Humber College's 50th Anniversary - #Humber50

January 17th 2018 was 'Humber Day' in Toronto. The day marked the culmination of our 50th Anniversary celebrations with the lighting of the CN Tower and iconic TORONTO sign in Humber blue and gold, along with the Humber at 50 – A Celebration Through Music concert at Koerner Hall. We spread the word to our alumni, campuses, community, partners, media friends and supporters. In turn, they all helped to raise awareness of the college and our milestone.

Facebook: 7K reach, 1K clicks and 260 engagements
Instagram: 85.8K impressions, 8.3K accounts reached and 5K engagements
Twitter: #Humber50 - 300 RTs, 450K reach, 755K impressions, 1K likes. Peaked at trend #3 in GTA
Snapchat: 300 unique viewers, 62% viewership retention and multiple snap saves
Media coverage reach: 2,235,143 viewers (covered by CP24, City TV, CBC, CTV and CHFI)

Top #Humber50 Tweet:





Happy 50th birthday Humber College and thanks for stopping by City Hall today. 50 never looked so good! #Humber50



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2:58 PM - 17 Jan 2018

48 Retweets 160 Likes

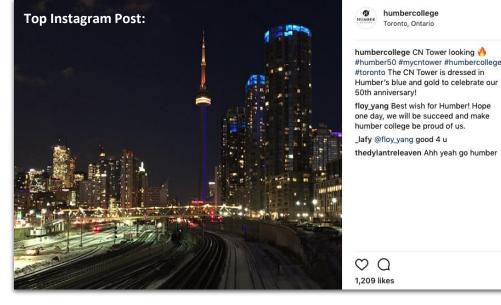
Tweeted to 13.9K followers

In the News:



City TV - Breakfast Television January 17, 2018

Alumni Dina Pugliese, Melanie Ng and Breakfast Television hosts congratulate Humber on its 50th anniversary with a visual of the Toronto sign. <u>Watch here</u>



In the News:



CP24 News – 11 p.m. News Hour January 17, 2018

CP24 congratulates Humber on its 50th anniversary with visuals from the anniversary concert at Koerner Hall. <u>Watch here</u>