

# CATEGORY

## SOCIAL MEDIA MONITOR

NEW ZEALAND

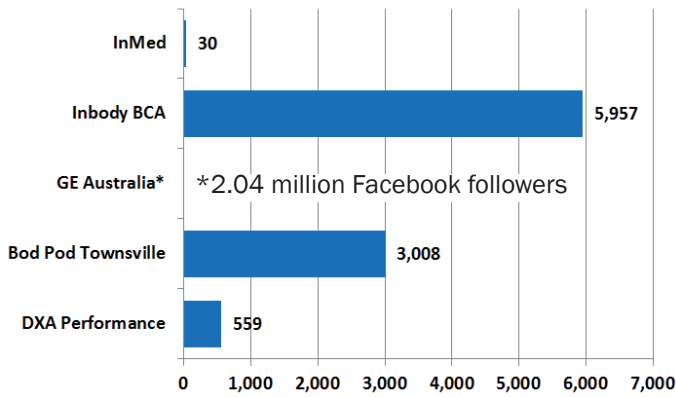


FEBRUARY  
2018

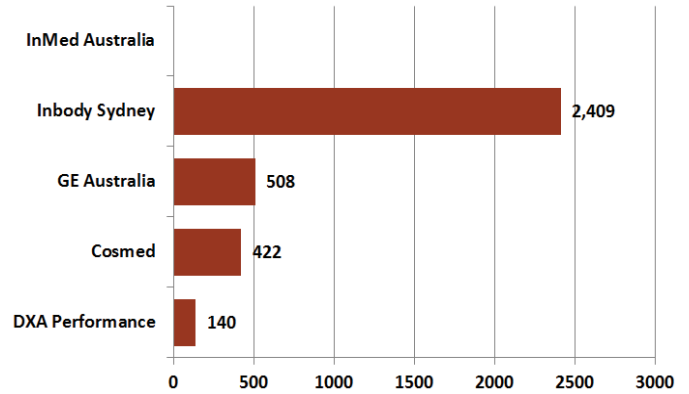
# PRODUCT CATEGORY

## KEY INDICATORS

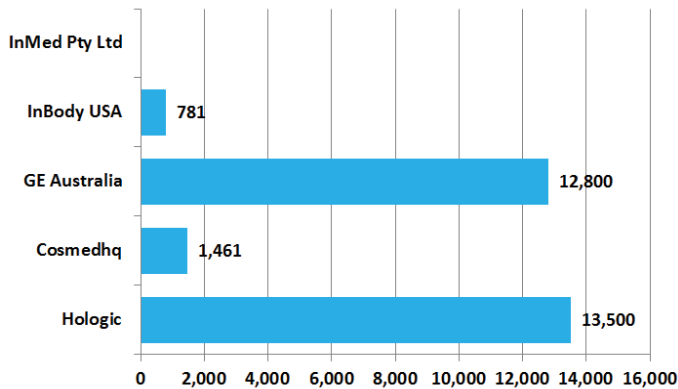
### FACEBOOK: PAGE LIKES BY BRAND



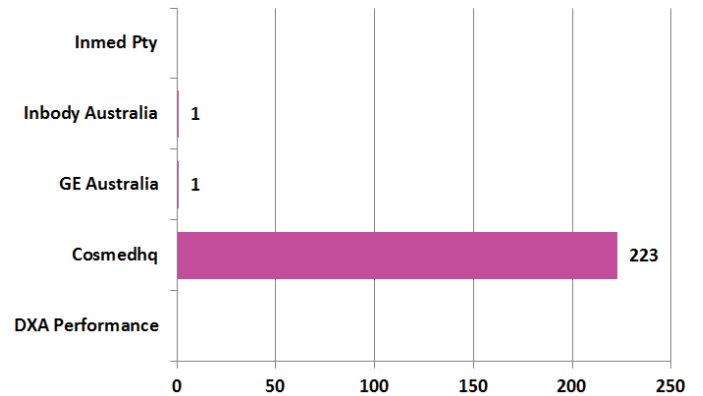
### INSTAGRAM: FOLLOWERS BY BRAND



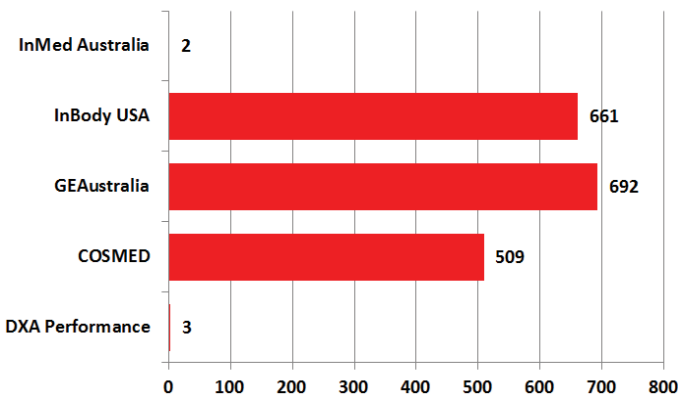
### TWITTER: FOLLOWERS BY BRAND



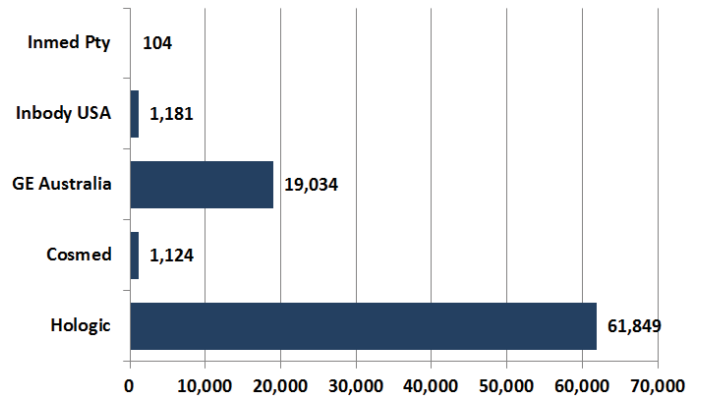
### PINTEREST: FOLLOWERS BY BRAND



### YOUTUBE: SUBSCRIBERS BY BRAND



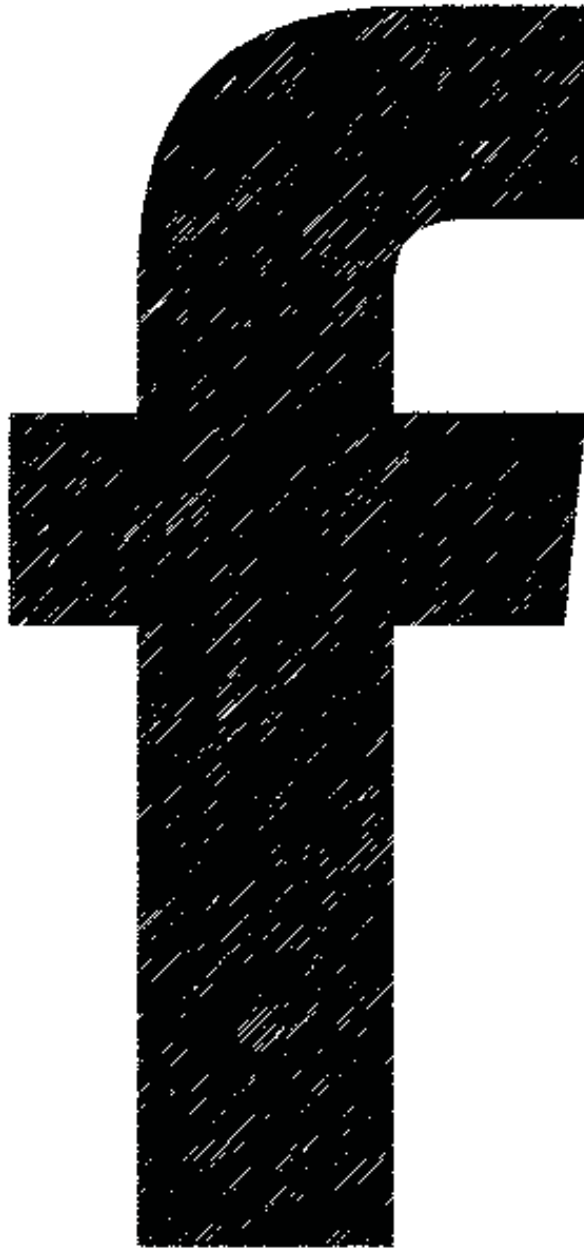
### LINKEDIN: COMPANY FOLLOWERS



## COMMENT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc ultricies at nisi et pellentesque. Pellentesque nisi ex, placerat nec fermentum et, scelerisque a orci. Donec elementum dignissim elementum.

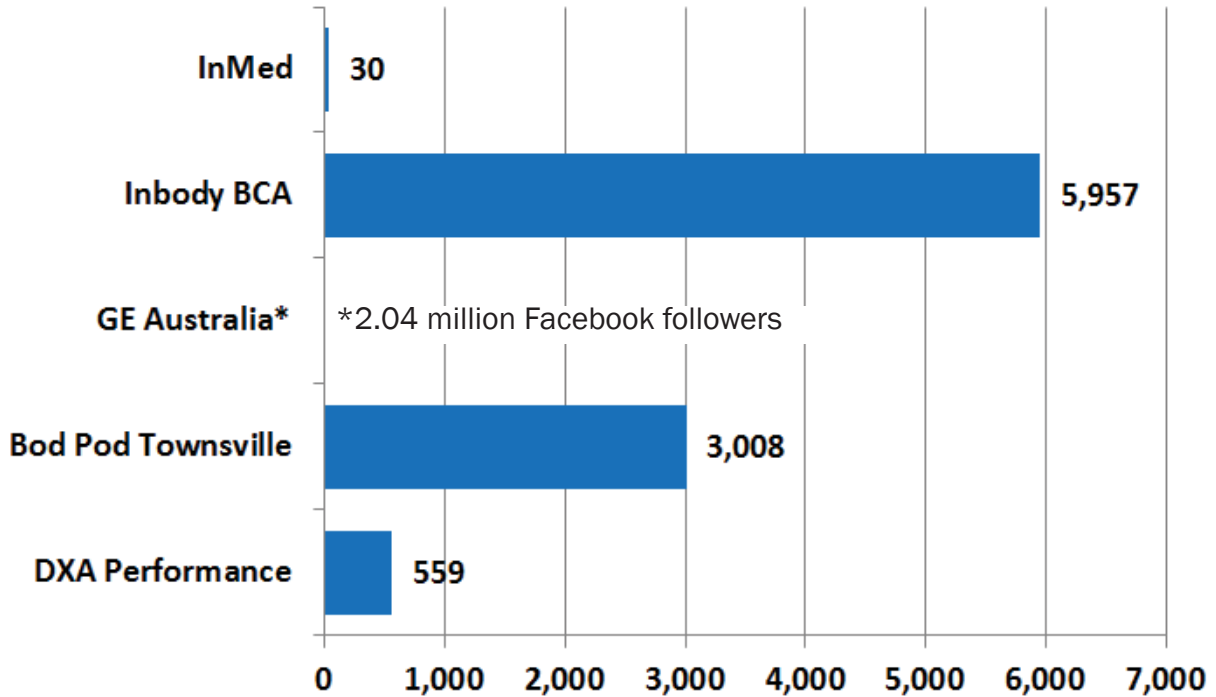
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**FACEBOOK**

# PRODUCT CATEGORY

## CATEGORY FACEBOOK PAGES



## COMMENT

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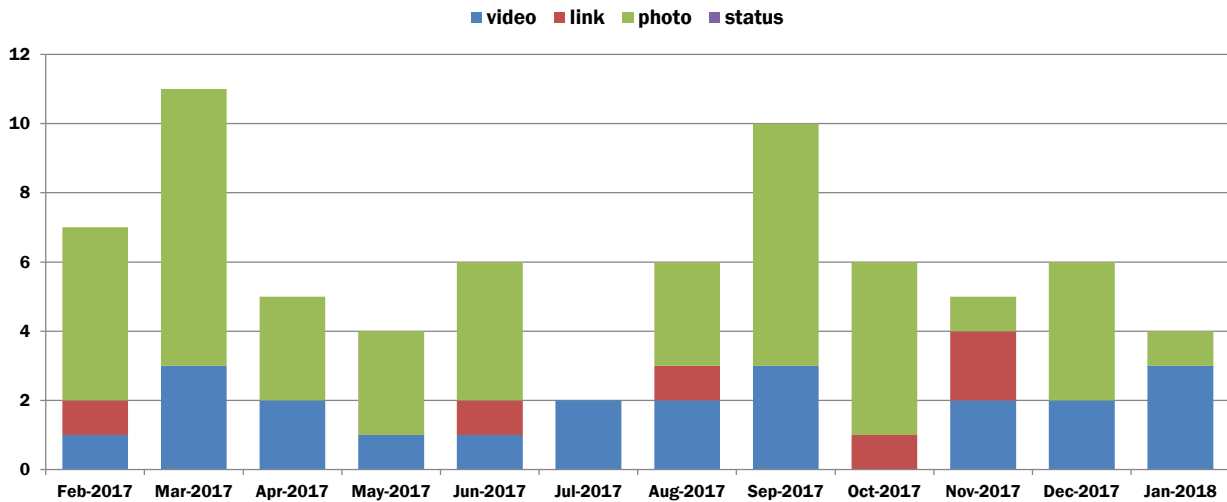
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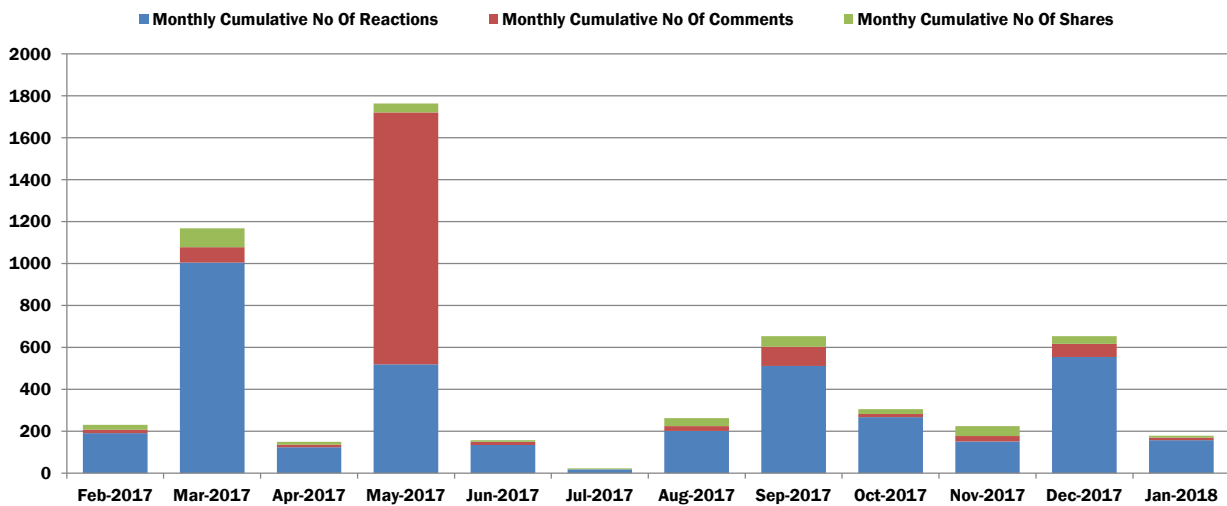
# SOCIAL MEDIA MONITOR: JANUARY 2018

# KIA MOTORS NZ

## NUMBER OF FACEBOOK POSTS BY TYPE: FEBRUARY - JANUARY 2017 /2018



## FACEBOOK ENGAGEMENT: FEBRUARY - JANUARY 2017 /2018



COMMENT

TOTAL PAGE LIKES

**46,033**

AS AT END OF JANUARY 2018

# SOCIAL MEDIA MONITOR: DECEMBER 2017

# BRAND NAME

## MOST ENGAGED POSTS: DEC 2017

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc ultricies at nisi et pellentesque. Pellentesque nisi ex, placerat nec



**DXA Performance**

7 December 2017 · 🌐



Go the distance. Smash your goals. The Victoria Triathlon Series enters Race 2 in Portsea this weekend. Loads of swim, run and aquathlon fun!  
[#2xutriathlonseries](#) [#2xutriseries](#) [#gothedistance](#) [#trainingwithpurpose](#)



👍 Like    💬 Comment    ➦ Share

👍❤️ 307



# SOCIAL MEDIA MONITOR: DECEMBER 2017

# BRAND NAME

## MOST ENGAGED POSTS: NOV 2017

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc ultricies at nisi et pellentesque. Pellentesque nisi ex, placerat nec fermentum et, scelerisque a orci. Donec elementum dignissim elementum. Donec nec facilisis erat, eu faucibus augue. Nunc egestas fermentum diam ut posuere. Nunc nibh arcu, hendrerit a magna eget, aliquet porttitor neque. Curabitur rhoncus felis non pretium auctor. Vestibulum molestie nisl nulla, vel consequat nunc placerat viverra. Vestibulum non odio auctor, auctor sem facilisis, rutrum justo.

**DXA Performance**  
17 November at 18:22 · 🌐

To the tough mudders tackling the course in Sydney this weekend, we salute you, you crazy beasts. #toughmudder #toughmudderaustralia



👍❤️👤 279

Chronological ▾

20 shares

View 2 more comments

**Andrew Whittington** Tina Marie dan  
Like · Reply · 22 November at 23:29

**Sue Allen**  
  
Like · Reply · 1 · 23 November at 18:03

**DXA Performance**  
8 November at 12:37 · 🌐

The best exercise might be the one you aren't doing. #trainsmart #fittip #bodycomposition #dexascan #dxa #dxaperformance #goldstandard



**DXA Performance**  
Science, technology & engineering [Learn More](#) ✓

👍 Like    💬 Comment    ➦ Share    📌 Hootlet

👍❤️👤 170

# SOCIAL MEDIA MONITOR: DECEMBER 2017

# BRAND NAME

## VIDEO: OCT/NOV 2017

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc ultricies at nisi et pellentesque. Pellentesque nisi ex, placerat nec fermentum et, scelerisque a orci. Donec elementum dignissim elementum. Donec nec facilisis erat, eu faucibus

**DXA Performance**  
6 November at 20:06 · 🌐

Why measure body composition? Knowing your percentage of fat and lean mass means you can personalise your exercise program or evaluate how well your current exercise and nutrition program is working for you over time.  
#bodycomposition #dexascan #dxa #dxa #dxaperformance #dexafit #goldstandard #trainsmart




Like Comment Share

152 Chronological

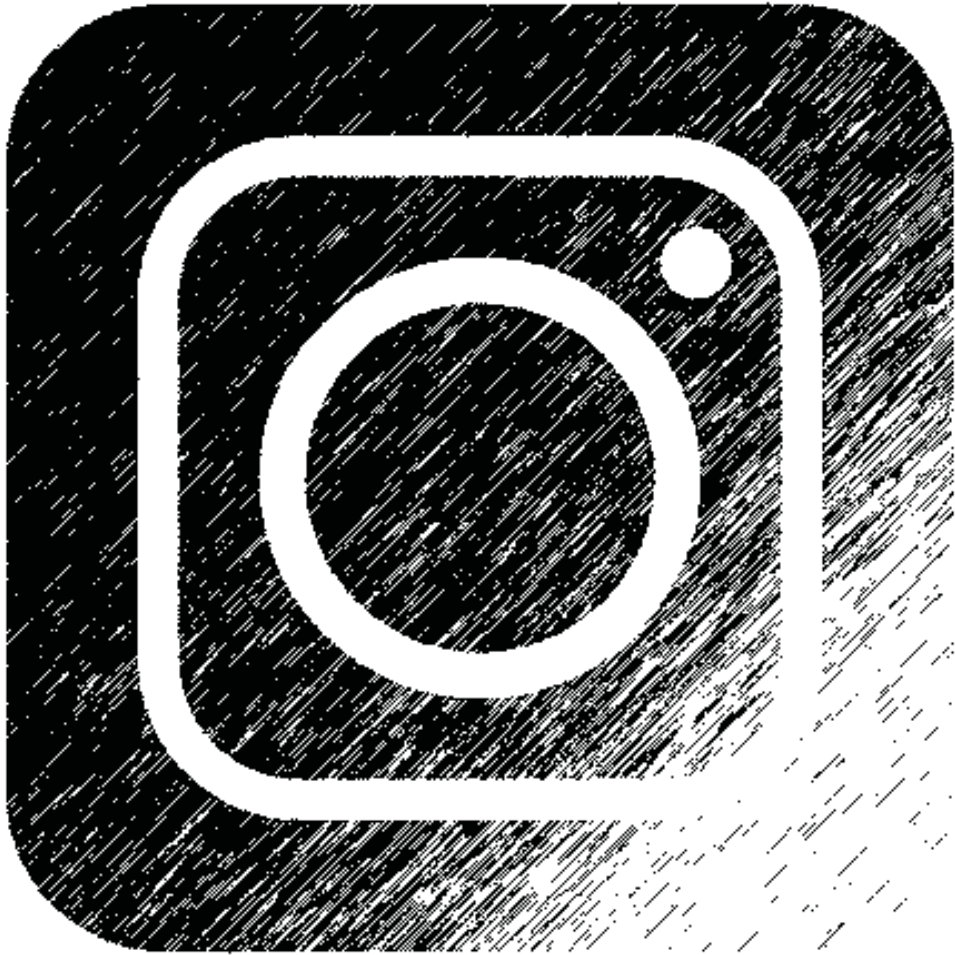
**DXA Performance**  
13 November at 19:13 · 🌐

A DXA scan can help set smart training goals. Get your baseline. Go for gold. @drgarylater



4.4k Views

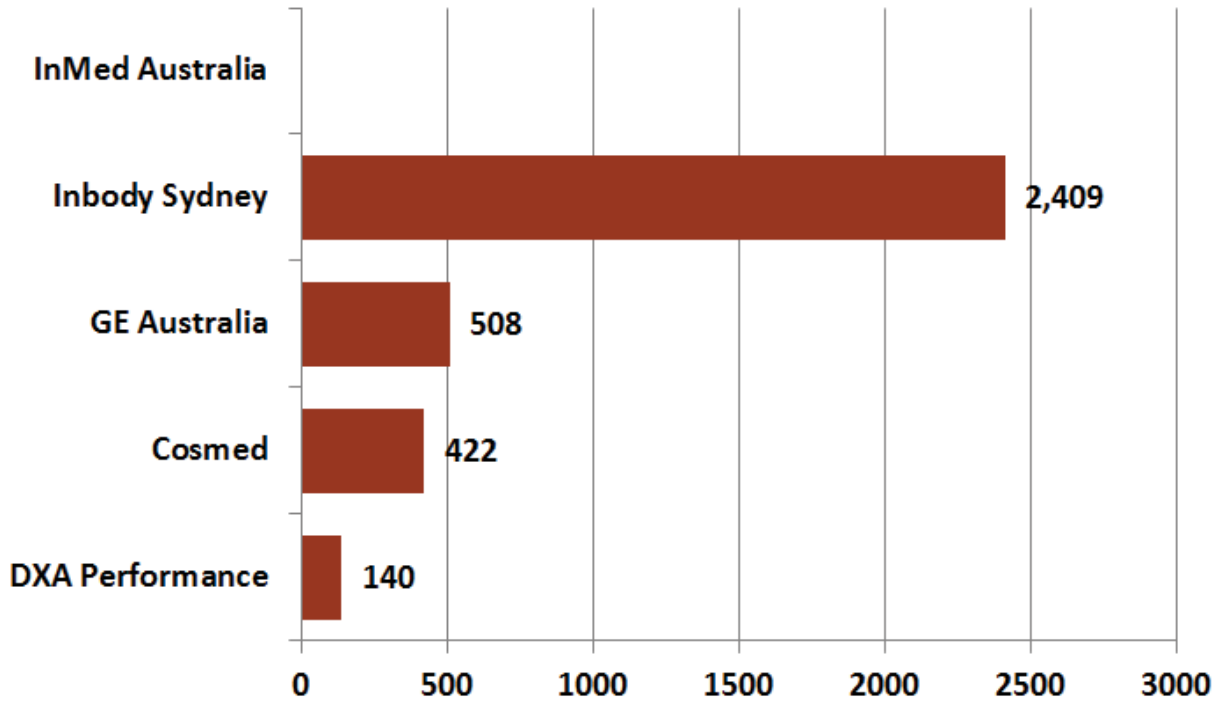




# INSTAGRAM

# PRODUCT CATEGORY

## INSTAGRAM BRAND FOLLOWERS



## COMMENT

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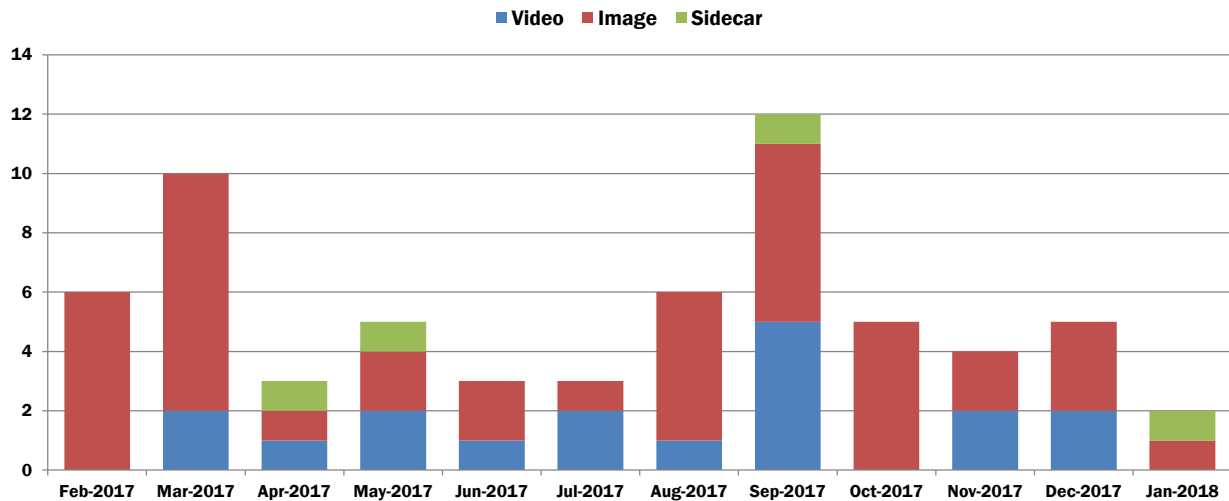
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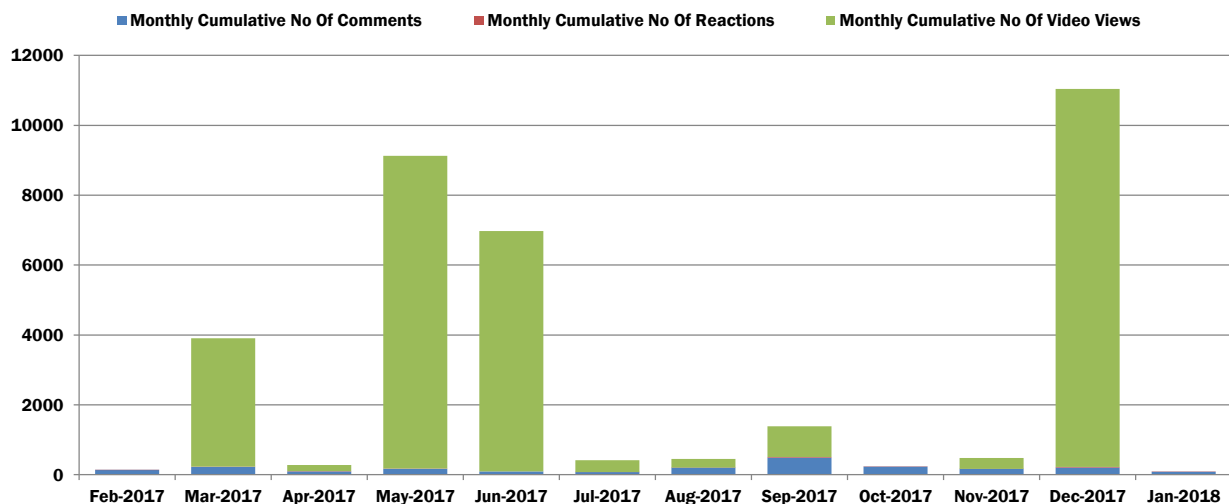
## SOCIAL MEDIA MONITOR: JANUARY 2018

# KIA MOTORS NZ

### NUMBER OF INSTAGRAM POSTS : FEBRUARY - JANUARY 2017 /2018



### INSTAGRAM ENGAGEMENT: FEBRUARY - JANUARY 2017 /2018



#### COMMENT

#### TOTAL INSTAGRAM FOLLOWERS

# 846

AS AT END OF JANUARY 2018

# SOCIAL MEDIA MONITOR: DECEMBER 2017

# BRAND NAME

## MOST ENGAGED POSTS: DEC 2017

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc ultricies at nisi et pellentesque. Pellentesque nisi ex, placerat nec fermentum et,



dxa\_performance • Follow

dxa\_performance Go the distance. Smash your goals. The Victoria Triathlon Series enters Race 2 in Portsea this weekend. Loads of swim, run and aquathlon fun!  
#2xtriathlonseries #2xutriseries  
#gothedistance #trainingwithpurpose  
#triathlon #ironmantri #tri\_victoria  
#triathlonsw #titanperformancegroup  
#triaustralia #triathlonqueensland



151 likes

DECEMBER 7, 2017

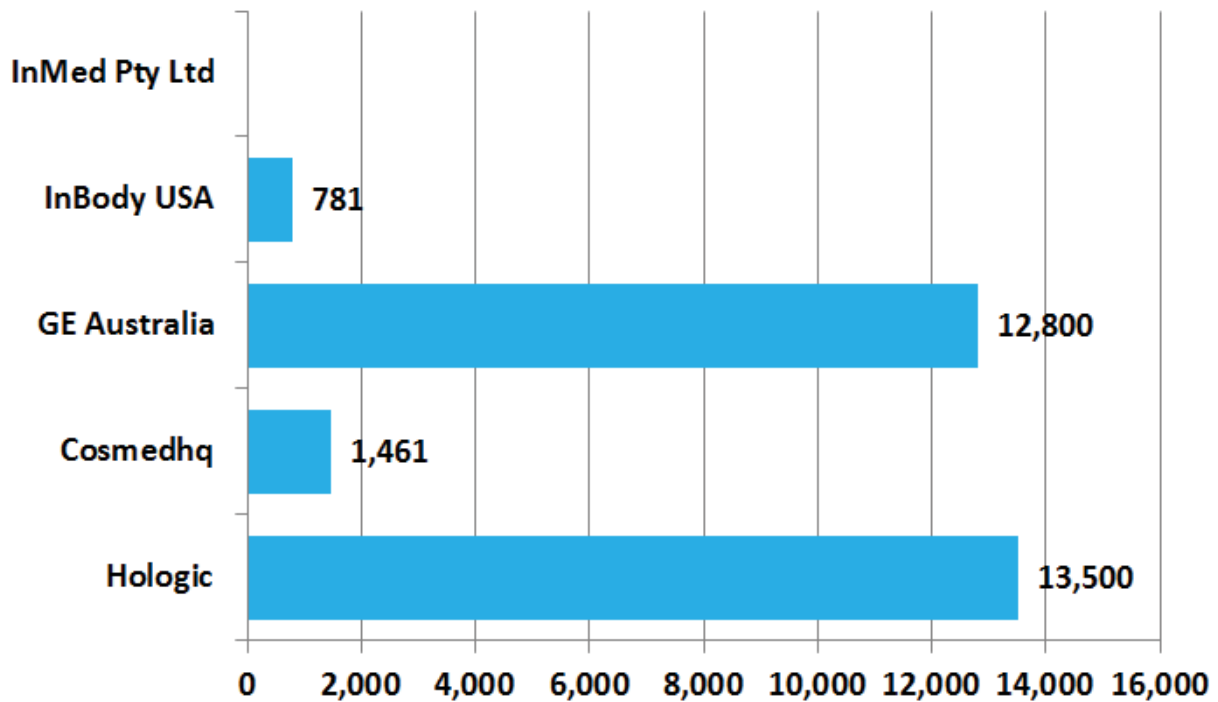




# TWITTER

# CATEGORY NAME

## TWITTER ACCOUNT FOLLOWERS



## COMMENT

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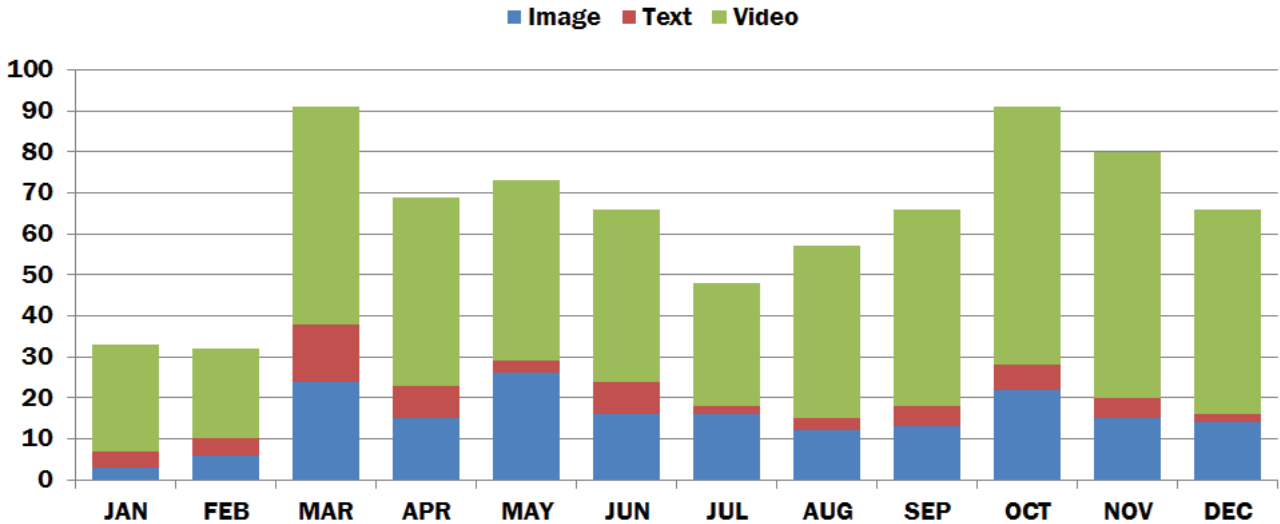
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc ultricies at nisi et pellentesque. Pellentesque nisi ex, placerat nec fermentum et, scelerisque a orci. Donec elementum dignissim elementum.



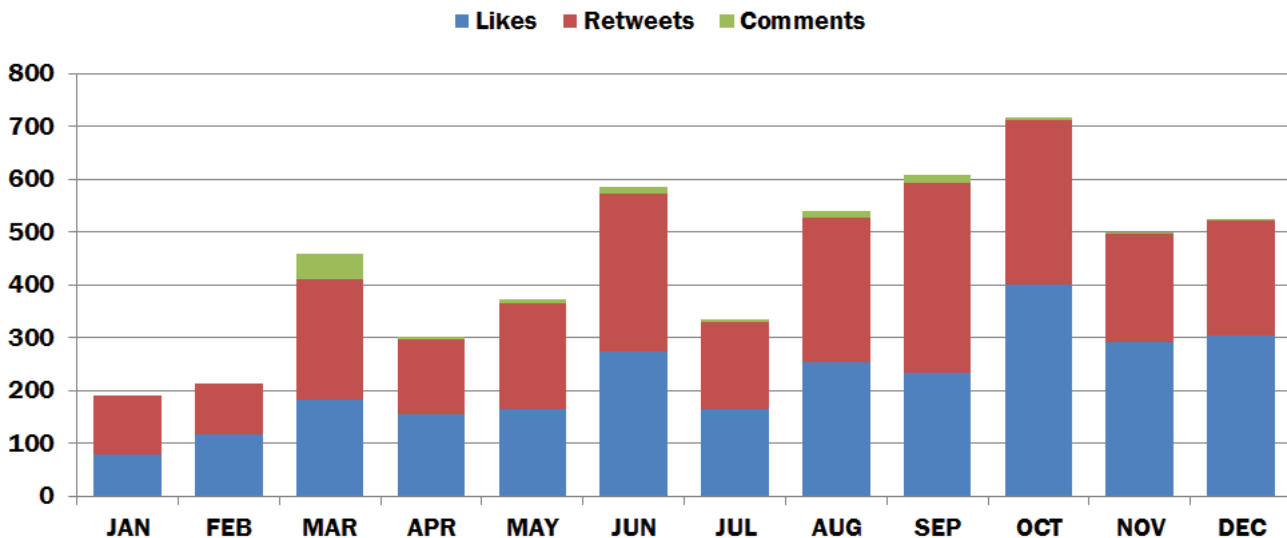
# SOCIAL MEDIA MONITOR: DECEMBER 2017

# BRAND NAME 1

## NUMBER OF TWEETS BY TYPE: JANUARY-DECEMBER 2017



## TWITTER ENGAGEMENT: JANUARY-DECEMBER 2017



## COMMENTS

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## TOTAL TWITTER FOLLOWERS

# 13,500

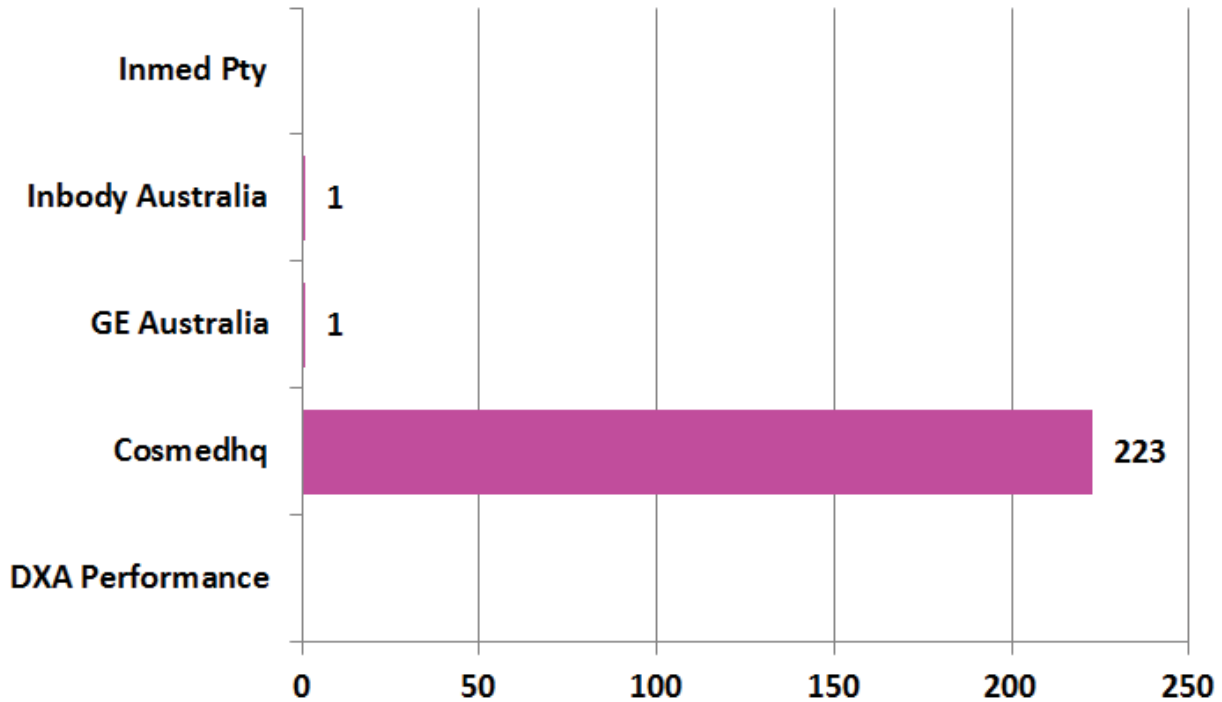
As at 31 December 2017



**PINTEREST**

# CATEGORY NAME

## PINTEREST ACCOUNT FOLLOWERS



## COMMENT

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# SOCIAL MEDIA MONITOR: DECEMBER 2017

# BRAND NAME

## BOARDS ON PINTEREST



**BOD POD: Body Comp...**  
399 Pins

Follow



**BOD POD: Mobile Bod...**  
9 Pins

Follow

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc ultricies at nisi et pellentesque. Pellentesque nisi ex, placerat nec fermentum et, scelerisque a orci. Donec elementum dignissim elementum. Donec nec facilisis erat, eu faucibus

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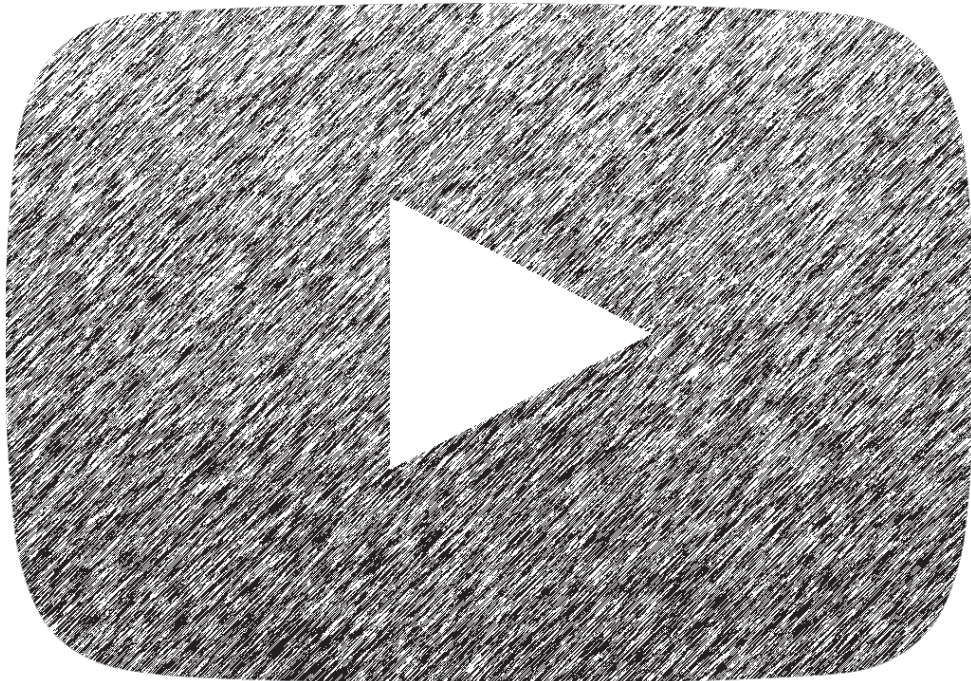


**BOD POD Ads & Flyers**  
37 Pins

Follow

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc ultricies at nisi et pellentesque. Pellentesque nisi ex, placerat nec fermentum et, scelerisque a orci. Donec elementum dignissim elementum. Donec nec facilisis erat, eu faucibus

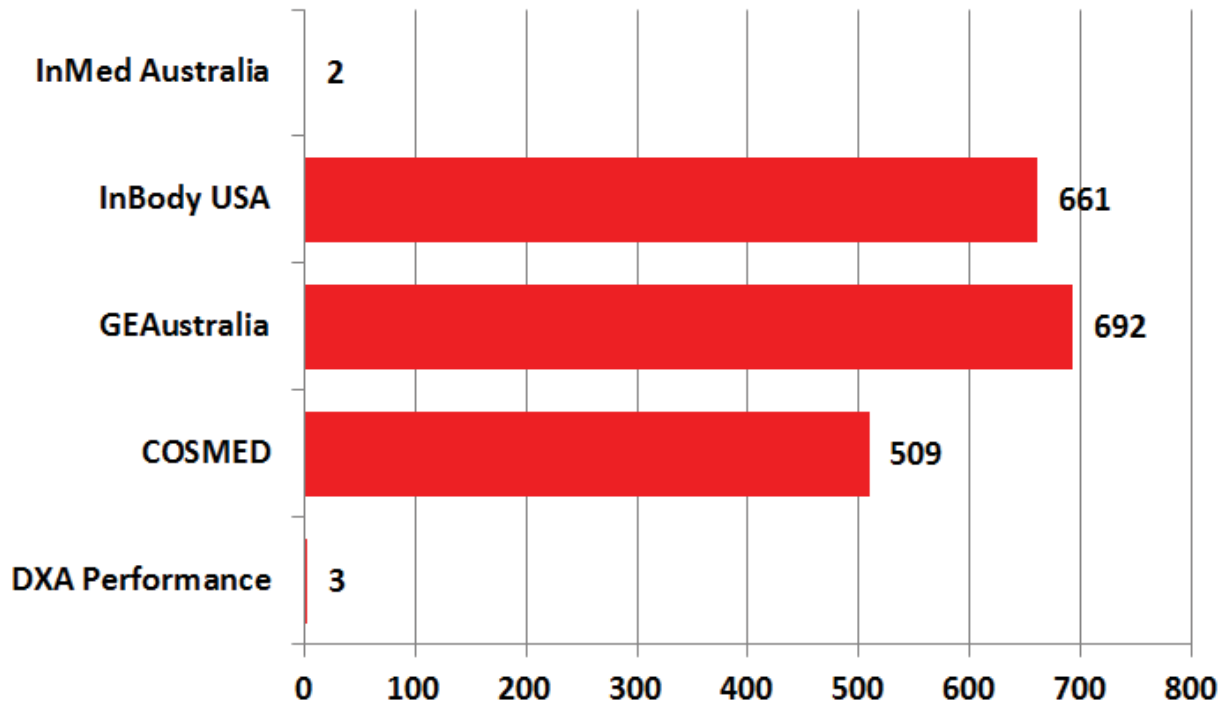




**YOUTUBE**

# CATEGORY NAME

## YOUTUBE CHANNEL SUBSCRIBERS



## COMMENT

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# SOCIAL MEDIA MONITOR: DECEMBER 2017

# BRAND NAME

## MOST-WATCHED VIDEO: NOV 2017

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Pellentesque nisi ex, placerat nec fermentum et, scelerisque a orci. Donec elementum dignissim



### InBody BAND 2: How to Test

424 views



**InBody USA**

Published on 29 Nov 2017

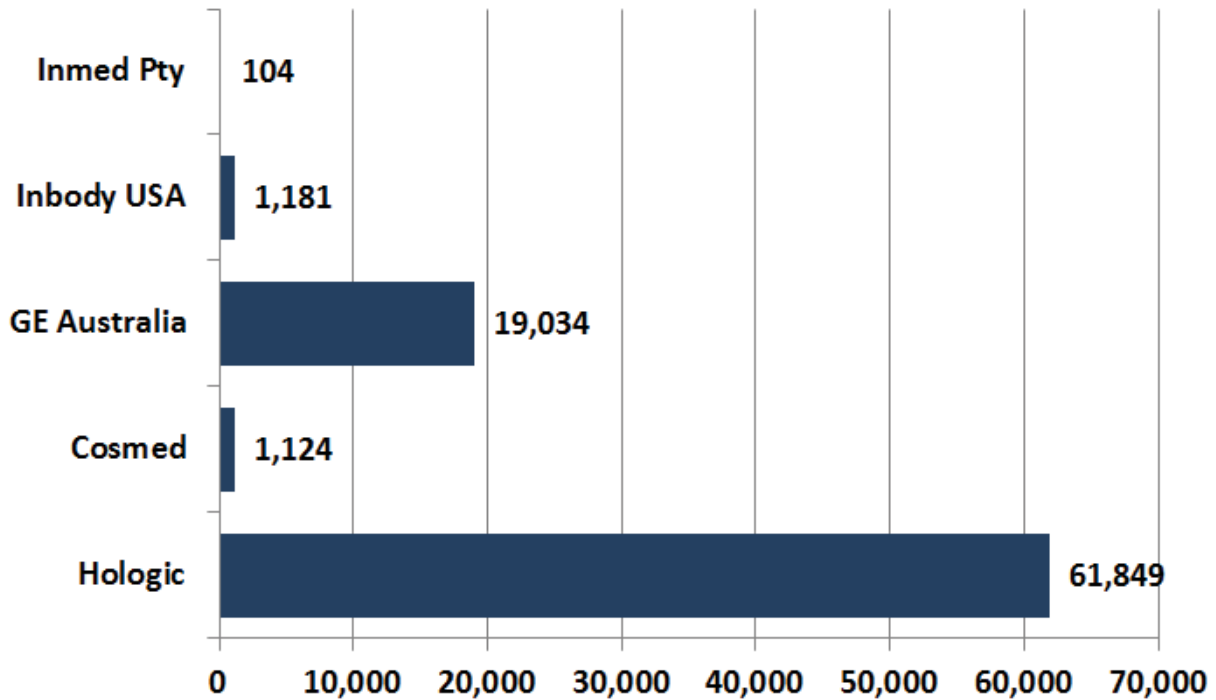
**SUBSCRIBE 663**



# LINKEDIN

# CATEGORY NAME

## MOST FOLLOWED LINKEDIN COMPANY PAGES



## COMMENT

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# SOCIAL MEDIA MONITOR: DECEMBER 2017

# BRAND NAME

## COMPANY PAGE POSTS: DEC 2017

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**Hologic, Inc.**  
1mo

We're proud to have leaders like Shanna Deng featured at the 2017 Massachusetts Conference for Women! Attend Breakout Session II from 11:30 – 12:30 p.m. today to hear her speak on female empowerment in the workplace.



**HOLOGIC®**  
The Science of Sure

“Being a female leader in today’s world means meeting challenges and roadblocks head-on. We’re paving the way for the future right now.”

**Shanna Deng**  
Global VP, Marketing, Surgical Division, Hologic, Inc.

136 Likes · 1 Comment

 Like  Comment  Share