

SOCIAL

MEDIA TREND REPORT

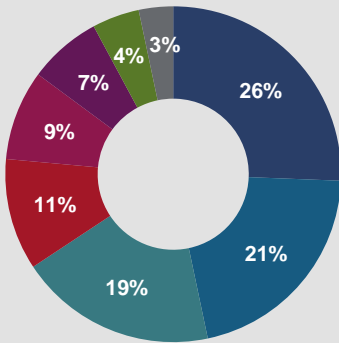


pressrelations
schneller mehr wissen

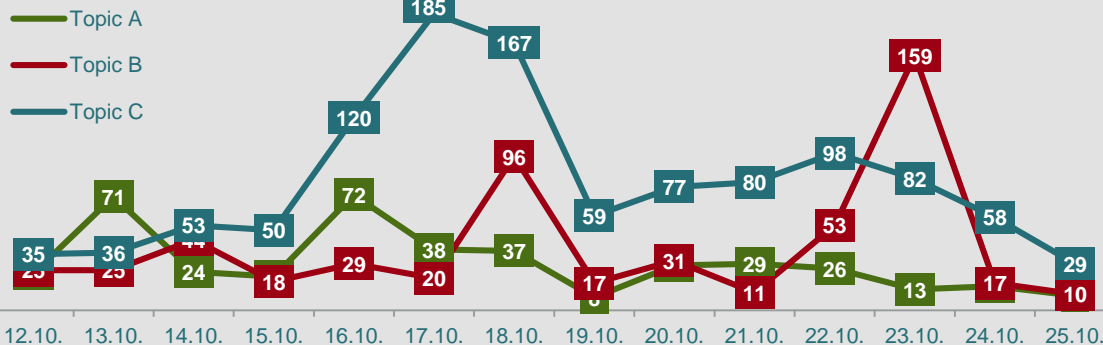
Summary

For the presentation of daily social media response, pressrelations recommends a format that is different from classical press reviews. This approach helps to ensure that particularly in cases of high media response, the content-related results are more compact than they would otherwise be. Moreover, the focus is put on relevant topics trends in a bid to edit the results more clearly according to the requirements and characteristics of user-generated content. The monitoring includes e.g. mentions of your own company and its products on the social web or discussions about campaigns, competitors or topics related to the corporate environment.

- Twitter
- Forums
- Blogs
- Facebook
- YouTube
- Instagram
- Flickr
- Google+



Survey Digital Specialties 2015: In order to increase the reach, almost everyone (93%) uses social media like Facebook, Twitter, Instagram



highlights by

reach



@ThomasMüller

Thank you, dear social media team of @FCBayern for this witty cut for my birthday : #esmuellert
2,296,451 followers

interaction



Sniffer and Tinni

A magical animal friendship is currently enchanting the social media world: Fox sniffer and dog Tinni are surely a heart-warming team!

268 likes, 41 shares

critical sentiment



dbate

The arguments of sane people and the statements of concerned citizens with brown underpants collide.

295 views, 1,836 subscribers