

Facebook Strategies That Produce Results

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SVP, BurrellesLuce



Increase Engagement

1 Select a FANlet

+ Add from Library **FANlets™**

Surveys Gifts Commerce Connections Ev

Step 2 - Select a Survey

Poll
 Questionnaire

Start Over Next

2 Confirm Destination

f BurrellesLuce / FANlet Tab

3 Schedule

Now Schedule

Submit Post

Consumer Reviews x BiP x Email x Habesha x Hafta Report x Sonesta x Triwest + Add

Dates: 9/4/2011 - 10/4/2011 edit Export

Buzz- Eritrea/Ethiopia/Habesha

Friend Interactions

Engagements by Tag

Direct & True Reach

Buzz -- Habesha Food

Sentiment -- Habesha Food

Ethiopian/ Eritrean Food

Facebook FANlet

Facebook FANlet

ENLARGE VIEW DATA EDIT CHART DELETE

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Swingline

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Organization

Info

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Description

From Wikipedia, the free encyclopedia

Swingline is a division of [ACCO Brands](#) that specializes in manufacturing staplers and hole punches. The company was formerly located in [Long Island City, Queens, New York, United States](#), but is now headquartered with its parent company ACCO in [Lincolnshire, Illinois](#).

History

Swingline was founded in 1925 in [New York City](#) by Jack Linsky as the Parrot Speed Fastener Company, and opened its first manufacturing facility in Long Island City in 1931. In 1939, the company changed its name to Speed Products, and in 1956, became Swingline. It became a division of ACCO Brands (then a division of [Fortune Brands](#)) in 1987. The factory name, Swingline, was a large iconic sign on top of the Queens building.

In the late 1990s, Swingline shut down production in Long Island City, New York, and moved the production of premium staplers and staples to [Mexico](#) and began production of economy plastic staplers in China. As of 2009, the all-metal 747 Classic stapler was produced in China.

Popular culture

A Swingline product was featured in the 1999 cult-classic film *Office Space*. One employee, Milton, constantly mistreated by his boss, has his favorite stapler, a red Swingline, taken away. At the time, Swingline had not manufactured red staplers for years (a prop department employee, named Ric Trzeciak, painted one using candy-apple red paint according to the film's commentary). In 2002 they released a "limited edition" series as a result of customer interest. As of 2010 a "collectors edition" 747 stapler in "Rio Red" is still available, though a "Carmine Red" S7074711 stapler seems to have been discontinued. The current (2011) packaging for the stapler states "the star of any office space".

Source

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**United Stationers**

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Another Approach

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Description

From Wikipedia, the free encyclopedia

The international law firm of **Fulbright & Jaworski L.L.P.** is one of the largest law firms in the United States with nearly 1,000 attorneys in over 50 practice areas. The firm was founded in Houston in 1919 by R. C. Fulbright, an attorney working in railway regulation, and J.H. Crooker, a litigator and former district attorney. During its first 50 years, the firm's transportation work included representing the Port of Houston and industries along the Houston Ship Channel. Fulbright has also represented clients in the energy and financial industries for more than 75 years.

The late Leon Jaworski, a partner in the firm, served as Chief of the Trial Section of the War Crimes Branch of the Judge Advocate General's Department during World War II. He was also Assistant to the Attorney General of the United States in the 1963 civil rights case involving James Meredith's admission to the University of Mississippi, and then as Watergate Special Prosecutor, 1973-74.

The firm has been involved in the health care industry for more than 60 years. As trustees of the M.D. Anderson Foundation, Fulbright partners were also instrumental in the establishment of the Texas Medical Center, the largest medical system in the world. The Fulbright & Jaworski health law practice still serves clients in the Texas Medical Center and throughout the country.

Source

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Company

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3 people like this

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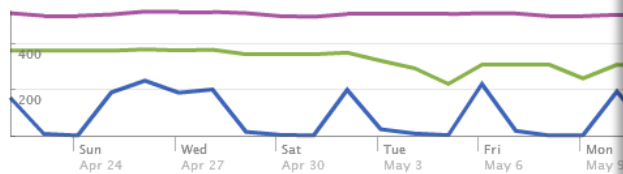
Insights

Users [See Details](#)

New Likes? **16** ↑14%
 Lifetime Likes? **1,261**
 Monthly Active Users? **492** ↓5.6%

Active Users?

Daily Active Users Weekly Active Users Monthly Active Users

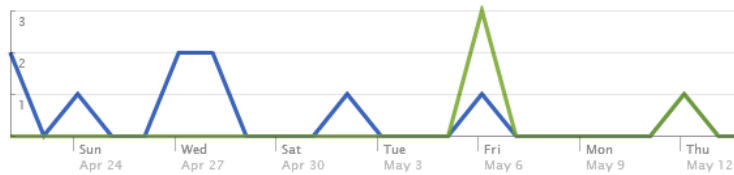


Interactions [See Details](#)

Post Views? **9,116** ↓11%
 Post Feedback? **14** ↓13%

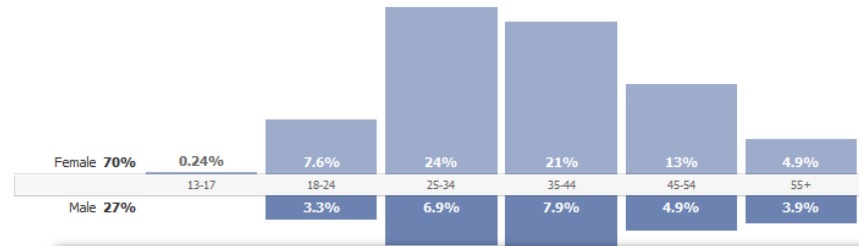
Page Content Feedback?

Likes Comments



Demographics

Gender and Age?

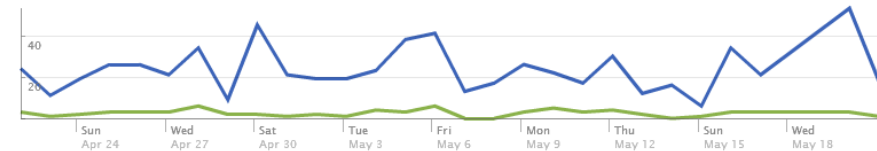


Activity

Page Views?

Page Views Unique Page Views

Country
 1,161 U
 19 C
 8 P
 5 I
 4 A
 3 I
 3 T



Total Tab Views?

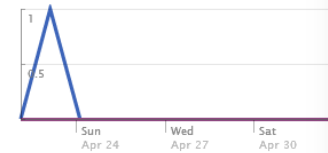
- 242 Information
- 155 Wall
- 24 Events
- 22 Social RSS
- 22 Discussion Boards
- 20 Photos
- 13 Video
- 8 Events | pe
- 7 Engage121 FANlets

External Referrers?

- 7 google.com
- 1 bing.com
- 1 hurrelleluc.com

Media Consumption?

Video Views Audio Listens Photo Views

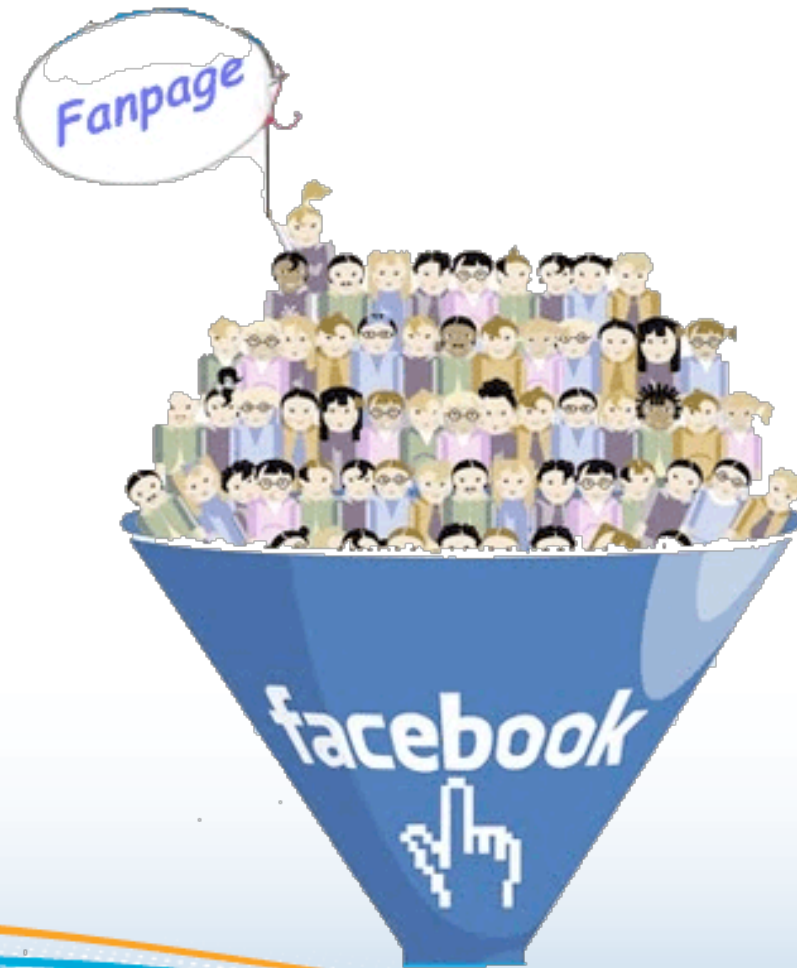


Facebook Insights Age

Facebook Insights Gender

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BE RELEVANT



Contact Information



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