

SUMMARY

For the presentation of the daily social media resonance pressrelations recommends a format independent of the classic press review. In this way, the content results are compressed more strongly, especially when there is a high volume of contributions, and the focus is placed on relevant topic trends in order to present them clearly and the characteristics of user-generated content accordingly. For example, the company and its products are mentioned on the Social Web or discussions are held about campaigns, competitors or topics in the corporate environment.

highlights by

Reach

@ThomasMüller

Danke liebes Social Media-Team des @FCBayern für diesen witzigen Zusammenschritt zu meinem Geburtstag: #esmuellert
2.296.451 Followers



Interaction

Sniffer und Tinni

An enchanting animal friendship is enchanting the social media world: Fox Sniffer and dog Tinni are guaranteed to warm your heart.

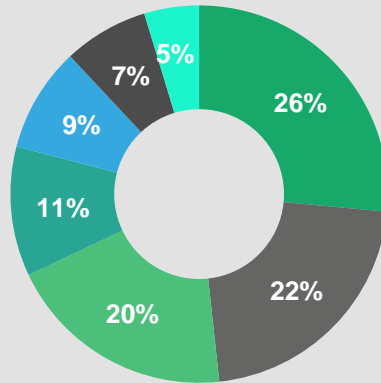
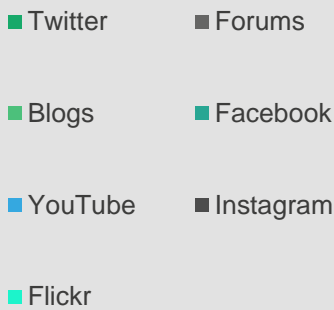
268 Likes, 41 Shares

Critical Sentiment

dbate

The arguments of mentally healthy people and the expressions of concerned citizens with brown underpants meet each other.

295 Views, 1.836 Subscribers



+3%



BUZZ



+7%



REACH

Survey Digitalschmankerl 2015: To increase reach, almost all (93%) use social media such as Facebook, Twitter, Instagram

