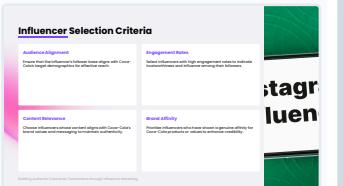




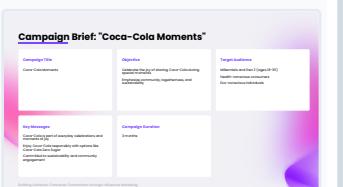
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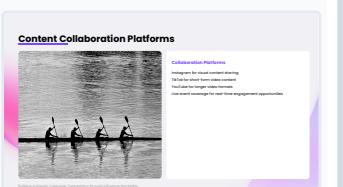
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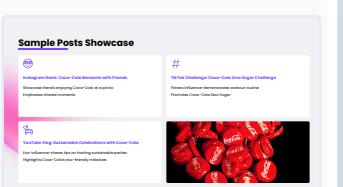
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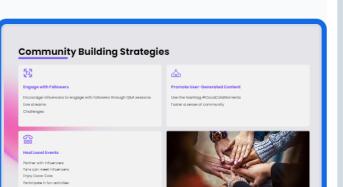
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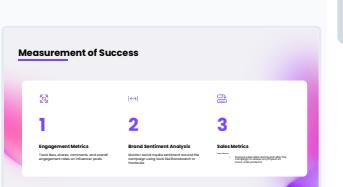
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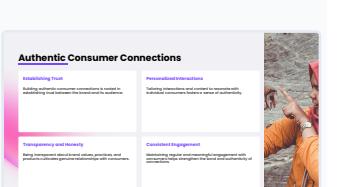
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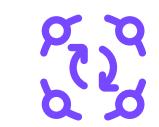
9



10



Community Building Strategies



Engage with Followers

Encourage influencers to engage with followers through Q&A sessions

Live streams

Challenges



Promote User-Generated Content

Use the hashtag #CocaColaMoments

Foster a sense of community



Host Local Events

Partner with influencers

Fans can meet influencers

Enjoy Coca-Cola

Participate in fun activities

