

# Humber College's 50<sup>th</sup> Anniversary - #Humber50

January 17<sup>th</sup> 2018 was 'Humber Day' in Toronto. The day marked the culmination of our 50<sup>th</sup> 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:

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

2:58 PM - 17 Jan 2018  
 Tweeted to 13.9K followers

48 Retweets 160 Likes

## In the News:

**City TV - Breakfast Television**  
 January 17, 2018

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

**Top Instagram Post:**

humbercollege Toronto, Ontario

humbercollege CN Tower looking 🔥  
 #humber50 #mycmtower #humbercollege #toronto The CN Tower is dressed in Humber's blue and gold to celebrate our 50th anniversary!

floy\_yang Best wish for Humber! Hope one day, we will be succeed and make humber college be proud of us.  
 \_lafy @floy\_yang good 4 u  
 theydylantreleaven Ahh yeah go humber

1,209 likes

## In the News:

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

CP24 congratulates Humber on its 50<sup>th</sup> anniversary with visuals from the anniversary concert at Koerner Hall. [Watch here](#)