

Focus in Social Media

Main focus

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Top reach & top engagement

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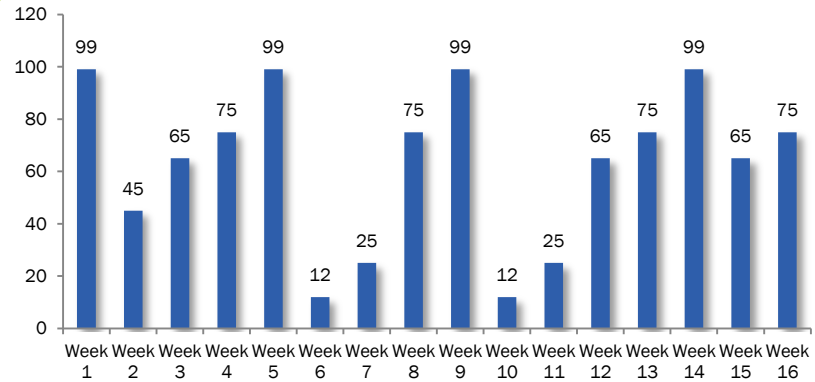
- ❖ Top reach – “3 pieces of chocolate and a napkin”:
- ❖ Top engagement – “Frustration on facebook”:

Keep an eye on

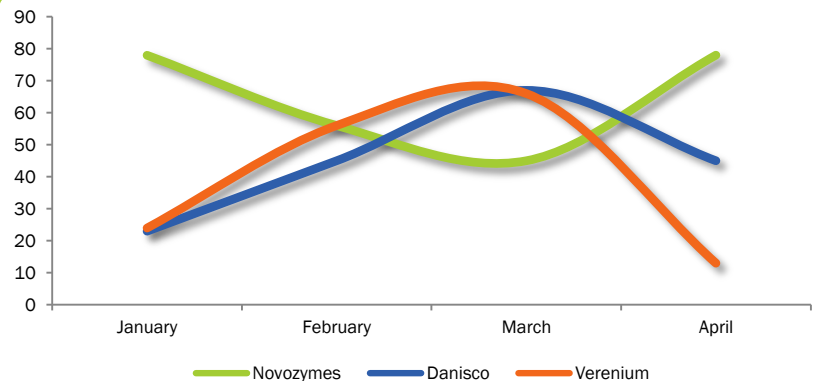
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- ❖ “Novo is the company”:
- ❖ “Reputation management in practice, when it works”:

Company attitude

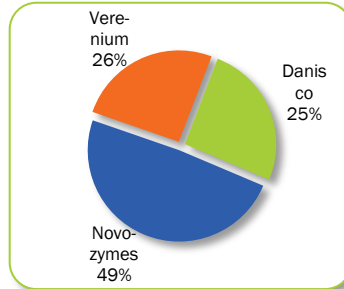
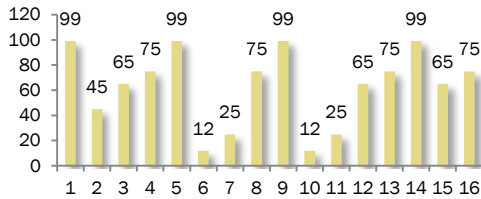


Benchmark - Company attitude



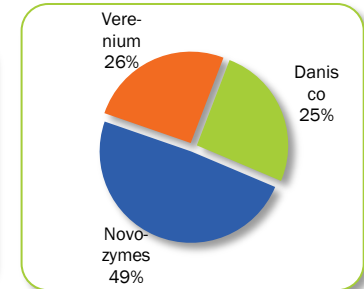
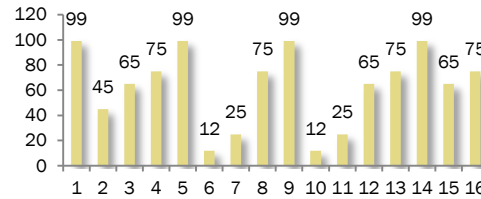
Blogs

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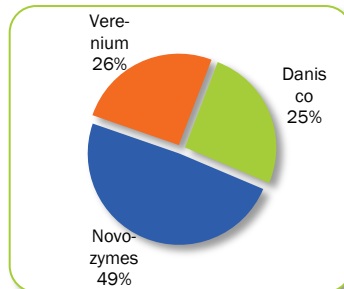
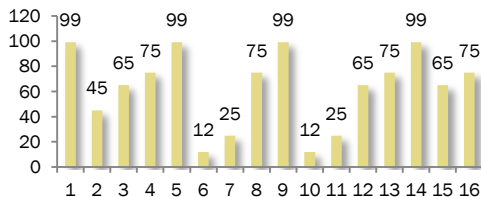
Forums

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Twitter

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Facebook

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