



# Social Media Report

June 2019

# Introduction

We live in social times! Whether rightly or wrongly, most education marketers have become increasingly active on Facebook, LinkedIn, Instagram, WeChat and other channels. There are now [3.5bn active](#)<sup>1</sup> social media users and on average we spend [142 minutes](#)<sup>2</sup> a day on our social accounts.

The ToucanTech research team have looked at the social media activity of the UK's top 100 private secondary schools and collated this benchmarking report as food for thought!

We caveat that these figures are just a snapshot in time (the month of March 2019) and they do not represent the overall marketing/ comms efforts of these schools, but you might find it interesting to look at how your institution compares and consider how to drive more interaction with your social posts.

The list of 100 schools comes from a [ranking](#)<sup>3</sup> of UK independent schools based on 2018 A Level results (the percentage of A Level entries awarded A\* and A grades).



# Facebook

## Main pages

Every school on the list has a 'main' Facebook page, with more than 150K followers across all the schools as of April 2019 (an average of 1,521 followers per school). Harrow has the lowest followers (9 – an inactive page) and [Oxford International College](#) boasts the highest (10,602 – a proactive international marketing effort).

During the month of March, a total of 1805 posts were made across all schools, with an average of 18 posts per school. 20 schools (one fifth of the sample) made no posts at all. The most prodigious volume of posts (122) were made by the [Lady Eleanor Holles School](#) in West London.

Schools attracted an average of 413 likes to their main Facebook page in the month of March, with Farnborough Hill topping the list with an impressive 1,862 likes – see some of the brilliant posts below!

Schools with > 1,000 total likes on their main Facebook page (March 2019)

- ★ Concord College
- ★ Lady Eleanor Holles School
- ★ Cheltenham Ladies' College
- ★ Abbey School, Reading
- ★ Farnborough Hill
- ★ King's School, Chester
- ★ Wellington College
- ★ Truro School
- ★ The Grange School
- ★ Churcher's College

## Alumni groups

63 of the 100 schools have an alumni page/ group on Facebook (or one that we could find), with an average of 816 followers per page. In March a total of 568 posts were made across these alumni pages, with an average of 9 posts per group. The [Old Etonian Association](#) (of Eton College) was most active with 85 posts in the month of March.



# LinkedIn

## Main pages

Only two schools out of 100 don't appear to have a 'main' LinkedIn page set up. The average number of followers for a school official page was 803 as of April 2019, with a wide range from 30 followers up to 8,963 followers ([Eton College](#)).

Post activity was generally found to be much lower than Facebook with an average of just 2.6 posts per school and an average of 14.2 likes in the month of March 2019. [Caterham School](#) was the most active on LinkedIn (24 posts) and [Rugby School](#) attracted the most likes for their content (206 likes). Other schools with strong engagement levels were [King's College School, Wimbledon](#) (136 likes) and [Eltham College](#) (127 likes).

## Alumni groups

We found LinkedIn alumni groups/ pages for just over half the schools (54) with an average of 638 followers per group and a max of 2,357 ([GDST](#) – a group of schools including Oxford High School – the numbers are naturally higher as this LinkedIn group covers multiples schools). We noticed that several schools with large numbers of active alumni on LinkedIn haven't set up pages/ groups for these alumni – Winchester College, for example, has 3,610 alumni on LinkedIn but no group.

Schools with > 1,000 followers of LinkedIn Alumni group (March 2019)

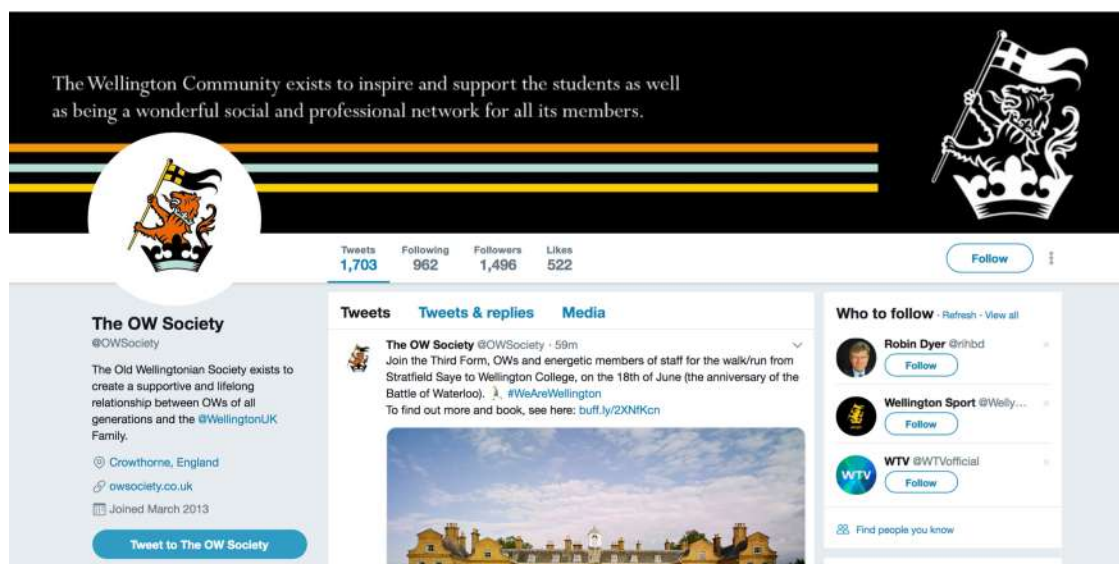
- ★ Westminster School
- ★ Eton College
- ★ Highgate School
- ★ Reigate Grammar School
- ★ Manchester Grammar School
- ★ Tonbridge School
- ★ Harrow School
- ★ Oundle School
- ★ Dulwich College
- ★ Abingdon School
- ★ Radley College



# Instagram, Twitter, Pinterest, YouTube

Most (96) of the 100 schools have a main Twitter account and 67 have an Instagram account. We found only 12 schools using Pinterest and 33 with a YouTube channel. As of April 2019, the Twitter accounts ranged from 408 to 8,202 followers and the Instagram accounts ranged from 23 to 6,813 followers. The [Haberdaskers' Aske's Boys' School](#) in Elstree has an incredible 8,260 subscribers to its YouTube channel!

We couldn't find any alumni specific accounts on Instagram, Pinterest and YouTube – but there may be groups or pages named differently to the school... We found 17 alumni Twitter accounts ranging from 46 followers to 1,496 followers (Wellington College – [OW Society](#))

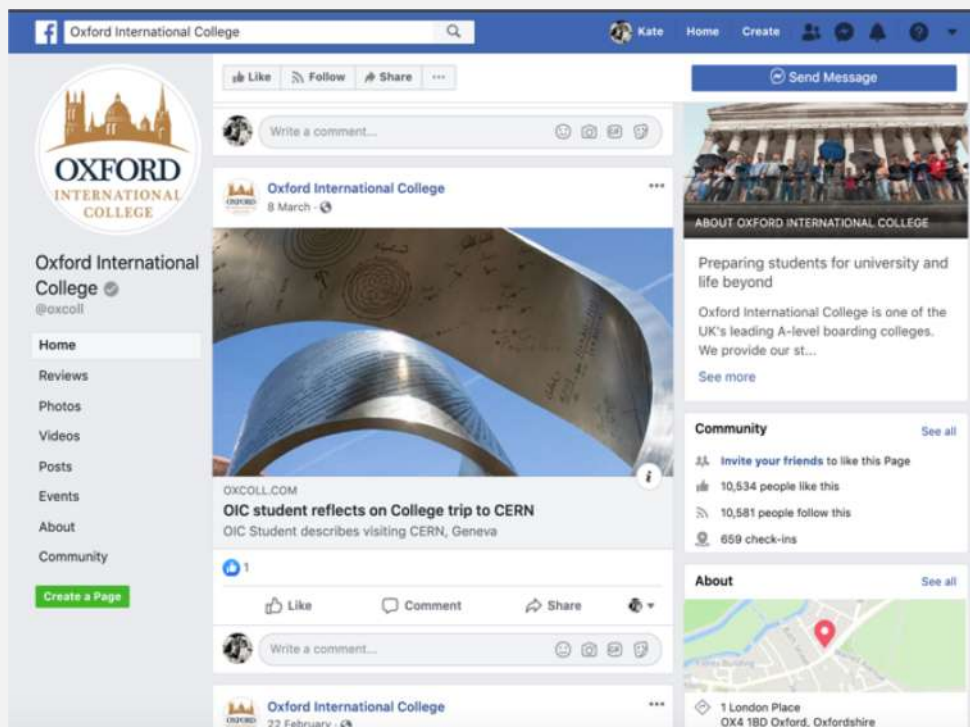


## Case study: top ranked school - St Paul's Girls School (SPGS)

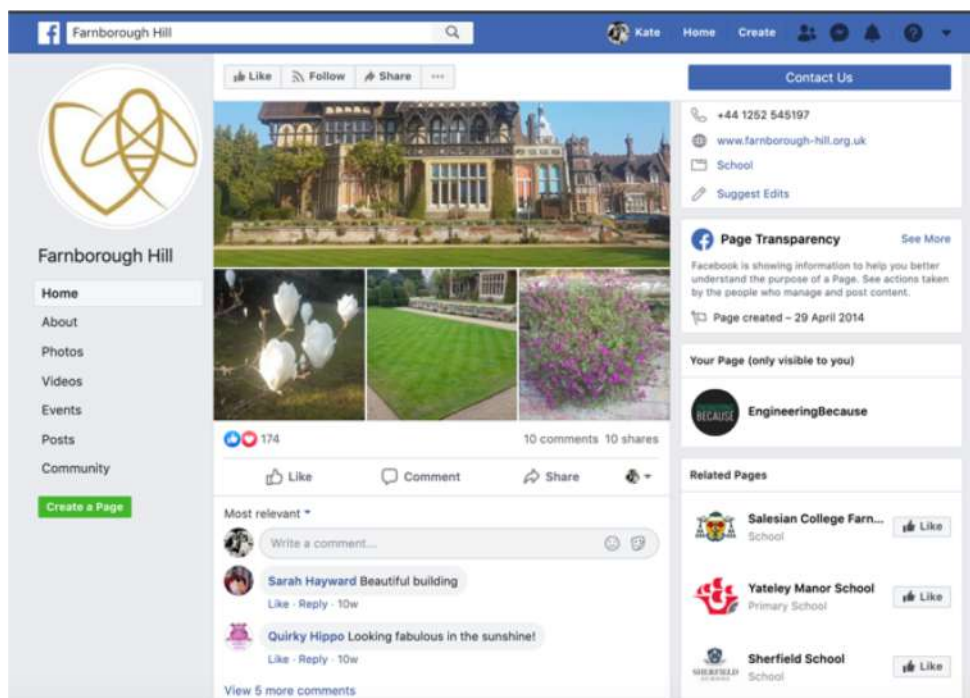
The UK's top independent ranked school has an official Facebook page and LinkedIn page but no posts were made on either for the month of this research. They have set up a YouTube Channel, but no videos have been posted for two years. In contrast, [SPGS Alumnae](#) has a fairly active Facebook group, an individual LinkedIn member (private) profile with 500+ 'connections' and a Twitter account with 340 followers.



# Top number of Facebook followers: Oxford International College



# Top number of Facebook likes in 1 month: Farnborough Hill





## Example Facebook posts from Farnborough Hill

Posting almost every day throughout the month, this is a great example of a school using a range of different topics and opportunities to post engaging photos and content, appealing to students, alumni, parents, staff and local residents



Live video announcement of a school competition with an enticing Michelin-star meal prize



Throwback Thursday photo from the 1930s – a domestic science class on washing and ironing!



A photo of a school photo! Behind-the-scenes photos, or photos of taking photos can work well for social media



Careers talk on school – and wordplay on popular TV series 'Call the Midwife'





Highlights from a gym and dance display – sharing all school performances is a quick win for your social channels



Charity sleepover photo – any uplifting charity events make good social content



Crazy socks day – everyone loves fashion faux-pas and ‘muck up’ day pics!



Video of throwing water over teachers – social posts can’t get better than this!





# 6 Tips for Increasing Alumni Followers & Engagement on Social Media

Engaging alumni on a regular basis is essential to the success of your school events and fundraising efforts. With [3.48 billion social media users worldwide](#), it's the logical place to connect with former students. With just a few tips and a little time, you can watch your alumni followers and engagement skyrocket with the help of social media!

1. Make it easy to connect with alumni by creating social accounts specific to them. Not only will this ensure your messages are heard, but it will make it easier for you to quickly identify gaps in your alumni content strategy. Don't have the time for another social platform? What about enlisting the help of some trusted past pupils?
2. Offer your followers some of value. Resources hosted on your alumni website and shared across social platforms are a great way to engage alumni. Employment resources and support are always welcomed. Consider CV building tools, job boards, free online courses (what skills can past students teach new alumni?) and mentorships. Give alumni ongoing support and they'll always have a reason to come back.
3. Appeal to their sentimental side. Posting images and video from the past can trigger strong nostalgic emotions and encourage engagement. Photo and video contests (name the Teacher/Building/Year) are a great way to get the conversation rolling. Ask for contribution from alumni and you're guaranteed to increase that engagement even more!
4. Regularly interview and showcase alumni. Be careful not to focus solely on the outwardly 'successful'. Look as well to those that are making contributions to the community or giving back in other ways — make everyone feel welcome.
5. Create a branded #hashtag for school leavers to share favourite photos on social media. Using a tool such as [Filmora](#), you can easily turn those contributions into a timeline video to further engage and build your following.
6. And lastly, make your social conversations two way. Take the time to engage and respond to your alumni audience as well as encourage conversation amongst your followers. Your efforts may not be immediate, but persistence will pay off!



## About ToucanTech

ToucanTech is a flexible website and database software for schools, encompassing a CRM, email, mentoring, payments and more. ToucanTech websites embed social media in various ways, including the ability to:

- sign-up / login with Facebook, LinkedIn, Google or WeChat
- share news, events and other content across social media
- display live feeds from Twitter, Facebook etc

For more info or to see a product demo, please contact the ToucanTech team at [hello@toucantech.com](mailto:hello@toucantech.com)



## About Alta Justus of The Virtual Marketer

An equally creative and analytical Digital Marketing Consultant with over 18 years of education and commercial marketing experience, Alta Justus of [The Virtual Marketer](#) is passionate about helping schools succeed in the digital arena.

From Google Analytics, through to SEO, PPC and Social Media marketing, she offers the digital expertise required to successfully grow a school's brand and increase admissions numbers.

In addition to delivering results-focused strategies for schools, Alta is keen to share her expertise and has delivered over a hundred webinars, workshops and masterclasses, all designed to empower the school marketer. Her practical sessions sieve through the digital noise to ensure participants always walk away with something of value to add to their own marketing repertoire.

## Did you know?

Internet & social media stats as of May 2019 <sup>4</sup>



Total worldwide population is 7.7 billion



The internet has 4.4 billion users



There are 3.499 billion active social media users



On average, people have 7.6 social media accounts

# References

1 – Hootsuite Digital 2019 Q2 Global Digital Snapshot April 2019 - <https://www.slideshare.net/DataReportal/digital-2019-q2-global-digital-statshot-april-2019-v02>

2 – Digital Information World Social Media Research January 2019 - <https://www.digitalinformationworld.com/2019/01/how-much-time-do-people-spend-social-media-infographic.html>

3 – Best Schools ranking of top UK independent schools by A-Levels 2018 - <https://www.best-schools.co.uk/uk-school-league-tables/list-of-league-tables/top-100-schools-by-a-level/>

4 – Social media trivia facts - <https://www.brandwatch.com/blog/amazing-social-media-statistics-and-facts/>

# Source Data

Indy Rank	Name of School	No. students on roll	Ages from - to	Year founded	Day/ Board	Boys/ Girls/ Co-ed	FACEBOOK									
							Facebook MAIN Page (Posts made by the page admin)					Facebook ALUMNI Page (Posts made by page admin)				
							Followers	POSTS made in March	LIKES (on posts) March	COMMENTS (on posts) March	SHARES (of posts) March	Followers	POSTS made in March	LIKES (on posts) March	COMMENTS (on posts) March	SHARES (of posts) March
1	St Paul's Girls' School	678	11 - 18	1904	Day	Girls	929	0	0	0	0	1064	9	211	11	8
2	Westminster School	721	13 - 18	1179	Day	Boys/ Co-Ed	237	0	0	0	0					
3	Cardiff Sixth form College		15 - 19	2004	Both	Co-ed	2161	19	228	3	14					
4	Winchester College	700	13 - 18	1382	Boarding	Boys	1326	0	0	0	0	443	1	11	0	0
5	North London Collegiate School	1018	4 - 18	1850	Day	Girls	2326	14	446	4	8					
6	St Paul's School	1272	7-18	1896	Both	Boys	762	5	68	0	5	541	0	0	0	0
7	Wycombe Abbey School	600	11-18	1896	Boarding	Girls	803	3	56	1	1					
8	Magdalen College School	651	7-18	1480	Day	Boys (Co-ed 6th form)	645	11	304	4	21					
9	Oxford International College	50	15-21	2002	Both	Co-ed	10602	1	1	0	0					
10	Perse Upper School	952	11-18	1615	Day	Co-ed	2503	9	378	9	19	0	0	0	0	0
11	Guildford High School for Girls	936	4-18	1888	Day	Girls	439	26	724	17	60					
12	Brighton College	710	3-18	1845	Both	Co-ed	2873	48	868	20	39	1699	26	120	7	15
13	City of London School for Girls	672	7-18	1894	Day	Girls	655	1	13	0	0	965	0	0	0	0
14	Concord College	513	12-18	1949	Both	Co-ed	3403	31	1340	13	84					
15	Royal Grammar School - Guildford	892	11-18	1509	Day	Boys	730	65	642	11	18					
16	Haberdashers' Aske's Boys' School, Elstree	1300	7-18	1690	Day	Boys	3479	13	662	13	11	1558	0	0	0	0
17	James Allen's Girls' School	1048	11-18	1741	Day	Girls	1535	14	236	7	14					
18	Elton College	1288	13-18	1440	Boarding	Boys	7944	0	0	0	0	2579	85	2	7	0
19	King's College School - Wimbledon	1191	7-18	1829	Day	Boys (Co-ed 6th form)	2065	20	444	15	5	287	0	0	0	0
20	King Edward VI High School for Girls	550	11-18	1883	Day	Girls	50	4	11	0	2	752	0	0	0	0
21	Highgate School	1,455	3-18	1565	Day	Co-ed	1378	37	370	11	7	0	0	0	0	0
22	Alleyn's School, Dulwich	1170	4-18	1882	Day	Co-ed	975	16	157	1	4	0	0	0	0	0
23	Lady Eleanor Holles School	872	7-18	1710	Day	Girls	720	122	1543	62	54					
24	Willington Girls School	640	7-18	1890	Day	Girls	806	29	827	52	18	1682	18	236	38	16
25	Manchester High School for Girls	936	4-18	1874	Day	Girls	2092	22	553	62	32					
26	The School of St Helen and St Katharine	627	9-18	1903	Day	Girls	988	7	61	0	1					
27	Godolphin & Latymer School	780	11-18	1861	Day	Girls	479	0	0	0	0	765	1	3	0	0
28	Haberdashers' Aske's School for Girls	1111	4-18	1875	Day	Girls	2125	9	203	3	2	537	0	0	0	0
29	St Mary's School - Ascot	360	11-18	1885	Both	Girls	72	0	0	0	0					
30	Wimbledon High School	903	4-18	1880	Day	Girls	808	24	243	20	22	512	2	16	5	0
31	Merchant Taylors' School	816	11-18	1561	Day	Boys	2583	1	44	2	0					
32	Buthin School	360	11-19	1284	Both	Co-ed	1304	11	235	25	23					
33	St Albans High School for Girls	640	11-18	1889	Day	Girls	925	23	494	8	26	0	0	0	0	0
34	University College School	955	11-18	1830	Day	Boys (Co-ed 6th form)	527	0	0	0	0	892	4	15	6	2
35	South Hampstead High School	901	4-18	1876	Day	Girls	278	1	11	3	1					
36	Bancroft's School	745	7-18	1737	Day	Co-ed	1187	10	455	22	14	254	20	6	0	0
37	Reigate Grammar School	814	10-18	1675	Day	Co-ed	2296	23	322	15	35					



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38	Manchester Grammar School	1492	9-18	1515	Day	Boys	1646	0	0	0	0					
39	Pulney High School	858	4-18	1893	Day	Girls	535	0	0	0	0	527	28	78	18	1
40	Hampton School	1269	11-18	1557	Day	Boys	638	0	0	0	0	53	0	0	0	0
41	Tonbridge School	744	13-18	1553	Both	Boys	2415	22	963	18	28					
42	City of London School for Boys	878	10-18	1442	Day	Boys	289	17	151	3	2					
43	Kingston Grammar School	810	11-18	1561	Day	Co-ed	96	11	25	0	0	735	3	43	0	2
44	Cheltenham Ladies' College	850	11-18	1853	Both	Girls	3162	19	1546	20	87					
45	St Swithun's School	520	4-18	1884	Both	Girls	602	4	85	1	4	585	0	0	0	0
46	Latimer Upper School	1013	7-18	1624	Day	Co-ed	601	5	131	0	3	1037	8	116	0	1
47	Downe House School	548	11-18	1907	Both	Girls	1002	61	828	38	47	0	0	0	0	0
48	St Catherine's School - Guilford	757	4-18	1885	Both	Girls	373	0	0	0	0	0	0	0	0	0
49	St Albans School	765	11-18	948	Day	Boys (Co-ed 6th form)	736	22	657	6	15	753	19	56	6	5
50	Nottingham High School	826	4-18	1513	Day	Co-ed	2125	11	305	14	18	908	28	102	51	4
51	Notting Hill and Faling High School	829	5-18	1873	Day	Girls	163	1	10	0	0	1022	21	431	178	5
52	Harrow School	797	13-18	1572	Boarding	Boys	9	0	0	0	0	1397	21	540	18	28
53	Abbey School - Reading	979	4-18	1887	Day	Girls	2042	42	1528	90	102	1197	0	0	0	0
54	St John's College - Cardiff	440	3-18	1987	Day	Co-ed	277	0	0	0	0					
55	City of London Freeman's School	750	7-18	1854	Both	Co-ed	1223	10	258	6	2					
56	Oundle School	1071	11-18	1556	Both	Co-ed	116	0	0	0	0	1116	4	50	2	2
57	Oxford High School GDST	900	4-18	1875	Day	Girls	462	5	28	1	0					
58	Trinity School - Croydon	888	10-18	1882	Day	Boys (Co-ed 6th form)	510	52	273	6	19	969	31	306	11	19
59	Royal Grammar School - Newcastle	1119	8-18	1545	Day	Co-ed	1416	10	272	15	3	1253	5	64	7	2
60	Channing School	555	4-18	1885	Day	Girls	710	22	233	3	2	228	0	0	0	0
61	King's High School for Girls	647	10-18	1879	Day	Girls	706	16	367	14	23	786	8	120	38	7
62	Eltham College	792	7-18	1842	Day	Boys (Co-ed 6th form)	1331	20	515	15	14	810	1	47	4	3
63	Dulwich College	1669	7-18	1619	Both	Boys	2285	0	0	0	0					
64	Abingdon School	965	11-18	1100	Both	Boys	1836	73	353	8	16	1085	16	99	15	5
65	Benenden School	485	11-18	1923	Boarding	Girls	439	3	42	0	5					
66	Shrewsbury School	790	13-18	1552	Both	Co-ed	242	4	61	0	4					
67	Marlborough College	856	13-18	1843	Both	Co-ed	1385	0	0	0	0	1291	27	168	15	0
68	St Michael's School - Llanelli	418	3-18	1923	Both	Co-ed	1108	38	729	28	13					
69	Farnborough Hill	497	11-18	1889	Day	Girls	1652	44	1862	133	62	1963	0	0	0	0
70	Woldingham School	550	11-18	1842	Both	Girls	1900	10	375	15	11					
71	Rugby School	780	11-18	1567	Both	Co-ed	4483	17	693	17	46					
72	King's School - Chester	816	7-18	1541	Day	Co-ed	1863	55	1484	63	144	702	3	26	0	1
73	Radley College	623	13-18	1847	Boarding	Boys	718	2	98	14	20	111	0	0	0	0
74	King Edward's School - Bath	936	3-18	1552	Day	Co-ed	939	16	223	10	24	293	3	6	4	1

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75	Wellington College	1045	13-18	1859	Both	Co-ed	7148	26	1392	61	36	1662	28	197	12	7
76	Mayfield School	400	11-18	1978	Both	Girls	728	58	756	24	0					
77	Norwich School	809	7-18	1096	Day	Co-ed	1039	32	683	17	71	1750	38	461	52	32
78	Tnuro High School	471	4-18	1880	Both	Girls	2520	54	1491	149	0	664	4	61	30	23
79	Caterham School	829	11-18	1811	Both	Co-ed	1033	27	511	14	56	145	0	0	0	0
80	Exeter School	820	7-18	1633	Day	Co-ed	538	0	0	0	0	1074	42	412	20	13
81	Hurthwood House	294	6-18	1970	Both	Co-ed	1998	23	561	11	88	1622	0	0	0	0
82	Chetham's School of Music	279	8-18	1969	Both	Co-ed	4173	20	513	10	106	353	0	0	0	0
83	Epsom College	750	11-18	1855	Both	Co-ed	2256	13	553	11	73	509	1	18	0	1
84	The Queens School - Chester	600	5-18	1878	Day	Girls	1409	32	927	25	48	735	0	0	0	0
85	Malvern St James Girls' School	400	4-18	1893	Both	Girls	1549	31	830	25	47	770	9	200	23	25
86	King's School - Canterbury	798	13-18	597	Both	Co-ed	914	32	442	13	17	1460	10	144	25	19
87	St Mary's School - Caine	350	11-18	1873	Both	Girls	582	3	30	1	3	219	1	3	0	0
88	Badminton School	450	3-18	1858	Both	Girls	916	21	455	11	49					
89	Francis Holland School - Regent's Park	390	11-18	1870	Day	Girls	548	4	16	0	1	251	10	14	12	0
90	St Peter's School	1035	8-18	627	Both	Co-ed	2170	7	397	7	18					
91	The Grange School	1125	4-18	1933	Day	Co-ed	2451	44	1425	129	111					
92	Churcher's College	834	4-18	1722	Day	Co-ed	1049	40	1412	324	989	1290	1	10	4	0
93	Bristol Grammar School	1213	7-18	1532	Day	Co-ed	2049	43	923	26	60	817	5	38	3	3
94	Burgess Hill Girls	484	2-18	1906	Both	Girls (Co-ed 2 - 4)	1285	28	771	37	66	366	0	0	0	0
95	Queen's Gate - Kensington	410	4-18	1891	Day	Girls	289	4	23	1	0					
96	Warwick School	1090	7-18	914	Both	Boys	2616	24	570	14	34	1428	0	0	0	0
97	Lancing College	550	13-18	1848	Both	Co-ed	762	0	0	0	0	509	0	0	0	0
98	Uppingham School	802	13-18	1584	Both	Co-ed	1544	0	0	0	0	1645	13	260	21	11
99	St James Independent School For Senior Girls	235	10-18	1975	Day	Girls	26	0	0	0	0					
100	St George's College	821	11-18	1809	Day	Co-ed	3469	8	187	2	3	805	14	49	1	2





							LINKEDIN						
							Linkedin Main Page (and Posts made by the school)				Linkedin Alumni Page/ Group (and Posts made by the school)		
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2	Westminster School	721	13 - 18	1179	Day	Boys/ Co-Ed	696	0	0	0		1053	
3	Cardiff Sixth form College		15 - 19	2004	Both	Co-ed	157	0	0	0		34	
4	Winchester College	700	13 - 18	1382	Boarding	Boys	5066	0	0	0			
5	North London Collegiate School	1018	4 - 18	1850	Day	Girls	2479	0	0	0			
6	St Paul's School	1272	7-18	1896	Both	Boys	2429	3	22	1		418	
7	Wycombe Abbey School	600	11-18	1896	Boarding	Girls	920						
8	Magdalen College School	651	7-18	1480	Day	Boys (Co-ed 6th form)	107					909	
9	Oxford International College	50	15-21	2002	Both	Co-ed	132						
10	Perse Upper School	952	11-18	1615	Day	Co-ed	463					565	
11	Guildford High School for Girls	936	4-18	1888	Day	Girls	254					0	
12	Brighton College	710	3-18	1845	Both	Co-ed	1273	2	14				
13	City of London School for Girls	672	7-18	1894	Day	Girls	251					119	
14	Concord College	513	12-18	1949	Both	Co-ed	72					96	
15	Royal Grammar School - Guildford	892	11-18	1509	Day	Boys	635						
16	Haberdashers' Aske's Boys' School, Elstree	1300	7-18	1690	Day	Boys	2357	1	7			781	
17	James Allen's Girls' School	1048	11-18	1741	Day	Girls	197						
18	Elton College	1288	13-18	1440	Boarding	Boys	8963					1967	
19	King's College School - Wimbledon	1191	7-18	1829	Day	Boys (Co-ed 6th form)	2636	10	136	5		178	
20	King Edward VI High School for Girls	550	11-18	1883	Day	Girls	60					123	
21	Highgate School	1,455	3-18	1565	Day	Co-ed	829					399	
22	Alleyn's School, Dulwich	1170	4-18	1882	Day	Co-ed	217	3	4	0		1000	
23	Lady Eleanor Holles School	872	7-18	1710	Day	Girls	216						
24	Withington Girls School	640	7-18	1890	Day	Girls	250					369	
25	Manchester High School for Girls	936	4-18	1874	Day	Girls	171	1	3	0			
26	The School of St Helen and St Katharine	627	9-18	1903	Day	Girls	121						
27	Godolphin & Latymer School	780	11-18	1861	Day	Girls	668					267	
28	Haberdashers' Aske's School for Girls	1111	4-18	1875	Day	Girls	213					340	
29	St Mary's School - Ascot	360	11-18	1885	Both	Girls	143					0	
30	Wimbledon High School	903	4-18	1880	Day	Girls	180	16	35	0		112	
31	Merchant Taylors' School	816	11-18	1561	Day	Boys	1047						
32	Ruthin School	360	11-19	1284	Both	Co-ed	89						
33	St Albans High School for Girls	640	11-18	1889	Day	Girls	336					597	
34	University College School	955	11-18	1830	Day	Boys (Co-ed 6th form)	1815	2	7	1			
35	South Hampstead High School	901	4-18	1876	Day	Girls	610	8	65	2		1	

							LINKEDIN						
							LinkedIn Main Page (and Posts made by the school)				LinkedIn Alumni Page/ Group (and Posts made by the school)		
Indy Rank	Name of School	No. students on roll	Ages from - to	Year founded	Day/ Board	Boys/ Girls/ Co-ed	Followers	POSTS made in March	LIKES (on posts) March	COMMENTS (on posts) March		Followers	
36	<a href="#">Bancroft's School</a>	745	7-18	1737	Day	Co-ed	606	0	0	0		169	
37	<a href="#">Reigate Grammar School</a>	814	10-18	1675	Day	Co-ed	243	5	22	0		1220	
38	<a href="#">Manchester Grammar School</a>	1492	9-18	1515	Day	Boys	2246	0	0	0		1311	
39	<a href="#">Putney High School</a>	858	4-18	1893	Day	Girls	330	19	14	0			
40	<a href="#">Hampton School</a>	1269	11-18	1557	Day	Boys	1121	5	93	4		393	
41	<a href="#">Tonbridge School</a>	744	13-18	1553	Both	Boys	783	0	0	0		1081	
42	<a href="#">City of London School for Boys</a>	878	10-18	1442	Day	Boys	469	22	55	0			
43	<a href="#">Kingston Grammar School</a>	810	11-18	1561	Day	Co-ed	328	1	4	0		181	
44	<a href="#">Cheltenham Ladies' College</a>	850	11-18	1853	Both	Girls	947	0	0	0		458	
45	<a href="#">St Swinun's School</a>	520	4-18	1884	Both	Girls	244	0	0	0			
46	<a href="#">Latymer Upper School</a>	1013	7-18	1624	Day	Co-ed	1796	0	0	0		882	
47	<a href="#">Downe House School</a>	548	11-18	1907	Both	Girls	446	3	16	0			
48	<a href="#">St Catherine's School - Guildford</a>	757	4-18	1885	Both	Girls	806	0	0	0		833	
49	<a href="#">St Albans School</a>	765	11-18	948	Day	Boys (Co-ed 6th form)	1024	0	0	0		1025	
50	<a href="#">Nottingham High School</a>	826	4-18	1513	Day	Co-ed	54	0	0	0		637	
51	<a href="#">Notting Hill and Ealing High School</a>	829	5-18	1873	Day	Girls	141	1	3	1		202	
52	<a href="#">Harrow School</a>	797	13-18	1572	Boarding	Boys	1498	0	0	0		1552	
53	<a href="#">Abbey School - Reading</a>	979	4-18	1887	Day	Girls	659	0	0	0		296	
54	<a href="#">St John's College - Cardiff</a>	440	3-18	1987	Day	Co-ed	87	0	0	0			
55	<a href="#">City of London Freemen's School</a>	750	7-18	1854	Both	Co-ed	238	0	0	0		171	
56	<a href="#">Dundee School</a>	1071	11-18	1556	Both	Co-ed	1456	0	0	0		1208	
57	<a href="#">Oxford High School GDST</a>	900	4-18	1875	Day	Girls	397	0	0	0		2357	
58	<a href="#">Trinity School - Croydon</a>	888	10-18	1882	Day	Boys (Co-ed 6th form)	354	7	14	0		599	
59	<a href="#">Royal Grammar School - Newcastle</a>	1119	8-18	1545	Day	Co-ed	520	12	86	0		468	
60	<a href="#">Channing School</a>	555	4-18	1885	Day	Girls		0	0	0		4	
61	<a href="#">King's High School for Girls</a>	647	10-18	1879	Day	Girls		0	0	0			
62	<a href="#">Eltham College</a>	792	7-18	1842	Day	Boys (Co-ed 6th form)	1441	11	127	1		773	
63	<a href="#">Dulwich College</a>	1669	7-18	1619	Both	Boys	1638	0	0	0		1154	
64	<a href="#">Abingdon School</a>	965	11-18	1100	Both	Boys	741	0	0	0		1418	
65	<a href="#">Benenden School</a>	485	11-18	1923	Boarding	Girls	435	0	0	0		409	
66	<a href="#">Shrewsbury School</a>	790	13-18	1552	Both	Co-ed	805	0	0	0		844	
67	<a href="#">Marlborough College</a>	856	13-18	1843	Both	Co-ed	2517	0	0	0			
68	<a href="#">St Michael's School - Llanelli</a>	418	3-18	1923	Both	Co-ed	30	0	0	0			
69	<a href="#">Farnborough Hill</a>	497	11-18	1889	Day	Girls	123	0	0	0			
70	<a href="#">Wokingham School</a>	550	11-18	1842	Both	Girls	514	0	0	0		325	





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							LinkedIn Main Page (and Posts made by the school)				LinkedIn Alumni Page/ Group (and Posts made by the school)
							Followers	POSTS made in March	LIKES (on posts) March	COMMENTS (on posts) March	
71	Rugby School	780	11-18	1567	Both	Co-ed	1596	14	206	2	
72	King's School - Chester	816	7-18	1541	Day	Co-ed	933	2	7	0	
73	Radley College	623	13-18	1847	Boarding	Boys	87	0	0	0	2020
74	King Edward's School - Bath	936	3-18	1552	Day	Co-ed	245	0	0	0	227
75	Wellington College	1045	13-18	1859	Both	Co-ed	1321	0	0	0	
76	Mayfield School	400	11-18	1978	Both	Girls	227	4	0	0	110
77	Norwich School	809	7-18	1096	Day	Co-ed	874	3	1	0	615
78	Truro High School	471	4-18	1880	Both	Girls	106	0	0	0	
79	Caterham School	829	11-18	1811	Both	Co-ed	1277	24	81	4	695
80	Exeter School	820	7-18	1633	Day	Co-ed	125	0	0	0	
81	Hurtwood House	294	6-18	1970	Both	Co-ed	270	8	6	0	
82	Chelham's School of Music	279	8-18	1969	Both	Co-ed	311	0	0	0	
83	Epsom College	750	11-18	1855	Both	Co-ed	786	0	0	0	
84	The Queens School - Chester	600	5-18	1878	Day	Girls	527	0	0	0	
85	Malvern St James Girls' School	400	4-18	1893	Both	Girls	98	0	0	0	
86	King's School - Canterbury	796	13-18	597	Both	Co-ed	2468	4	80	2	
87	St Mary's School - Calne	350	11-18	1873	Both	Girls	138	1	1	0	
88	Badminton School	450	3-18	1858	Both	Girls	84	0	0	0	
89	Francis Holland School - Regent's Park	390	11-18	1870	Day	Girls	87	0	0	0	
90	St Peter's School	1035	8-18	627	Both	Co-ed	352	0	0	0	
91	The Grange School	1125	4-18	1933	Day	Co-ed	797	5	3	0	
92	Churcher's College	834	4-18	1722	Day	Co-ed	382	4	7	0	
93	Bristol Grammar School	1213	7-18	1532	Day	Co-ed	450	1	3	0	
94	Burgess Hill Girls	484	2-18	1906	Both	Girls (Co-ed 2 - 4)	40	0	0	0	
95	Queen's Gate - Kensington	410	4-18	1891	Day	Girls	131	2	0	0	
96	Wanwick School	1090	7-18	914	Both	Boys	1298	0	0	0	
97	Lancing College	550	13-18	1848	Both	Co-ed	497	0	0	0	
98	Uppingham School	802	13-18	1584	Both	Co-ed	1184	0	0	0	
99	St James Independent School For Senior Girls	235	10-18	1975	Day	Girls	100	0	0	0	
100	St George's College	821	11-18	1869	Day	Co-ed	319	0	0	0	559

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							Instagram		Twitter		Pinterest		YouTube	
							MAIN - Followers	ALUMNI - Followers	MAIN - Followers	ALUMNI - Followers	MAIN - Followers	ALUMNI - Followers	MAIN - Subscribers	ALUMNI - Followers
1	St Paul's Girls' School	678	11 - 18	1904	Day	Girls	NO	NO	NO	340	NO	NO	97	NO
2	Westminster School	721	13 - 18	1179	Day	Boys/ Co-Ed	1796	NO	2006	N/K	NO	NO	317	NO
3	Cardiff Sixth form College		15 - 19	2004	Both	Co-ed	296	NO	801	NO	NO	NO	188	NO
4	Winchester College	700	13 - 18	1382	Boarding	Boys	419	NO	1823	NO	NO	NO	NO	NO
5	North London Collegiate School	1018	4 - 18	1850	Day	Girls	1244	NO	1777	NO	8	NO	117	NO
6	St Paul's School	1272	7-18	1896	Both	Boys	1096	NO	1213	NO	NO	NO	NO	NO
7	Wycombe Abbey School	600	11-18	1896	Boarding	Girls	148	NO	2093	NO	NO	NO	22	NO
8	Magdalen College School	651	7-18	1480	Day	Boys (Co-ed 6th form)	6813	NO	628	533	NO	NO	NO	NO
9	Oxford International College	50	15-21	2002	Both	Co-ed	NO	NO	430	NO	NO	NO	9	NO
10	Perse Upper School	952	11-18	1615	Day	Co-ed	340	NO	3169	NO	NO	NO	NO	NO
11	Guildford High School for Girls	936	4-18	1888	Day	Girls	54	NO	1960	NO	NO	NO	NO	NO
12	Brighton College	710	3-18	1845	Both	Co-ed	656	NO	5001	NO	NO	NO	NO	NO
13	City of London School for Girls	672	7-18	1894	Day	Girls	NO	NO	1795	112	NO	NO	238	NO
14	Concord College	513	12-18	1949	Both	Co-ed	926	NO	646	NO	NO	NO	211	NO
15	Royal Grammar School - Guildford	892	11-18	1509	Day	Boys	295	NO	2946	NO	NO	NO	65	NO
16	Haberdashers' Aske's Boys' School, Elstree	1300	7-18	1690	Day	Boys	NO	NO	2698	NO	N/K	N/K	8260	NO
17	James Allen's Girls' School	1048	11-18	1741	Day	Girls	577	NO	2227	NO	NO	NO	36	NO
18	Elton College	1288	13-18	1440	Boarding	Boys	NO	NO	4608	NO	115	NO	NO	NO
19	King's College School - Wimbledon	1191	7-18	1829	Day	Boys (Co-ed 6th form)	922	NO	NO	NO	NO	NO	158	NO
20	King Edward VI High School for Girls	550	11-18	1883	Day	Girls	NO	NO	1713	NO	NO	NO	59	NO
21	Highgate School	1,455	3-18	1565	Day	Co-ed	886	NO	2437	390	28	NO	244	NO
22	Alley's School, Dulwich	1170	4-18	1882	Day	Co-ed	345	NO	1994	539	NO	NO	NO	NO
23	Lady Eleanor Holles School	872	7-18	1710	Day	Girls	196	NO	1449	NO	NO	NO	27	NO
24	Withington Girls School	640	7-18	1890	Day	Girls	NO	NO	1949	430	NO	NO	34	NO
25	Manchester High School for Girls	936	4-18	1874	Day	Girls	214	NO	3124	NO	NO	NO	124	NO
26	The School of St Helen and St Katharine	627	9-18	1903	Day	Girls	NO	NO	1609	NO	NO	NO	32	NO
27	Godolphin & Latymer School	780	11-18	1861	Day	Girls	23	NO	2264	NO	NO	NO	4	NO
28	Haberdashers' Aske's School for Girls	1111	4-18	1875	Day	Girls	791	NO	1985	NO	N/K	N/K	57	NO
29	St Mary's School - Ascot	360	11-18	1885	Both	Girls	NO	NO	NO	NO	NO	NO	NO	NO
30	Wimbledon High School	903	4-18	1880	Day	Girls	1078	NO	2371	NO	6	NO	103	NO
31	Merchant Taylors' School	816	11-18	1561	Day	Boys	637	NO	4173	NO	NO	NO	NO	NO
32	Ruthin School	360	11-19	1284	Both	Co-ed	NO	NO	486	NO	NO	NO	NO	NO
33	St Albans High School for Girls	640	11-18	1889	Day	Girls	766	NO	1562	NO	NO	NO	34	NO
34	University College School	955	11-18	1830	Day	Boys (Co-ed 6th form)	278	NO	1251	NO	NO	NO	57	NO
35	South Hampstead High School	901	4-18	1876	Day	Girls	96	NO	1731	NO	NO	NO	15	NO
36	Bancroft's School	745	7-18	1737	Day	Co-ed	107	NO	2557	NO	NO	NO	18	NO



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							MAIN - Followers	ALUMNI - Followers	MAIN - Followers	ALUMNI - Followers	MAIN - Followers	ALUMNI - Followers	MAIN - Subscribers	ALUMNI - Followers
37	Reigate Grammar School	814	10-18	1675	Day	Co-ed	1134	NO	2398	NO	NO	NO	114	NO
38	Manchester Grammar School	1492	9-18	1515	Day	Boys	1174	NO	6528	NO	NO	NO	187	NO
39	Pulney High School	858	4-18	1893	Day	Girls	682	NO	4099	NO	NO	NO	108	NO
40	Hampton School	1289	11-18	1557	Day	Boys	NO	NO	408	NO	NO	NO	NO	NO
41	Tonbridge School	744	13-18	1553	Both	Boys	NO	NO	3202	NO	NO	NO	NO	NO
42	City of London School for Boys	878	10-18	1442	Day	Boys	688	NO	1678	NO	NO	NO	NO	NO
43	Kington Grammar School	810	11-18	1561	Day	Co-ed	930	NO	2497	NO	NO	NO	65	NO
44	Cheltenham Ladies' College	850	11-18	1853	Both	Girls	2454	NO	1830	NO	NO	NO	280	NO
45	St Swithun's School	520	4-18	1884	Both	Girls	367	NO	4263	NO	29	NO	65	NO
46	Lytmer Upper School	1013	7-18	1624	Day	Co-ed	NO	NO	2926	NO	NO	NO	162	NO
47	Downe House School	548	11-18	1907	Both	Girls	1186	NO	2582	NO	NO	NO	24	NO
48	St Catherine's School - Guildford	757	4-18	1885	Both	Girls	NO	NO	1191	NO	NO	NO	NO	NO
49	St Albans School	765	11-18	948	Day	Boys (Co-ed 6th form)	NO	NO	2120	NO	NO	NO	NO	NO
50	Nottingham High School	826	4-18	1513	Day	Co-ed	1157	NO	4276	NO	NO	NO	96	NO
51	Notting Hill and Ealing High School	829	5-18	1873	Day	Girls	NO	NO	1355	NO	NO	NO	NO	NO
52	Harrow School	797	13-18	1572	Boarding	Boys	NO	NO	2223	NO	NO	NO	NO	NO
53	Abbey School - Reading	979	4-18	1887	Day	Girls	578	NO	2454	NO	NO	NO	109	NO
54	St John's College - Cardiff	440	3-18	1987	Day	Co-ed	NO	NO	535	NO	NO	NO	NO	NO
55	City of London Freeman's School	750	7-18	1854	Both	Co-ed	403	NO	1697	NO	2	NO	NO	NO
56	Oundle School	1071	11-18	1556	Both	Co-ed	1857	NO	3878	NO	NO	NO	NO	NO
57	Oxford High School GDST	900	4-18	1875	Day	Girls	167	NO	1580	NO	NO	NO	NO	NO
58	Trinity School - Croydon	888	10-18	1882	Day	Boys (Co-ed 6th form)	111	NO	1949	NO	NO	NO	271	NO
59	Royal Grammar School - Newcastle	1119	8-18	1545	Day	Co-ed	628	NO	3170	NO	NO	NO	23	NO
60	Channing School	555	4-18	1885	Day	Girls	133	NO	1429	NO	NO	NO	28	NO
61	King's High School for Girls	647	10-18	1879	Day	Girls	NO	NO	1105	NO	NO	NO	NO	NO
62	Eltham College	792	7-18	1842	Day	Boys (Co-ed 6th form)	708	NO	1023	NO	NO	NO	109	NO
63	Dulwich College	1669	7-18	1619	Both	Boys	NO	NO	3681	NO	NO	NO	174	NO
64	Abingdon School	965	11-18	1100	Both	Boys	939	NO	4178	NO	NO	NO	142	NO
65	Benenden School	485	11-18	1923	Boarding	Girls	261	NO	2190	NO	NO	NO	337	NO
66	Shrewsbury School	790	13-18	1552	Both	Co-ed	NO	NO	3443	304	NO	NO	329	NO
67	Marlborough College	856	13-18	1843	Both	Co-ed	NO	NO	4014	NO	NO	NO	NO	NO
68	St Michael's School - Llanelli	418	3-18	1923	Both	Co-ed	48	NO	837	NO	NO	NO	375	NO
69	Farnborough Hill	497	11-18	1889	Day	Girls	NO	NO	1143	NO	NO	NO	24	NO
70	Woldingham School	550	11-18	1842	Both	Girls	1122	NO	3776	NO	NO	NO	153	NO
71	Rugby School	780	11-18	1567	Both	Co-ed	2555	NO	4279	NO	NO	NO	NO	NO
72	King's School - Chester	816	7-18	1541	Day	Co-ed	1188	NO	3449	NO	NO	NO	159	NO

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							Instagram		Twitter		Pinterest		YouTube	
							MAIN - Followers	ALUMNI - Followers	MAIN - Followers	ALUMNI - Followers	MAIN - Followers	ALUMNI - Followers	MAIN - Subscribers	ALUMNI - Followers
73	Radley College	623	13-18	1847	Boarding	Boys	792	NO	1738	NO	2	NO	NO	NO
74	King Edward's School - Bath	936	3-18	1552	Day	Co-ed	1178	NO	4062	NO	NO	NO	10	NO
75	Wellington College	1045	13-18	1859	Both	Co-ed	3070	NO	8202	1479	105	NO	106	NO
76	Mayfield School	400	11-18	1978	Both	Girls	1093	NO	2616	NO	NO	NO	67	NO
77	Nowich School	809	7-18	1096	Day	Co-ed	1517	NO	3728	NO	NO	NO	278	NO
78	Tnaro High School	471	4-18	1880	Both	Girls	663	NO	1156	NO	NO	NO	53	NO
79	Caterham School	829	11-18	1811	Both	Co-ed	1005	NO	827	379	NO	NO	7	NO
80	Exeter School	820	7-18	1633	Day	Co-ed	1632	NO	1837	NO	NO	NO	NO	NO
81	Hurtwood House	294	6-18	1970	Both	Co-ed	1347	NO	873	NO	NO	NO	3000	NO
82	Chetham's School of Music	279	8-18	1969	Both	Co-ed	1261	NO	6495	NO	NO	NO	208	NO
83	Enson College	750	11-18	1855	Both	Co-ed	1179	NO	4842	NO	NO	NO	97	NO
84	The Queens School - Chester	600	5-18	1878	Day	Girls	NO	NO	2739	NO	NO	NO	135	NO
85	Malvern St James Girls School	400	4-18	1893	Both	Girls	946	NO	2217	NO	NO	NO	101	NO
86	King's School - Canterbury	798	13-18	597	Both	Co-ed	1126	NO	1119	NO	NO	NO	NO	NO
87	St Mary's School - Calne	350	11-18	1873	Both	Girls	NO	NO	2595	NO	NO	NO	15	NO
88	Badminton School	450	3-18	1858	Both	Girls	819	NO	2464	60	2	NO	57	NO
89	Francis Holland School - Regent's Park	390	11-18	1870	Day	Girls	NO	NO	1858	NO	2	NO	33	NO
90	St Peter's School	1035	8-18	627	Both	Co-ed	NO	NO	2519	NO	NO	NO	NO	NO
91	The Grange School	1125	4-18	1933	Day	Co-ed	467	NO	2301	46	1	NO	71	NO
92	Churcher's College	834	4-18	1722	Day	Co-ed	769	NO	1112	186	NO	NO	51	NO
93	Bristol Grammar School	1213	7-18	1532	Day	Co-ed	1373	NO	3546	872	NO	NO	288	NO
94	Burgess Hill Girls	484	2-18	1906	Both	Girls (Co-ed 2 - 4)	377	NO	1889	NO	NO	NO	49	NO
95	Queen's Gate - Kensington	410	4-18	1891	Day	Girls	NO	NO	968	NO	NO	NO	NO	NO
96	Warwick School	1090	7-18	914 A.D	Both	Boys	NO	NO	2856	587	11	NO	NO	NO
97	Lancing College	550	13-18	1848	Both	Co-ed	NO	NO	2599	258	NO	NO	188	NO
98	Uppingham School	802	13-18	1584	Both	Co-ed	NO	NO	2892	NO	NO	NO	NO	NO
99	St James Independent School For Senior G	235	10-18	1975	Day	Girls	NO	NO	NO	72	NO	NO	NO	NO
100	St George's College	821	11-18	1869	Day	Co-ed	NO	NO	3347	84	NO	NO	73	NO

