

# SOCIAL MEDIA LISTENING

SAMPLE DOCUMENT

## Descriptions

Mentions	A mention refers to any time a company, brand, product, service, or technology is talked about online. This could happen on various digital platforms, including social media, blogs, news articles, forums, podcasts, and more.
Social Listening Analysis	The most important and comprehensive information about data for each company. The data includes the total number of mentions and category (platform and type of content)
Estimated Reach	Measures the extent of content's exposure and the size of audience across various social media and non-social media platforms.
Interactions Share	Shows the total interactions (i.e., likes, shares, and comments) from all posts related to the topic.
Share of Topics	This is a comparison of the detected topics' sizes - how many mentions belong to each of them.
Voice Share	Voice Share gives insight into what part of the whole discussion was generated by the selected social media user/profile/fan page. It is a calculation based on influence numbers that can be treated as separate KPIs.
Topic Analysis	Topic analysis is a text analysis method that allows you to identify and distinguish various topics present in a collection of internet mentions. It enables the analysis of hundreds, or even thousands, of articles, social media posts, or comments, which would be impossible with traditional manual analysis.
Emotions	Emotions are detected within the text using advanced AI, which classifies each mention into one of the following emotion categories: <b>Positive</b> , <b>Negative</b> , or <b>Neutral</b> . These emotions often align with sentiment, but they offer a more detailed glimpse into the exact feelings expressed by the authors of the mentions.
Content Marketing Analysis	Providing data on company's content strategy. The number and type (AI/Non-AI) of content published by company on different platforms.
Content Marketing – Trending Keywords	Analysis of the keywords used by company to promote their content.
Content Marketing - Source Type	The graph provides details of the platforms used by company to publish their content.
Content Marketing - Content Type	The graph provides data on the number and type of content generated (like Post, News, Blogs, Webinar, Case study, etc.)
Social Media Post	Top social media post published by company on various social media platforms
Topics & Keywords	<ul style="list-style-type: none"> <li>• <b>Generic Topics:</b> Artificial Intelligence, Generative AI, Document Automation</li> <li>• <b>Company-Specific Topics:</b> Legal Tech, Law Tech, CLM, Contract Automation, Legal Innovation, Contract Review</li> </ul>

## Competitor 1 - Observation

- Global: Mention volumes are highest on Twitter, with a notable peak in December. Instagram and LinkedIn mentions increase over time. The highest estimated reach and likes occur in November and January, respectively. Positive mentions generally increase, while negative mentions peak in December.
- Australia: Mention volumes are significantly lower across all platforms. There is some activity on Twitter and LinkedIn, with Twitter peaking in November. Estimated reach increases over time, peaking in January. Likes are highest in November. Positive mentions are rare and there are no negative mentions.
- #ai is a recurring hashtag appearing in the top 5 every month, peaking at 85 mentions in January. #legaltech and #legalai alternate in presence but remain in the top 5, indicating a sustained interest in legal technology topics. Mentions for #legalresearch and #generativeai suggest varied interests in legal and AI fields.
- The neutral category dominates sentiment across all months, with a slight decrease from 95.5% in October to 87.3% in January.

## Social Listening Analysis

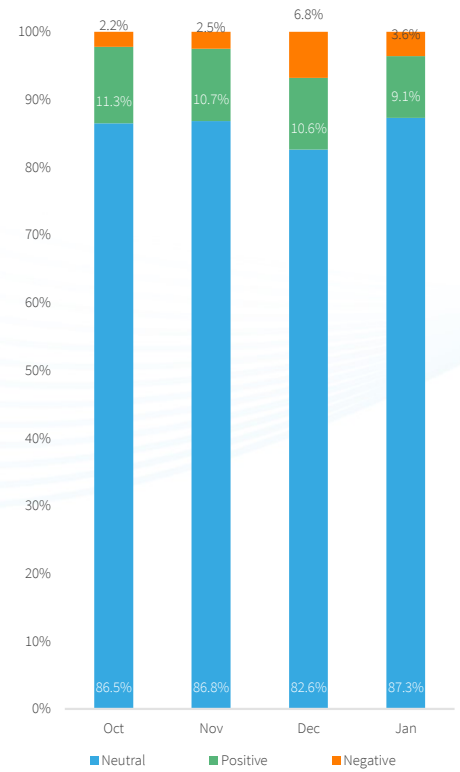
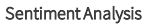
Region	Month	Mentions Volume & Category											Estimated Reach	Likes	Positive Mentions	Negative Mentions
		Instagram	Twitter	LinkedIn	Facebook	Blogs	News	Web	Forum	Podcasts	Videos	Total				
Global	Oct	51	87	15	8	93	255	142	6	0	5	662	3.98M	1291	45	15
	Nov	60	138	16	36	152	349	216	5	5	18	995	6.44M	964	65	25
	Dec	32	346	27	44	137	279	232	32	4	58	1191	4.07M	2142	91	81
	Jan	79	273	51	34	179	292	225	39	0	101	1273	4.40M	3493	105	42
Australia	Oct	0	7	15	0	4	6	0	0	0	0	32	3,021	143	0	0
	Nov	0	13	16	0	8	14	2	0	0	0	53	12,655	181	1	0
	Dec	0	0	12	12	2	4	2	0	0	2	34	3,227	222	2	0
	Jan	0	0	9	9	4	2	4	0	0	2	30	5,754	59	1	0

## Trending Hashtags - Global

Rank	Oct		Nov		Dec		Jan	
	Hashtags	Mentions	Hashtags	Mentions	Hashtags	Mentions	Hashtags	Mentions
1	#competitor1	45	#competitor1	110	#competitor1	127	#competitor1	191
2	#ai	37	#ai	45	#ai	52	#ai	85
3	#legalresearch	11	#legaltech	37	#legalai	33	#legalai	49
4	#legaltech	10	#legalai	30	#legaltech	30	#legaltech	47
5	#competitor1india	9	#comp1plusai	19	#generativeai	21	#legalresearch	34

## Most Influential Sites – Global

Oct to Jan	YouTube	
	Facebook	Instagram
	Twitter	
	TikTok	Quora
	Yahoo	



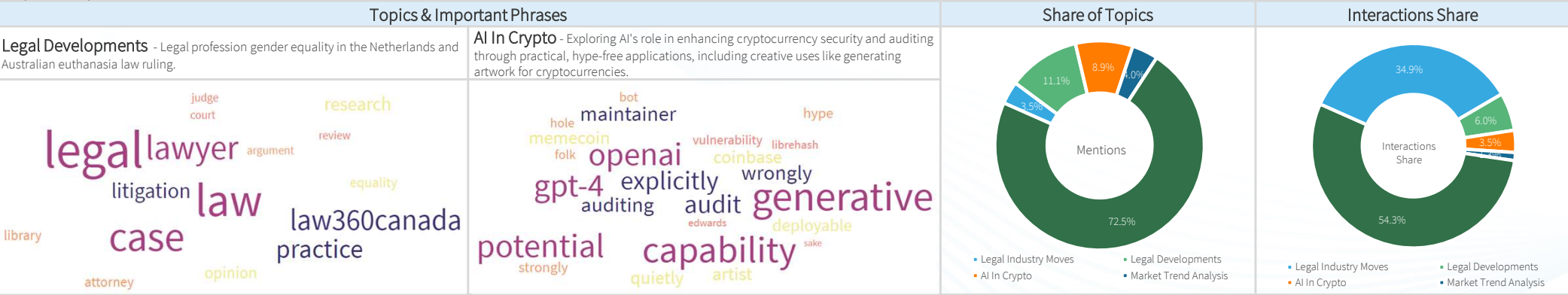
## AI Influencers & Leaders Analysis

Rank	Oct			Nov			Dec			Jan		
	Profile	Followers	Voice Share	Profile	Followers	Voice Share	Profile	Followers	Voice Share	Profile	Followers	Voice Share
1	Influencer 1	-	69.7%	Influencer 3	59.4K	12.9%	Influencer 2	2.36M	14.1%	Influencer 4	59,432	19.5%
2	Influencer 2	5,777	3.7%	Influencer 4	14.3K	7.1%	Influencer 3	59,432	12.3%	Influencer 1	8,884	5.85%
3	Influencer 3	59.4K	2.8%	Influencer 5	3,016	4.8%	Influencer 6	14,500	4.4%	Influencer 7	20,717	3.8%

### Most Active Country

Rank	Oct		Nov		Dec		Jan	
	Country	Mentions	Country	Mentions	Country	Mentions	Country	Mentions
1	US	168	US	273	US	235	US	253
2	UK	46	UK	64	UK	90	UK	78
3	Aus (3)	7	India	21	India	18	India	25
4	India	6	Aus (4)	14	Aus (5)	9	Aus (6)	6
# Rank of Australia is mentioned in the bracket for each month								

Topic Analysis (Oct & Nov)



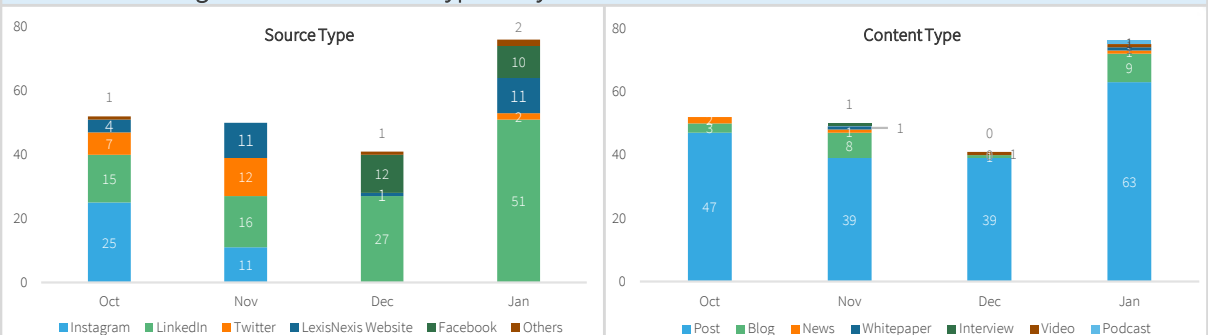
Topic Analysis (Dec & Jan)

Period	Topics	Share of Topics	Interactions Share	Most Important Phrases					
4 Dec to 17 Dec	<b>Legal AI Innovation:</b> Insights into the development and impact of Competitor 1's AI tool, Competitor1+ AI, for the legal industry.	4.9%	0.7%	Legal	Generative	Lawyers	Tool	Efficiency	Artificial
	<b>Legal Tech Growth:</b> Analysis of the legal technology market's growth, innovation, and forecasted trends./*	3.7%	0%	Technology	Market	Innovation	Growth	Patent	Forecast
11 Dec to 24 Dec	<b>AI In Law:</b> The impact of GenAI on the legal profession, its adoption, and the potential to replace or augment traditional legal tasks.	3.4%	1.7%	Generative	Product	Artificial	AI	Prediction	Capability
18 Dec to 31 Dec	<b>Competitor1+ AI Expansion:</b> Competitor 1 expands access to its Competitor1+ AI tool for U.S. law schools, integrating advanced AI into legal education.	5.5%	2.6%	Law	Generative	Competitor1+	Access	LawSchools	Competitor 1 Expands Access
	<b>Legal Generative AI:</b> Discussion on the impact and integration of generative AI in legal practices, including innovation, research, and professional use.	5.1%	1.6%	Legal	Generative	Artificial	Research	Capability	Artificial Intelligence
	<b>Competitor 1 Trial:</b> Promotion of Competitor 1 free trial access to legal documents and resources.	3.2%	0%	Competitor 1	Trial	Documents	View	Free	Benefits
25 Dec to 08 Jan	<b>Competitor1+ AI Innovation:</b> Advancements and educational resources for Competitor1+ AI, a legal drafting and research tool integrating with Microsoft Word.	3.5%	1.1%	Competitor1+	LegalAI	Generative	AI	Competitor 1 Legal	Competitor1Plus AI
1 Jan to 15 Jan	<b>Competitor 1 AI Launch:</b> Competitor 1 launches AI-powered legal tools	8.3%	3.9%	Competitor1+	LegalAI	Launch	AI	Generative	LegalTech
	<b>Legal AI Adoption:</b> The integration and impact of AI technology in the legal sector, including ethical considerations and adoption by law firms.	4.5%	1.2%	Technology	Generative	Artificial	Adopt	Ethical	Tool
8 Jan to 22 Jan	<b>Competitor1+ AI Launch:</b> Launch of Competitor1+ AI, a generative AI tool for legal professionals in Canada and the UK.	5.5%	1.9%	Competitor1+	Launch	LegalTech	Generative	Competitor 1 Legal & Professional	Commercial
	<b>AI In Law:</b> Exploration of AI's emerging role and its implications in legal education and practice.	4.1%	1.2%	Legal	Law	Generative	Tool	AI	GenerativeAI

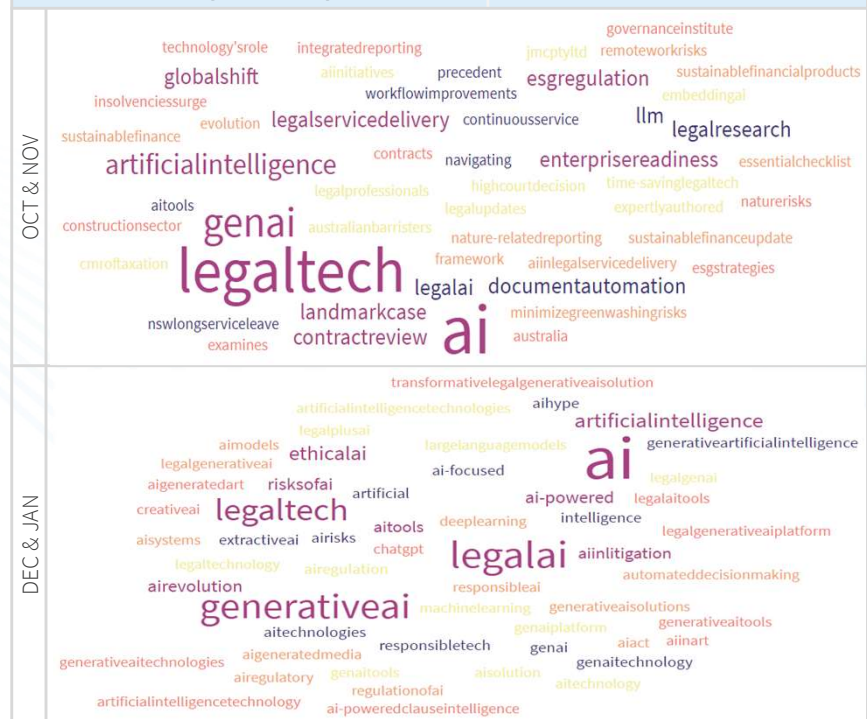
## Competitor 1 – Content Marketing Analysis

Region	Month	Published Content						Social Media Likes	Average Likes Per Post	
		Total Volume	AI	Non-AI	% of AI Content	Total AI Content Change (M/M)	Total Volume Change (M/M)		AI	Non-AI
Global	Oct	52	12	40	23%	-	-	327	8.1	5.8
	Nov	50	22	28	44%	83%	-4%	252	7.1	3.4
	Dec	41	17	24	41%	-23%	-18%	815	28.7	13.6
	Jan	76	36	40	47%	112%	85%	1927	38.3	13.7
Australia	Oct	25	10	15	40%	-	-	143	9.7	3.1
	Nov	39	22	17	56%	120%	56%	180	7.1	1.4
	Dec	25	6	19	24%	-73%	-36%	222	4.5	10.3
	Jan	24	5	19	21%	-17%	-4%	57	3.4	2.1

## Content Marketing Source and Content Type Analysis – Global







## Content Marketing - Trending Keywords



Content Published on Competitor 1 Website

Type	Date	Headline
News	9-Jan	<a href="#">Inside Competitor1+ AI: Competitor 1's Latest Research Tool</a>
	14-Nov	<a href="#">Australia: Competitor 1 expands legal GenAI ecosystem for lawyers and law schools</a>
	25-Oct	<a href="#">US: Competitor 1 launches Competitor1+ AI, a GenAI solution with linked hallucination-free legal citations</a>
	19-Oct	<a href="#">Legal tech teams turn to AI to advance business goals</a>
Blogs	16-Nov	<a href="#">Responsible AI in Australia: have you had your say</a>
	16-Nov	<a href="#">AI risks entrenching biases. Here's how companies can use it more ethically.</a>

Competitor 1 - Social Media Posts

Date	Headline	Cumulative Likes	Individual Platform Likes With Post URL			
						
23-Jan	Deploying generative AI in litigation?	36	<a href="#">35</a>	-	<a href="#">1</a>	-
29-Jan	The AI workshop begins in 30 minutes at LegalWeek!	17	<a href="#">13</a>	<a href="#">4</a>	-	-
31-Jan	Competitor 1 CEO Mike Walsh welcomes audience to event with the The Wall Street Journal	355	<a href="#">355</a>	-	-	-
19-Jan	Competitor1+ AI is built to provide succinct answers to your legal questions, backed up by citations you need	135	<a href="#">135</a>	-	-	-
15-Jan	Competitor1+ AI gets you started drafting client emails based on your client's specific facts and applicable law.	130	<a href="#">130</a>	-	-	-
7-Dec	Competitor1+ AI can draft your document using current case law with hallucination-free linked legal citations!	109	<a href="#">109</a>	-	-	-
3-Jan	Competitor1+ AI can draft document using current case law with hallucination-free linked legal citations!	106	<a href="#">106</a>	-	-	-
29-Jan	Competitor1+ AI: Fastest legal GenAI, featuring conversational search, drafting, document analysis, and linked hallucination-free legal citations.	90	<a href="#">90</a>	-	-	-
5-Nov	Legal AI vs. ChatGPT: What Makes Them Different?	60	<a href="#">60</a>	-	-	-
30-Oct	Competitor 1 participates in Australian Association of Corporate Counsel annual conference in Canberra	49	<a href="#">49</a>	-	-	-
6-Nov	Draft a Cease & Desist Letter with Competitor1+ AI	47	<a href="#">47</a>	-	-	-
5-Oct	Competitor 1 participates in The Law Society of NSW Annual conference	32	<a href="#">32</a>	-	-	-
20-Nov	Navigating the next wave : Making your enterprise AI ready	17	<a href="#">17</a>	-	-	-
10-Nov	Competitor 1 hosts webinar Navigating the next wave: Making your enterprise AI ready	12	<a href="#">12</a>	-	-	-
23-Oct	Competitor 1 Legal Talk: In house Legal in the Era of Generative AI	11	<a href="#">11</a>	-	-	-
23-Nov	Introducing Competitor 1 Argument Analyser	8	<a href="#">8</a>	-	-	-
29-Nov	Tech Tale: The opportunities and risks of AI technology adoption	7	<a href="#">7</a>	-	-	-
18-Oct	How DeLaine Prado believes Google can avoid ‘race to the bottom’ on privacy	5	<a href="#">5</a>	-	-	-
29-Nov	Navigating the New Wave of AI Tools: Competitor 1 Discusses Risks and Workflow Improvements	1	-	<a href="#">1</a>	-	-
23-Nov	Australian Barristers Applaud Competitor 1 Argument Analyser: Verdict In on Time-Saving Legal Tech	1	-	<a href="#">1</a>	-	-
20-Nov	Unlock the Art of Embedding AI: Competitor 1 Panel Explores Enterprise Readiness and AI Initiatives	1	-	<a href="#">1</a>	-	-
7-Nov	Remote Work Risks? Competitor 1 Offers Free Checklist for Assessing Hazards and Risks	1	-	<a href="#">1</a>	-	-
5-Nov	ESG Regulation and Sustainable Finance Update: Competitor 1 Expert Panel Insights for 2023	1	-	<a href="#">1</a>	-	-

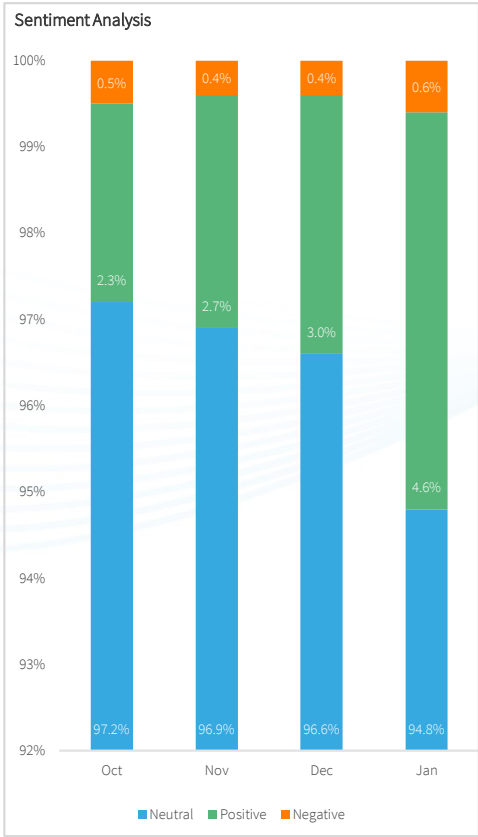
## Competitor2 - Observation

- For the Global region, it appears that the most mentions across all platforms occurred in November, with the highest numbers being in the News category. The Estimated Reach was highest in November as well. Instagram, Twitter, and LinkedIn show an increasing trend in mentions from October to January. The number of likes peaked in November, whereas the positive mentions were highest in October and negative mentions decreased after October.
- In contrast, the data for Australia shows significantly lower numbers across all metrics. There is a presence on Twitter and LinkedIn in October and November, with a very small number of mentions in other categories. The Total column indicates that the overall mentions are much less compared to the Global data. The Estimated Reach, Likes, Positive Mentions, and Negative Mentions are also substantially lower for Australia.
- Across the months, there's a consistent trend in the dominance of hashtags related to artificial intelligence, technology, and the legal sector.
- Neutral sentiment consistently dominates, there is a slight upward trend in negative sentiment and a slight downward trend in positive sentiment from Oct to Jan.

Social Listening Analysis																
Region	Month	Mentions Volume & Category											Estimated Reach	Likes	Positive Mentions	Negative Mentions
		Instagram	Twitter	LinkedIn	Facebook	Blogs	News	Web	Forum	Podcasts	Videos	Total				
Global	Oct	30	34	89	25	386	9166	682	11	4	4	10,431	467.7M	8,911	216	80
	Nov	32	175	95	40	569	9287	1058	18	13	9	11,296	474.3M	12,618	289	52
	Dec	54	114	45	36	341	3409	650	23	4	133	4791	123M	7030	122	21
	Jan	70	219	56	57	547	1434	519	28	8	66	2956	23.5M	8906	113	12
Australia	Oct	0	0	29	0	7	6	3	0	0	0	45	4,703	635	0	0
	Nov	0	2	15	0	3	7	3	0	1	0	31	24,159	251	0	0
	Dec	2	0	10	0	5	3	6	3	0	0	29	33,254	174	0	0
	Jan	1	1	4	0	2	8	3	3	0	1	23	10.181	29	0	0

Trending Hashtags - Global								
Rank	Oct		Nov		Dec		Jan	
	Hashtags	Mentions	Hashtags	Mentions	Hashtags	Mentions	Hashtags	Mentions
1	#ai	17	#ai	22	#competitor2	35	#competitor2	43
2	#legaltech	8	#legaltech	12	#ai	15	#legal	23
3	#technology	6	#artificialintelligence	10	#artificialintelligence	7	#ai	22
4	#aitalent	4	#generativeai	8	#genai	5	#lawfirm	11
5	#machinelearning	4	#chatgpt	6	-	-	#legalweek24	8

Most Influential Sites – Global		
Oct to Jan	YouTube	
	Twitter	Instagram
	TikTok	
	Facebook	LinkedIn
	Yahoo	



AI Influencers & Leaders Analysis												
Rank	Oct			Nov			Dec			Jan		
	Profile	Followers	Voice Share	Profile	Followers	Voice Share	Profile	Followers	Voice Share	Profile	Followers	Voice Share
	Influencer 1	8.9M	46.4%	Influencer 4	3.5M	52.3%	Influencer 7	1.98M	20.3%	Influencer 1	3.13M	43.3%
	Influencer 2	100	17.4%	Influencer 5	1.1M	2.8%	Influencer 8	2.62M	15%	Influencer 7	1.98M	25.3%
	Influencer 3	42.5K	14.6%	Influencer 6	155.8K	1.4%	Influencer 9	8.3M	9.5%	Influencer 6	9.4M	6.6%

Most Active Country								
Rank	Oct		Nov		Dec		Jan	
	Country	Mentions	Country	Mentions	Country	Mentions	Country	Mentions
1	Switzerland	7,570	Switzerland	7,568	Switzerland	1,750	US	407
2	US	348	US	388	US	365	France	165
3	Indonesia	147	Canada	150	France	238	India	134
#	Aus (20)	10	Aus (16)	12	Aus (13)	14	Aus (9)	16
# Rank of Australia is mentioned in the bracket for each month								



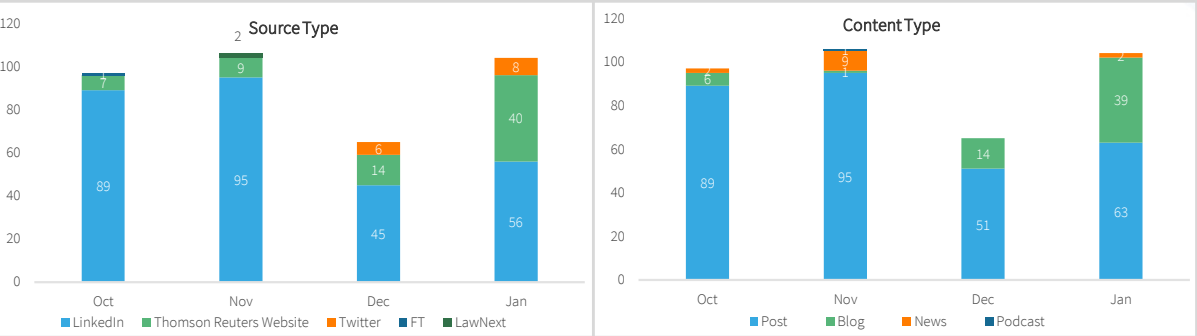




Competitor 2 – Content Marketing Analysis

Region	Month	Published Content						Social Media Likes	Average Likes Per Post	
		Total Volume	AI	Non-AI	% of AI Content	Total AI Content Change (M/M)	Total Volume Change (M/M)		AI	Non-AI
Global	Oct	97	32	65	33%	-	-	8,337	44.9	106.2
	Nov	106	39	67	37%	22%	9%	11,897	90.9	124.7
	Dec	65	34	31	52%	-13%	-39%	4006	31.7	94.5
	Jan	104	48	56	46%	41%	60%	6635	36.3	87.3
Australia	Oct	35	15	20	43%	-	-	635	21.9	15.4
	Nov	19	8	11	42%	-47%	-46%	251	20.5	7.9
	Dec	13	10	3	77%	25%	-32%	174	15	8
	Jan	6	5	1	83%	-50%	-54%	29	2.8	15

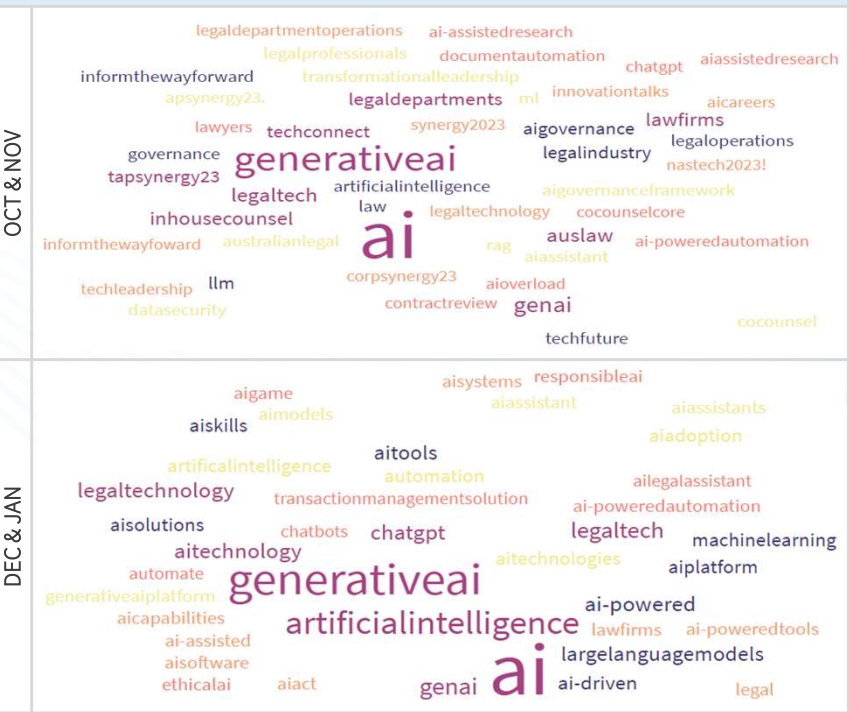
Content Marketing Source and Content Type Analysis – Global



Content Published on Competitor 2 Website


Type	Date	Headline
News	24-Jan	<a href="#">Competitor 2 Delivers Key Milestones in Its AI Technology Strategy</a>
	30-Nov	<a href="#">Competitor 2 Survey: Small law firms made progress this year on their biggest challenge</a>
	15-Nov	<a href="#">Competitor 2 Launches Generative AI-Powered Solutions to Transform How Legal Professionals Work</a>
	15-Nov	<a href="#">Westlaw Gets Generative AI Research Plus Integration with Casetext CoCounsel; Gen AI Coming Soon to Practical Law</a>
	09-Nov	<a href="#">Competitor 2 unveils new AI and automation tax product capabilities to drive efficiency for firms</a>
	06-Nov	<a href="#">Law Firms Slow Hiring to Curb Expenses: Competitor 2 Law Firm Financial Index</a>
	06-Nov	<a href="#">Competitor 2 kicks off SYNERGY 2023 across Corporate Legal, Tax and Trade industries, featuring keynote speakers Venus Williams and Barbara Corcoran</a>
	01-Nov	<a href="#">Competitor 2 unveils generative AI strategy designed to transform the future of professionals</a>

Content Marketing - Trending Keywords



Type	Date	Headline
Blogs	31-Jan	<a href="#">Legal AI tools and assistants essential for legal teams</a>
	24-Jan	<a href="#">Use AI you can trust to enhance your legal drafting</a>
	17-Jan	<a href="#">How to maximize productivity with AI-Assisted Research on Westlaw Precision</a>
	10-Nov	<a href="#">Australia: LawTech Talks - Reflections on tech trends in 2023</a>
	09-Oct	<a href="#">Australia AI Governance Illuminated by Microsoft, L'Oréal and Other Leading Voices</a>

## Competitor 2 - Social Media Posts

Date	Headline	Cumulative Likes	Individual Platform Likes With Post URL			
						
25-Jan	Competitor 2 launches three AI-enabled #legaltech solutions in three months	423	<a href="#">423</a>	-	-	-
4-Jan	Competitor 2' Shawn Malhotra on how GenAI is reshaping the landscape of work in legal, compliance, and beyond	253	<a href="#">253</a>	-	-	-
27-Dec	Shawn Malhotra, our Head of Engineering, shares insights on: "The problems generative AI solves align with our customers' needs.	204	<a href="#">204</a>	-	-	-
16-Jan	Competitor 2 Ventures is proud to join the \$18M Series B funding round for Contents.com	195	<a href="#">191</a>	<a href="#">4</a>	-	-
31-Jan	Competitor 2 Top Reads: Rise of the professional AI assistant and AI's impact on professional career paths in 2024	179	<a href="#">179</a>	-	-	-
22-Dec	Competitor 2' Kriti Sharma recognized as champion of generative AI innovation by Financial Times!	178	<a href="#">178</a>	-	-	-
22-Jan	Competitor 2 Ventures makes 15 strategic investments in cutting-edge startups	155	<a href="#">155</a>	-	-	-
22-Dec	Competitor 2' David Wong joins the Nash Squared podcast to discuss the impact of #GenAI on professionals	95	<a href="#">94</a>	<a href="#">1</a>	-	-
4-Dec	91% of C-suite leaders are leveraging or planning to incorporate Generative AI within 18 months.	75	<a href="#">75</a>	-	-	-
13-Dec	Unlock the power of GenerativeAI with insights from Competitor 2' Mark Haddad	70	<a href="#">70</a>	-	-	-
14-Dec	Competitor 2' Emily Colbert shares exclusive insights on how we're navigating the GenerativeAI era.	62	<a href="#">62</a>	-	-	-
6-Dec	Competitor 2 Labs is focused on research, development, and application of AI and emerging trends in technologies.	60	<a href="#">60</a>	-	-	-
13-Dec	Aus: Competitor 2' executives discuss groundbreaking genAI strategy and a range of AI issues	49	<a href="#">49</a>	-	-	-
15-Dec	Aus: Are you ready for the generative AI revolution?	26	<a href="#">26</a>	-	-	-
22-Nov	Generative AI will be 'transformative': Competitor 2 CEO	679	<a href="#">679</a>	-	-	-
11-Nov	Shawn Malhotra, Head of Engineering at Competitor 2, shares insights on the potential of generative AI	441	<a href="#">441</a>	-	-	-
8-Nov	Mary Alice Vuicic, Chief People Officer at Competitor 2, shares her experience at #SYNERGY2023 in Denver	297	<a href="#">297</a>	-	-	-
11-Nov	Steve Hasker, Competitor 2 President & CEO, shared his vision for the transformative impact of generative AI on professionals' work	278	<a href="#">278</a>	-	-	-
6-Oct	Mary Alice Vuicic to be a speaker at the Competitor 2 Events Workforce Health Conference	231	<a href="#">231</a>	-	-	-
20-Nov	Competitor 2 announces new AI initiatives and CoCounsel integration	222	<a href="#">222</a>	-	-	-
15-Nov	Competitor 2 releases first generative AI-powered skill, AI-Assisted Research on Westlaw Precision	221	<a href="#">221</a>	-	-	-
22-Nov	Shawn Malhotra, Head of Engineering at Competitor 2, shared insights on the potential of generative AI	198	<a href="#">198</a>	-	-	-
9-Nov	Piritta van Rijn, Head of Product, Accounting, Tax & Practice, speaks at #TAPSYNERGY23	190	<a href="#">190</a>	-	-	-
11-Oct	In Episode 1 of TechConnect, David Wong and Kriti Sharma share their insights on the dynamic world of technology	190	<a href="#">190</a>	-	-	-

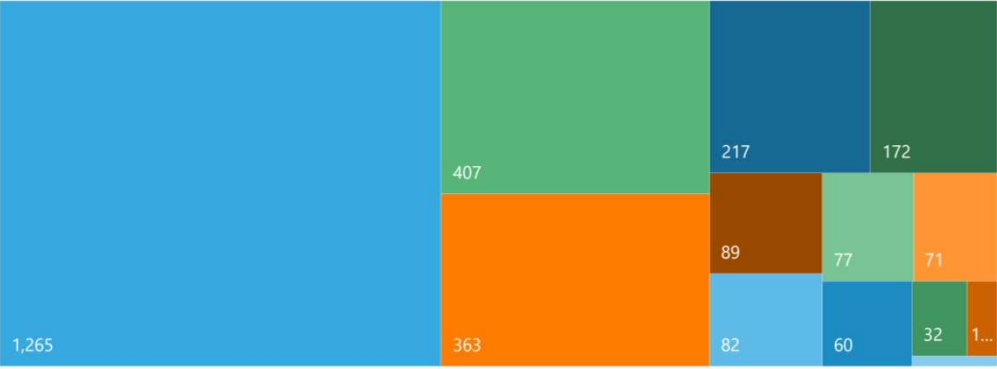
Global Social Listening Analysis - October Comparison

		Competitor 3	Competitor 4	Competitor 5	Competitor 6	Competitor 7	Competitor 8	Competitor 1	Competitor 9	Competitor 10	Competitor 2	Competitor 11	Competitor 12	Competitor 13
Mentions Volume & Category	Instagram	12	1	8	12	0	17	51	1	2	30	0	29	12
	Twitter	8	39	28	25	1	6	87	29	29	34	1	49	22
	LinkedIn	4	35	24	20	0	28	15	31	100	89	7	30	10
	Facebook	3	0	7	1	0	2	8	0	2	25	0	39	2
	Blogs	2	5	11	7	1	3	93	5	21	386	3	72	54
	News	1	13	44	15	9	3	255	7	22	9,166	5	380	77
	Web	3	2	8	10	5	4	142	4	17	682	7	122	103
	Forum	0	0	1	0	0	0	6	0	0	11	0	15	6
	Podcasts	0	0	1	2	0	0	0	1	1	4	0	4	0
	Videos	0	0	1	0	0	0	5	0	0	4	0	3	8
Total		33	95	133	92	16	63	662	78	194	10,431	23	743	294
Estimated Reach		31,394	439,365	711,395	169,258	35,368	16,365	3.98M	18,948	206,634	467.7M	78,093	5.07M	1.29M
Likes		156	1,032	3,523	1,252	0	431	1,291	467	2,350	8,911	176	5,524	1,813
Positive Mentions		3	1	8	2	3	4	45	1	4	216	1	24	14
Negative Mentions		0	0	2	1	0	0	15	0	1	80	0	0	3

Total Mentions - October



Total Mentions (Excluding News) - October



# THANK YOU

**NORTH AMERICA**

55 Madison Ave, Suite 400,  
Morristown, NJ 07960  
USA  
T: +1 973 285 3217

**EUROPE**

328-334 Graadt Van Roggenweg,  
4th Floor, Utrecht, 3531 AH  
Netherlands  
T: +31 30 298 2108

**UK**

5, Chancery Lane,  
London,  
EC4A1BL  
T: +44 207 406 7548

**ASIA PACIFIC**

Millennium Business Park  
Sector 3, Building 4, Mahape,  
Navi Mumbai, India  
T: + 91 22 6772 5800