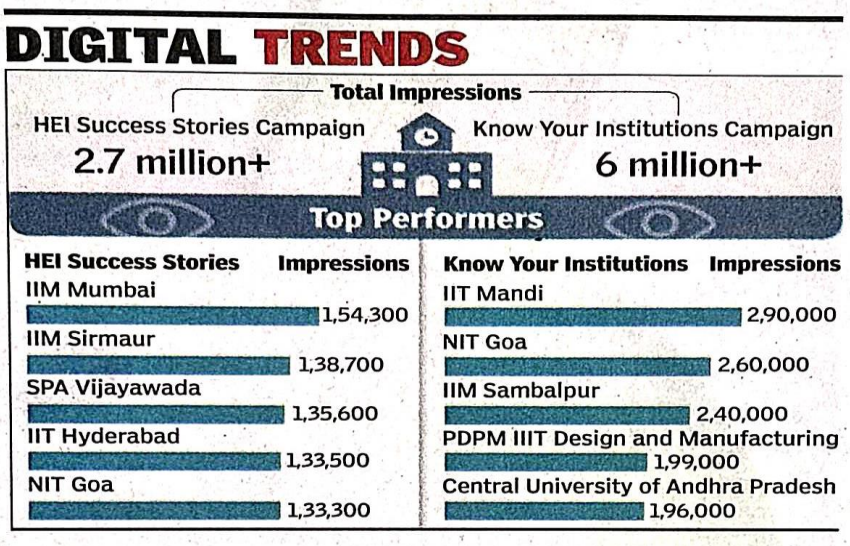
IIM-Mumbai, IIT-Mandi most influential Indian schools on social media



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New Delhi: IIM-Mumbai and IIT-Mandi have emerged as the most influential institutions in India on social media, leading the 'HEI Success Stories' and 'Know Your Institutions' campaigns and showcasing how these institutions leveraged digital platforms for global reach.

Generating over 27 lakh impressions across multiple social media platforms, the success stories campaign underscored the growing interest in India's higher education landscape. Their engagement numbers reflect their ability to attract audiences and highlight the transformative role of higher education in India.

The HEI Success Stories campaign, launched in Nov 2024 and continuing into 2025, sought to highlight groundbreaking achievements across Indian HEIs. From cutting-edge research and student-led startups to impactful community initiatives and state-of-the-art infrastructure, the campaign presented a holistic view of institutional success. Among the standout institutions, IIM-Mumbai led with 1.5 lakh impressions, followed by IIM-Sirmaur (1.38 lakh), School of Planning and Architecture, Vijayawada (1.35 lakh), IIT-Hyderabad and NIT Goa (1.33 lakh), trending past some bigger names such as IISc, Bengaluru, IIT-Madras, and IIM Shillong.

Similarly, the Know Your Institutions campaign, conducted from April to June 2024, focused on elevating public awareness of HEIs by showcasing their legacy, achievements, and academic offerings. With a total of 60 lakh impressions, this initiative brought attention to 69 institutions, providing a platform for them to share their distinctive features.

"The strategic use of digital storytelling, high-quality visuals, and institution-centric narratives ensured maximum outreach and engagement," said an MoE official.