The Content Marketing 50:

Education Edition

The 50 Most Influential Education Brands on LinkedIn*

*As Measured by LinkedIn's Content Marketing Score

Education sector marketers have flocked to LinkedIn to reach the professional networking platform's audience of professionals, who are keen to boost their careers and earning power with further education. In particular, education brands are leveraging LinkedIn for content marketing. Below are the top 50 global education brands based on their LinkedIn Content Marketing Scores, which are calculated by measuring the ratio between the total target audience and the unique users that engaged with the content.

The Content Marketing Score evaluates all content-based activities on the LinkedIn platform, including Company Page updates, employee shares, LinkedIn Sponsored Updates, activities in LinkedIn Groups and Influencer and employee posts through the LinkedIn Publishing Platform.

The Most Influential Education Brands on LinkedIn: The Top 10

1. JACKWELCH MANAGEMENT INSTITUTE — *United States*
2. BerkeleyHaas — *United States*
3. AUSTRALIAN INSTITUTE of BUSINESS — *Australia*
4. STANFORD UNIVERSITY — *United States*
5. SINGULARITY UNIVERSITY — *United States*
6. eCornell — *United States*
7. Rhetor Women College — *Switzerland*
8. simplilearn — *United States*
9. Wharton — *United States*
10. FGV — *Brazil*

The Top Performing Education Brands on LinkedIn Tend to Share the Following Traits:

95% of institutions on the list have employees who share on LinkedIn content created by others

100% of institutions on the list post updates to their LinkedIn Company Pages

90% of institutions on the list have employees who post their own content on LinkedIn

75% of institutions on the list invest in LinkedIn Sponsored Updates

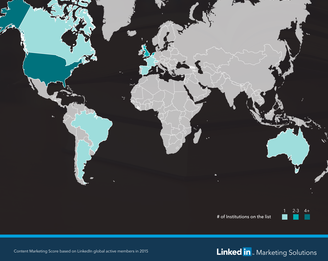
Frequency of LinkedIn Company Page Updates Among the Most Influential Education Brands: 7 per Week

The Most Influential Education Brands on LinkedIn: 11-50

11. Pomona College — *United States*
12. Arizona State University — *United States*
13. New York University — *United States*
14. Stanford Graduate School of Business — *United States*
15. IE Business School — *Spain*
16. Southern Vermont College — *United States*
17. Harvard Business School — *United States*
18. George Washington University — *United States*
19. University of Phoenix — *United States*
20. Syracuse Online Business — *United States*
21. General Assembly — *United States*
22. Ohio University Online — *United States*
23. Duke University — *United States*
24. University of Southern California — *United States*
25. Massachusetts Institute of Technology (MIT) — *United States*
26. Nyenrode Business Universiteit — *Netherlands*
27. Harvard Law School — *United States*
28. INSEAD — *France*
29. Vanderbilt University — *United States*
30. Open Universiteit — *Netherlands*
31. UC Berkeley — *United States*
32. University of Michigan Ross School of Business — *United States*
33. Babson College — *United States*
34. University of Toronto — *Canada*
35. NYU Stern School of Business — *United States*
36. Vlerick Business School — *Belgium*
37. Saïd Business School, University of Oxford — *United Kingdom*
38. UCSF — *United States*
39. EnglishUp — *United Kingdom*
40. Columbia University Graduate School of Journalism — *United States*
41. Harvard University — *United States*
42. Conscious Business Center International-CBC — *Argentina*
43. Columbia University in the City of New York — *United States*
44. IMD business school — *Switzerland*
45. HEC Paris — *France*
46. Kellogg School of Management — *United States*
47. EF Education First — *Switzerland*
48. Copenhagen Business School — *United States*
49. Imperial College London — *United Kingdom*
50. Excelsior College — *United States*

This map shows the global distribution of Institutions among the Top 50 Influential Education Brands on LinkedIn.

(The areas in teal are countries that are home to brands on the list).



Content Marketing Score based on LinkedIn global active members in 2015

LinkedIn Marketing Solutions