Analyse les interactions des internautes avec Oreo sur Twitter

La présence Oreo sur Twitter

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name | tweets | Following | followers | fav |
| @Oreo | 22500 | 27 | 448342 | 492 |
| @OreoIndia | 1912 | 3 | 2115 | 71 |
| @OreoPH | 1108 | 1549 | 4055 | 338 |
| @oreobrasil | 537 | 56 | 3594 | 502 |
| @oreoArgentina | 252 | 121 | 21200 | 363 |

@Oreo



Klout Score : 80.7 (ex : Barack Obama=99, Justin Bieber=92 )

Top Influencers dans son followers :

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Name | Followers | Tweets | Time Zone | Topic 1 | Topic 2 | Topic 3 |
| Good Morning America | 2440548 | 74953 | Eastern Time (US & Canada) | media | entertainment | television |
| Claudia Winkleman | 583605 | 6653 | London | celebrities | entertainment | television |
| DJPAT | 418384 | 5454 | Pacific Time (US & Canada) | video | music | atlanta |
| Applebee's | 388267 | 308717 | Eastern Time (US & Canada) | food | military | #followfriday |
| Appreciate Gratitude | 299439 | 55778 | Central Time (US & Canada) | energy | helen keller | los angeles angels |
| ♣ Wizard Of Odds♣️ | 285678 | 23674 | Eastern Time (US & Canada) |  |  |  |
| LoriMoreno | 260288 | 434750 | Pacific Time (US & Canada) | social media | travel and tourism | marketing |
| Chase Rose 'Flash' | 176130 | 37063 | Pacific Time (US & Canada) | music | celebrities | marketing |
| JusticiaParaEcuador | 141057 | 1470 | Eastern Time (US & Canada) |  |  |  |
| Jackson Jost | 136660 | 201 | Atlantic Time (Canada) |  |  |  |
| Fahad.AL-shadqa | 135116 | 2817 | Hawaii |  |  |  |
| Michael Q Todd | 134191 | 71045 | Tokyo | social media | sustainability | marketing |
| Lucky Harmon | 120064 | 1670 | Quito | music |  |  |
| Lebanon Debate | 109021 | 249381 | Baghdad | revolution | beirut | lebanon |
| TheRealConfidence | 99972 | 16430 | Quito | relationships | cookies | gym |
| Matthew Shell (MTS) | 94207 | 9575 | Quito | music | entrepreneurship | facebook |
| Secret Deodorant | 78201 | 6862 | Eastern Time (US & Canada) | branding | procter & gamble | pear |
| Anika Noni Rose | 76466 | 33654 | Eastern Time (US & Canada) | new orleans | energy | detroit |
| G. Avetis | 64901 | 858 |  |  |  |  |

Oreo September sur twitter :

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| DATE | TYPE | Rt | FAV | TWEET |  |
| 7:10 pm - 1 Sep 2014 | IMG | 112 | 290 | Don't worry, after this weekend's BBQ, we're going back to wearing white. #LaborDay  https://pbs.twimg.com/media/BwdpSyhIYAAEdl0.jpg |  |
| 4:53 pm - 2 Sep 2014 | img | 210 | 337 | Is parfait French for perfect? Oui.http://oreo.ly/1tqA2X8  https://pbs.twimg.com/media/BwiTkwRIgAASjM8.png:large |  |
| 3:48 pm - 4 Sep 2014 | img | 121 | 211 | A fashion must-have. Just make sure no one can jack it. #DunkSwag  https://pbs.twimg.com/media/BwsX6p6CAAEnMkg.png:large |  |
| 8:11 pm - 5 Sep 2014 | text | 96 | 140 | There's regular Oreo cookies, Lemon Oreo cookies, Mint Oreo cookies, Peanut Butter Oreo cookies, Oreo Minis, Oreo Double Stuf... |  |
| 8:12 pm - 5 Sep 2014 | text | 87 | 143 | You can have Oreo cookies with milk, with ice cream, without anything, with marshmallows, without marshmallows... #RunCookieRun |  |
| 8:12 pm - 5 Sep 2014 | text | 117 | 170 | There's Oreo cookies on a skewer, frozen Oreo cookies, Oreo pizza, Oreo cupcakes, Oreo popsicles, Oreo... #LifeIsLikeAPackOfOreoCookies |  |
| 5:29 pm - 6 Sep 2014 | img | 270 | 1033 | We struck gold! More precisely: Oreo Mini gold.  https://pbs.twimg.com/media/Bw3CPj9IMAAbBub.jpg:large |  |
| 4:54 pm - 8 Sep 2014 | img | 90 | 158 | Step right up, these Oreo cookies are ready to make a splash. #CookieCarnival  https://pbs.twimg.com/media/BxBNZQiIgAANytw.jpg:large |  |
| 8:03 pm - 9 Sep 2014 | img | 225 | 292 | Just like a twist - it's all in the wrist. https://pbs.twimg.com/media/BxHCMgECQAAu1TV.jpg | Apple lance son apple watch |
| 9:58 pm - 9 Sep 2014 | text | 2 | 7 | @jeffestuar01 Hola Jeff te pedimos el favor nos envies tus datos de contacto para darte el soporte necesario por el problema presentado |  |
| 4:52 pm - 12 Sep 2014 | img | 966 | 2345 | It's actually quite simple. #InfOgraphics  https://pbs.twimg.com/media/BxVzQwfCIAA6bSg.png:large |  |
| 4:06 pm - 13 Sep 2014 | text | 40 | 97 | .@Motorola @Lewis502 hmmm. Your smart watch vs our cookie. Same size, similar color, but isn't your watch milk resistant? | Interactive avec Motorola |
| 5:29 pm - 13 Sep 2014 | img | 50 | 99 | If a cookie won’t load, try refreshing the pack once. #OreoTech  https://pbs.twimg.com/media/BxbFXxLIAAElmmd.jpg |  |
| 4:29 pm - 16 Sep 2014 | img | 57 | 116 | Instant gratification is so, well, gratifying.  https://pbs.twimg.com/media/BxqUYM0IcAENx4D.jpg |  |
| 8:30 pm - 17 Sep 2014 | Text img | 593 | 594 |  | Cree un img avec les texts |
| 3:32 pm - 18 Sep 2014 | text | 2 | 3 | @AlaaTarawneh Thank You for your concern, Please DM us your contact information and we will get in touch with you right away. | Alaa Tarawneh ‏@AlaaTarawneh Sep 16  Hi @Oreo we found a worm inside your  cookie #WormInOreo &id=114998944652 … |
| 5:29 pm - 18 Sep 2014 | img | 144 | 231 | Ssssssnack on.  https://pbs.twimg.com/media/Bx01RNPIMAAn4\_l.jpg |  |
| 4:49 pm - 19 Sep 2014 | img | 105 | 186 | Avast ye landlubbers! Milk’s a-comin’. #TalkLikeAPirateDay  https://pbs.twimg.com/media/Bx51mr9IEAAwpqp.jpg | Talk Like Pirate Day, an annual event that makes it acceptable to swap out everyday conversations with pirate parlance and dress up in costumes. |
| 5:59 pm - 20 Sep 2014 | img | 268 | 1081 | Hands up, who wants to rake these?  https://pbs.twimg.com/media/Bx\_PS0kIEAAKHIF.jpg |  |
| 5:29 pm - 23 Sep 2014 | img | 224 | 317 | Oreo-dipped heaven. Sorry, did we say heaven? We meant strawberries. http://bit.ly/1v9mcG3 |  |
| 4:59 pm - 25 Sep 2014 | img | 5068 | 10779 | 'Scuse us while we tie-dye.  https://pbs.twimg.com/media/ByYxdWSIgAAM9HM.jpg |  |
| 9:16 pm - 25 Sep 2014 | text | 3 | 60 | @brijinjensen Start believing in 3...2...1 | ‏@brijinjensen Sep 25  I heard @Oreo tweets people back but idk if I believe it |
| 4:34 pm - 26 Sep 2014 | video | 169 | 206 | Our milk is password protected, can you blame us? #OreoTech  https://vine.co/v/OZhLFTpxJWn |  |
| 6:43 pm - 28 Sep 2014 | video | 179 | 195 | The rules are simple. Just tap the screen when the cookie hits the milk.  https://t.co/kmh7g5dfxj |  |
| 5:00 pm - 29 Sep 2014 | img | 88 | 149 | Ode to the cookie.  https://pbs.twimg.com/media/BytX-GAIYAAFzR5.jpg |  |
| 9:39 pm - 30 Sep 2014 | img | 68 | 132 | Dink! Dink! Dink! Dink! ... Dunk. https://pbs.twimg.com/media/Byzhc9jIAAEZTj9.jpg |  |

En September, 26 tweets, 8 text, 2 video en vine, 16 images, 9354 rt.

Tweets par jour 0,86

Separe par heur

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| heure | 15:00 | 16:00 | 17:00 | 18:00 | 19:00 | 20:00 | 21:00 |
| tweet | 2 | 7 | 6 | 1 | 1 | 5 | 3 |
| rt | 123 | 6705 | 1044 | 179 | 112 | 1118 | 73 |

FACEBOOK

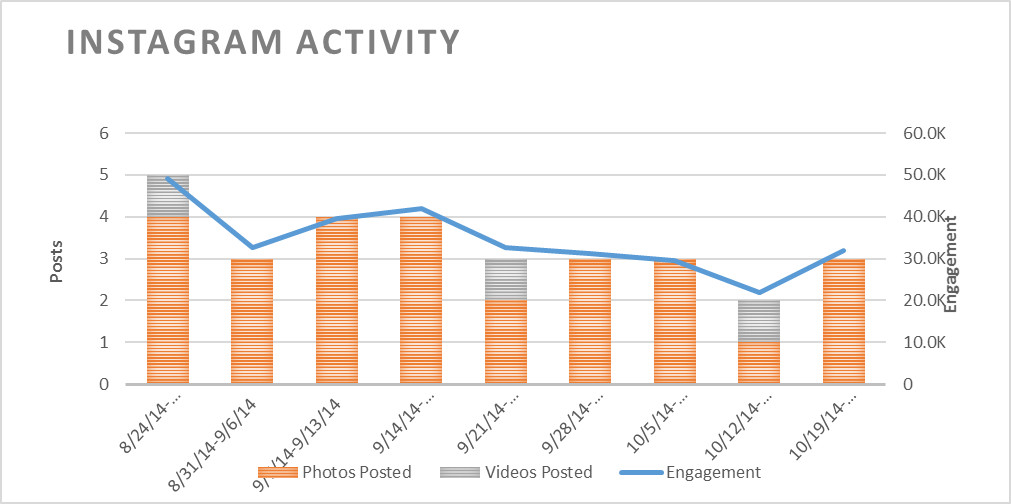
Like 38 097 697

Posts par jours : 0.41

Posts par type : 92,3% image 7.7 % video

24H sur facebook de oreo

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| [**Lizzy Fuentes**](https://www.facebook.com/jenny.fuentes.355?fref=nf)**‎** | [19小时](https://www.facebook.com/oreo/posts/10152838387619653) · | como hago para ver si me gano algo con los codigos que nos aparecen en las galletas |  |  |
| [**Paolo Yates**](https://www.facebook.com/paolo.yates?fref=nf)**‎** | [19小时](https://www.facebook.com/photo.php?fbid=10203660759654360&set=o.114998944652&type=1) · | Your quality control on your Birthday Cake ones is terrible. I had some with less filling than that, cookies on backwards, and even a few single cookies. | [Your quality control on your Birthday Cake ones is terrible. I had some with less filling than that, cookies on backwards, and even a few single cookies.](https://www.facebook.com/photo.php?fbid=10203660759654360&set=o.114998944652&type=1) | 11 |
| [**Robert Wellinger**](https://www.facebook.com/robert.wellinger.5?fref=nf) | 21:00 | I can't find the Root Beer Float Oreos anywhere near me! |  | 1 |
| [**Elettra Esposito**](https://www.facebook.com/stella.desiderio.73?fref=nf)**‎** | [21小时](https://www.facebook.com/oreo/posts/10152838124634653) | vorrei un'informazione, quale olio vegetale utilizzate per gli oreo? |  |  |
| [**Kathryn Cummins**](https://www.facebook.com/kathryn.cummins.3?fref=nf)**‎** | [21小时](https://www.facebook.com/photo.php?fbid=10204353664775158&set=o.114998944652&type=1) | These Minnie Mouse Oreos I made were a hit at my daughter's birthday! | [These Minnie Mouse Oreos I made were a hit at my daughter's birthday!](https://www.facebook.com/photo.php?fbid=10204353664775158&set=o.114998944652&type=1) | 7 |
| [**Ahlam Najjar**](https://www.facebook.com/ahlam.najjar.52?fref=nf)**‎** | [昨天下午 5:43](https://www.facebook.com/photo.php?fbid=638688366245088&set=o.114998944652&type=1) |  | [Ahlam Najjar 的照片。](https://www.facebook.com/photo.php?fbid=638688366245088&set=o.114998944652&type=1) | 92 |
| [**Jasmin Cieza**](https://www.facebook.com/jasmin.cieza?fref=nf) | [昨天下午 4:26](https://www.facebook.com/oreo/posts/10152837618579653) · | Me encantasssssssssssssss |  |  |
| [**Cristin Krug**](https://www.facebook.com/cristin.krug?fref=nf) | [昨天下午 4:19](https://www.facebook.com/photo.php?fbid=10152389844291766&set=o.114998944652&type=1) | We Want These............ Please.. we understand this is fake but We want them for REAL.....  Oreo Lovers Comment Below if you want them | [We Want These............ Please.. we understand this is fake but We want them for REAL.....    Oreo Lovers  Comment Below if you want them](https://www.facebook.com/photo.php?fbid=10152389844291766&set=o.114998944652&type=1) | 9 |
| [**Cynthia Reyes**](https://www.facebook.com/cynthia.reyes.1291?fref=nf)**‎** | [昨天下午 3:50](https://www.facebook.com/photo.php?fbid=10152073806268078&set=o.114998944652&type=1) · | Give the people what they want. | [We Want These............ Please.. we understand this is fake but We want them for REAL.....    Oreo Lovers  Comment Below if you want them](https://www.facebook.com/photo.php?fbid=10152389844291766&set=o.114998944652&type=1) | 104 |
| [**Alyssa Swann**](https://www.facebook.com/AlyssaVocalist?fref=nf) | [昨天下午 3:45](https://www.facebook.com/photo.php?fbid=885889671421257&set=o.114998944652&type=1) · | Omg do these exist???????????????? | [We Want These............ Please.. we understand this is fake but We want them for REAL.....    Oreo Lovers  Comment Below if you want them](https://www.facebook.com/photo.php?fbid=10152389844291766&set=o.114998944652&type=1) | 4 |
| [**Tamika Allen**](https://www.facebook.com/Ladyfatcat77?fref=nf) | [昨天下午 3:15](https://www.facebook.com/oreo/posts/10152837508524653) | PLEASE MAKE THE RED VELVET OREO |  | 1 |
| [**Larry Mua**](https://www.facebook.com/larry.mua?fref=nf) | [昨天上午 11:53](https://www.facebook.com/oreo/posts/10152837204499653) | I love oreo so much & plus it rhymes wid ma name. |  |  |
| [**Jo-Anne Brisolda Valmera**](https://www.facebook.com/joanne.valmera) | [昨天上午 10:03](https://www.facebook.com/joanne.valmera/posts/781232791915792) · | eating [Oreo](https://www.facebook.com/oreo?ref=stream) |  | 2 |
| [**Nana-Celine Rico Jackholm**](https://www.facebook.com/nana.c.jackholm?fref=nf) | [昨天上午 8:32](https://www.facebook.com/oreo/posts/10152837009829653) | eating [Oreo](https://www.facebook.com/oreo?ref=stream)  with [Malou Hammar Dreymann](https://www.facebook.com/malou.dreymann) |  | 21 |
| [**Jerique Bernard**](https://www.facebook.com/derrick.mcabe?fref=nf) | [昨天上午 7:54](https://www.facebook.com/oreo/posts/10152836973169653) | When are the new oreo flavours coming to South Africa??? |  |  |
| [**Andrea Bugbee**](https://www.facebook.com/odylock?fref=nf) | [昨天上午 6:57](https://www.facebook.com/oreo/posts/10152836906679653) · | Hi there - Do you have a Red Velvet flavour out to buy? |  | 11 |
| [**Shaunie Lanese**](https://www.facebook.com/thiskid310?fref=nf)**‎** | [昨天上午 6:00](https://www.facebook.com/oreo/posts/10152836787474653) · | Bring back the rice crispy ones. |  |  |
| [**Jessie Vanstone**](https://www.facebook.com/jessie.vanstone.9?fref=nf) | [昨天上午 5:50](https://www.facebook.com/photo.php?fbid=1493741984231733&set=o.114998944652&type=1) · | I have been craving some of these bad boys lately but I can't find them anywhere in Australia anymore | [I have been craving some of these bad boys lately but I can't find them anywhere in Australia anymore 󾌥󾌢󾌺](https://www.facebook.com/photo.php?fbid=1493741984231733&set=o.114998944652&type=1) | 2 |
| [**Kathleen Harriott**](https://www.facebook.com/kathy.harriott?fref=nf)**‎** | [昨天上午 4:20](https://www.facebook.com/oreo/posts/10152836659689653) · | Is there such a thing as Red Velvet Oreos???? |  |  |
| [**Tanya Toth**](https://www.facebook.com/profile.php?id=100000299480742&fref=nf) | [昨天上午 4:11](https://www.facebook.com/oreo/posts/10152836651114653) · | Ok, red velvet Oreos may be a hoax at this time but that would be an awesome flavor!!!!!!!!!!!! What do you say Nabisco???? Show us some red velvet love! |  | 21 |
| [**Carrie Bayhon**](https://www.facebook.com/carrie.bayhon?fref=nf) | [昨天上午 3:55](https://www.facebook.com/oreo/posts/10152836630349653) · | i love oreo to much |  |  |
| [**Jason Waldrop**](https://www.facebook.com/jwaldrop?fref=nf) | [昨天上午 3:50](https://www.facebook.com/photo.php?fbid=10152775937329876&set=o.114998944652&type=1) | This could be a cure for Ebola, who knows! Just make them!! | [This could be a cure for Ebola, who knows! Just make them!!](https://www.facebook.com/photo.php?fbid=10152775937329876&set=o.114998944652&type=1) | 182 |
| [**Carmen Aquino**](https://www.facebook.com/reinabellahermosapreciosa?fref=nf)**‎** | [昨天上午 3:47](https://www.facebook.com/photo.php?fbid=894889813856905&set=o.114998944652&type=1) · | The best Oreo's  I found it on Florida | [The best Oreo's  I found it on Florida](https://www.facebook.com/photo.php?fbid=894889813856905&set=o.114998944652&type=1) | 13 |
| [**Karen Wilbanks Bayley**](https://www.facebook.com/karen.w.bayley?fref=nf) | [昨天上午 3:44](https://www.facebook.com/oreo/posts/10152836612299653) · | We want red velvet Oreos with cream cheese filling!!! |  | 2 |
| [**Michael Vern Van Veghten**](https://www.facebook.com/mikevanveg) | [昨天上午 3:40](https://www.facebook.com/oreo/posts/10202782924362284) | Brand new package of Oreos and one is missing, what. the. heck. | [Brand new package of Oreos and one is missing, what. the. heck.](https://www.facebook.com/photo.php?fbid=10205129487860914&set=a.10200254506789434.195251.1355916059&type=1) | 3 |
| [**Madia Matheny**](https://www.facebook.com/mmatheny0405?fref=nf) | [昨天上午 3:39](https://www.facebook.com/oreo/posts/10152836602274653) · | It's obvious the red velvet Oreo NEEDS to happen. Perfect for the holidays!! \*hint hint\* |  | 5 |
| [**Courtney Payge Haddox-Hammond**](https://www.facebook.com/courtneypayge?fref=nf)**‎** | [昨天上午 3:31](https://www.facebook.com/oreo/posts/10152836584909653) | Please tell the the red velvet Oreo is a real thing?!??? |  | 3 |
| [**Carlos Lopes Contreras**](https://www.facebook.com/carlos.lopescontreras.7?fref=nf)**‎** | [昨天上午 3:26](https://www.facebook.com/oreo/posts/10152836572439653) · | QUIERO PARTICIPAR EN LA PROMOCION OREO AMIGOS |  |  |
| [**Susan Berry**](https://www.facebook.com/susan.berry.5095?fref=nf) | [昨天上午 2:42](https://www.facebook.com/oreo/posts/10152836493884653) | Bring on the Red Cake Oreo pleeeasee! |  | 41 |
| [**Belle S. Bowles**](https://www.facebook.com/belle.stikeleather?fref=nf) | [昨天上午 2:39](https://www.facebook.com/oreo/posts/10152836489889653) | Ore red velvet. |  | 2 |
| [**Jefri Marte**](https://www.facebook.com/profile.php?id=100004118569084&fref=nf)**‎** | [昨天上午 1:52](https://www.facebook.com/oreo/posts/10152836406699653) | Me gustan las oreo |  |  |
| [**Brandi Taylor**](https://www.facebook.com/brandi.wright12?fref=nf) | [昨天上午 1:38](https://www.facebook.com/oreo/posts/10152836311339653) | Is the Red Velvet Oreo a hoax? I hope not! |  | 32 |
| [**Katie St Cyr**](https://www.facebook.com/katie.stcyr.1?fref=nf) | [昨天上午 1:19](https://www.facebook.com/oreo/posts/10152836281834653) · | Please please please make a Banana OREO? |  | 11 |
| [**Sarah Huff**](https://www.facebook.com/sthuff1?fref=nf) | [昨天上午 12:57](https://www.facebook.com/oreo/posts/10152836252899653) · | So...Can you PLEASE make the red velvet Oreos. Its unfair and cruel that someone would circulate a picture of something so obviously needed in this world, and it would be fake. Heart broken doesn't even begin to cover it. Many people want them so you guys should just go ahead and make them! Please?! K Thanks  Sarah |  | 31 |
| [**Amber Nicole**](https://www.facebook.com/angeliquedisaster?fref=nf)**‎** | [昨天上午 12:45](https://www.facebook.com/oreo/posts/10152836236639653) | So the red velvet oreos with cream cheese cream filling apparently was not real. Disappointed. .. I think you should look into doing this. |  | 31 |
| [**Victoria Gross**](https://www.facebook.com/victoria.gross1?fref=nf) | [昨天上午 12:18](https://www.facebook.com/oreo/posts/10152836199124653) | Red velvet oreos would be nice. I'm just saying.... |  | 1 |
| [**Jennifer Pérez**](https://www.facebook.com/jennifer.perez.5437?fref=nf) | [昨天上午 12:17](https://www.facebook.com/photo.php?fbid=10204279732306819&set=o.114998944652&type=1) | Make it happen Oreo | [Make it happen Oreo](https://www.facebook.com/photo.php?fbid=10204279732306819&set=o.114998944652&type=1) | 41 |
| [**David Michael Ryan Grundberg**](https://www.facebook.com/dgrundberg?fref=nf) | [昨天上午 12:13](https://www.facebook.com/oreo/posts/10152836193484653) | why don't you post all of your flavors past to present I would like to know what flavors I missed |  |  |
| [**David Michael Ryan Grundberg**](https://www.facebook.com/dgrundberg?fref=nf)**‎** | [昨天上午 12:11](https://www.facebook.com/photo.php?fbid=10203333785210787&set=o.114998944652&type=1) | when can I enjoy these? | [when can I enjoy these?](https://www.facebook.com/photo.php?fbid=10203333785210787&set=o.114998944652&type=1) | 1 |
| [**Morgan McLean Twigg**](https://www.facebook.com/morgan.mclean.75?fref=nf)**‎** | [昨天上午 12:10](https://www.facebook.com/oreo/posts/10152836187664653) | Are the rumors about Red Velvet Oreos true? Please say YES! |  | 24 |
| [**Amanda Lopez**](https://www.facebook.com/amanda.lopez?fref=nf) | [昨天上午 12:08](https://www.facebook.com/oreo/posts/10152836186114653) | Please have Red Velvet Oreo available in the US! |  |  |



**ACTIVITY DETAILS**

**ACTIVITY DETAILS**

**305,153**

**Instagram Likes**

*per photo*

*per video*

10,423.9

7,902.7

**5,534**

**Instagram Comments**

*per photo*

*per video*

174.7

272.0

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Caption** | **Post Date** | **Post Type** | **Instagram Likes** | **Instagram Comments** |
| [**You can’t eat a birthday card, so tag a friend who has a birthday and send them (0)**](http://instagram.com/p/uDrJNwRtMo/) | **2014/10/12** | **image** | **12,799** | **520** |
| [**If you want a piece of this, let’s take it outside! #Oreo (0)**](http://instagram.com/p/spgu1GxtGE/) | **2014/9/07** | **image** | **11,958** | **128** |
| [**A good Oreo #shelfie is good for the shelf esteem. #OreoWisdom (0)**](http://instagram.com/p/tLIxu1RtBv/) | **2014/9/20** | **image** | **11,831** | **274** |
| [**We're ready for a mini ride, how about you? #OreoMini (0)**](http://instagram.com/p/tdLNQfxtMX/) | **2014/9/27** | **image** | **11,718** | **116** |
| [**These Oreo Spooky Ball witches will put a spell on your mouth.  For this Oreo Wi (0)**](http://instagram.com/p/uVw48LxtLs/) | **2014/10/19** | **image** | **11,675** | **185** |
| [**Want a tip for your party? Party hard but #shelfie harder with these Oreo Minis. (0)**](http://instagram.com/p/sXoiL-RtJZ/) | **2014/8/31** | **image** | **11,419** | **122** |
| [**Oreo-dipped heaven. Sorry, did we say heaven? We meant strawberries.  For this D (0)**](http://instagram.com/p/tTMvLJxtKp/) | **2014/9/23** | **image** | **11,300** | **515** |
| [**Maaaahvelous, darling.  For this Marvelous Mocha Pudding recipe and more visit s (0)**](http://instagram.com/p/sKwrf_RtB9/) | **2014/8/26** | **image** | **11,262** | **233** |
| [**#OreoMini trailmix, also known as Oreo Minis with some other bits that no one wa (0)**](http://instagram.com/p/sU7PCRxtFk/) | **2014/8/30** | **image** | **11,119** | **97** |
| [**Getting into a spooky mood with Halloween #Oreo cookies (0)**](http://instagram.com/p/tnNqb5RtN6/) | **2014/10/01** | **image** | **11,040** | **247** |

Table à remplier

|  |  |  |
| --- | --- | --- |
|  | Extrinsèque | Intrinsèque |
| Orienté vers soi | Valeur instrumentale :  Utilitaire : « J’ai optimisé le temps de tram pour acheter un soin spa en vente flash sur Facebook. »  Connaissance : « J’ai commencé à me renseigner sur la qualité de l’I-phone en lisant les commentaires qui arrivent sur mon mur.» | Valeur hédonique :  « Avec ma collègue on déjeune en regardant les nouveautés de myshowroom qui s’affichent sur ma timeline. On fait du lèche-vitrine sans quitter le bureau et là on s’est offert une petite robe rouge en promo à 40 euros. » |
| Orienté vers les autres | Communication :  Expression de soi :  « Regarder les nouveautés ou lire les conseils des autres m’amuse mais j’aime aussi aller en discuter avec la vendeuse de Sephora. »  Lien social : « J’aime bien aussi aller en magasin chez Abercrombie à cause de la photo qu’on prend avec le vendeur.» | Valeur spirituelle :  « C’est divertissant de lire les commentaires des gens au fil de l’eau et de voir comment les gens réagissent. J’aime bien ce contact avec les autres. Je suis souvent étonnée de ce que je lis.» |

Oreo 在不同社交网站上的策略

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| --- | --- | --- | --- |
| twitter | Facebook | instagram | youtube |
| jouer avec l’actualité  Soyez Fun et Créatif  Image en premier  Coopération avec autre compte | Cree de communauté  Générer des feedbacks  Créer de la proximité | Générer de la notoriété  Générer du bouche à oreille | Jouer avec Créatif  Fun  Cree par amateur |

Cause twitter