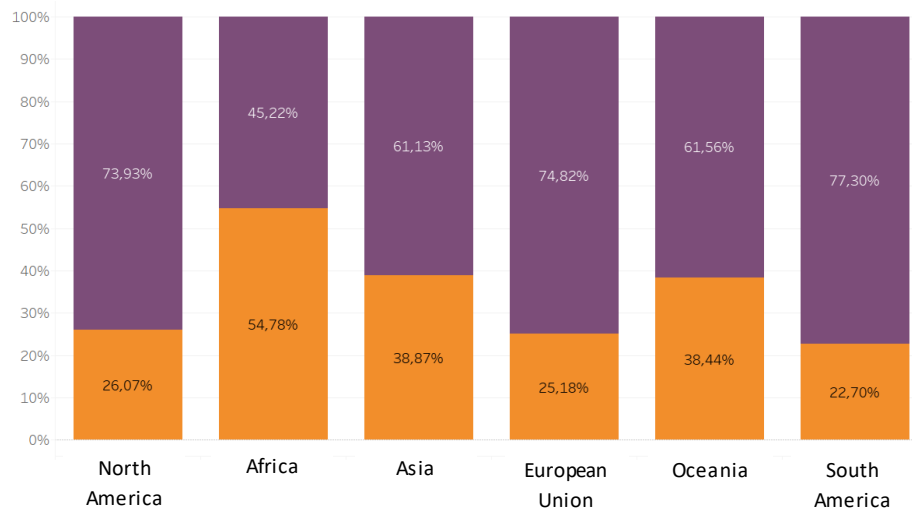
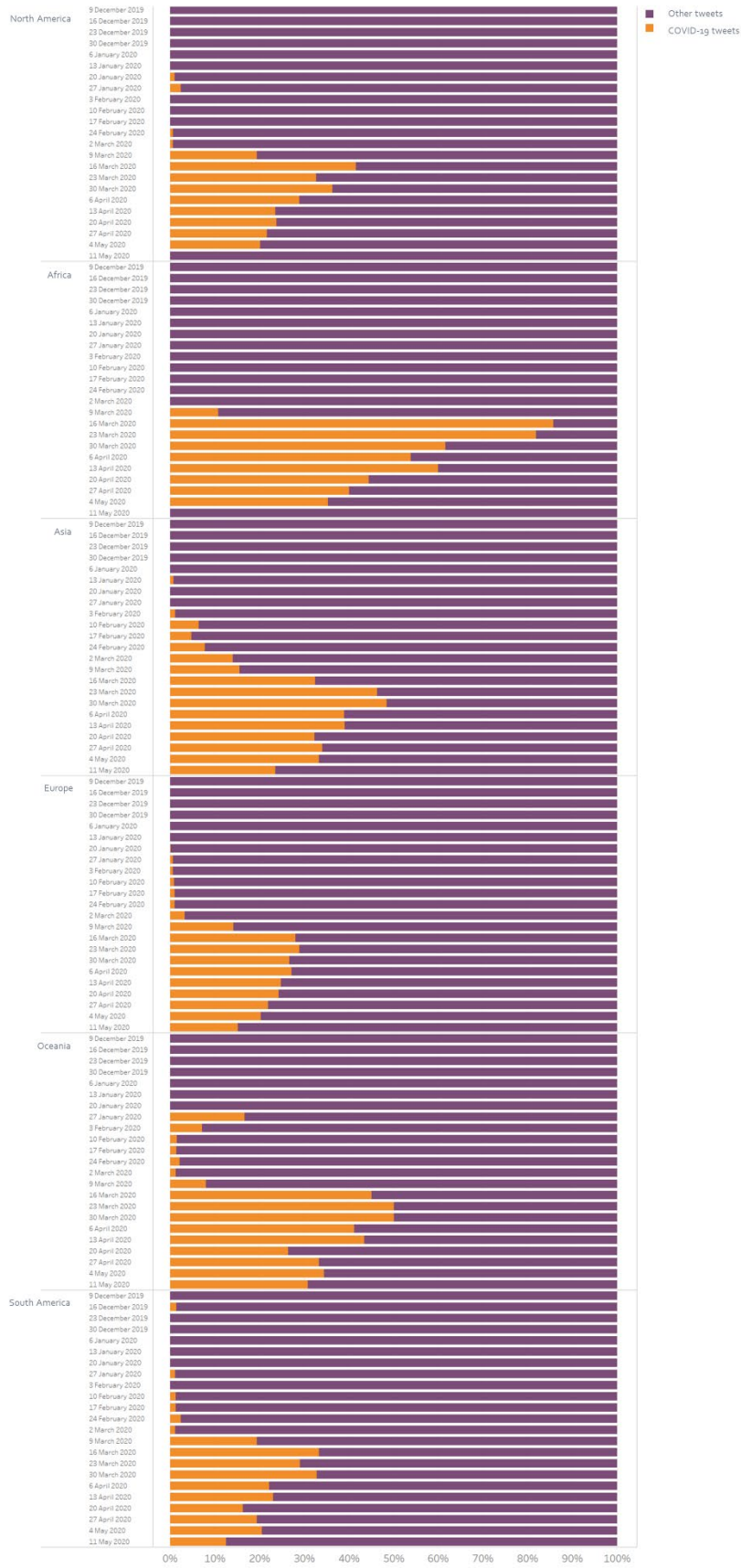


Share of COVID-19 related tweets (orange) in the total number of business schools' tweets by continents, April 2020



Share of COVID-19 related tweets (orange) in the total number of business schools' tweets by continents, 11th of Dec, 2020 – 11th of May, 2020



*EQUIS-accredited business schools that have a Twitter account, data from the 11th of Dec, 2019 to the 11th of May, 2020. If not otherwise specified, the analysis covers April 2020 data.

**Most frequently used words in EQUIS business schools' tweets, 2019

Word	Frequency
business	22261
students	13748
management	11797
mba	11012
research	9106
school	8924
professor	8036
programme	7887
campus	7853
innovation	6773
leadership	6405
world	6210
alumni	6071
international	5600
work	5586
digital	5378
student	5315
future	5103
learn	5090
marketing	5088

***Terms appearing the most frequently in COVID-19 related tweets

Term	Frequency	Share (in total number of words used)
covid	8620	3,08%
professor	2029	0,73%
crisis	937	0,33%
business	918	0,33%
webinar	709	0,25%
pandemic	583	0,21%
economy	580	0,20%
impact	491	0,18%
online	447	0,16%
students	390	0,14%
global	386	0,14%
outbreak	336	0,12%
social	325	0,12%
health	299	0,11%

article	295	0,11%
join	287	0,10%
lockdown	287	0,10%
time	287	0,10%
world	274	0,10%
post	273	0,10%
work	269	0,10%
community	255	0,09%
support	245	0,09%
research	240	0,09%
working	238	0,08%
information	224	0,08%
people	220	0,08%
home	217	0,08%
management	212	0,08%
response	212	0,08%