



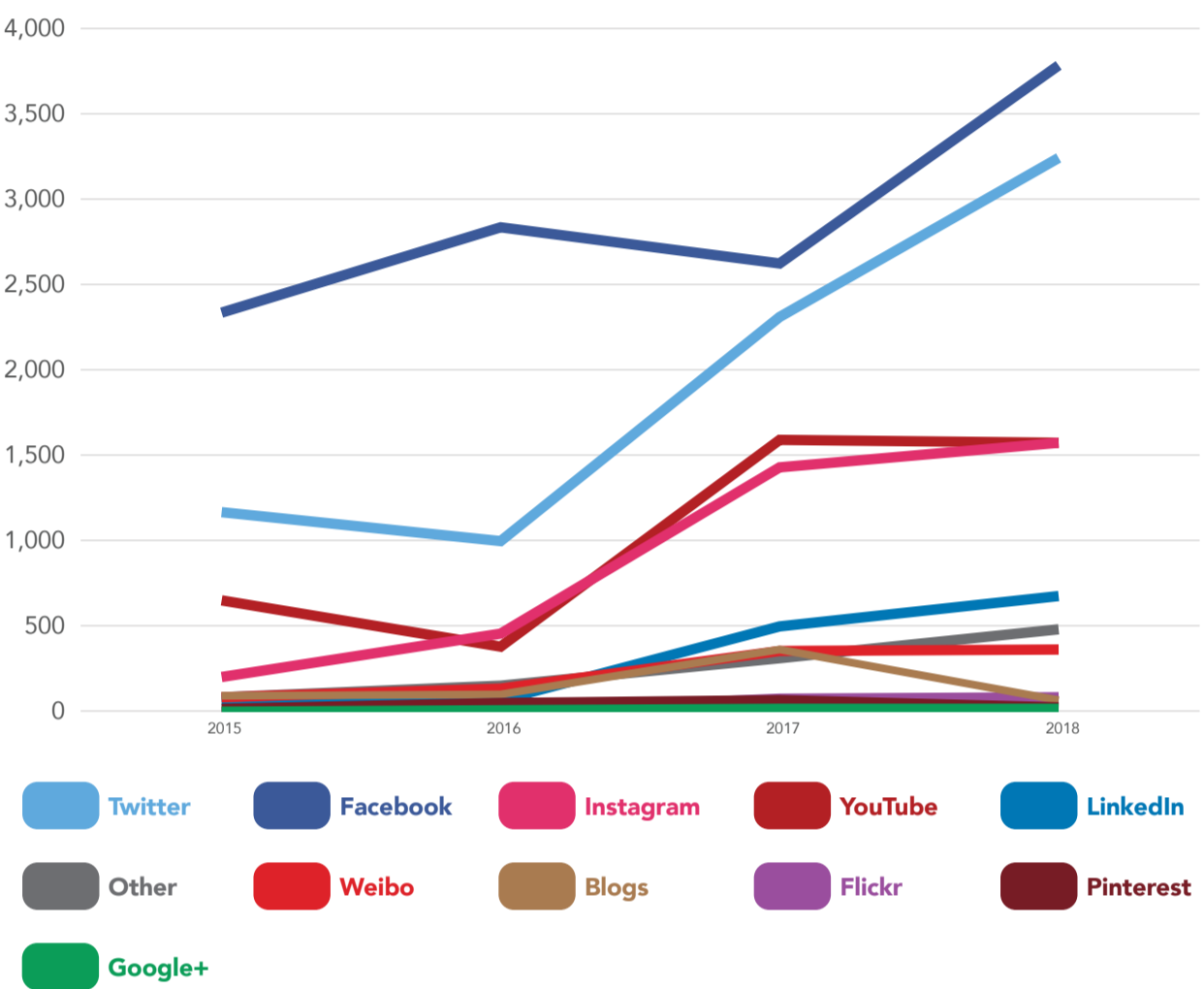
Social Media Usage Trends Among International Students

Social Media Update

April 17, 2019

On the StudyinCanada.com website, which caters to international students looking to study in Canada, we list links to college and university social media channels. Over the last four years we have tracked the number of times each link is clicked. With the attention social media is getting (in good and bad ways), we thought it might be interesting to provide some data on social media as we see it through these links.

Total Number of Clicks



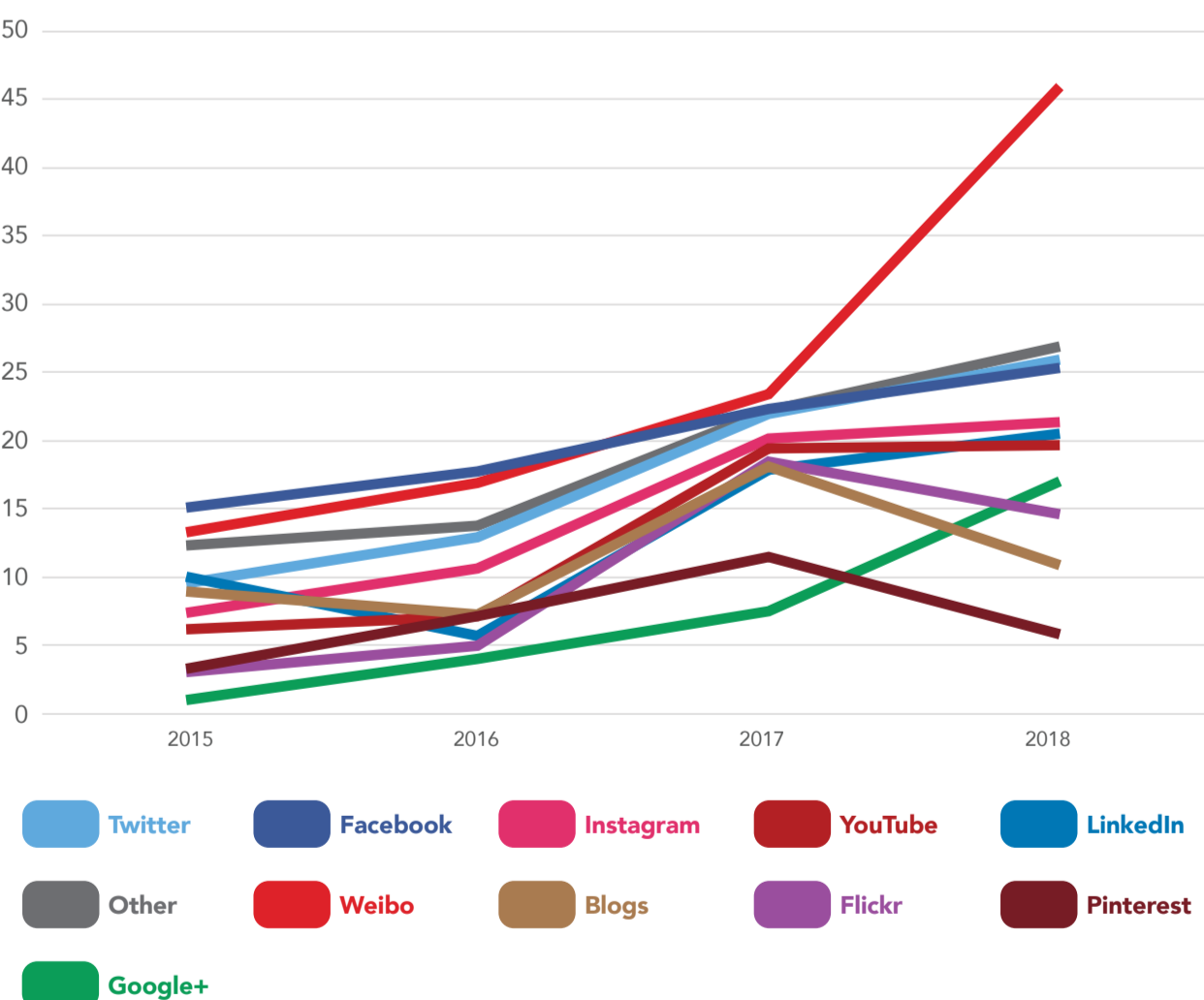
Insights

Over the past four years we see the usual suspects; Twitter, Facebook, YouTube and Instagram with the most traffic. Having said that, the top four social media platforms are not as dominant with international students (85%) as they are with Canadian students (93%).

Among the mix it's no great surprise to see Weibo make the list as many of the students using the StudyinCanada.com site are from China.

It is interesting to see that Weibo gets 46 clicks per monthly link. This is almost double that of Twitter and Facebook and more than double that of Instagram, LinkedIn and YouTube. Weibo rocks!

Average Clicks/Links



As with Canadian students, blogs, once the darling of the web, are in decline.

With the evolving social media landscape and the strength of the "Other" category, international students may be interested in these channels; **WeChat, WhatsApp, QQ, Baidu Tieba, Snapchat, and BharatStudent.**

Have questions about any of the data presented here or how you can improve your student recruitment marketing strategy? We're here to help!

Reach out to us at info@schoolfinder.com or give us a call at 1-800-211-5577.