

# Social Media Usage Trends Among Canadian Students

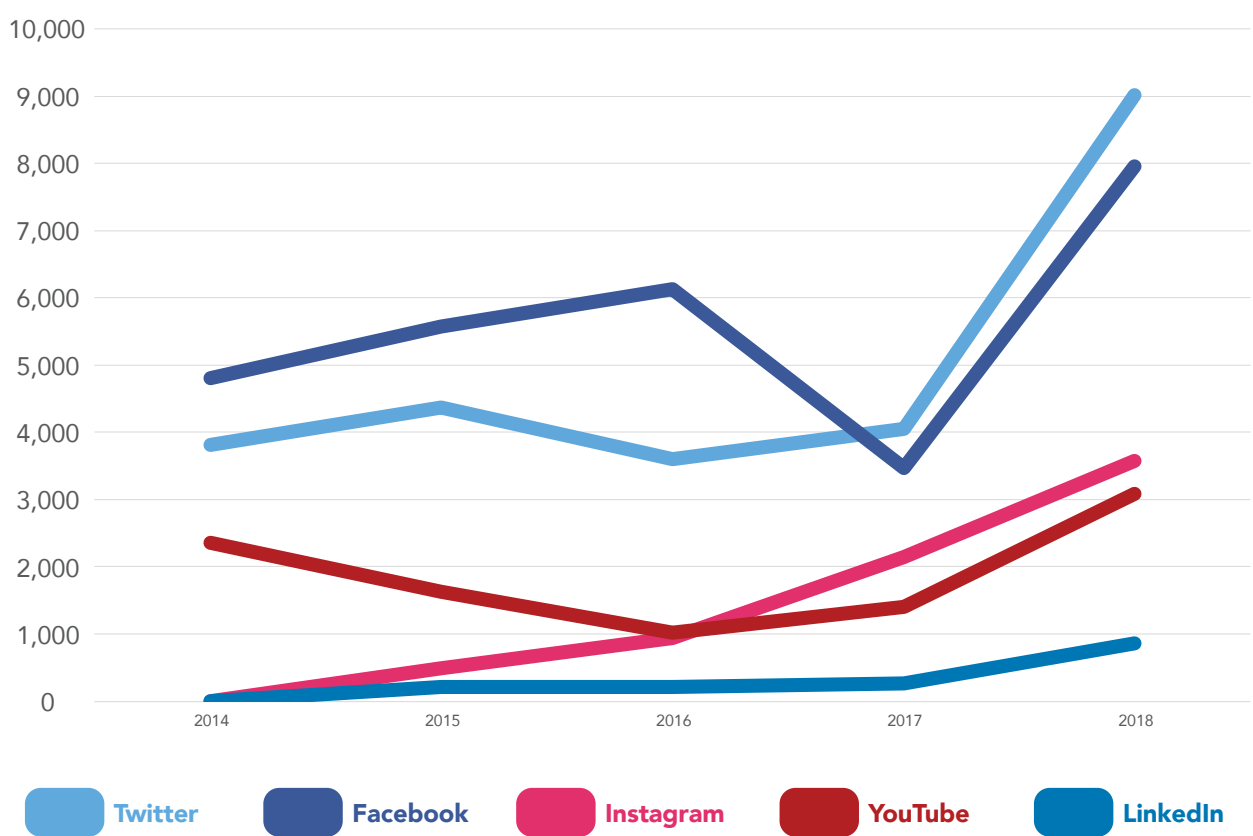


## Social Media Update

April 7, 2019

On the Schoolfinder.com website, we list links to college and university social media channels. Over the last five years we have tracked the number of times each link is clicked. With the attention social media is getting (in good and bad ways) and the changing landscape, we thought it might be interesting to provide some data on social media as we see it through these links.

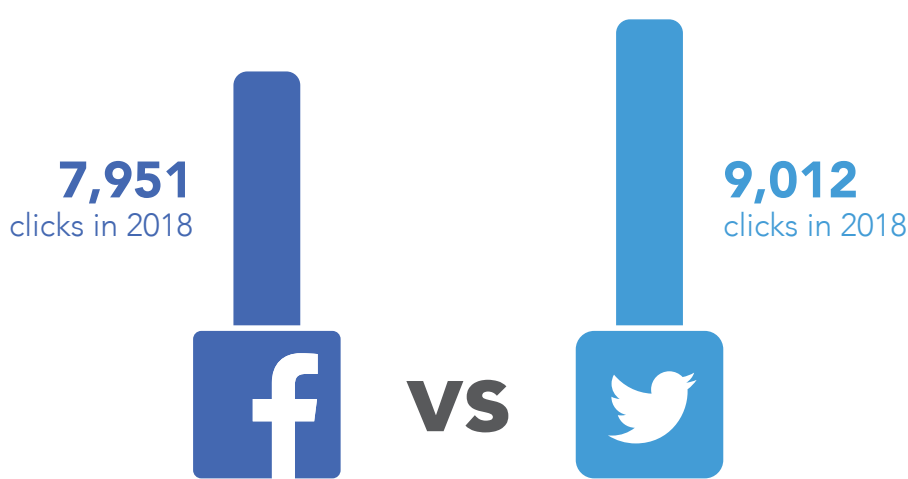
### Total Number of Clicks



## Insights

Over the past five years we see the usual suspects; Twitter, Facebook and YouTube at the top or close to it. **And it's no great surprise to see Instagram replacing YouTube in third place in 2017 and 2018.**

What's interesting is that **Twitter has replaced Facebook as the most clicked social media channel.**



It is also interesting to see **LinkedIn traffic has increased by more than 3 times from 2017 to 2018.**

**Blogs, once the darling of the web, have been in decline from 2016.**

And after many years of relative stability, **in 2018 we saw a significant increase in social media traffic.**

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@schoolfindergroup.com](mailto:info@schoolfindergroup.com) or give us a call at 1-800-211-5577.