Collegiate athletics
- Student accomplishments
- Colleghood/community service activities

Median number of tweets by an MSI president since joining Twitter

1 Renu Khator
UNIVERSITY OF HOUSTON — AANAPISI/HSI
84,000 FOLLOWERS

2 Wallace D. Loh
UNIVERSITY OF MARYLAND, COLLEGE PARK — AANAPISI
56,600 FOLLOWERS

3 Walter Kimbrough
DILLARD UNIVERSITY — HBCU
17,400 FOLLOWERS

4 Joseph Castro
CALIFORNIA STATE UNIVERSITY, FRESNO — AANAPISI/HSI
9,160 FOLLOWERS

5 Michael Sorrell
PAUL QUINN COLLEGE — HBCU
5,393 FOLLOWERS

6 George T. French, Jr.
MILES COLLEGE — HBCU
4,243 FOLLOWERS

7 Eduardo J. Padrón
MIAMI DADE COLLEGE — HSI
3,626 FOLLOWERS

8 Wayne Frederick
HOWARD UNIVERSITY — HBCU
3,579 FOLLOWERS

9 David Thomas
MOREHOUSE COLLEGE — HBCU
3,283 FOLLOWERS

10 Elwood Robinson
WINSTON-SALEM STATE UNIVERSITY — HBCU
3,211 FOLLOWERS

Median number of followers of anyone on Twitter

Median number of followers of a Minority Serving Institution president

TEN PRESIDENTS WITH THE MOST FOLLOWERS

FOR MORE INFORMATION VISIT:
www.gse.upenn.edu/cmsi/