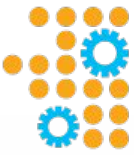




# HEINEKEN

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TWITTER ACCOUNT AUDIT  
2016



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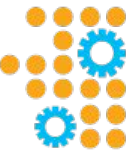
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# SUMMARY

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## KEY INSIGHTS



- **@Heineken\_SA** has grown its following considerably in 2016.
- However, the total potential impressions **dropped by 76%**
  - There were 67 Million Potential Impression in 2015
- **Retweets** account for the **majority of engagement**
  - Space to develop deeper **engagement strategies** on Twitter
- The **majority of the content** produced over the year had a **positive or neutral** sentiment and from an **emotional** standpoint the account primarily produced content that was either **neutral or joyful**.





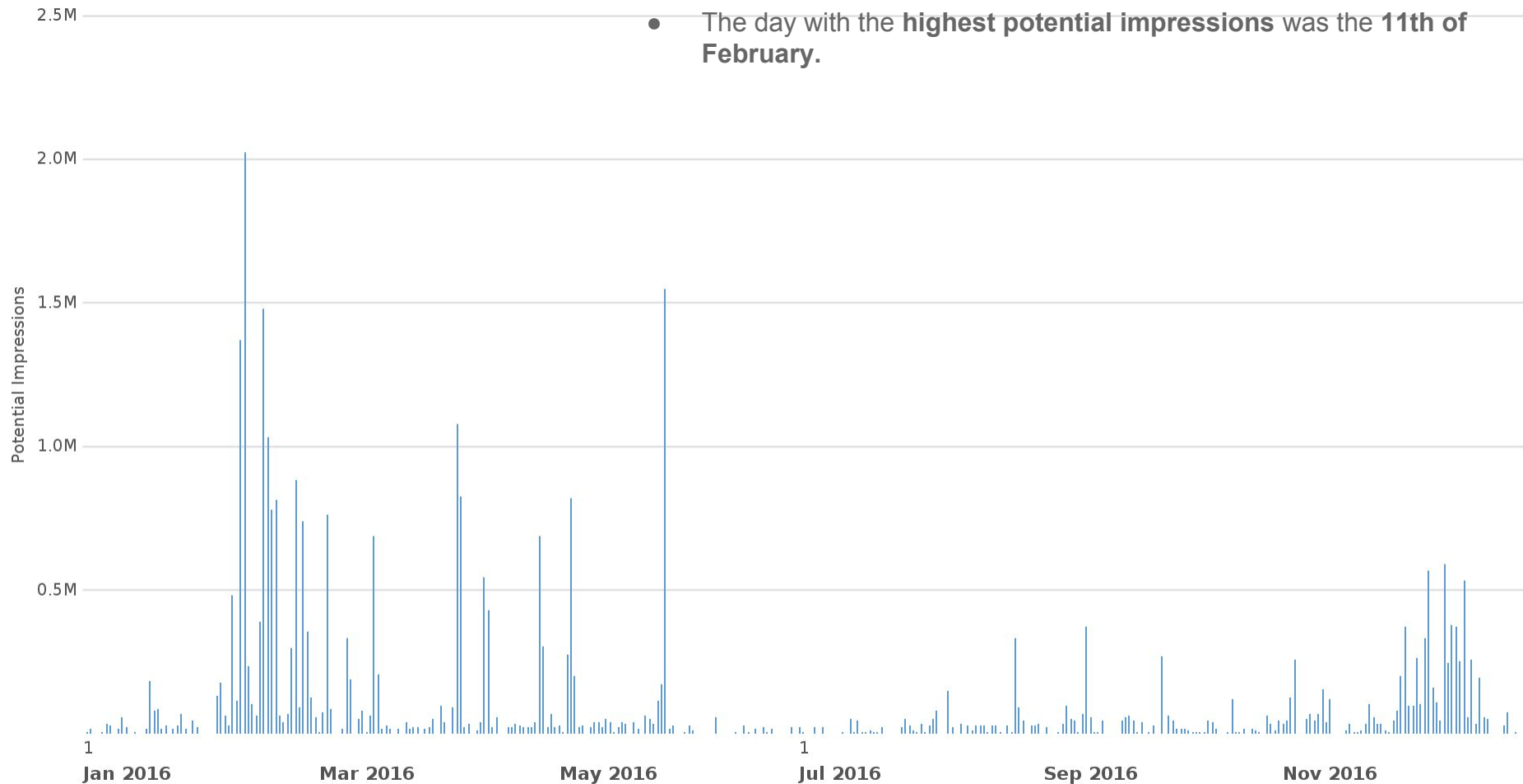
## KEY METRICS

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## KEY METRICS

- The total potential impressions for 2016 were **34 Million**.
  - This is down 76% in comparison to 2015.
- The day with the **highest potential impressions** was the **11th of February**.

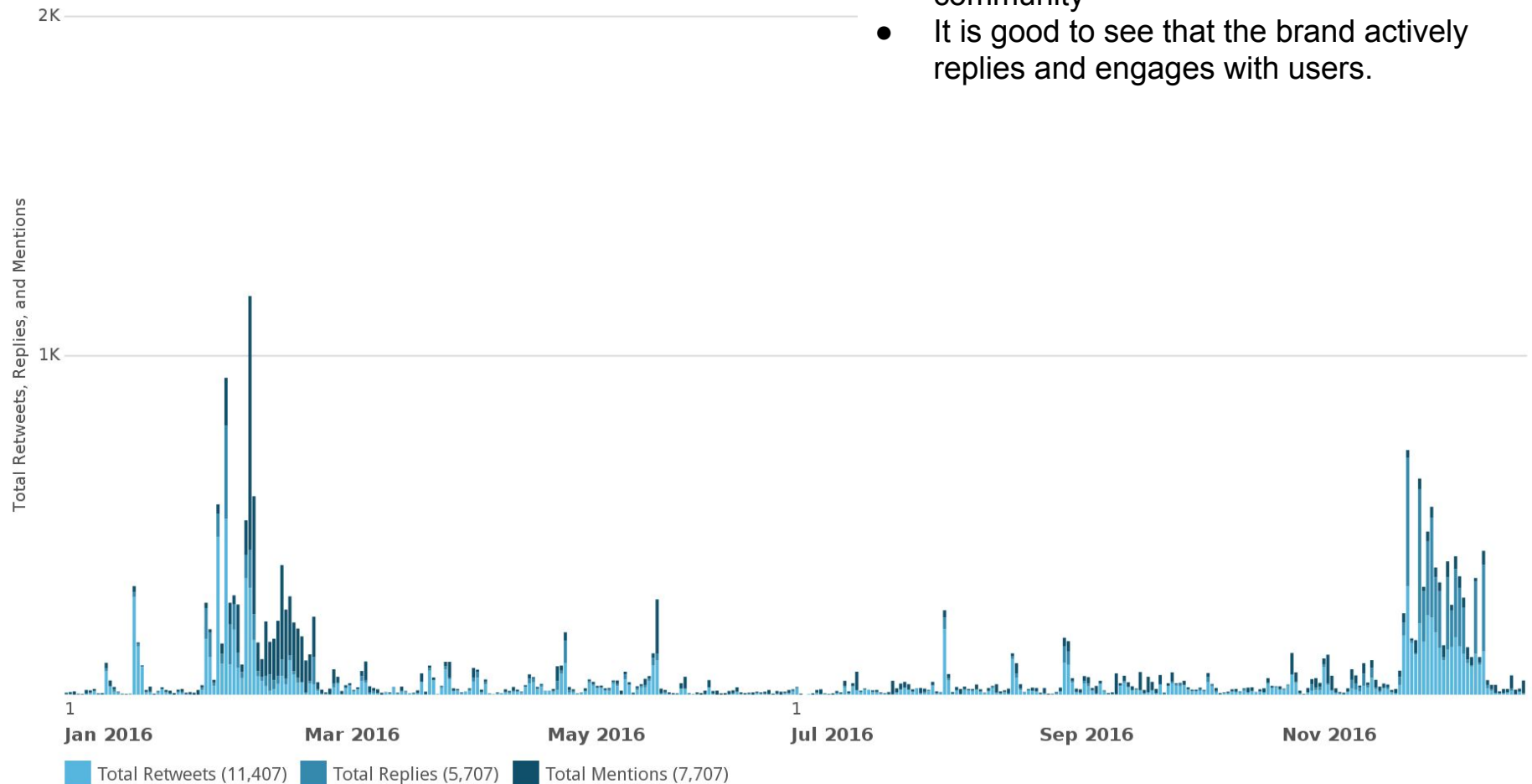


# TOTAL ENGAGEMENT

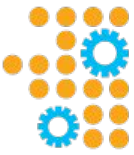


## KEY METRICS

- Retweeting is the top way in which the Heineken twitter account engages with the community
- It is good to see that the brand actively replies and engages with users.



# FOLLOWERS



## KEY METRICS

16292

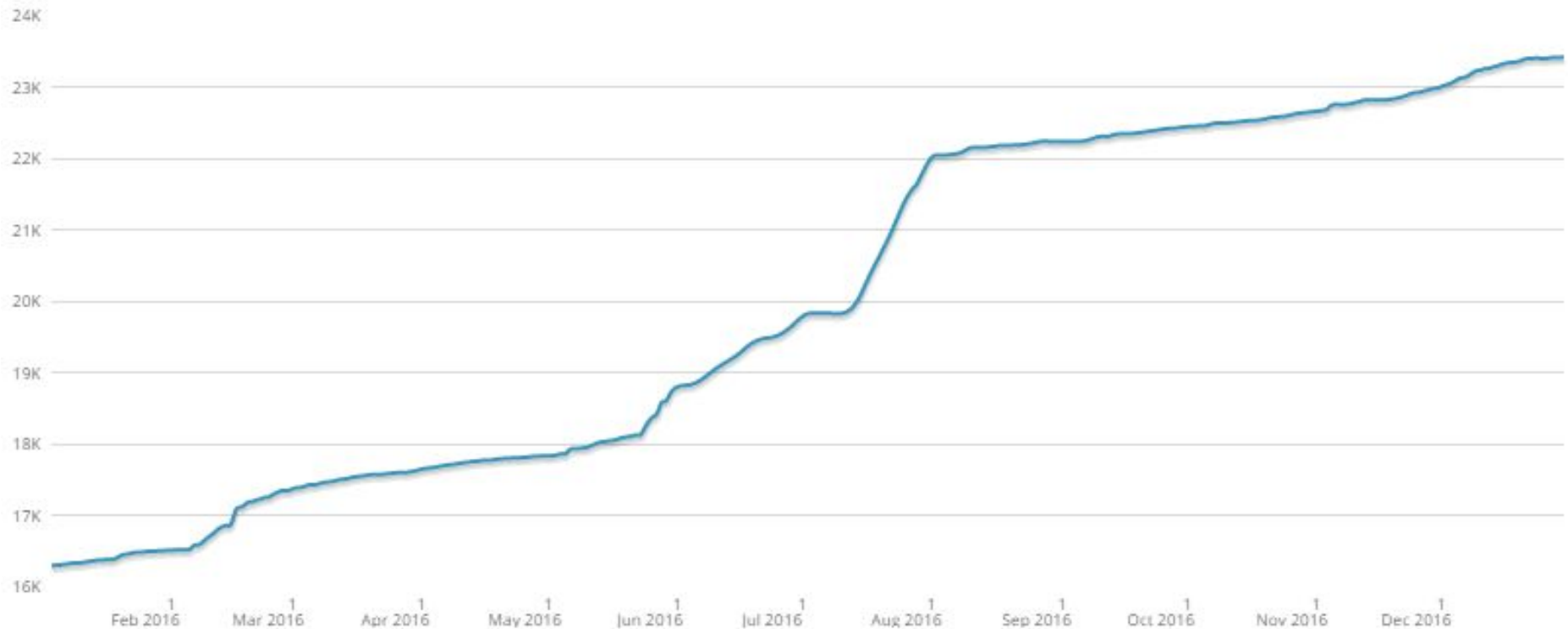
1st Jan 2016

23416

31st Dec 2016

53%

Increase in followers (year on year)







## CONTENT BREAKDOWN


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# TOP POSTS






## CONTENT BREAKDOWN


1.



**Heineken SA**  
@Heineken\_SA






A small action can lead to bigger things. Retweet this to become a part of our #ShapeYourCity Twitter mosaic.  
<https://t.co/pYgHz9EzPh>  
December 1, 2016





2.



**Heineken SA**  
@Heineken\_SA






Got a question for Luis Figo? Tweet it to us and you could win the chance to ask him in person! #ChampionTheMatch  
<https://t.co/wdFnLOPwGL>  
February 11, 2016





3.



**Heineken SA**  
@Heineken\_SA






Get in the mood for @ultrasa with an exclusive mix from @euphonik! #NextLevelUltraSA <https://t.co/wspBZ8iRTn>  
<https://t.co/H5sItAvNdH>  
February 18, 2016




4.

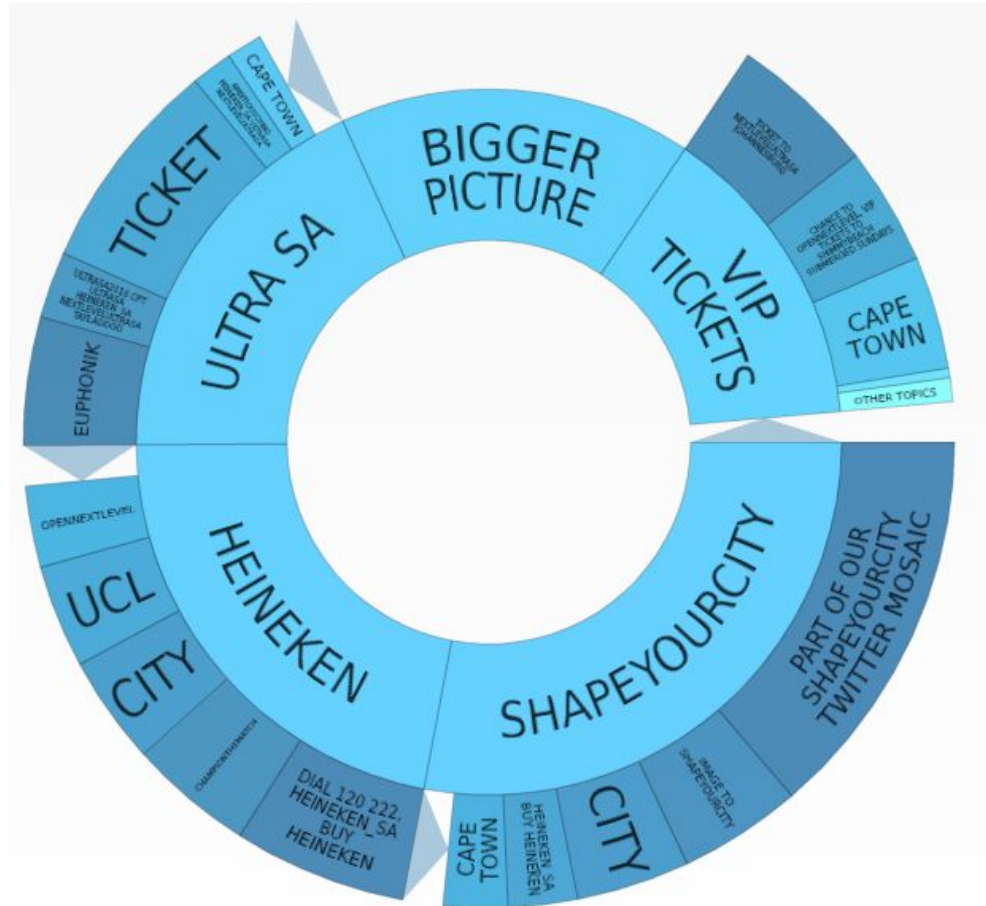

**Heineken SA**  
@Heineken\_SA

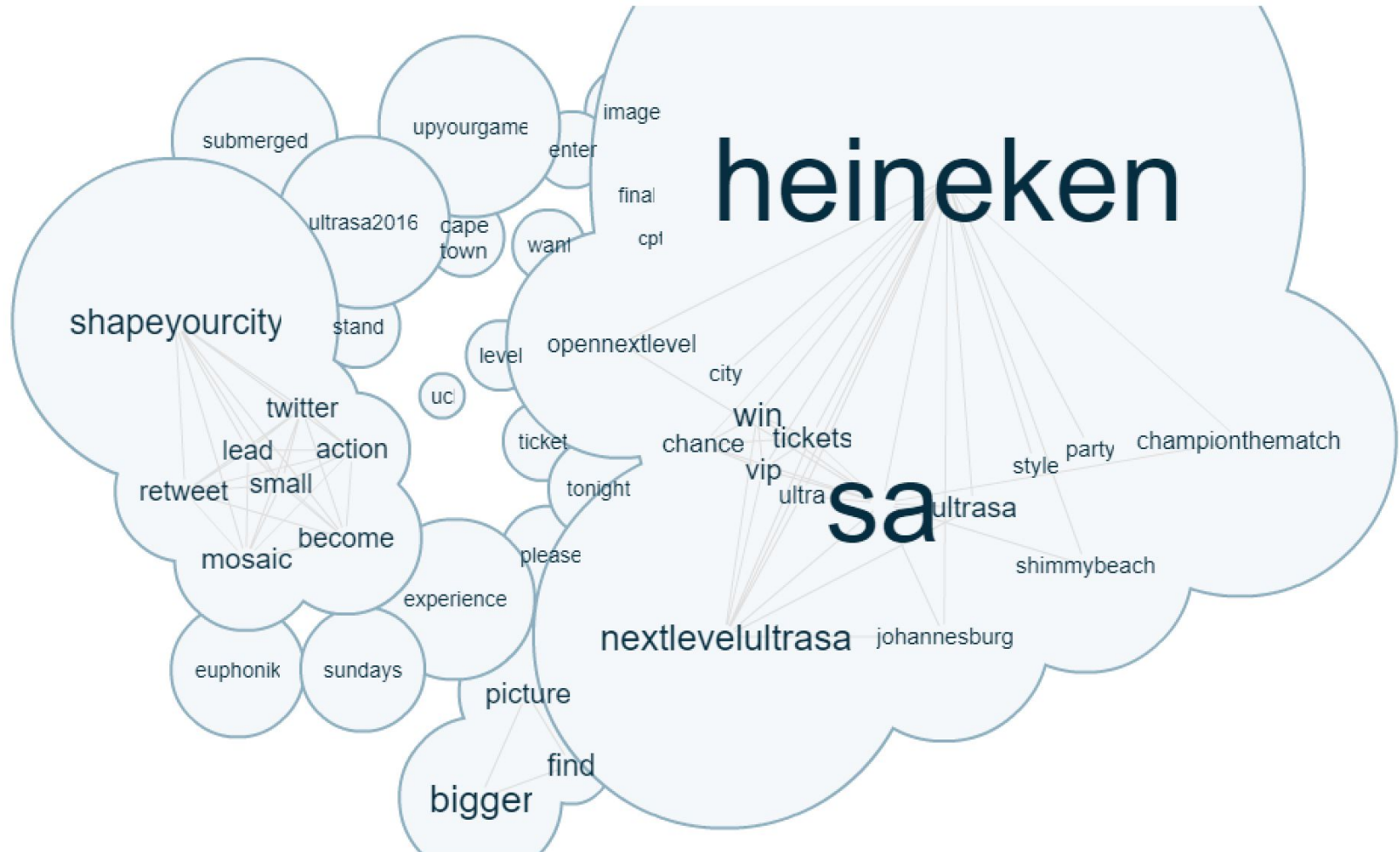


Last day to enter and win a VIP @ultrasa experience with Heineken and @Euphonik. #NextLevelUltraSA  
<https://t.co/mx01Ogl4ZI>  
February 24, 2016

RETWEETS	@REPLIES	POTENTIAL IMPRESSIONS
2,589	2,484	1.6 Million
46	89	1.2 Million
23	1	780,000
41	42	740,000





# WORD CLOUD



## CONTENT BREAKDOWN







# SENTIMENT & EMOTION

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# SENTIMENT



26%

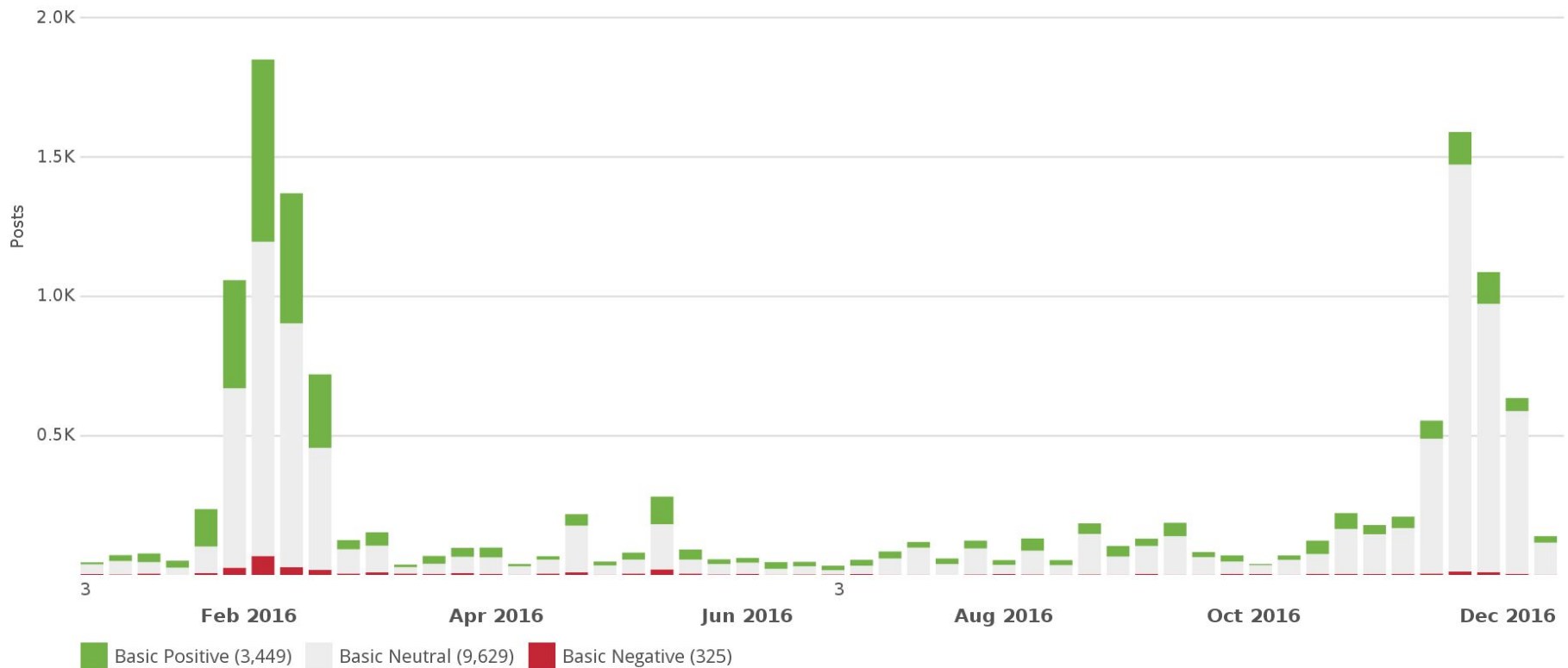
Positive

2%

Negative

72%

Neutral



# EMOTION



48%

Neutral

37%

Joy

5%

Sadness

5%

Disgust

2%

Anger

1%

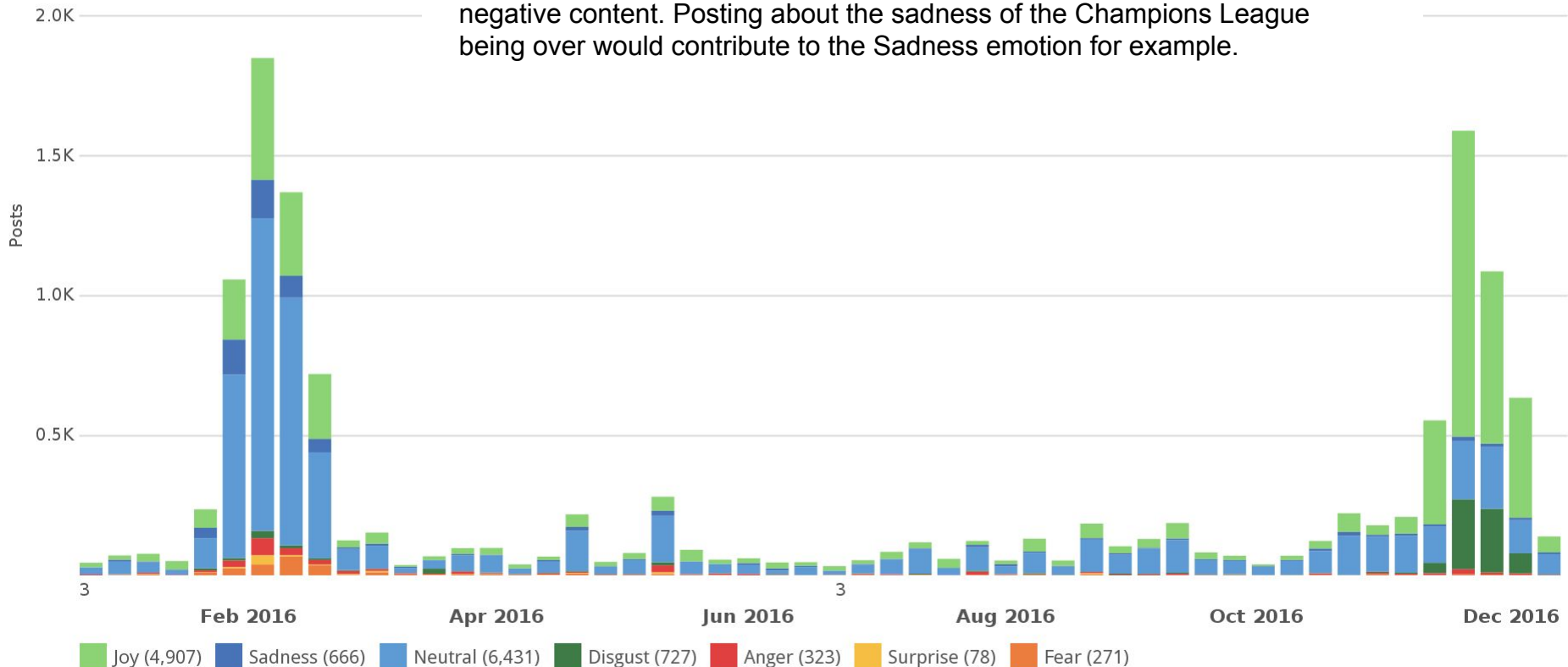
Suprise

2%

Fear



It is important to note that negative emotions do not necessarily correlate to negative content. Posting about the sadness of the Champions League being over would contribute to the Sadness emotion for example.





**CONTACT US**  
**info@vibrand.co.za**

