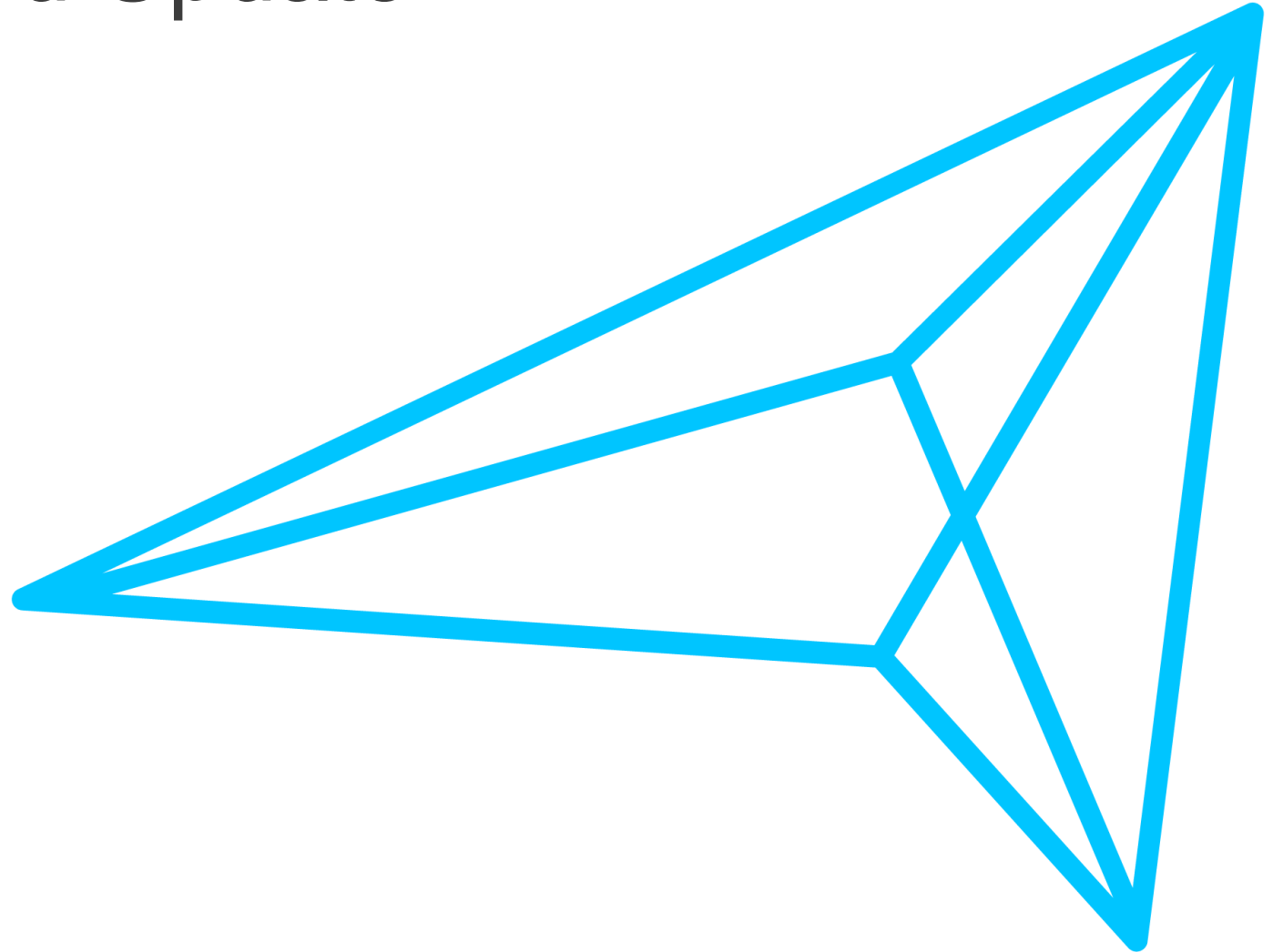
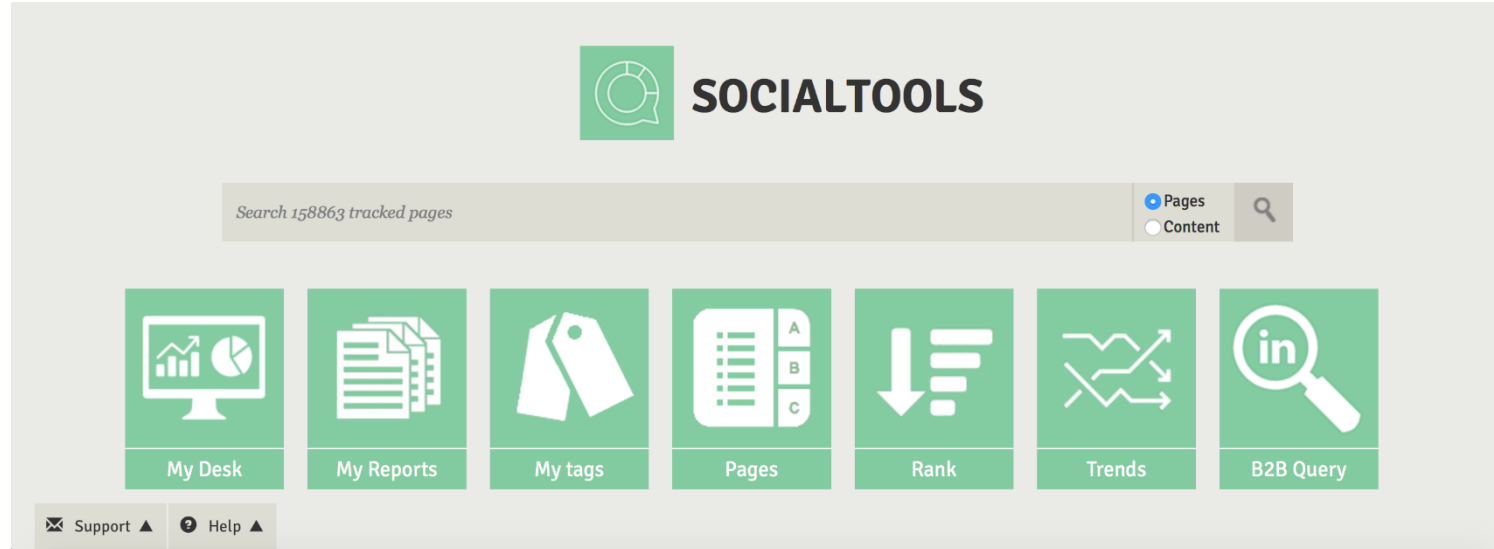
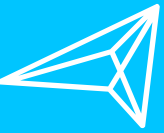


# Facebook Newsfeed Update

*Understanding its impact*



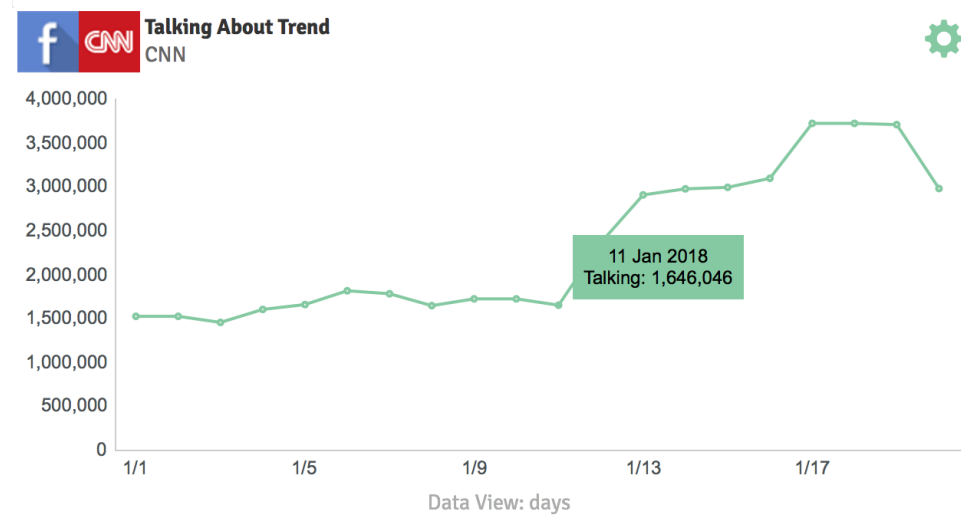
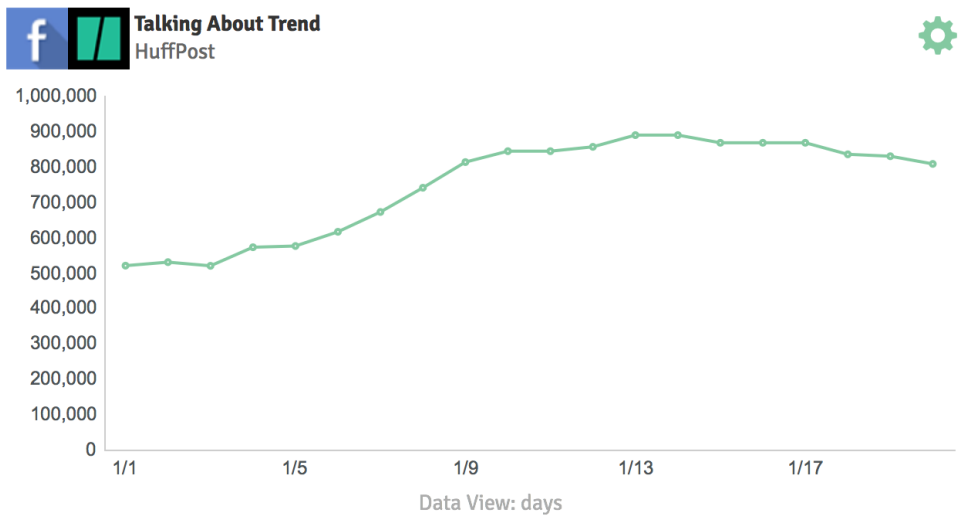
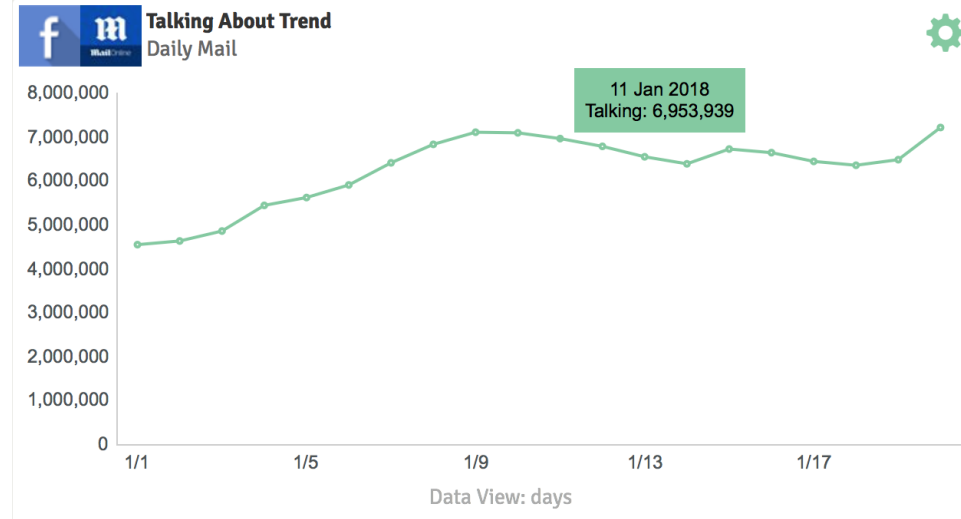
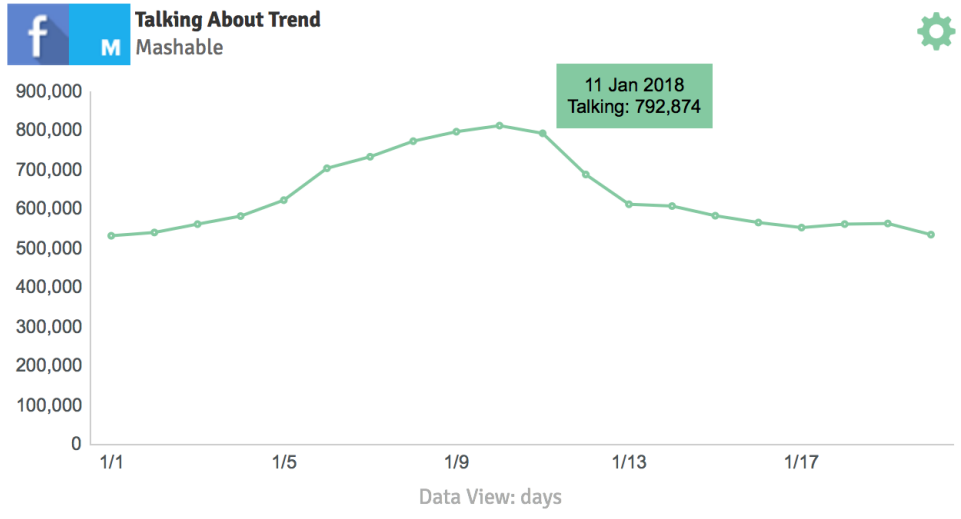
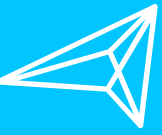
# TOOL USED FOR ANALYSIS: SOCIALTOOLS



**SocialTools is a proprietary tool from Publicis Media tracking social activities across a range of social networks**

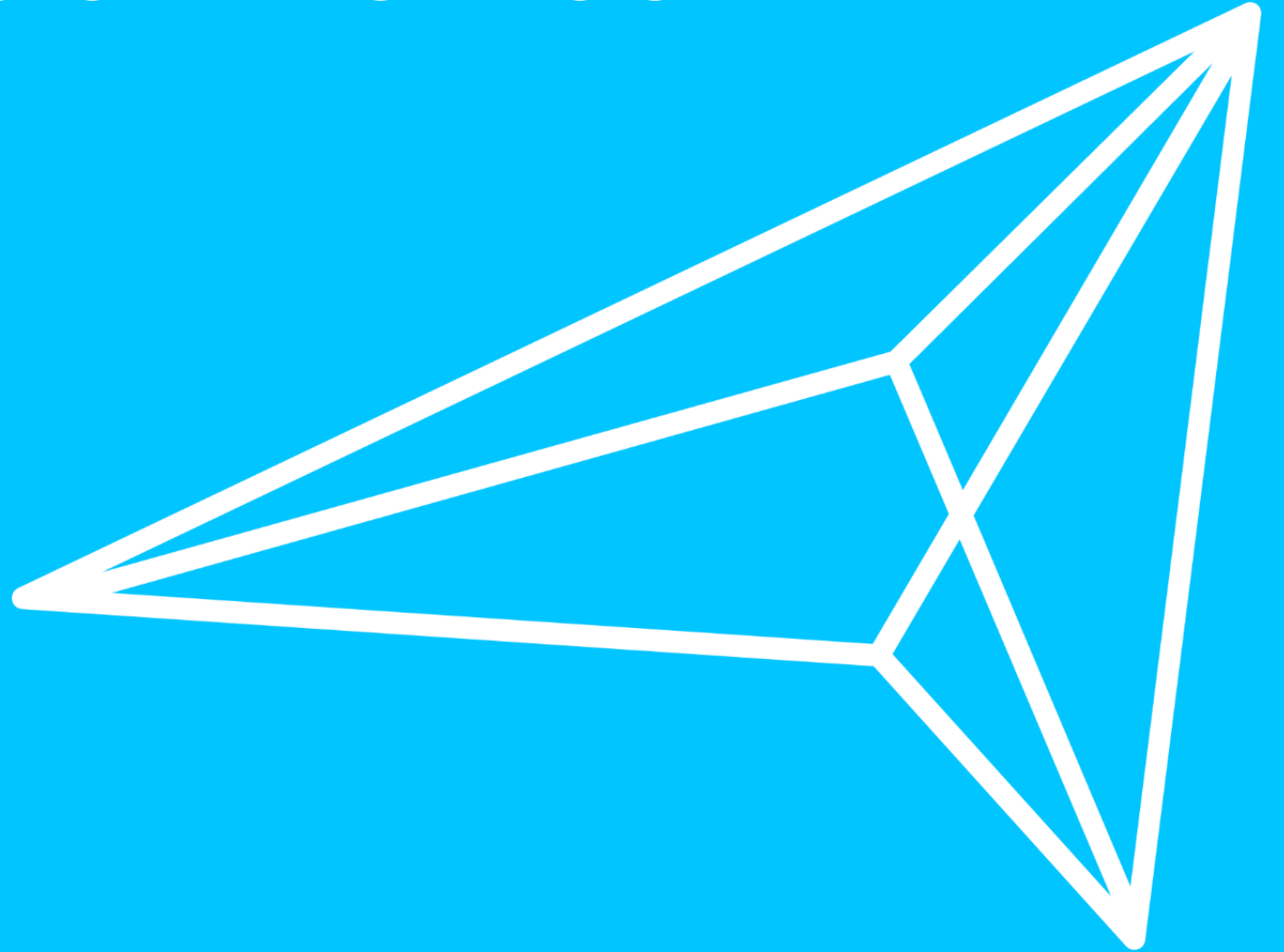
**Metric analysed: Talking About** number of people (unique users) sharing "stories" about the brand page over the last 7 days. Includes: like the page, post on the page wall, like a post, comment on a post, share a post, answer a question, RSVP to a page's event, mention the page in a post, tag the page in a photo, check in at a place, share a check-in deal, like a check-in deal, write a recommendation

# TOP PUBLISHERS

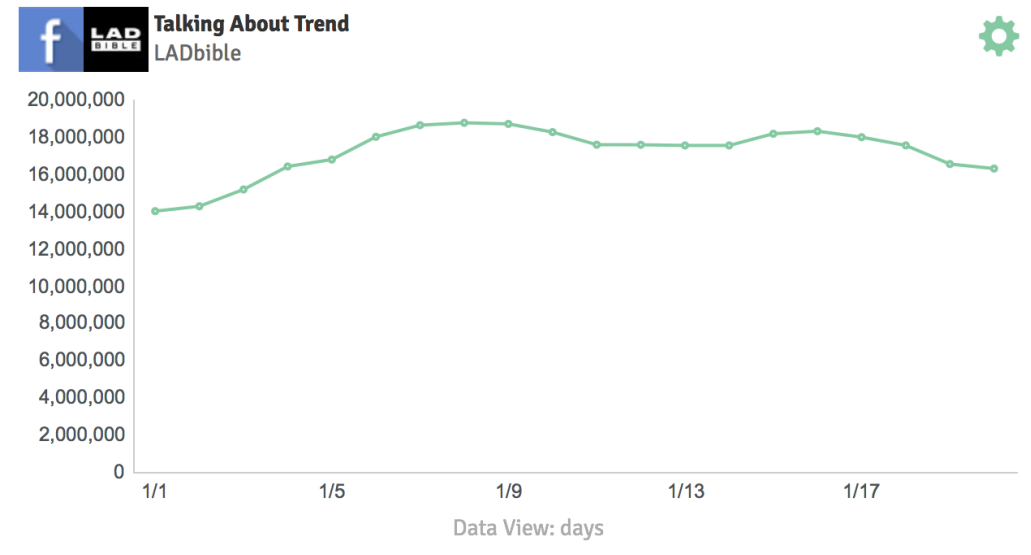
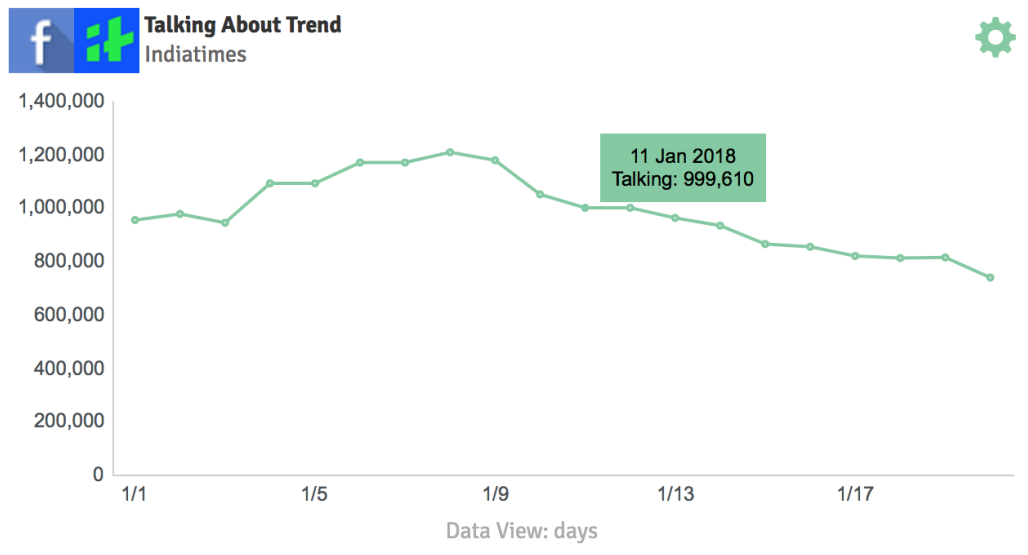
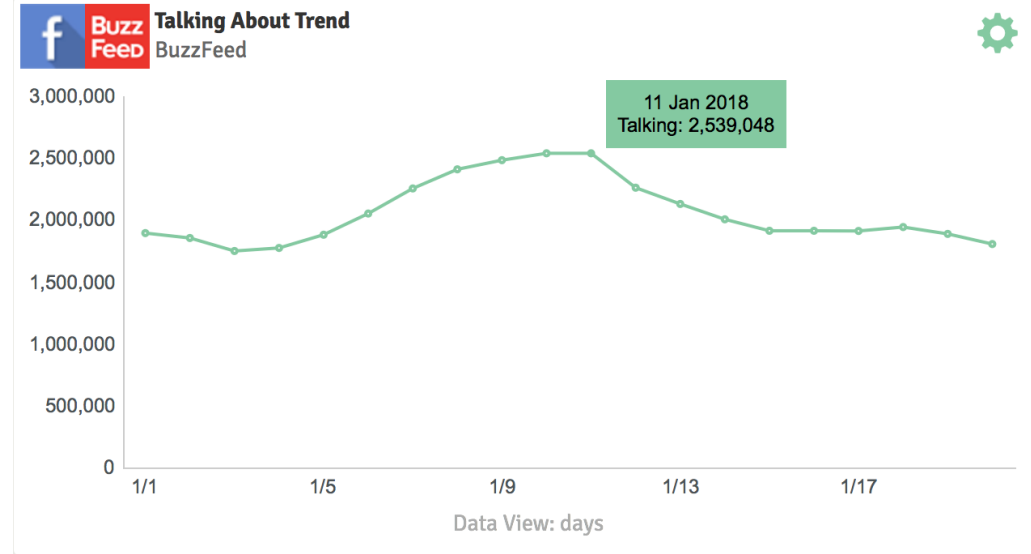
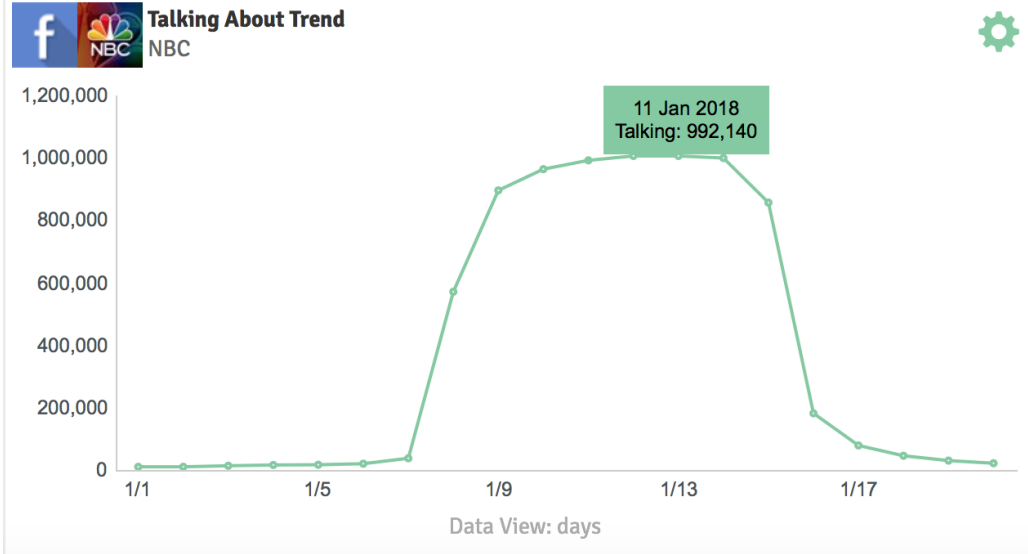
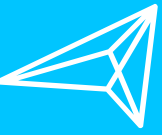


# TOP PUBLISHERS ON FACEBOOK

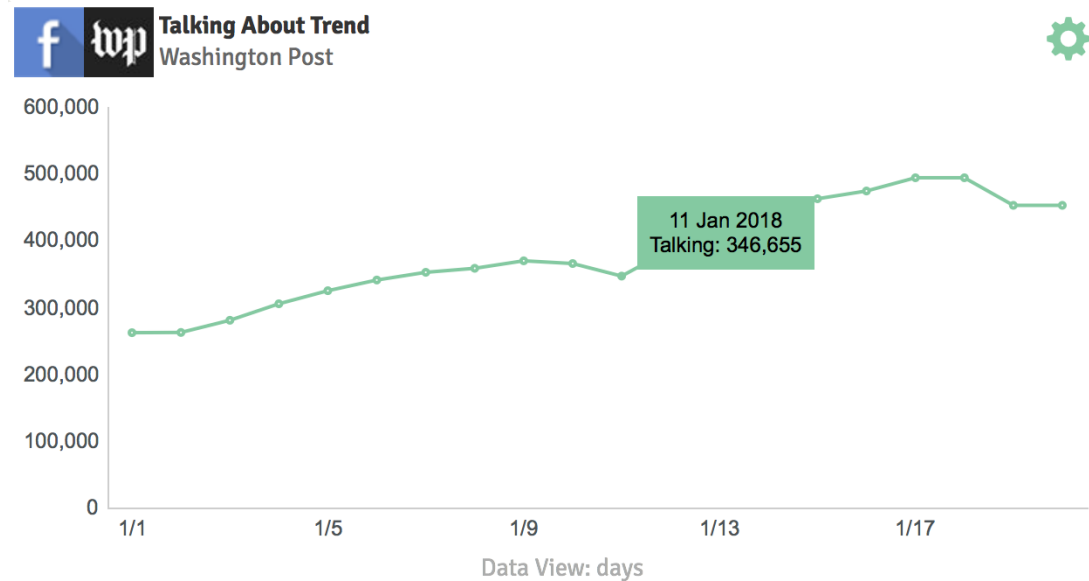
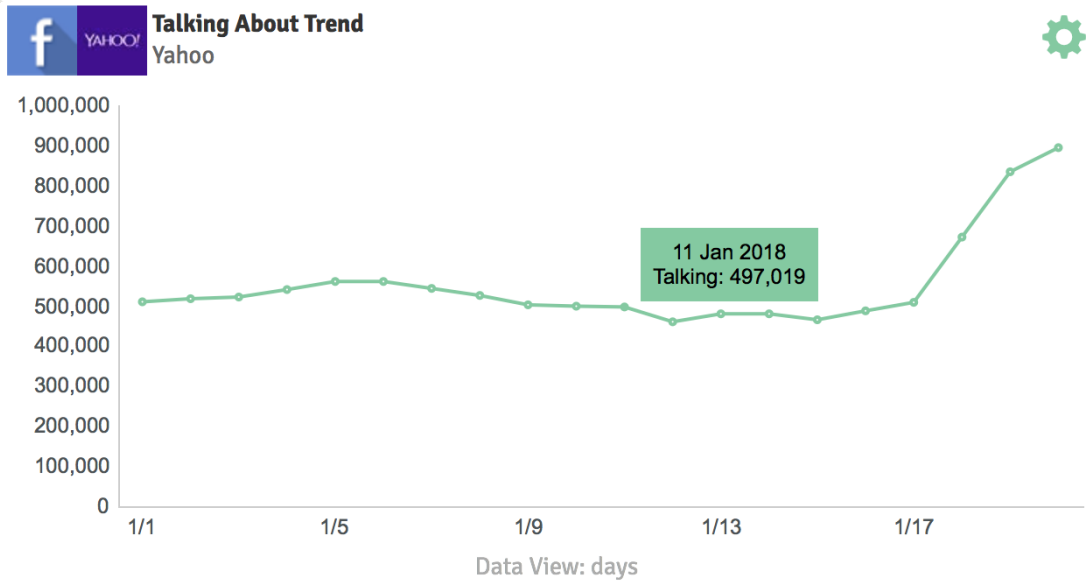
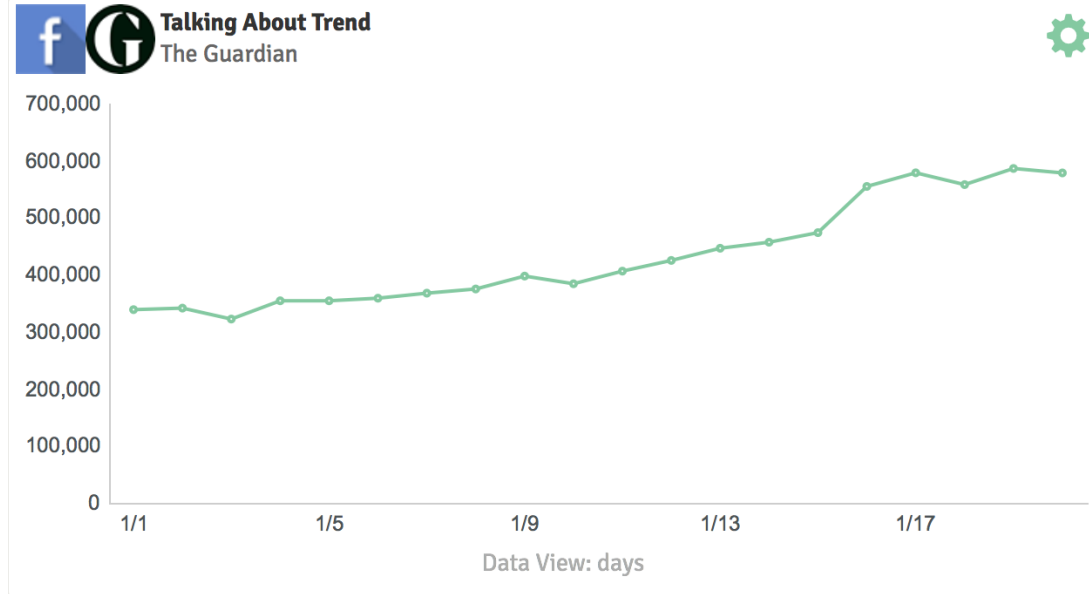
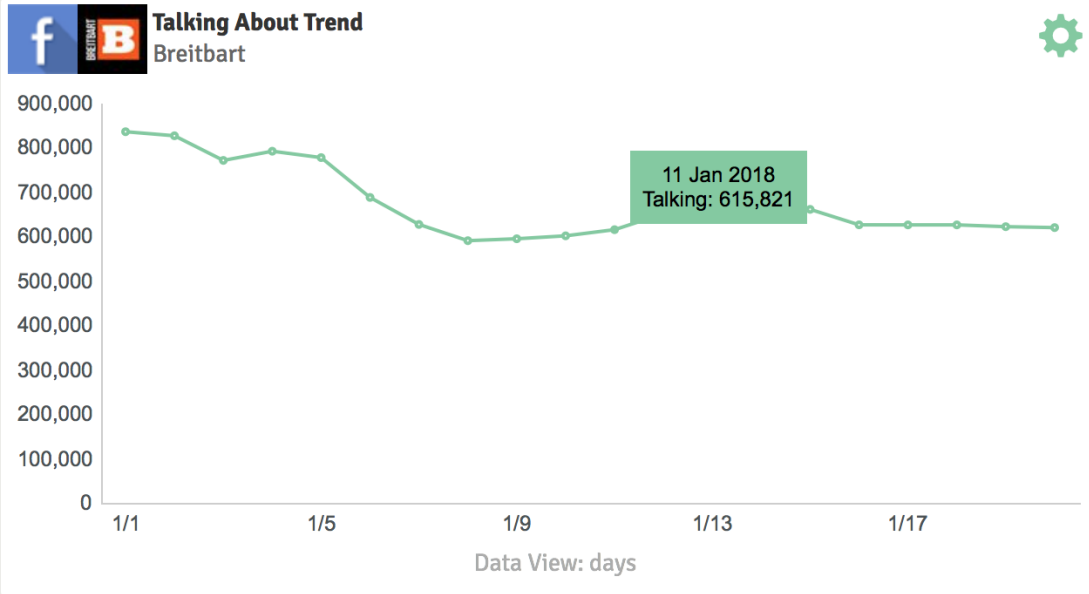
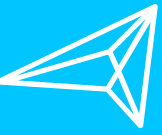
*Subtitle*



# TOP PUBLISHERS

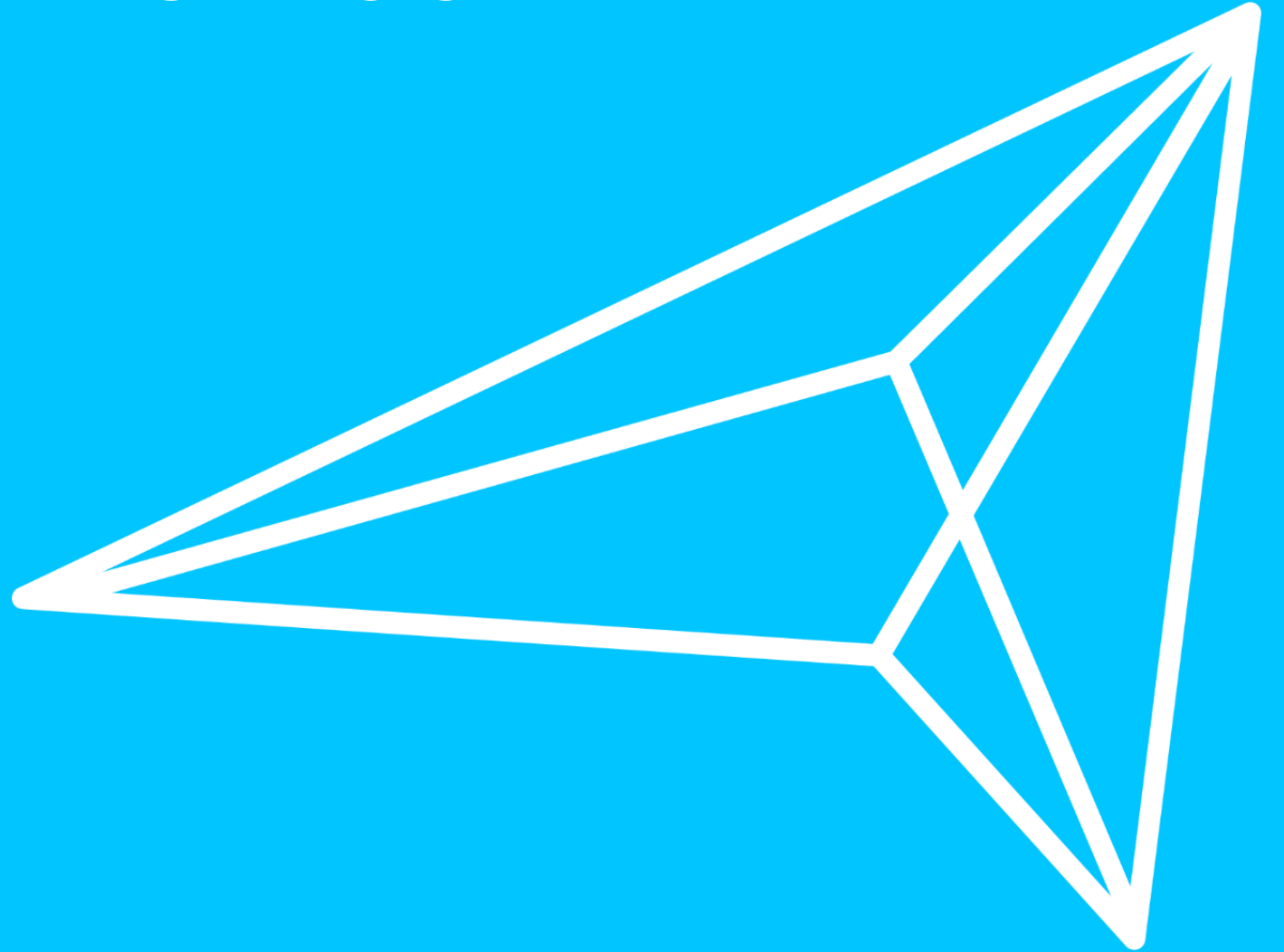


# TOP PUBLISHERS

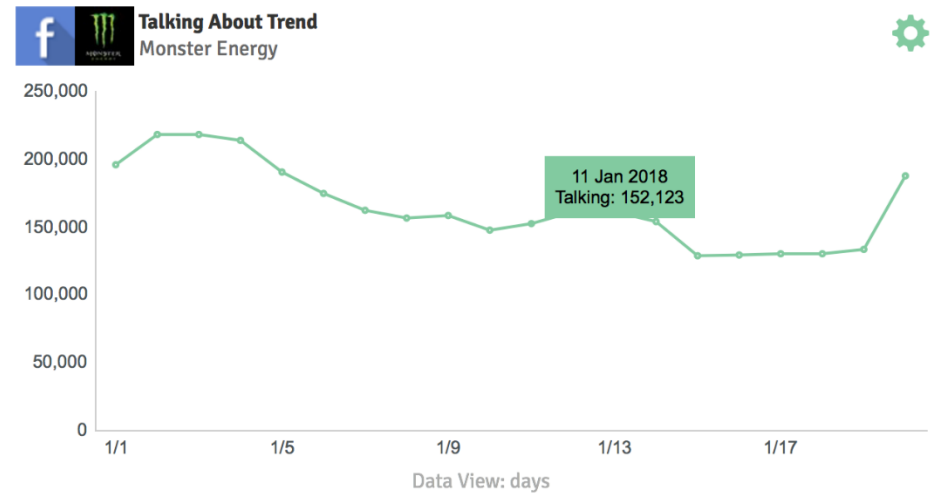
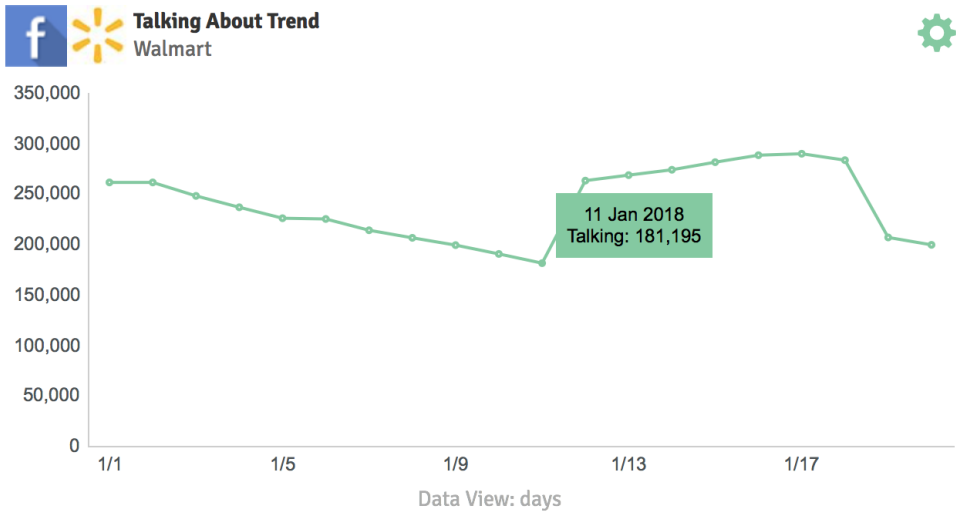
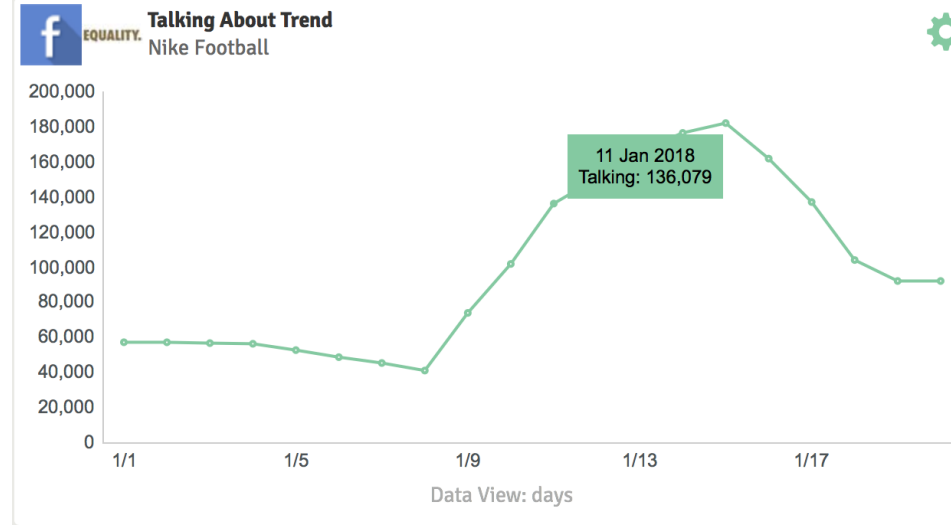
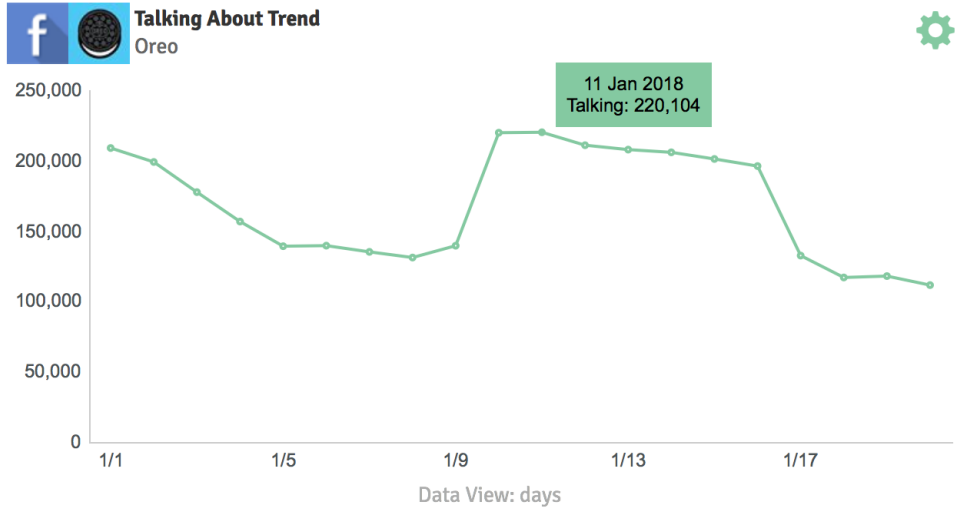
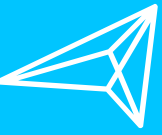


# TOP BRANDS ON FACEBOOK

*Subtitle*



# TOP BRANDS





# TOP BRANDS

