

- [10] <http://www.SlideShare.NET/TCAAnalysis/TCA-2ola-Observatorio-REDES-Informe-pblicov2-2>
- [11] <http://www.addoor.NET/articles/view/7>
- [12] <http://www.puromarketing.com/42/7557/comunicacion-entre-Usuarios-Marcas-Tendencia-real-valiosa.html>
- [13] Available at: <http://www.SlideShare.NET/Olivier.Mermet/Universal-McCann-wave-5-the-socialisation-of-brands>
- [14] These Spanish companies have been selected from the 2010 “Global 100 Sustainable Performance Leaders” ranking, which is created annually by the American firm CRD Analytic.
- [15] According to data from online audience research companies like Nielsen NetRatings and ComScore.
- [16] The study is available at: <http://recursos.anuncios.com/files/361/31.pdf>
- [17] Strength is calculated by dividing the times a company is mentioned in the last 24 hours between the total number of mentions.
- [18] Number of unique authors or individuals who mention a brand with respect to the total number of mentions.
- [19] Hashtags are words that are included in Tweets and start with the symbol #, which is used to group and organise content about a theme, event, or news item.

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