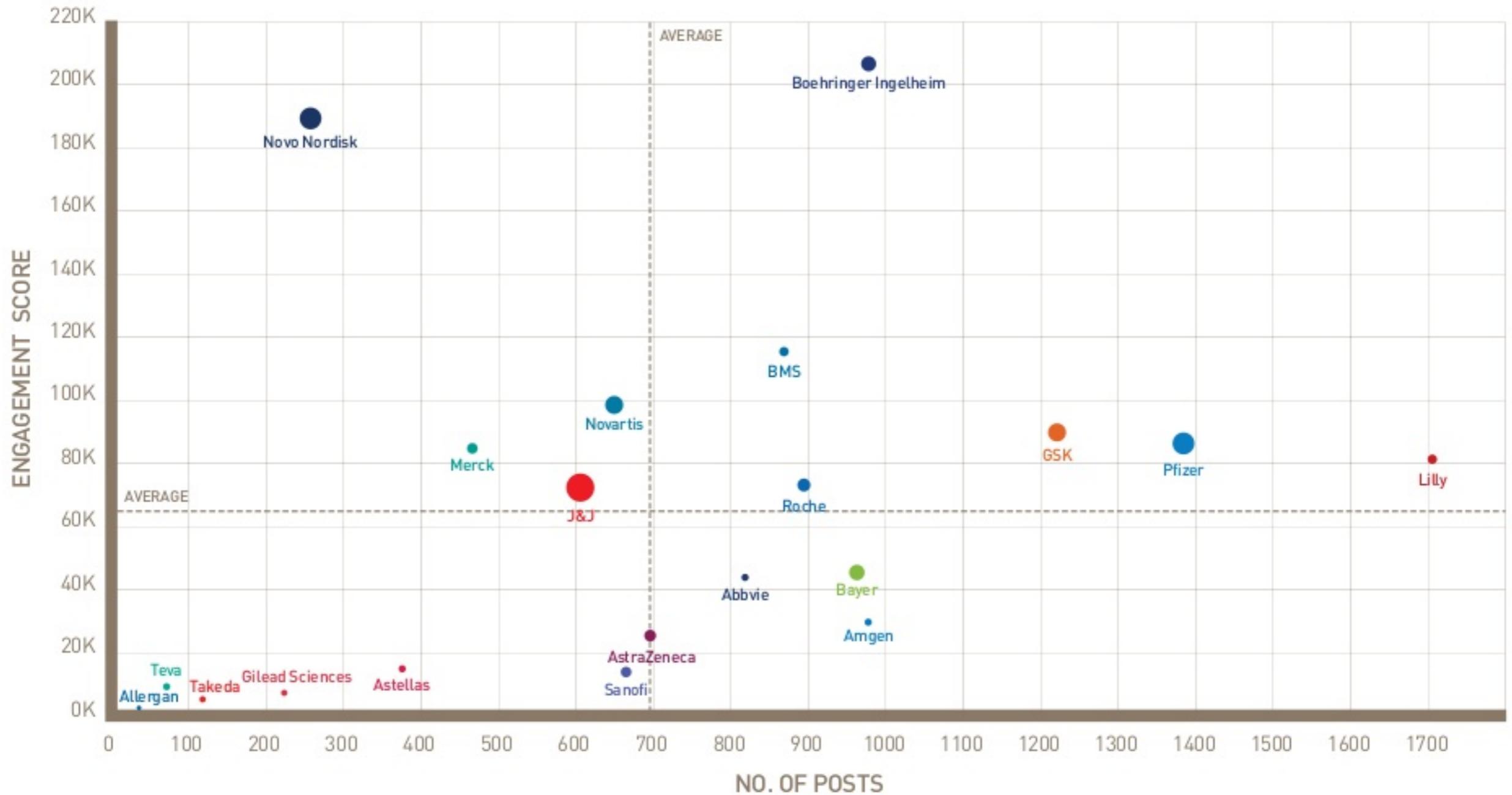


Erreichtes User-Engagement im Vergleich zur Zahl der geposteten Social Media-Beiträge

Grafik: Ogilvy Healthworld UK / Pulsar Audience Intelligence, Sept. 2016



Size of bubble = size of social community

Engagement score = a weighted score of likes x1 + comments x2 + shares and retweets x5