

Bosch is the social media winner

Strongest company post ahead of Allianz and Lidl

Bosch is heading the first joint social media ranking by PR-Report and Unicepta. The Stuttgart-based company had the strongest PR post in the last two months – as measured by the number of user reactions. Allianz came in second and Lidl third. For more information, please follow the link: <http://bit.ly/2AupFKW>

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 first analysis, this applied, for example, to the French fries Facebook post (Edeka), a live gameshow (Lidl) and a raffle (Aldi Süd). Each company is listed with its strongest post, double ranks are not possible.

This first publication is just the beginning, further analyses will follow in the PR-Report's upcoming editions.

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.

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