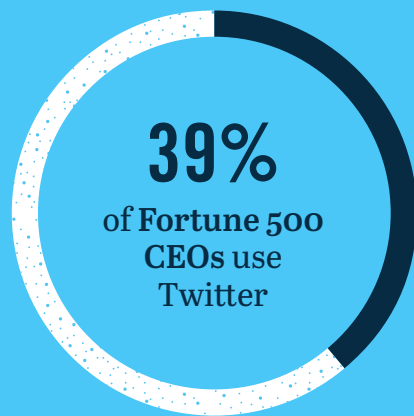
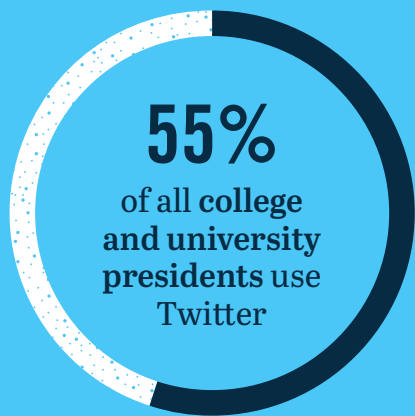
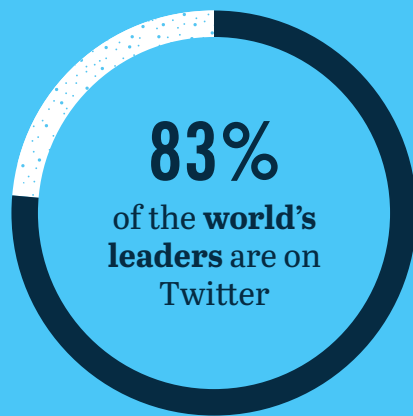


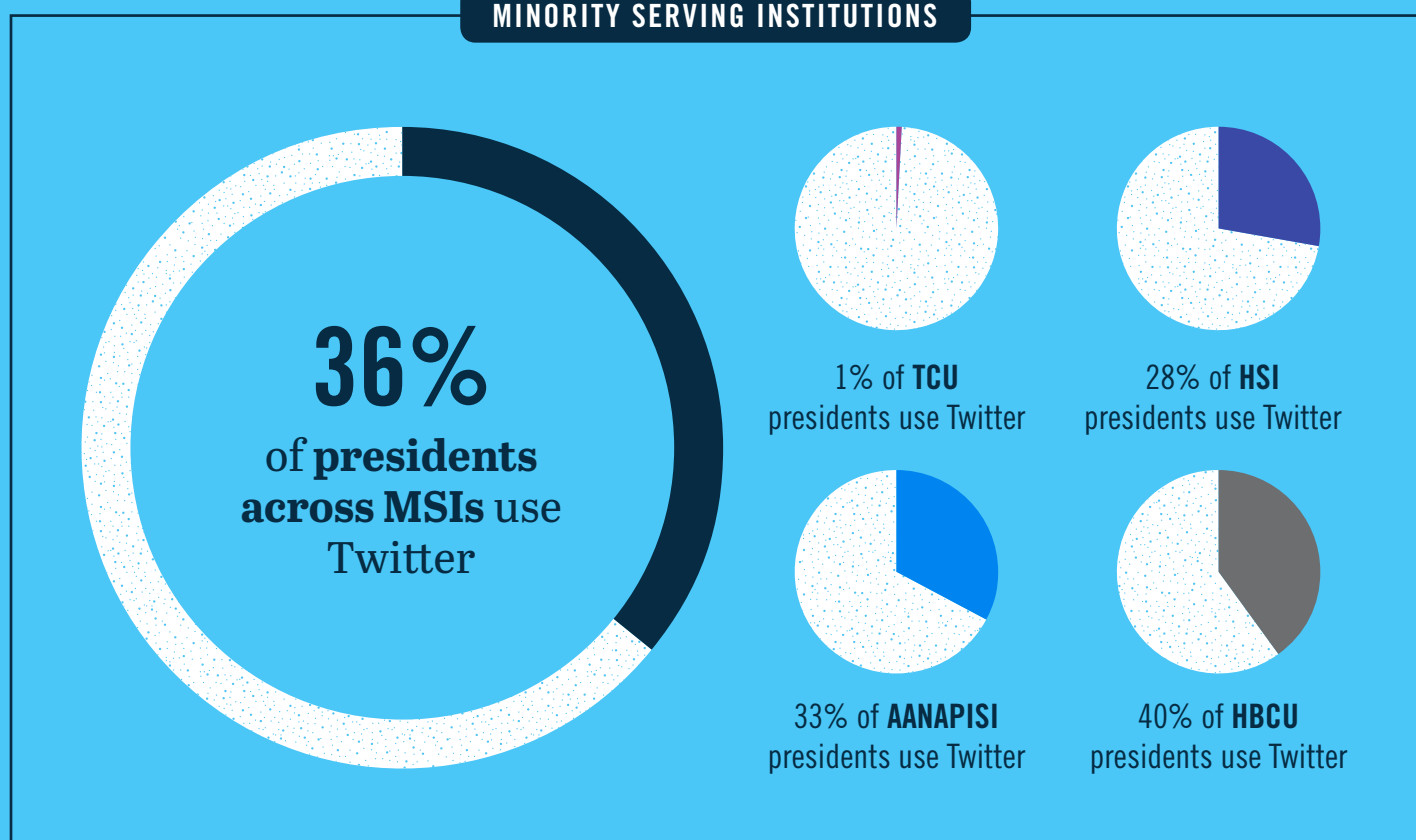


Twitter Use

of Minority Serving Institution Presidents



MINORITY SERVING INSTITUTIONS



What do they tweet about?



Less than 3% tweet about national events or politics

293

Median number of tweets by an MSI president since joining Twitter



331

Median number of followers of an MSI president

707

Median number of followers of anyone on Twitter

TEN PRESIDENTS WITH THE MOST FOLLOWERS

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

8 Wayne Frederick

HOWARD UNIVERSITY — HBCU

3,579 FOLLOWERS

6 George T. French, Jr.

MILES COLLEGE — HBCU

4,243 FOLLOWERS

9 David Thomas

MOREHOUSE COLLEGE — HBCU

3,283 FOLLOWERS

7 Eduardo J. Padrón

MIAMI DADE COLLEGE — HSI

3,626 FOLLOWERS

10 Elwood Robinson

WINSTON-SALEM STATE UNIVERSITY — HBCU

3,211 FOLLOWERS

MSI presidential data collected on February 7, 2018 by the Penn Center for Minority Serving Institutions. Other sources include: The Digital Policy Council (2016). *World Leaders on Twitter*. CISION PR Newswire; Hootsuite (2017). *Social Media & Higher Education*. Vancouver, BC. For the purposes of this research project, Minority Serving Institutions (MSIs) include: Tribal Colleges and Universities (TCUs), Hispanic Serving Institutions (HSIs), Asian American and Native American Pacific Islander Serving Institutions (AANAPISIs) and Historically Black Colleges and Universities (HBCUs).