

Publix Social Media Monitoring Report

Source	Source Credibility	Date/Time	Feedback
http://en.wikipedia.org/wiki/Publix		Last modified on Feb 8, 2009	This site gives general background on Publix and its history.
Youtube.com http://www.youtube.com/watch?v=CheM9RqfwZ0	37,427 views 197 comments	Dec 3, 2008	This page is funny. It is a parody to a popular rap song, but the lyrics are changed to a "Publix bag boy." The comments are from employees who work at stores who seem happy.
http://profile.myspace.com/index.cfm?fuseaction=user.viewProfile&friendID=51033918	<ul style="list-style-type: none"> • <i>St. Pete, Fl</i> • <i>29,194 views</i> • <i>714 Friends</i> 	Last logged in at Dec 25, 2008	Photos on this site include other store employees with their store numbers included. People seem to be excited to work for Publix; however, some negative feedback does exist. Some do not enjoy working there.
http://blogs.creativeloafing.com/dailyloaf/2008/11/08/new-publix-soho-has-dazzling-debut/#comment-1673		Latest Comment Feb 11, 2009	This page discussed the new Greenwise store in South Tampa. The users seemed to love it!
http://www.yelp.com/biz/publix-miami-3	<ul style="list-style-type: none"> • 8 reviews • 4 out of 5 stars rating by yelp.com 	Jan 1, 2009	This site offered mixed reviews. Some loved the store, other hated it. This Publix was located in Miami and had many different opinions.