

Siemens and Deutsche Bahn are social media winners

Strongest company posts in February and March

Siemens and Deutsche Bahn lead the latest social media rankings of PR-Report and Unicepta. Siemens issued the strongest PR posting in the past two months on Facebook and Twitter of all surveyed German companies – measured by the number of user reactions. Deutsche Bahn leads on YouTube. See more here: www.prreport.de/epaper/

What did we analyze? All corporate channels of the 30 Dax-listed companies as well as those of other major companies such as Aldi Süd, Bosch, Deutsche Bahn, Edeka, Lidl, and Rewe on Facebook, Twitter and YouTube. The ranking is based on the user reactions to the strongest post of these companies in the last two months, i.e. the sum of shares, likes and comments.

Pure brand channels, for example from automakers Mercedes, BMW and VW are excluded. The corresponding channels of each group, however, are also monitored. Posts that are clearly marketing posts are not included in the ranking – in this analysis, this applied, for example, to Christmas spots of Edeka and Lidl.

Each company is listed with its strongest post, double ranks are not possible.

About UNICEPTA

UNICEPTA Medienanalyse GmbH is a leading global provider for monitoring, media analysis, research competence and communication consulting services. Around 700 experts continuously structure the news flow – both around the clock and around the world. UNICEPTA compiles and presents highly relevant information from print and online media, TV, radio and social-media sources. This day-to-day work serves as a platform for the company to provide analysis and research-based advice for issues related to strategic communication.

Contact

UNICEPTA Medienanalyse GmbH
Salierring 47-53
50677 Cologne

Wolf Rühl
Tel.: +49 (0)221 9902-1100
wolf.ruehl@unicepta.de

www.unicepta.com