



Nestlé
Social Media
Listening
Toolkit



&



Content

- The importance/advantages of listening
- Steps to take before getting started
- Listening Tools
- Listening Analysis
- Key Applications for listening
- DAT working process (current vs. future)

The Importance of Listening

THE ADVANTAGES OF LISTENING

INTRODUCTION TO LISTENING

Real-time

Social media has a short lead time, because it is largely the only **real-time** and constantly updating dataset that researchers can pull understanding from, at any time.



Spontaneous

Social media data is created in the moment as a respondent is feeling or behaving in certain way or close to that, there is often a stimulus but not questions asked



Unsolicited

Social media data is not solicited and is very often candid and real - it is created during respondent's daily life. It is unobtrusive and observational and the consumer is spending his own personal time



Granular

With social media data, the respondent has time (and the personal motivation) to talk about a topic and often express his/her opinions in his language, his way



Can be Cost Effective

There are four costs inherent with social listening research – accessing, cleaning, analysis and presentation – no major data collection fieldwork costs



Keep a Watch on Representativeness

Know who you are listening to, internet/social media penetration for your target consumer, and what you are listening for. This data is often one of the inputs to developing strong consumer understanding – complementing others or leading to further deep dives.



By providing a deeper lens into consumer need, listening impacts nearly all facets of Brand Building the Nestlé Way. It informs **understanding, engaging, delighting, innovating and winning with consumers.**

Know Your Consumer Deeply

4

Go beyond understanding who your target consumers are and what they do to why they do it. This informs every decision and action you take.

Innovate Bigger, Bolder, Better

1

Ensure Product or commercial innovation is consumer-centric, delivering against articulated, unarticulated, and unimagined needs.

Creating Engaging Brand Experiences

1

Have a single-minded Ownable Brand Idea for your brand that brings to life the Brand Essence, helping to develop inspiring and engaging brand experience

3

Engage consumers with communication when and where they are most receptive to brand messaging.

Delight with Product Experience

7

Provide consumers relevant services to enrich and enhance product and brand experience.

Win With Shoppers

1

Deeply understand shopping behaviors and motivations of your target consumers together with Category/ Channel and Customer teams.

2

Understand the relevant shopping environment and how it can be leveraged to delight shopper and improve performance



KEY APPLICATIONS FOR LISTENING

INTRODUCTION TO LISTENING



Communication



**Innovation /
Renovation**



You can find
these Applications
for Listening
in more detail in
[SECTION 5](#)



Customer Knowledge



**Crisis
Management**

Steps to take before getting started

3 STEPS TO TAKE BEFORE STARTING ANALYSIS

BEFORE GETTING STARTED

1

SIZE THE OPPORTUNITY

Before you embark on a listening project, conduct a quick landscape audit. This will help you determine if conversational volume will support insight gathering.

2

ASSESS THE QUALITY

Assess the quality and determine if the conversation supports the need.

3

DEVELOP YOUR BUSINESS OBJECTIVE & BRIEF

What is the business question you are trying to address with social conversation? Who are you trying to reach?

1 STEP 1A – SIZE THE OPPORTUNITY

DETERMINE INTERNET PENETRATION

BEFORE GETTING STARTED

Check the internet penetration rates for your market before using social listening to generate understanding and insights.

Low internet penetration for your market should not stop you from listening, but **proceed with caution**.

Understanding how many and which types of consumers are online in your market will provide critical perspective when interpreting the information available through social listening.



Quick Wins

Where to find internet penetration rates?

- ✓ Visit the website of [The International Telecommunications Union](#), a UN Agency, to find recent internet penetration rates for your market.



1 STEP 1B – SIZE THE OPPORTUNITY

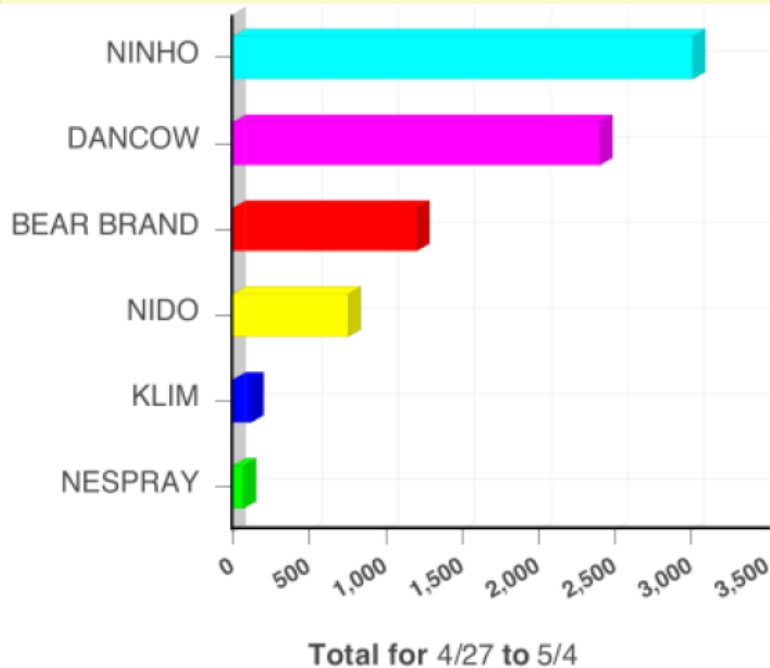
DETERMINE CONVERSATION VOLUME

BEFORE GETTING

Brand in Ac



Conversation Volume



A search in Radian6 reveals that Ninho drives 3,000 posts. Nespray however drives fewer than 100 posts. Nespray's volume is insufficient for reporting but could still prove valuable for complaints or issue insight.



< 500 Posts → Anecdotal

Best Practice

> 1000 Posts → Directional



Tools

You can use a tool like Radian6 to run volume analysis or simply leverage free or existing search and analytics tools such as Buddy Media to get message counts by channel or platform.

2 STEP 2 – ASSESS THE QUALITY OF CONVERSATION

BEFORE GETTING STARTED

The volume and quality or richness of online consumer engagement varies widely by category.

Higher Engagement Categories



Infant / Adult
Nutrition



Coffee



Petcare /
Pet Ownership



Healthcare / OTC

Determining Quality

If the volume for your topic exceeds 250-500 messages, briefly scan the verbatim and top sources for quality of the conversation and sources of feedback. Food and beverage conversations may be largely driven by Twitter, coupons or deal sharing, which often lack the richness to deliver insight for deeper research questions. If the majority of conversation contains emotion or topics that are relevant to your brand, category or project, proceed to Step 3.

Low Quality Conversation: example



mohamed H433m @mohamedseem

What are you doing? — At the moment, eating **kit kat!**
ask.fm/a/70i9e1aa

High Quality Conversation: example



Dal @dalj01

'Me Time' equals a **Kit Kat**, Cup of **Tea** (PG Tips) & Silence !!!
Expand

3 STEP 3 – WRITE A SOCIAL LISTENING BRIEF

BEFORE GETTING STARTED

Once you have determined that the volume and quality of conversation will support analysis, write a Social Listening Brief.

1. Background

Briefly explain why you are pursuing social listening research

2. Category Definition

Define the category of online conversation you are interested in understanding. In this case, category may be more broad, narrow or different from the actual category in which your brand belongs. For instance, depending on your business need, you may be interested in understanding recipe conversations, consumer perceptions of retailers or how consumers discuss specific issues, like gluten-free or nutrition.

3. Primary Business Question or Objective

Clearly outline the primary business question or objective you are seeking to inform through this social listening project.

4. Desired Actions

List the key actions (up to 3) you hope to take based on the insights gained from this research.

5. Who are you listening to?

- Total Population
- Section of Population
- Advocate/ Detractors
- Category User
- Current Brand User
- Target Consumer

Description of who you want to listen to:

Describe the consumer you wish to listen to. This may be based on your target, category or brand consumer definitions. It may also align with your Category Definition. For instance, perhaps Kit Kat UK is interested in understanding how “breaks” are discussed overall. In that case, you would choose Total Population and provide additional detail as necessary.

6. Scope

This section should be refined and co-developed with the listening supplier.

Brands and Competitors

Topics or Issues of Interest

Geographies and Languages

3

STEP 3.3 – STATE YOUR PRIMARY BUSINESS QUESTION/ OBJECTIVE

BEFORE GETTING STARTED

A well-defined business question or objective is needed when attempting to gain deeper insight because it will **narrow your listening focus to only the most relevant online data** and conversations. Too often brands begin their listening efforts without a clear goal in mind and get lost in the millions of online conversations and social media data points.

Unfocused Questions:

- What trends are surfacing in health and fitness?
- I would like to benchmark against my competitors.
- What does my target consumer say about chocolate?
- What should I put on my Facebook page?
- What information can I get about my retailer?

Good Business Questions/Objectives:

- To develop a more consumer-centric and successful innovation strategy by identifying and understanding the unmet needs being expressed online for my category.
- To understand the key attributes associated with my category, brand and competitors in order to identify opportunities to drive brand differentiation.
- To understand perceptions of consumers who discuss chocolate brands x, y and z and enjoy a break time snack.
- To understand what type of formats (videos, posts, pictures) or content achieves the most earned media in the category.
- To understand shopper perceptions of in-store brand and promotional experiences.

After defining the business question or objective, **outline up to three actions** you would ideally like to take based on the information/ insights.

- ✓ Understanding how the information/ insights will be used gives further direction to parties conducting research.
- ✓ Helps to ensure that findings are relevant and actionable.

Examples of Actions

Innovation

- Use the unmet needs identified through listening to inform the ideation process and develop up to 5 new concepts to be tested.
- Validate whether existing concepts are grounded in actual consumer behavior and need.

New Product Launch

- Leverage the key emotional and functional terms and phrases used by consumers in order to optimize new product launch messaging.
- Establish product launch KPIs based on historical social media performance of past three launches in my category.

Content and contact point

- Select the right contact points to engage consumers by understanding the key social media sources driving conversations of our brand and category.
- Develop adaptive content and inform owned media content calendar by identifying the key topics and event driving the most consumer engagement.

3 STEP 3.5 – DEFINE WHO YOU WANT TO LISTEN TO

BEFORE GETTING STARTED

Once the primary business question and key actions have been clearly defined, the next step is to determine who you are seeking to understand.

The audience will vary depending on the business question. It can be:

- **Total population** - example: *Kit Kat wants to understand how people are discussing break time.*
- **A section of the population** – example: *What are mom’s concerns around breakfast or lunch boxes?*
- **Advocates/ Detractors** – example: *What are the talk drivers among my brand advocates?*
- **Category users** – example: *What are coffee consumers key concerns around coffee?*
- **Brand users** – example: *Among current consumers of Nescafé what are the drivers of positive brand mentions?*
- **Target consumer** – example: *What are the unmet needs of the brand’s target in the category?*



3 STEP 3.5 – DEFINE WHO YOU WANT TO LISTEN TO CONSUMER TARGET

BEFORE GETTING STARTED

Core Insight:			
	Consume	Shop	Engage
WHY I DO IT			
WHAT I DO WHEN AND WHERE			
WHO I AM			

Before undertaking target consumer, or **Red Fish**, listening, review your brand's consumer portrait and identify the questions that you would like to answer. Questions could come from various sections of the portrait. For example, you might feel that listening can help strengthen the Shop and Engage section by answering these types of questions:

Shop

- What proportion of my Red Fish shop online?
- Which online retailers do they normally visit and why?
- What kind of products do they purchase online and why?

Engage

- What content are consumers interested in?
- Where do they normally get information about new products?
- What kind of category information are they looking for?



3
Listening Tools



While Nestlé is using Radian6 as its primary tool for listening, we realize there are a myriad of options for listening and tools that even further support and enhance the listening process. Some of these are:

SOCIAL LISTENING PLATFORMS



OTHER SEARCH AND SOCIAL PLATFORMS





4

Listening Analysis

ANALYSIS COMBINES SEVERAL MEASURES

Conversational analysis typically contains the following metrics but may vary based on the question you are trying to answer. **Keywords** are the starting point for all analysis. Most reports should contain the following metrics for a more complete picture. The detailed information will be explained later.



Media Type

- Source/ Site
- Author



Volume

- Trend
- Share Of Voice (SOV)
- Sales data



Talk Drivers

- Topics (key attributes, interests)



Sentiment

- Brand
- Topic



Influence

- Credibility
- Authority
- Virality



Qualitatives

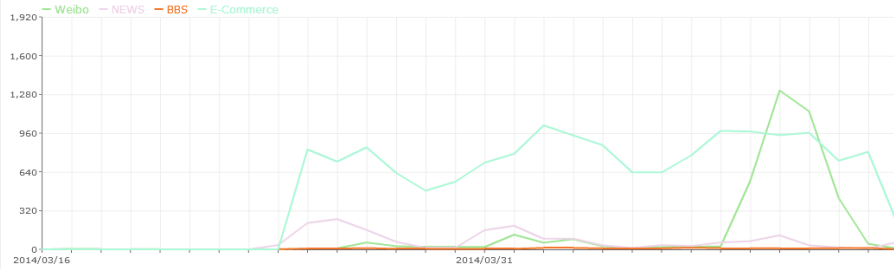
- Context
- Segmentation
- Insights

Measurements of CIC Listening Tool

Volume Trend

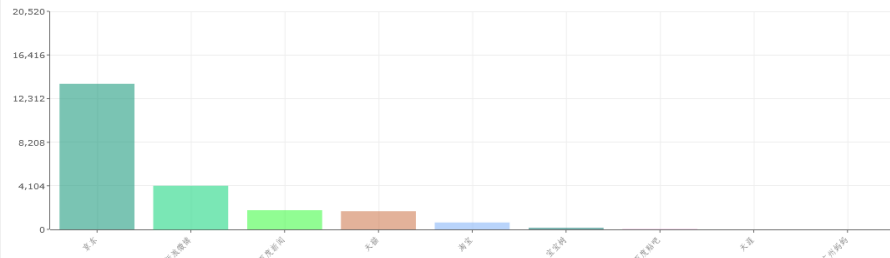
资讯趋势

按媒体平台 按天



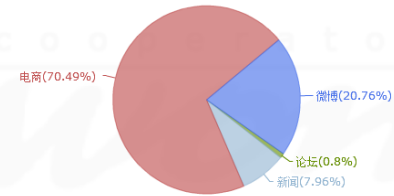
Media source/site

网站分布

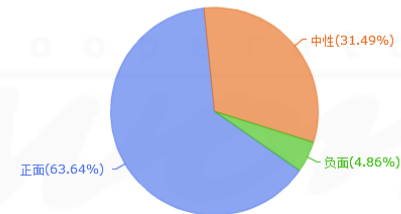


Media Type

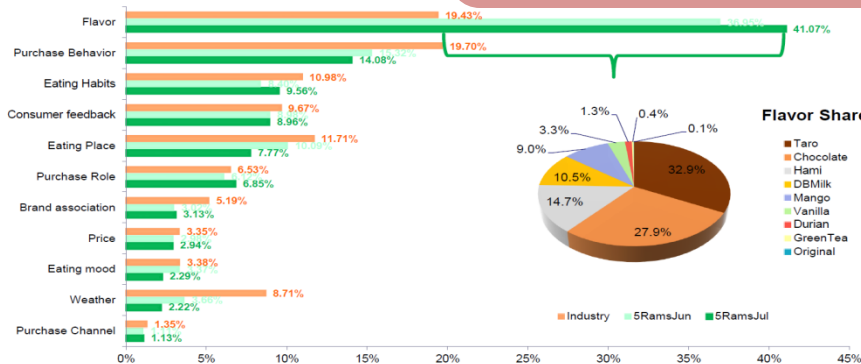
媒体类型分布



Sentiment



Talk Driver



Favorite Flavors

Banana; Milk; Mocha; Chocolate; Mango; Durian; Vanilla; Strawberry

Ice Cream Brands

Cornetto; 5Rams; Haagen-Dazs

Weather & Emotion

Love; Hot Day; Summer; Happiness

Match Food

Dessert; Milk Tea; Drink; Yogurt; Cake; Coffee



4.5

Influencer Analysis



There is no cross-platform industry standard for measuring influence. You can automate through Radian6 or manually assess influence. We recommend an approach that takes into account these factors.

KEY MEASURES OF INFLUENCE

Volume

- Author contributes much/frequently to relevant discussion



Popularity

- Author contributes to discussion that is listened to/witnessed by many



Virality

- Author contributes to discussion which is commonly referenced or linked-to



Authourity

- Author has personal qualities which make their perceptions more/less compelling than other authors', particularly concerning a specific topic.





5Rams Influencer List

Rank	KOL ID	Verified	Impression	Followers	Related Tweets	Industry	Influence Target	Link
1	LeongChyi	Daren	15,411	5,137	3	Students/ Teacher	Students/Friends	Link
2	97LiUJiACHenG-fifteen	Verified	3,995	3,995	1	Hair Stylist	Friends	Link
3	Lucifer老湿	Daren	2,126	2,126	1	Unknown	Fans	Link
4	郭师傅 要去香港杰伦哥哥	Daren	1,809	1,809	1	Telecomm	Friends	Link
5	SV-刘旭	Daren	1,023	1,023	1	Auto	Student	Link

LeongChyi



Basic Profile

Tweeter [LeongChyi](#)
Gender Female
Followers 5,137
Company None
Position Student
Location Shenzhen
Weibo [Link](#)
Tone Personal

Motivation – Personal Interest

Food/Life



Attitude – Love 5Rams

只有五羊牌的甜筒才是真正好吃的甜筒啊！
[Link//](#) Only 5Rams is the real best ice cream!



Behavior Habit

Family/Friends/Students



Influence – on Sina Weibo

Foodies



Leverage Suggestion



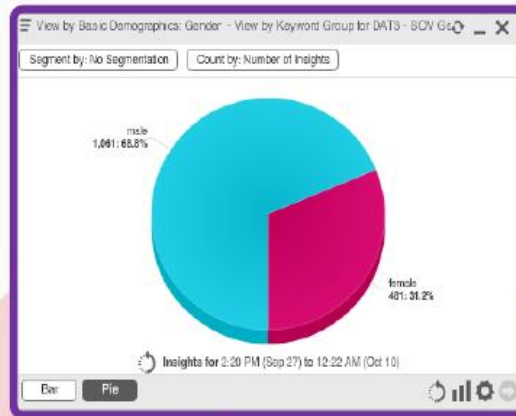
4.6

Qualitative Assessment Analysis



As stated earlier, demographic information can be difficult to ascertain through social listening. Gender, age, wealth and other demographics or psychographics may be qualitatively assessed, but even then the information may not always be available or reliable.

- You can capture some general age and gender data through Radian6.
- Or, conduct a manual analysis by visiting the user profiles of relevant posts.
- Be aware users may indicate false information.
- Attempt to confirm or assess by scanning other off topic posts by the same author.



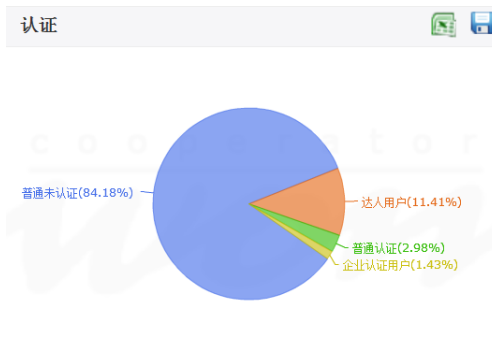
The Fashionista		The Fan Fanatic	
Following	Followers	Tweets	R6 Score
2,493	2,925	88,050	38



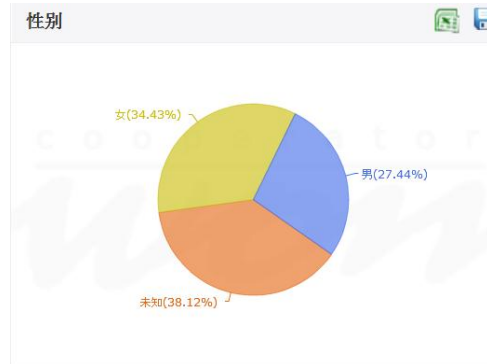
- 19 years old female
- Big Time Rush (BTR) fan – follows all @ and most # for the band
- Tweets to celebs and has conversations with other fans
- Likes going for concerts: Jonas Brothers, Demi Larato
- Likes shoes. Always taking pictures of shoes currently wearing or newly bought shoes.
- Likes Starbucks

User analysis of CIC Listening Tool

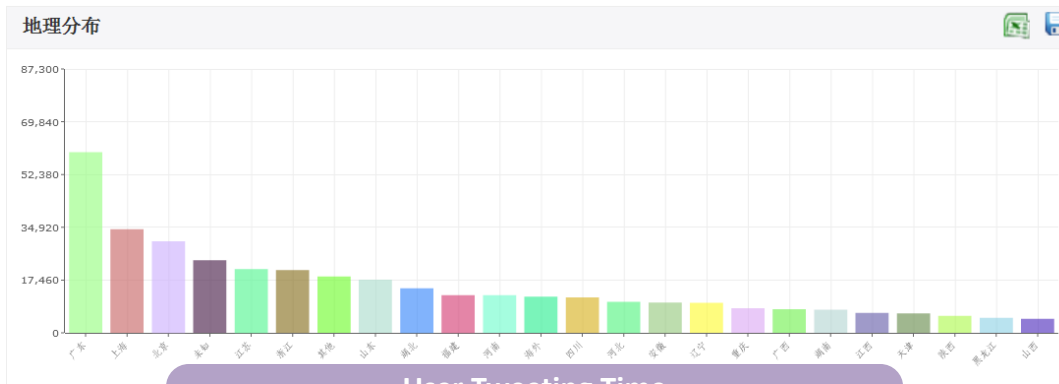
User Verification



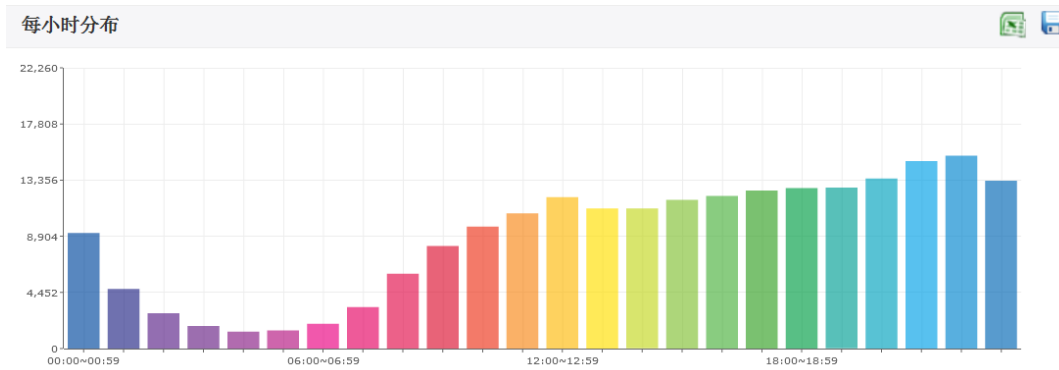
Demographics



Geographic



User Tweeting Time

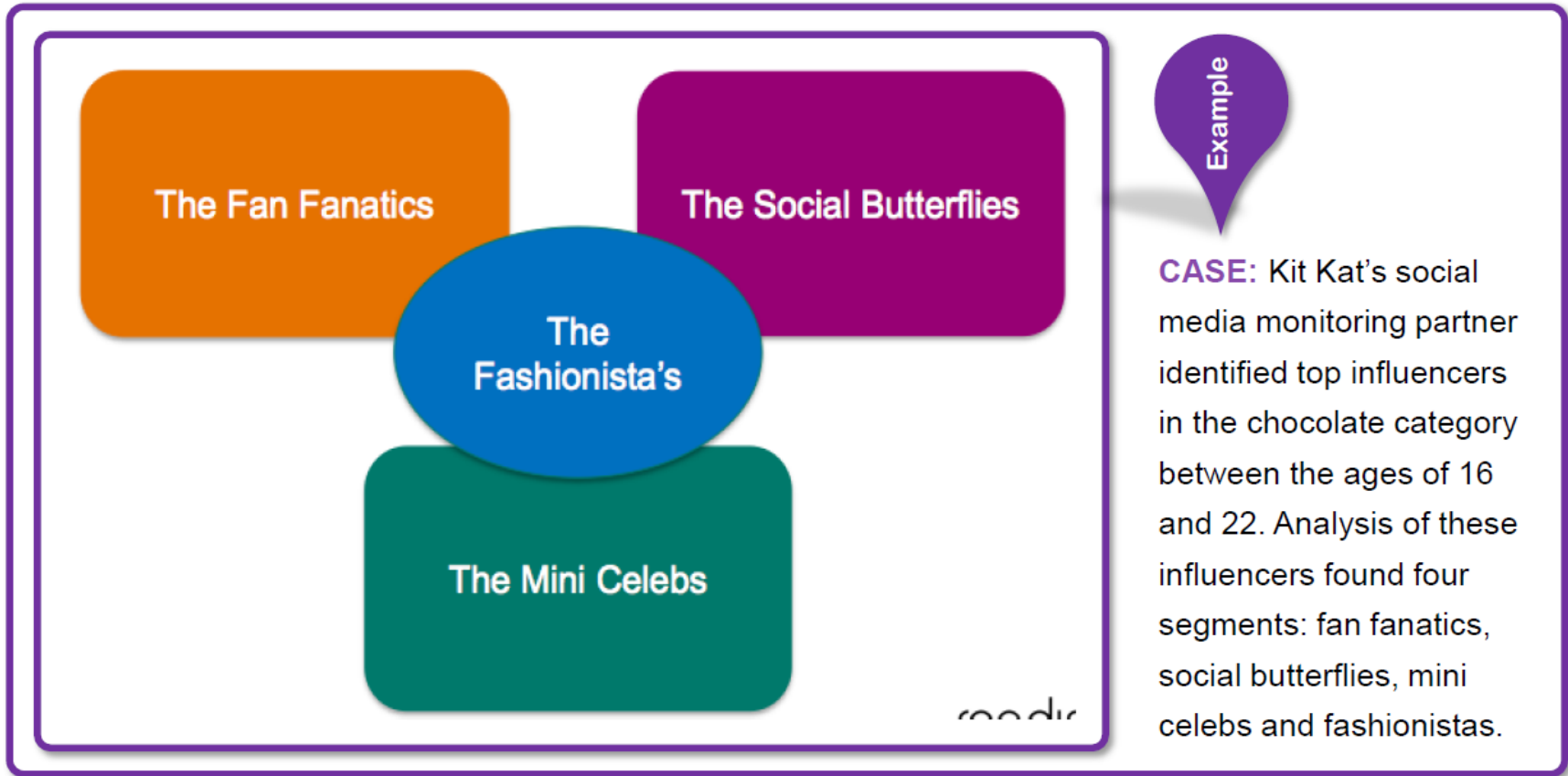


QUALITATIVE ASSESSMENT - INTERESTS

LISTEN

Brand in Action

The result of analyzing a consumer set by Behavior or site could result in qualitative analysis that defines general likes, wants, needs and interests. From that information, you can conduct further exploratory, define segments, or use as directional input to campaigns and targeting.



QUALITATIVE ASSESSMENTS - INTERESTS

LIST

Brand in Ac

Kit Kat's partner identified talk drivers, attitudes and behaviors of each segment and recommended action to Kit Kat based on the segment's motivations.

Have a break. Have a



The Fan Fanatics

- In tune with hashtags used/linked to their favourite celebrities
- Shares pictures and videos of their favourite celebrities
- Enthusiastically vote for their celebrities for awards
- Tweet to their favourite celebrities

Want to be close to their favourite celebrities

- Goes for concerts by Jonas Brothers, Demi Lorato, The Wanted and now, Lawsons

Keen to watch live – pop music and cute boy bands or singers

Kit Kat Team

- Campaigns that features
 - ✓ A voting mechanism that uses hashtags
 - ✓ Voting from twitter, facebook and instagram
 - ✓ Link to a celebrity who appeals to the vast majority of Fan Fanatics
- Create a space where Fan Fanatics can gather to talk about their favourite celebrities → Kit Kat will subconsciously linked to their celebrities

- Be one of the sponsors for similar concerts for awareness and brand image → linked to pop music and cool boy bands or singers
- Create awareness of sponsorship via Facebook and/or Twitter. Quote hashtags and encourage Fan Fanatics to share pictures of their experience

A close scan of online verbatim can often reveal different types of personas or need states that could not easily be distinguished by automated tools.

Take notes while reading through online posts and keep track of the following details. Often a handful of themes or user types emerge.

- What kinds of questions are being asked?
- What problems are being expressed?
- What different types of advice are being offered?





Communication



**Innovation /
Renovation**



Customer Knowledge

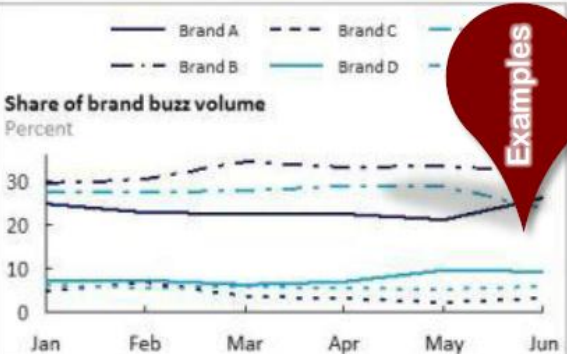
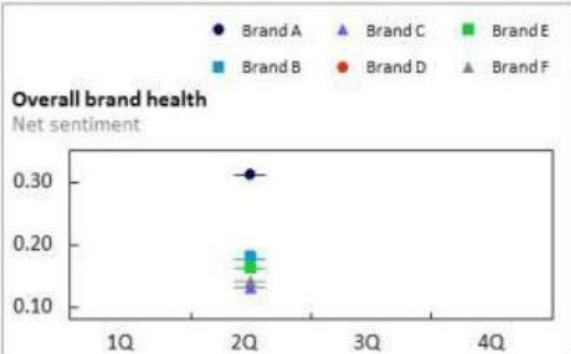


**Crisis
Management**



Communication

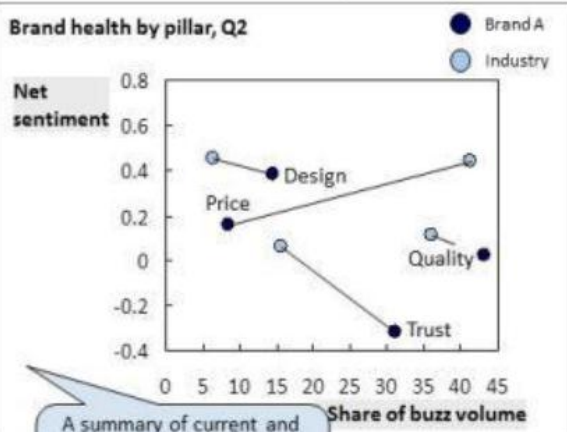
- Competitive Content Landscape for BEP
- Brand Watch
- Brand Positioning
- Campaign Analysis
- Adaptive Content
- Celebrity audit



Examples

Brand health metrics, Q2
Net sentiment Rank

	Overall brand health		Unprompted net sentiment		Prompted net sentiment	
Brand A	XX	X	XX	X	XX	X
Brand B	XX	X	XX	X	XX	X
Brand C	XX	X	XX	X	XX	X
Brand D	XX	X	XX	X	XX	X
Brand E	XX	X	XX	X	XX	X
Brand F	XX	X	XX	X	XX	X
Overall	XX		XX		XX	



A summary of current and historic metrics is critical reference for management decision-making



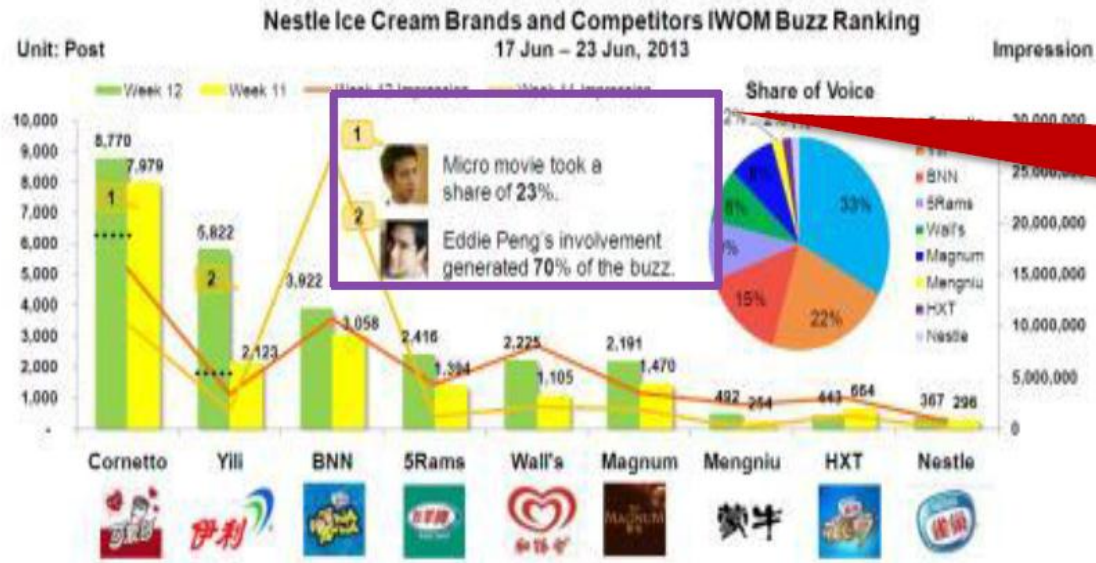
This Summary shows how Brand A compares to its top competitors across key pillars and over time. Prompted sentiment, measured through traditional survey methods, combines with unprompted social sentiment to provide a whole view of overall brand health.



Nestlé Ice Cream in China evaluates its brands against competitors every week to ascertain brand health. From that weekly analysis, the team identifies positioning opportunities, competitive threats and, in this case, content ideas.

Buzz Volume of Nestle Ice Cream Brands and Key Competitors

Cornetto generated the largest buzz which contained over 2,000 tweets on the micro-movie. Over 4,000 tweets of Yili were generated from fake fans.



Micro movie and star power trump competitive buzz and seeds content ideas.

Database: 26,648 posts from IWOM Data Panel
Data Period: 17 Jun, 2013 – 23 Jun, 2013

Impression: Total number of followers of total tweeters on Bina weibo

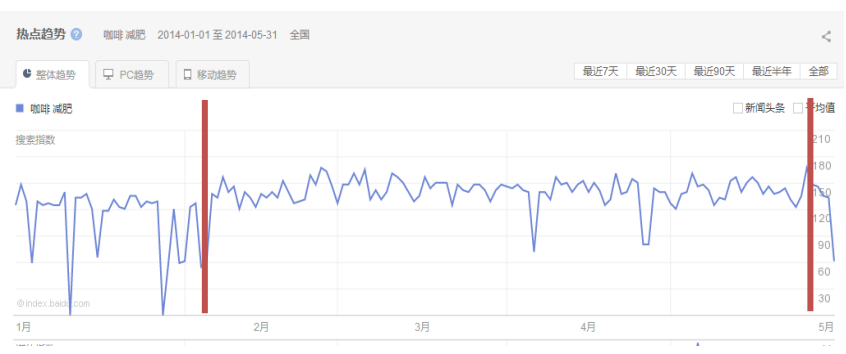
Listening applied to brand moments “Loses weight with NESCAFE”

“lose weight” gradually becomes hot topics starting from February

Baidu search demand on ‘lose weight’



Baidu search demand on ‘coffee lose weight’



Baidu Search

Most searched key words around topic ‘coffee lose weight’ on Baidu

- 热门搜索 咖啡 减肥 2014-05-30 至 2014-06-05 全国
- 相关检索词
1. 减肥 Lose weight 热度
 2. 21天减肥法 21 days lose weight 热度
 3. 咖啡 coffee 热度
 4. 喝咖啡的利弊 The pro and con of drinking coffee
 5. 黑咖啡 Black coffee 热度
 6. 喝咖啡会胖吗 Will coffee make me fat? 热度
 7. 喝咖啡的好处 The advantage of coffee 热度
 8. 喝茶能减肥吗 Will tea helps lose weight? 热度
 9. 喝咖啡 Drink coffee 热度
 10. 喝咖啡能减肥吗 Will drinking coffee helps lose weight? 热度
 11. 减肥咖啡 Lose weight coffee? 热度
 12. 黑咖啡减肥法 The ways of black coffee help lose weight? 热度
 13. 咖啡减肥吗 Can coffee helps lose weight? 热度
 14. 黑咖啡减肥 Can black coffee helps lose weight? 热度
 15. 女人喝咖啡能减肥吗 Can women lose weight with drinking coffee? 热度

Most asked questions around topic ‘coffee lose weight’ on Baidu

- 百度知道 咖啡 减肥 2014-05-30 至 2014-06-05 全国
1. 每天正常吃饭 早上空腹 中午饭后各一黑咖啡 减肥吗 Will coffee help me lose weight if drink in the morning and after lunch?
 2. 喝 咖啡 减肥吗? 要喝哪种呢? 雀巢还是别的什么牌子好呢? 谢谢~~! Will coffee help lose weight? Which brand? Nescafe?
 3. 皇室苗条瘦身咖啡 减肥完能反弹吗 Will the weight will bounce back after lose weight with coffee?
 4. 第一生命瘦身咖啡 减肥效果怎么样? Who knows the coffee brand ‘the first life’? How is its effect on losing weight?
 5. 减肥咖啡 减肥 Lose weight coffee, lose weight
 6. 有谁听说过白咖啡 减肥的? 效果好吗? Whom has ever heard of the white coffee helps lose weight? What is the effect?
 7. 黑咖啡 减肥, 谁知道? Black coffee helps lose weight, whom has ever heard of it?
 8. 黑咖啡 减肥? 有谁清楚啊? Black coffee helps lose weight, whom has ever heard of it?
 9. 喝减肥茶 减肥咖啡 减肥好吗? 对身体健康有没有害? Lose weight with coffee, will it do harm to body?
 10. 咖啡 减肥 好使不? Who knows if coffee can help lose weight? What is the effect?

Listening applied to brand moments “Loses weight with NESCAFÉ”

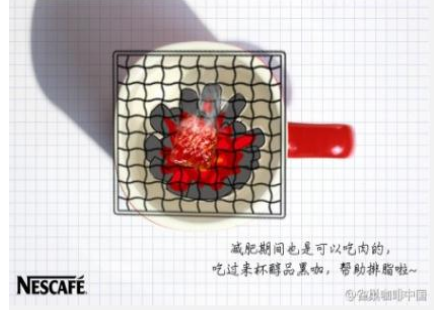
Nescafe social communication content

NESCAFÉ feature tweet: Loses weight with NESCAFÉ (Apr.3 posted, three KOL retweeted the

post) 减肥进行时#又到了这个念叨着“四月不减肥，六七八月徒伤悲”的时刻😏其实对大多数人来说，瘦下来并非是给别人看，只想在有限的岁月里不断变得更好，才算没辜负这大好年华；岁月这么美，春光这么媚，用一杯雀巢咖啡和些许努力，换一个更健康的自己，何乐不为？😏今年夏天的目标，多少斤？

#Lose weight with Coffee# “If you don’t lose weight in April, you will cry later”. Losing weight is not for others, it is improvement for yourself. Get a cup of coffee and try harder to be a more healthy person, why not? [Link](#)

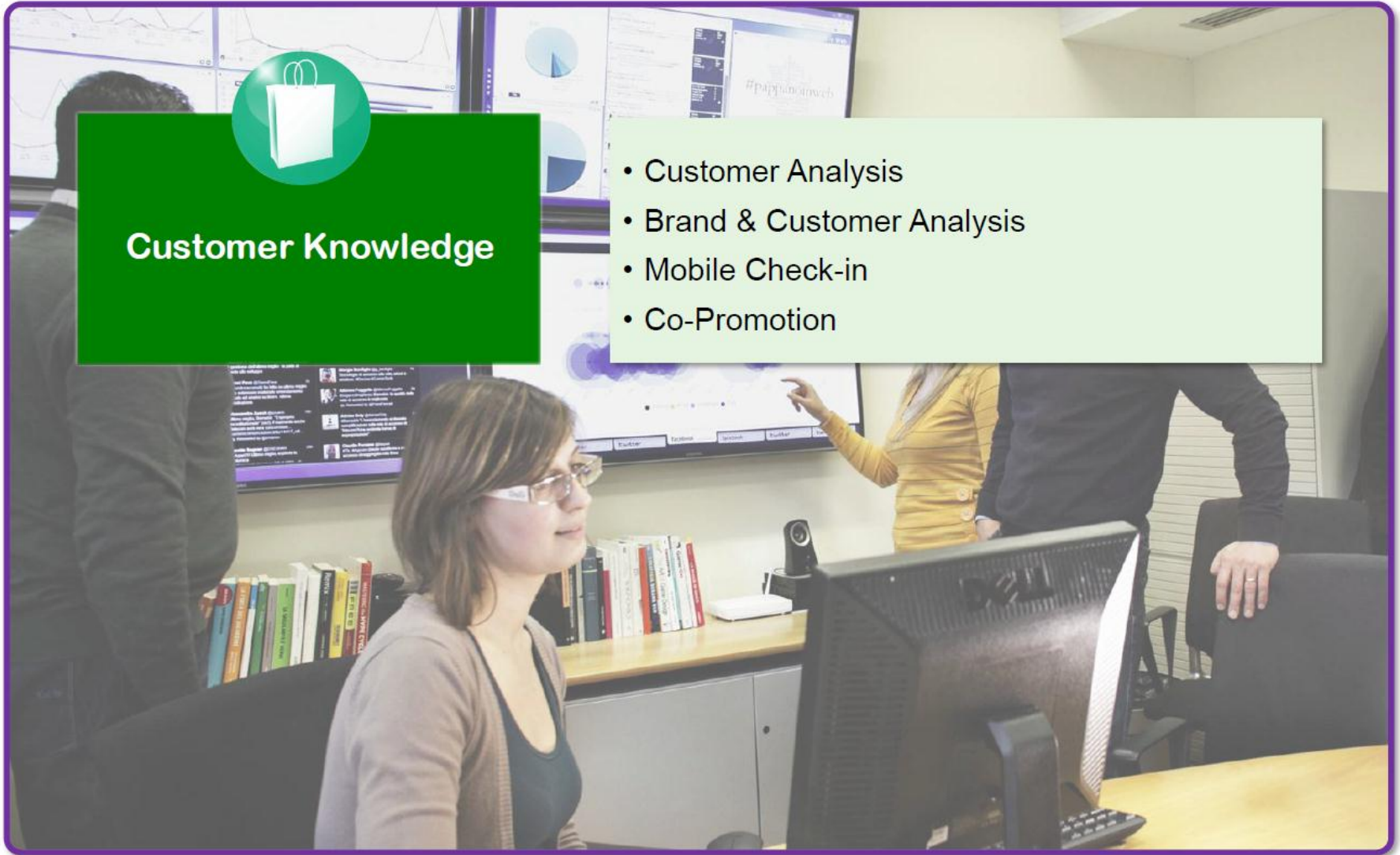
Impression: 1,698,072
Engagement (Shares + comments + likes): 21,108
Participants: 21,012 (IDs)





Customer Knowledge

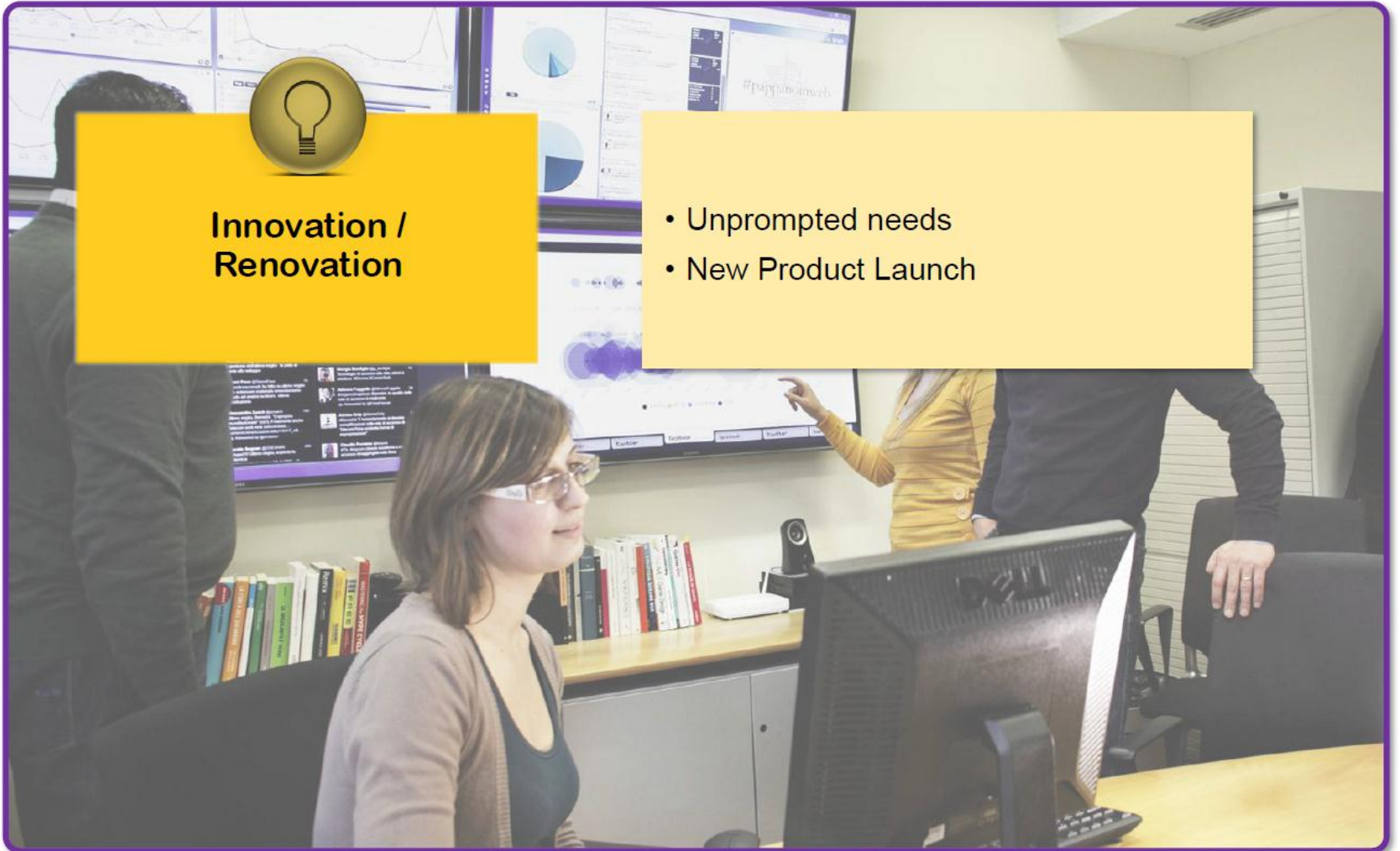
- Customer Analysis
- Brand & Customer Analysis
- Mobile Check-in
- Co-Promotion





Innovation / Renovation

- Unprompted needs
- New Product Launch






CHOOSE A CHUNKY CHAMPION





Four new KIT KAT Chunky flavours are fighting for your vote. Vote for your favourite. Only one will survive!

And the winner is...




No artificial colours, flavours or preservatives

Final Results

	<div style="background-color: #e61e20; height: 10px; width: 100%;"></div>	34.1%
	<div style="background-color: #34495e; height: 10px; width: 96.2%;"></div>	33.8%
	<div style="background-color: white; height: 10px; width: 16.8%;"></div>	16.8%
	<div style="background-color: #8e6c3e; height: 10px; width: 15.4%;"></div>	15.4%

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Have a break. Have a 

No artificial colours, flavours or preservatives

Kit Kat UK leveraged its Facebook fans and a polling app to pick **the next version** of its Kit Kat Chunky bar.

How it worked?

- Visuals of an Orange, Double Chocolate, White Chocolate and Peanut Butter bars were placed on Kit Kat's Facebook page;
- Consumers and fans of the page could vote for the bar they liked best through a specially designed voting app;
- The winning bar was featured on the Facebook page and offered to consumers in the UK.
- Crowdsourcing was an important way to collect consumer opinion while engaging a key audience.

22+ NISHA GADGIL COACHES

5.11.2016 11:00 AM



Nokia was preparing to launch its **new Windows OS phone**. Knowing that apps were critical to the success of its phone, Nokia and its agency sought developers' opinions and engagement for development.

How they did it:

1. Nokia used WP7 + developer/-ment as keywords to identify communities of application developers.
2. Looked across geographies and languages for online communities.
3. Once identified, Nokia and its agency approached developers (typically via the community or e-mail address if published).
4. The agency would provide product background and solicit influencer involvement.
5. The result was a high level of engagement and input from developers and a successful product launch for Nokia.



Burger King was launching new Smoothies and Frappes by Nestlé Professional in the UK. To gain insight into consumer perceptions, particularly in comparison to McDonald's, the teams examined conversation volume and content to determine which topics consumers associated more closely with Burger King's smoothie.

Healthy, family, good and fruit were all used in close proximity to Burger King but not McDonald's, confirming their desired outcome.



having
making long meal right work love
look good start big world
free king eating fruit smoothie
food time little sure
burger family
lunch healthy great life
smoothies think mcdonald
bit strawberry best banana
chicken feel high
mcdonalds

**Smoothies currently generating
buzz for Burger King**



website past choices
serving personally
information currently
seen town include tools
local share areas
news comes
mcdonalds store healthy local town share areas
jobs mcdonald store healthy local town share areas
area party
mcdonalds
outside best times called small
project provide type
story available set friend usual
watch

**Smoothies don't feature in
top buzz words for McDonald's**

New Product
Launch



BURGER KING & NESTLÉ PROFESSIONAL

Brand in Action

Examining consumer verbatim comments also revealed loyalties, new product and point of sales opportunities to Burger King and Nestlé Professional. **Consumer comments lead to consideration for drink-only express line.**

Burger King UK
June 9

Go bananas today with our delicious Smoothies and Frappés! We love the Strawberry Banana Smoothie, what's your favourite?

Like · Comment · Share

41 15 1

@SuzanMCarroll SUZY
May 25 1:45pm

Wanted a smoothie from burgerking but the Que for people wanting burgers waS ridik! I mean hooov inconsiderate can ppl be.

Favorite Retweet Reply Delete

Following 94
Followers 214
Updates 10816
Sentiment (?)

Media Viewer Source: @SuzanMCarroll (twitter.com)

Listening reveals new sales opportunities.

“Should BK consider express line?”

frappé
caramel

Social Monitoring Reporting Process

