

Publix Social Media Monitoring Report

Source	Source Credibility	Date/Time	Feedback
Flickr http://www.flickr.com/photos/retrojason/2581260352/in/pool-publix/		Dec. 20, 2008	This Flickr group includes photos of the new Publix brand packaging. The feedback is very positive and excited about the funny and appropriate packaging.
Blogspot.com http://fiddledeedeeblog.blogspot.com/2009/01/publix-deals-with-non-printable-gs_07.html	<ul style="list-style-type: none"> • <i>Sarah at Fiddledeedee</i> • <i>Wife, mother and blogger</i> • <i>From Florida</i> 	Jan. 7, 2009	This web site offers sale items coupons and how to save money for frugal people/
Wordpress.com http://conehome.wordpress.com/2009/02/11/i-dont-mean-to-pry-but-your-savings-are-incredible/	<ul style="list-style-type: none"> • <i>Sami</i> • <i>First coupon shopping trip</i> 	Feb, 11, 2009	Saved \$60 on a \$100 shopping trip
Publix.com	Quantcast: 466,000 visitors per month 59% female, 34% of visitors are 35-49 years of age, 72% do not have children	Updated daily	This updated info from Publix employees and gave info about sales and upcoming events.
Blogger.com http://suzy1270.sdf-us.org/blog/2008/01/new-publix-grocery-store.html	Suzy had 877 profile views. Suzy has been married for 16 years. She is a wife of a navy officer. She works in a clerical position and is 38 yrs old.	Jan 28, 2009	Suzy describes the new Publix and how she wished it opened years ago. She likes the clean feeling and friendly service.