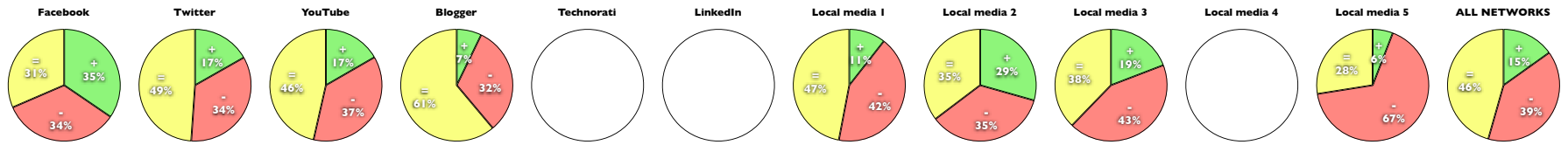


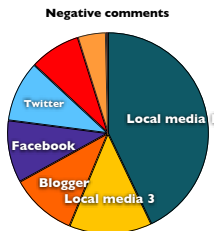
# Evaluation of comments from select social media directly or indirectly mentioning or rating the brand

## Bank XYZ

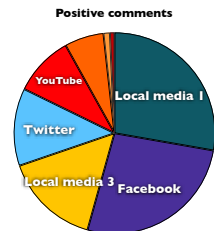
Topic	Facebook				Twitter				YouTube				Blogger				Technorati				LinkedIn				Local media 1				Local media 2				Local media 3				Local media 4				Local media 5				ALL NETWORKS			
	Total	+	-	=	Total	+	-	=	Total	+	-	=	Total	+	-	=	Total	+	-	=	Total	+	-	=	Total	+	-	=	Total	+	-	=	Total	+	-	=	Total	+	-	=	Total	+	-	=	Total	+	-	=
Total comments	45	15	15	14	42	7	15	21	33	6	12	15	50	4	16	31	149	16	63	70	62	6	18	38	1	46	9	20	17	10	10	7	3	377	57	147	171											
Bank in general	15	4	6	6	20	4	5	12	5	1	3	24	2	7	15	62	6	18	38	1	6	3	3	32	6	14	12	6	5	1	259	42	104	112														
Bank products	30	12	10	8	27	4	10	12	29	5	11	13	39	3	9	27	96	11	46	39	33	3	18	13	5	2	2	1	85	10	33	42																
• Consumer loans	10	3	5	2	6	2	1	3	14	1	5	8	16	2	14	16	16	10	6	1	17	3	6	9	8	1	1	1	40	3	17	21																
• Mortgages	5	4	4	2	2	1	1	5	1	1	3	10	1	9	9	16	16	10	6	1	17	3	6	9	4	3	3	2	41	7	18	16																
• Credit cards	3	2	2	6	6	4	2	4	1	1	6	2	3	3	2	17	17	10	6	1	10	1	1	7	10	1	1	7	37	5	7	25																
• Investments	1	1	1	4	4	3	2	1	1	1	1	11	1	9	9	8	8	3	4	4	22	4	9	9	10	5	3	3	2	65	15	27	22															
• Direct banking	7	4	2	9	2	5	3	3	1	1	11	6	4	4	22	45	6	28	11	25	6	13	5	25	6	13	5	7	6	124	22	70	32															
• Personal account	13	6	3	4	11	8	2	14	3	7	4	9	4	5	4	2	2	1	1	13	9	4	4	13	9	4	7	6	80	7	49	25																
• Green savings	20	7	8	5	18	4	7	7	21	3	9	9	32	10	21	16	70	7	33	30	16	3	10	4	33	7	15	11	6	6	200	29	87	84														
• Other products	5	1	3	5	1	2	2	2	7	2	4	4	7	2	3	16	16	3	10	4	3	10	4	3	10	4	3	10	4	39	6	18	15															
Security																																																
• Card fraud																																																
• Phishing																																																
• Skimming																																																
• Pharming																																																
• Internet payments	4	3	2	1	2	1	1	1	1	1	1	4	9	4	4	2	2	1	1	20	3	9	9	3	3	2	1	1	41	7	16	17	8	8	8													
Reclaims and complaints	5	3	5	4	4	3	3	6	3	3	6	3	3	3	3	7	7	6	6	4	4	4	4	4	4	4	4	4	1	27	1	22	3	3	3													
Offices and ATM	7	3	3	1	4	2	2	2	1	10	4	5	19	2	12	6	19	2	12	6	19	2	12	6	19	2	12	6	3	48	8	24	16	16	16													
Web																																																
Social media	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1												
Bonus program																																																
Oldest comment	31/10/2007				10/03/2010				25/05/2006				30/07/2007								03/08/2007				26/05/2005				23/08/2006				10/03/2006				06/12/2005				26/05/2005							
Newest comment	07/04/2010				08/04/2010				26/03/2010				18/03/2010												27/03/2010				03/03/2010				19/03/2010				22/11/2009				08/04/2010							



Platform	Count
Local media 1	63
Local media 3	20
Blogger	16
Facebook	15
Twitter	15
YouTube	12
Local media 5	7
Local media 2	1
LinkedIn	0
Local media 4	0
Technorati	0
<b>Total</b>	<b>147</b>



Platform	Count
Local media 1	16
Facebook	15
Local media 3	9
Twitter	7
YouTube	6
Blogger	4
Local media 5	1
Local media 2	0
LinkedIn	0
Local media 4	0
Technorati	0
<b>Total</b>	<b>57</b>



Platform	Count
Local media 1	70
Blogger	31
Twitter	21
Local media 3	17
YouTube	15
Facebook	14
Local media 5	3
Local media 2	1
LinkedIn	0
Technorati	0
Local media 4	0
<b>Total</b>	<b>171</b>

