May 17, 2019

Dear Mr. Mark Zuckerberg, Mr. Adam Mosseri, Mr. Jack Dorsey, and Mr. Evan Spiegel:

In light of recent reporting from *Reuters* on young social media influencers being used to market tobacco products, the undersigned organizations are writing to urge Facebook, Instagram, Twitter and Snapchat to take swift action to curb the aggressive advertising of all tobacco products and e-cigarettes on your platforms – including cigarettes, e-cigarettes and the recently introduced heated cigarettes such as Philip Morris International's IQOS.

Philip Morris International's widespread network of social media influencers paid to advertise their heated cigarette IQOS was reported by *Reuters*[1] on May 10, 2019. In an attempt to preempt negative media coverage of this marketing tactic, Philip Morris International announced it was suspending product-related digital influencer campaigns. The announcement did not include suspending digital influencer campaigns promoting cigarettes or any of the other tactics well-documented by public health experts. As of the date of this letter, the tobacco marketing campaigns undertaken by Philip Morris International for IQOS, which have been viewed millions of times on your platforms, remain viewable across Facebook, Instagram, Snapchat and Twitter.

But Philip Morris International isn't the only tobacco company engaging in this behavior, and past experience has shown we cannot rely on self-regulation by the tobacco industry to control their actions.

As first reported by the *New York Times*[2] in August 2018, the public health community has documented extensive evidence that tobacco companies pay social media influencers to promote cigarettes on platforms like Facebook, Instagram and Twitter in more than 40 countries around the world. And now, Philip Morris International is again using this strategy to market IQOS – a tobacco product the company claims is intended only for adult smokers.

Tobacco companies like Philip Morris International promote their products on social media because they know it is the gateway to young people all over the world. Indeed, the tobacco industry's entire business model depends on addicting the next generation of tobacco users to its products.

According to social listening analysis, posts featuring content promoting IQOS with a paid or sponsored disclaimer have generated more than 28 million impressions on Twitter, alone, since 2017.

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[1] Reuters, "*Exclusive: Philip Morris suspends social media campaign after Reuters exposes young 'influencers'*" https://www.reuters.com/article/us-philipmorris-ecigs-instagram-exclusiv/exclusive-philip-morris-suspends-social-media-campaign-after-reuters-exposes-young-influencers-idUSKCN1SH02K

[2] New York Times, "*Big Tobacco's Global Reach on Social Media*" https://www.nytimes.com/2018/08/24/health/tobacco-social-media-smoking.html

While Facebook[3], Instagram, Twitter[4] and Snapchat[5] have advertising policies rightly prohibiting the promotion of tobacco products, the fact that these policies are not consistently applied to influencer content creates a loophole that is currently allowing rampant marketing of cigarettes, e-cigarettes and heated cigarettes like IQOS to young users on social media.

Thankfully, all of your companies are well positioned to take swift action to immediately protect global public health. To sufficiently protect their users, we believe Facebook, Instagram, Snapchat and Twitter must do the following:

1. **Amend your content/ branded content policy to be consistent with your advertising policy banning the promotion of tobacco products, and to ensure that all tobacco products and e-cigarettes are included in this policy**. Enacting this crucial change would prevent tobacco companies like Philip Morris International from paying social media influencers to use your platforms to promote harmful and addictive products, including IQOS.
2. **Enforce tobacco advertising policies**. Immediately remove all content that promotes #IQOS or any tobacco product and features an explicit paid disclaimer.
3. **Suspend the accounts of frequent/repeat offenders**. We have attached a list of handles that have repeatedly posted paid content promoting Philip Morris International's tobacco products. While we can only report on the offenders caught in available social listening tools, we urge you to conduct your own investigation and suspend accounts of users that have violated your tobacco policy.

The evidence is clear that without swift action by Facebook, Instagram, Snapchat, and Twitter, Philip Morris International and other tobacco companies will continue to use your platforms to addict the next generation of tobacco users around the world. Facebook, Instagram, Snapchat, and Twitter have a fantastic opportunity to prevent this from continuing.

Due to the pressing nature of our request, we urge you to take immediate action and would be happy to discuss any ways in which we can help and/or support your next steps.

Sincerely,

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[3] *Facebook Advertising Policies, Prohibited Content, Tobacco Products* https://www.facebook.com/policies/ads/prohibited_content/tobacco

[4] *Twitter Prohibited Content Policies: Tobacco and Tobacco Accessories* https://business.twitter.com/en/help/ads-policies/prohibited-content-policies/tobacco-and-tobacco-accessories.html

[5] *Snap Advertising Policies Effective as of 12/01/2018* https://www.snap.com/en-US/ad-policies/

Campaign for Tobacco-Free Kids, United States
Academy of Medical Royal Colleges and Faculties in Scotland, Scotland
Action on Smoking and Health (ASH US), United States
Action on Smoking and Health (UK), United Kingdom
Advocacy Center "LIFE", Ukraine
Aer Pur Romania, Romania
African Tobacco Control Alliance, Togo
AID Foundation, Bangladesh
Airspace Action on Smoking and Health, Canada
Alcohol Policy Youth Network, Slovenia
Alliance contre le tabac - French Alliance for Tobacco Control, France
American Academy of Pediatrics, United States
Americans for Nonsmokers' Rights, United States
ASH Finland, Finland
ASH Ireland, Ireland
ASH Scotland, Scotland, United Kingdom
ASH Thailand, Thailand
Association ”Youth for the right to live” (TDV), Republic of Moldova
Association for Community Development, Bangladesh
Association LIFE, Cameroon
Australian Council on Smoking and Health, Australia
Bangladesh Anti-Tobacco Alliance (BATA), Bangladesh
Bangladesh Institute of Theatre Arts BITA, Bangladesh
Berkeley Media Studies Group, United States
BlueLink, Bulgaria
British Lung Foundation Scotland, Scotland
Cancer Focus NI, Northern Ireland
Centre for Advocacy, Treatment and Recovery – CATR, Portugal
Center for Digital Democracy, United States
Center for Health Policies and Studies, Republic of Moldova
Centre for Multi Disciplinary Development Research (CMDR), India
Chambre Syndicale Dentaire, Belgium
Club for the Fight against Drugs and Other Pandemics - CLUCOD, Côte d'Ivoire
Comité Nacional para la Prevención del Tabaquismo – CNPT, Spain
Colegio de Dentistas de Las Palmas, Spain
Color Of Change, United States
Comité National Contre le Tabagisme, France
Consortium of Ethiopian NCD Associations – CENCDA, Ethiopia
Consumidores en Acción - FACUA, Spain
Consumer VOICE, India
Corporate Accountability, United States
Dhaka Ahsania Mission, Bangladesh
Droits des Non-Fumeurs – DNF, France
Dra Meruelo Dental office, Spain
Ensure Legal Support through Local Movement & Action – ELLMA, Bangladesh
European Network for Smoking and Tobacco Prevention – ENSP, Belgium
European Respiratory Society, Switzerland
Foundation "Smart Health - Health in 3D", Poland
Fresh-Smoke Free North East, United Kingdom

German Medical Group Smoking or Health – GMASH, Germany
The Gynaecological Cancer Patients National Coalition – GYNSAM, Sweden
Hawaii Public Health Institute, United States
Health Development and Anti Malaria Association, Ethiopia
Health Promotion Foundation, Poland
Heart Foundation of Jamaica, Jamaica
Human Development Foundation, Pakistan
Indian Cancer Society, India
Initiative Ärzte gegen Raucherschäden, Austria
Institute for Youth Participation, Health and Sustainable Development, Slovenia
InterAmerican Heart Foundation, United States
International Union Against Tuberculosis and Lung Disease, France
INWAT Europe, Italy
Jamaica Coalition for Tobacco Control, Jamaica
Japan Society for the Tobacco Control, Japan
Jeewaka Foundation, Sri Lanka
Kazakshtan Smoke-Free Coalition, Kazakhstan
Kosovo Advocacy and Development Centre, Kosovo
Kyiv City Health Center, Ukraine
Lithuanian Tobacco and Alcohol Control Coalition, Lithuania
Macedonian Respiratory Society, Macedonia
Mathiwos Wondu-YeEthiopia Cancer Society, Ethiopia
National Heart Foundation of Bangladesh, Bangladesh
NCD Alliance, Switzerland
NGO Tobacco-Free Estonia, Estonia
OHDIR Foundation, Bangladesh
Pacific Islands Primary Care Association, United States
Pakistan National Heart Association – PANAH, Pakistan
Pharmacists Planning Services Inc – PPSI, United States
Platform for Active Citizenship and Human Rights Partnership (CAP), Republic of Moldova
`Pratyasha' Anti-Drug's Club, Bangladesh
PROGGA, Bangladesh
Resource Center for Human Rights, CReDO, Republic of Moldova
Romanian Society of Pneumology, Romania
Royal College of Physicians of Edinburgh, United Kingdom
Scottish Thoracic Society, Scotland
Sociedad Española de Especialistas en Tabaquismo - SEDET, Spain
Slovenian Coalition for Public Health, Environment and Tobacco Control, Slovenia
Smoke Free Israel (The National Initiative to Eradicate Smoking), Israel
Smoke Free Life Coalition, Bulgaria
Smoke Free Partnership, Belgium
Società Italiana di Tabaccologia – SITAB, Italy
Society for the Protection of the Rights of the Child – SPARC, Pakistan
Southeast Asia Tobacco Control Alliance, Philippines
SUPRO (Campaign for Good Governance), Bangladesh

Swarna Hansa Foundation, Sri Lanka
Tanzania Tobacco Control Forum - TTCF, Tanzania
Te Ao Hurihuri, New Zealand
Teachers Against Tobacco, Sweden
The Norwegian Cancer Society, Norway
Tobacco - Free Association of Zambia, Zambia
Tobacco Control Alliance in Georgia, Georgia
Tobacco Control and Research Cell, Dhaka International University, Bangladesh
Tobacco Control Unit, Non-Communicable Diseases Division, Federal Ministry of Health, Nigeria
Tobacco Control Unit of Fondazione IRCCS Istituto Nazionale dei Tumori, Italy
Tobacco Free West Bengal, India
Truth Initiative, United States
UBINIG, Bangladesh
UK Centre for Tobacco and Alcohol Studies, United Kingdom
Unfairtobacco / BLUE 21, Germany
University of Medicine and Pharmacy "Grigore T.Popa", Romania
Vaagdhara, India
Vital Strategies, United States
VIVID Institute for the Prevention of Tobacco, Austria
WHO Collaborating Center for Tobacco Control/ Catalan Institute of Oncology, Spain
Work for a Better Bangladesh (WBB) Trust, Bangladesh
TobaccoEndgame, Italy
Youth Network No Excuse Slovenia, Slovenia

Exclusive: Philip Morris suspends social media campaign after Reuters exposes young 'influencers'

May 10, 2019
By Chris Kirkham

(Reuters) - Cigarette maker Philip Morris International Inc has suspended a global social media marketing campaign in response to Reuters inquiries into the company's use of young online personalities to sell its new "heated tobacco" device, including a 21-year-old woman in Russia.

The company's internal "marketing standards" prohibit it from promoting tobacco products with youth-oriented celebrities or "models who are or appear to be under the age of 25."

The company told Reuters of the decision late Friday, saying it had launched an internal investigation into marketing posts and photographs that Reuters sent to the company for comment earlier this week.

They included a paid post plugging the tobacco product by social media "influencer" Alina Tapilina in Moscow - who listed her age as 21 on Instagram - alongside often seductive photos of herself drinking wine, swimming and posing with little clothing in luxurious settings.

Alina Tapilina, whose social media profile says she is 21 years old, holds a "heated tobacco" IQOS device

"We have taken the decision to suspend all of our product-related digital influencer actions globally," the company told Reuters. "Whilst the influencer in question is a legal age adult smoker, she is under 25 and our guidance called for influencers to be 25+ years of age. This was a clear breach of that guidance."

"No laws were broken," the company told Reuters. "However, we set high standards for ourselves and these facts do not excuse our failure to meet those standards in this instance."

The company added: "We were deeply disappointed to discover this breach and are grateful that it was brought to our attention."

The U.S. Food and Drug Administration (FDA) last month decided it would allow sales of the IQOS device in the United States after a two-year review process in which Philip Morris repeatedly assured the regulator that it would warn young people away from the product.

The FDA declined to comment Friday evening on Philip Morris's decision to suspend the marketing campaign. The agency earlier said it would "keep a close watch on ... how the company is marketing its products."

While most of the social media influencers hired by Philip Morris overseas did not list their ages on Instagram, a Reuters review of the firm's social media marketing of IQOS in Japan, Italy, Switzerland, Russia and Romania shows that Tapilina's online persona was typical of what the company called its social media "ambassadors" for the device - rail-thin young women who revel in the high life.

Natsumi, who goes by the handle @natsu_772 and whose age Reuters was not able to determine, holds a "heated tobacco" IQOS device

The company did not directly respond to additional questions Friday night regarding the intended audience for its digital influencer campaigns.

Many of the messages contained the hashtag "#IQOSambassador," tying them into a network of social media influencers that the international tobacco giant has relied on to brand the IQOS as a safer alternative to cigarettes and a sexy fashion accessory.

"I finally have the new IQOS 3, and I can confidently say yes to change … the level of harmful substances is on average about 90 percent lower than in smoke," Tapilina wrote in an April post. "You haven't yet switched to IQOS?"

One Romanian IQOS marketer is 25 years old, according to a separate actress biography, but did not list her age on Instagram. Tapilina and nine other IQOS marketers did not respond to requests for comment.

Philip Morris, in its statement to Reuters, said its suspension of the social marketing campaign is "concrete proof" of its "conviction to achieve a smoke-free world through socially responsible practices."

Matthew Myers, president of The Campaign for Tobacco-Free Kids, had a different take upon hearing of the suspension Friday night. The advocacy group collected some of the IQOS marketing images reviewed by Reuters.

Philip Morris, he said, "is changing their behavior only when caught red-handed."

The company, Myers said, has historically been "the single most successful across the globe in making cigarettes fashionable to young people."

HAPPY VALENTINES DAY!

Over the past year, Philip Morris has increasingly publicized its "mission" to prevent young people from using tobacco products. Last month, it issued a release calling on "all tobacco and e-cigarette companies to do their part to guard against youth nicotine use."

"Let me be clear: We at Philip Morris International do not, and will not, market or sell our products to youth," CEO André Calantzopoulos said during a speech in Boston earlier this month. "For Philip Morris International, age matters."

When Philip Morris submitted marketing plans with an FDA application for IQOS in 2017, its sample advertisements featured models appearing at least a decade older and wearing modest, professional clothes.

A sample advertisement submitted to the FDA by Philip Morris as part of its IQOS application

That application, which is still pending before the FDA, seeks approval to market the IQOS as less harmful than smoking and outlines company plans to ensure it doesn't market the device to "non-intended audiences." The device heats up but does not burn packages of ground-up tobacco, which resemble small cigarettes, to create a nicotine-filled aerosol.

In Japan, the intended audience for IQOS marketing includes the Instagram followers of Ayame Tachibana, a 27-year-old DJ and model. In one post, she shows off a Valentine's Day message for the IQOS device, lovingly scrawled with multicolored pens.

"Happy Valentine IQOS. Love you sooo much!" reads the Instagram post from February.

Ayame Tachibana, a 27-year-old Japanese model, shows off a Valentine's Day card for the IQOS

Alina Eremia, a Romanian actress and singer, holds a gold-colored IQOS in front of a Christmas tree.

"My list of resolutions contains 95% fewer moments without a smile," says Eremia, who is 25 according to her actress biography on multiple movie and celebrity information websites.

Philip Morris says the IQOS - an acronym for "I quit ordinary smoking" – contains up to 95 percent fewer toxic compounds than cigarettes.

Vlad Parvulescu, a manager for Eremia, confirmed she had been hired to promote IQOS and said she had been contacted by a Romanian public relations agency. He did not respond to additional questions about the financial arrangement.

Marketing deals between companies and social media influencers vary widely, according to industry experts. But typically a company will work through third-party public relations or advertising firms that have relationships with online personalities. Compensation typically ranges from $20 to $25,000 or more for each post.

Corporations have become increasingly sophisticated in how they approach their social media campaigns in the past two years, said Joe Gagliese, co-founder of Viral Nation, a marketing and talent agency that works with influencers.

He once had to explain the basic concept of an "influencer" in pitch meetings. Now, companies approach him with "tailor-made decision briefs saying, 'this is exactly what we want.'"

Reuters reviewed dozens of social media posts featuring the IQOS device. Many included hashtags such as #IQOSAmbassador, #paidad, and #notriskfree, indicating that they are IQOS marketing posts.

Alina Eremia, a Romanian actress and singer whose biography gives her age as 25, holds a gold-colored IQOS device in front of a Christmas tree

Many of the Instagram influencers featuring the products had tens of thousands of followers, and a few had more than a million.

VIRAL CAMPAIGNS, BLURRED LINES

Devices such as IQOS and Juul hold potential as a way for cigarette smokers to transition to less harmful nicotine products, but some public health advocates worry the sleek new devices are addicting young people who would have never smoked cigarettes. Among traditional cigarette smokers, 90 percent start smoking before the age of 18, according to federal data.

Philip Morris said there have been "no reports" of "worrisome levels" of unintended use of IQOS.

As part of the FDA review process, Philip Morris pledged to market only to adult cigarette smokers once it begins selling IQOS this summer through a partnership with Altria Group Inc, which sells Marlboro cigarettes in the U.S. IQOS delivers about the same level of nicotine as a traditional cigarette.

Altria did not respond to requests for comment.

Social media marketing has become a flashpoint in the debate over regulation of tobacco products, particularly the newest generation of products such as the wildly popular Juul e-cigarettes.

Some of Juul's early social media and YouTube marketing included images of attractive young people, particularly at a 2015 product launch party. Twitter images from that time on Juul's official account featured sensual images of a young woman breathing out Juul vapor in a group, next to the slogan, "Share a #Juulmoment."

Those early campaigns sparked an explosion of video and photo posts from young people showing themselves using the product at school or with friends, often under the hashtags #doit4juul or #juullife. Juul Labs Inc has since said it stopped using social media influencers and requires anyone in its ads to be a former cigarette smoker older than 35.

Juul Labs Inc said in a statement it recognizes that "some of our earliest marketing initiatives did not fully reflect the goal of our company," which it describes as helping cigarette smokers transition to its products.

"As a young company, we learned from our experiences and instituted changes to help ensure that we are only reaching current adult smokers," the company said.

CONDITIONAL APPROVAL

U.S. laws governing tobacco advertising - which is banned on radio and television - were drawn up long before social media and digital advertising became a dominant force in consumer marketing.

Although no current state or federal law restricts tobacco advertising on the Internet - including for e-cigarettes and devices such as IQOS - the FDA can use its authority over new devices to assert sweeping control over a company's marketing.

As a condition for allowing the device to be sold, the FDA is requiring Philip Morris to provide detailed analyses of the age ranges of consumers it reaches through digital advertising. Philip Morris is also required to submit any new advertising campaigns, including digital and social media efforts, to the FDA at least 30 days before it plans to launch them.

Any paid influencers promoting the product also must disclose "any relationships between you and entities that create labeling for, advertise, market, and/or promote the products, on your behalf, or at your direction."

Those rules aim to restrict youth access to tobacco marketing, the FDA said in a statement, "especially in shared digital properties such as social media sites."

THE WALL STREET JOURNAL.

Reynolds, With an Eye on Juul, Wades Into Social Media

Tobacco company promoting Vuse e-cigarettes on Twitter, Instagram to users over 21 years old

May 15, 2019
By Jennifer Maloney

One of the biggest U.S. tobacco companies has started marketing its e-cigarettes on Twitter and Instagram, seeking to regain market share lost to upstart Juul Labs Inc.

The ads and social-media accounts for Vuse e-cigarettes, from Camel and Newport maker Reynolds American, launched Wednesday. They come less than a year after Juul pulled back its U.S. social-media marketing amid concerns that it had targeted teenagers.

Reynolds executives say they are taking measures to prevent people younger than 21 from seeing the posts. The move, part of a broader marketing campaign for Vuse, marks the first time the U.S. subsidiary of British American Tobacco BTI 1.03% PLC has ever used social media to market its products, executives said.

Vuse was the U.S. e-cigarette market leader in 2017 before Juul's sales surged, upending the industry. The startup's flash drive-shaped vaporizer, with nicotine-laced liquids in flavors such as mango and cucumber, looked and felt nothing like the cigarette-like devices offered by Reynolds and other big tobacco companies. Juul became a status symbol among young people and contributed to a 78% increase in vaping among children and teens in the U.S. from 2017 to 2018.

Reynolds is responding with a product called Vuse Alto, a rectangular vaporizer whose refill pods contain more liquid than Juul's and come in menthol, mixed berry and tobacco flavors. The company ran its first television ad for Vuse in March and in April put coupons for Vuse Alto on packs of Camel Crush cigarettes. Juul accounted for 75% of e-cigarette sales in stores tracked by Nielsen in the four weeks ended April 20, while Vuse represented 14%, according to Wells Fargo .

Vuse will restrict its online followers to people who identify themselves to Facebook, Instagram and Twitter as at least 21 years old, Reynolds said. In addition, the tobacco company has contracted an outside firm to scrub Vuse's followers daily, removing fake accounts and people under 21, the company said. Every post will contain a warning that nicotine is addictive, resembling the labels on e-cigarette packaging.

"We certainly have learned what not to do from the way our competitors have done social media," Christy Canary-Garner, vice president of consumer marketing for Vuse Vapor at Reynolds, said in an interview. "We believe social media can be used and will be used in the right manner by Reynolds."

Marketing on television, radio, billboards and social media isn't allowed for traditional cigarettes. By contrast, there are few regulations for e-cigarette marketing. The Food and Drug Administration in April published marketing guidelines it said would apply to alternative tobacco products such as e-cigarettes that over the next few years must submit applications to the agency to remain on the market.

Reynolds didn't consult with the FDA on its social-media protocol. The FDA's guidelines call for age restrictions, suggest using images of adults 35 and older, and warn against marketing that makes a tobacco product look cool. The Vuse campaign launching Wednesday depicts products, not people, the company said. Reynolds declined to say how much it is spending on the campaign.

Altria, the maker of Marlboro cigarettes, recently invested almost $13 billion in e-cigarette company Juul. Some experts say in its early days Juul mirrored the tobacco industry's promotional playbook in an effort to hook young people. Photo: Natalia V. Osipova/The Wall Street Journal

Matthew Myers, president of the Campaign for Tobacco-Free Kids, said he doesn't think the FDA's new guidelines go far enough but said it is possible to responsibly market e-cigarettes on social media. It would require age protections as well as "strict limitation on images and text," he said.

Juul's early advertising pitched the brand as a cool lifestyle accessory with images of people in their 20s and 30s, which critics said made vaping attractive to teens. The startup has said it never targeted teens. Last year, Juul stopped using models and social-media influencers.

In November, Juul shut down its Facebook and Instagram accounts in the U.S. It also curbed its presence on Twitter to customer service and corporate communications, and said it would use YouTube for posting

testimonials of former adult smokers. Its marketing now features former smokers in their late 20s or older who have switched to Juul.

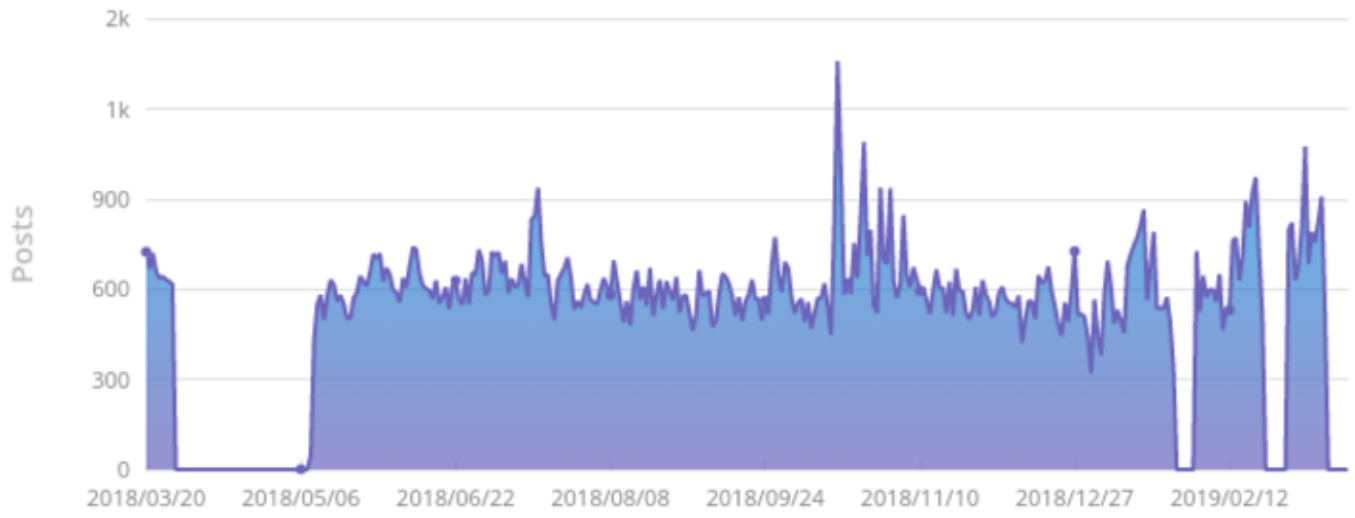
Reynolds says it has never used social-media influencers to promote its products. Marlboro maker Altria Group Inc., which pulled its own MarkTen e-cigarettes from the market last year before investing $12.8 billion in Juul, has a policy against using social media or influencers, a spokesman said.

Real-time Tracker: **#iqos**

MAR 20 - MAR 20

189,791	40,644	2,961,252	53,198,035	179,566,117
POSTS	USERS	ENGAGEMENT	REACH	IMPRESSIONS

Timeline



TIMEZONE: **GMT-0400 | WED MAR 20 2019 13:53:07 GMT-0400 (EDT)**

Who are your key users?

@kuznecovsky
99,865 Avg Engagements

@czarek_
612,172 Followers
37,363 Avg Engagements

@maffashion_official
1.15m Followers
37,304 Avg Engagements

@marcoferri5
836,873 Followers
26,421 Avg Engagements

@hyndia
857,167 Followers
25,223 Avg Engagements

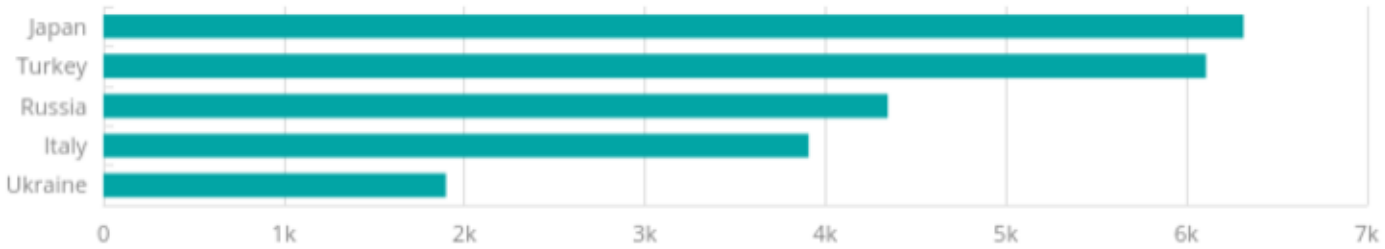
@giorgiacaldarulo23
208,130 Followers
18,062 Avg Engagements

@krzysztof_adamek
128,147 Followers
14,088 Avg Engagements

@gwilymcpugh
309,410 Followers
13,911 Avg Engagements

@pasha2222tv
10,816 Avg Engagements

Where are your users?



What are the top posts?

@kuznecovsky May 26 135,813 ♥ 8,144

Друзья, задас вам вопрос из нашей личной жизни.) Какую вещь я подарил Лизе в самом начале, из-за чего мы целый месяц потом не общались?😉😉. Кто угадает - тому отправлю солидный приз на карту😉😉😉 Ваши варианты) **#iqos**#challengeyourimagination

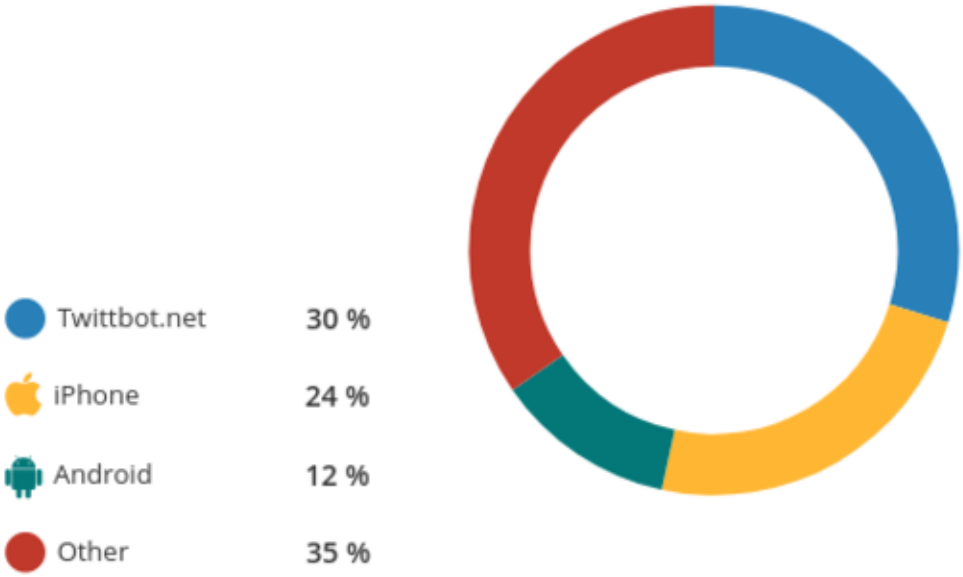
@kuznecovsky May 30 94,065 ♥ 49

Это был поистине волшебные викенд😊. Три дня на на шикарном корабле Seabourne Odysse. Посещение Гран-при Formula 1. Гала ужины, солнце - полное Монако одним словом. Хочу передать огромное спасибо Компании IQOS @iqos_ru , которая нас...

@kuznecovsky May 27 69,718 ♥ 57

Блин, обожаю «испорченные» кадры) Сам при любой возможности, если вижу что кто-то фоткает, а я сзади попадаю в кадр - с превеликим удовольствием испорчу момент ☺ Всем целовашки. **#iqos**#challengeyourimagination

Top devices and apps



Which hashtags are trending in your tracker?

Top Hashtags

Hashtags	Count
#heets	24,466
#アイコス	23,400
#vape	14,333
#iqos3	13,943
#iqosfriends	8,262
#電子タバコ	7,707
#iqosholder	7,623
#iqostürkiye	7,503
#iqosistanbul	7,465
#iqosteam	6,565
#iqosankara	5,101
#glo	4,984

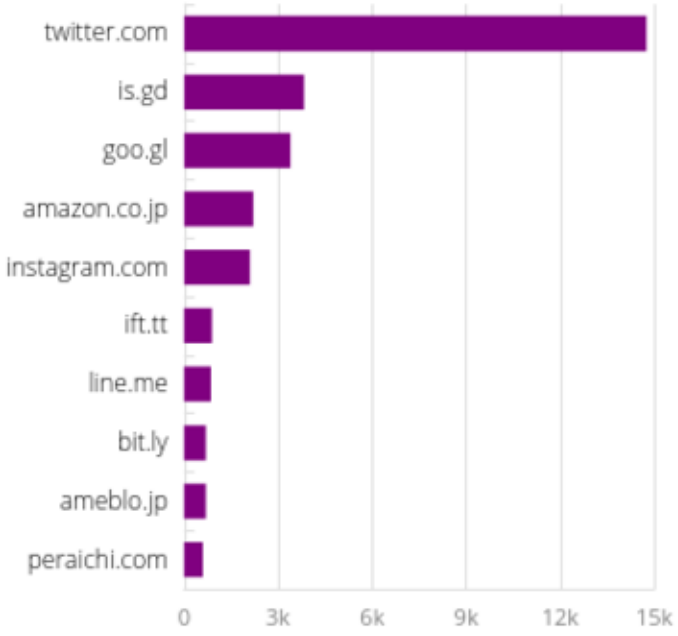
What's the general sentiment?

Sentiment Score **82.20**

Positive	6 %
Neutral	93 %
Negative	1 %

Which pages are your users linking to?

Most Linked Sites



Top Linked Pages

Page	Count
is.gd/hwJrfN	3663
twitter.com/numadaya/status/8624942...	1128
PurePlusオンラインショップ	1010
twitter.com/IQOS64660590/status/1051...	591
twitter.com/IQOS64660590/status/1052...	527
twitter.com/IQOS64660590/status/1056...	516
twitter.com/IQOS64660590/status/1051...	408
twitter.com/IQOS64660590/status/1057...	407
mcaf.ee/8paxnw	376
twitter.com/IQOS64660590/status/1051...	367
twitter.com/IQOS64660590/status/1054...	319
Twitter Card	318

Which gender are your users?

Male	68 %
Female	32 %

What types of posts are users posting?

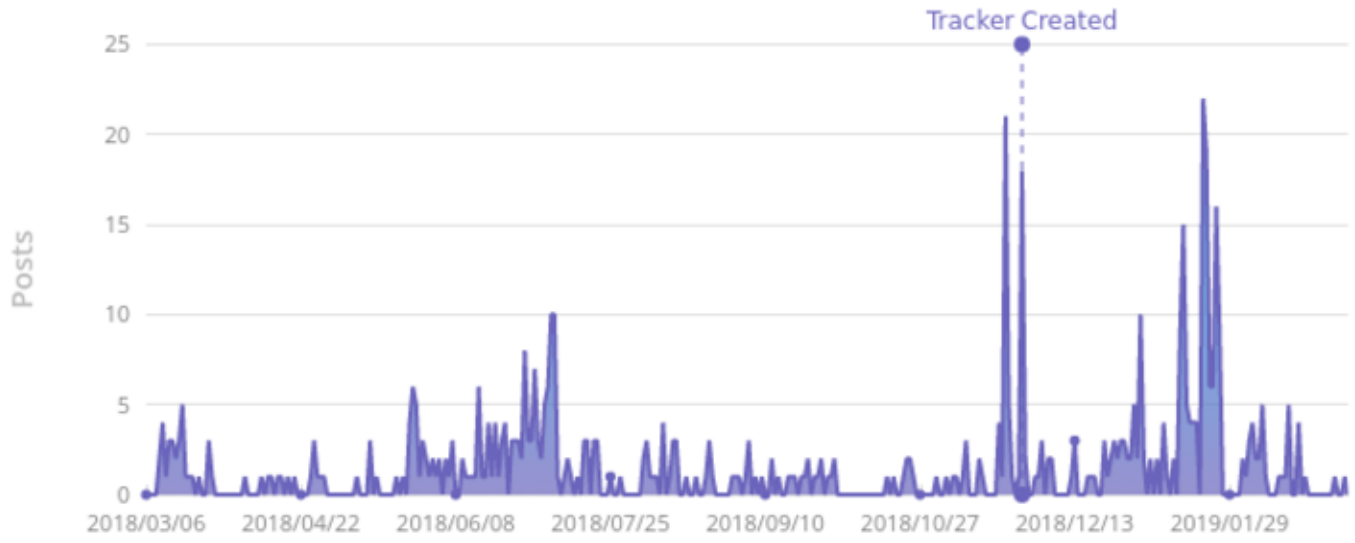
Original	76 %
Reply	1 %
Retweet	24 %

Real-time Tracker: **#iqosambassador**

MAR 06 - MAR 06

551	137	879,705	11,181,866	26,718,825
POSTS	USERS	ENGAGEMENT	REACH	IMPRESSIONS

Timeline



TIMEZONE: **GMT-0500 | WED MAR 06 2019 15:26:49 GMT-0500 (EST)**

Who are your key users?

@kativarnava
3.40m Followers
92,839 Avg Engagements

@peeetaaatv
20,013 Avg Engagements

@belonika
625,265 Followers
17,296 Avg Engagements

@alinaeremiaoficial
805,558 Followers
15,707 Avg Engagements

@flick_domnulrima
341,457 Followers
13,295 Avg Engagements

@christina_ich
397,989 Followers
13,038 Avg Engagements

@alexandrrogov
339,668 Followers
12,049 Avg Engagements

@davidgransky
8,965 Avg Engagements

@veronikaarichtev
175,470 Followers
8,264 Avg Engagements

Where are your users?

What are the top posts?

@kativarnava Aug 13 — 92,839 ♥ 388 💬

Кто уже давно переключился на IQOS, но забыл всем об этом рассказать? Сейчас исправлюсь. В руках у меня не просто IQOS, а лимитированная гоночная серия. С ним в машине больше нет ни дыма, ни пепла.. не нужно больше ничего выветривать (больше...

Dec 29 — 44,945 ♥ 211 💬

La final de 2018 lista rezolutiilor mele contine cu 95% mai putine momente fara zambet! #95%less #Iqos3 **#IQOSambassador** #AdultsOnly #IQOSisnotriskfree #ad

@peeetaaatv Jun 18 — 25,217 ♥ 3,257 💬

Tak co už jste ready na prázdniny? 🔥👇 . . Dneska jsou to přesně dva měsíce od doby, co jsem přestal kouřit normální cigára. Nesmrdim jak popelnik, mužů v klidu kouřit v autě (jako spolujezdec furt nemám řidičák 😁) a celkově z toho mám dobrý pocit. Uvidíme jak to půjde dál...

Top devices and apps

Mobile Web	53 %
Facebook	20 %
iPhone	13 %
Other	13 %

Which keywords are trending in your tracker?

Top Keywords

Keywords	Count
lay	149
ehir	149
iqos	111
qosankara	71
kentüniversitesi	67
kkale	65
tamiri	46
türkiyede	44
yap	43
ilkkk	43
iqos3multi	43
tamir	24

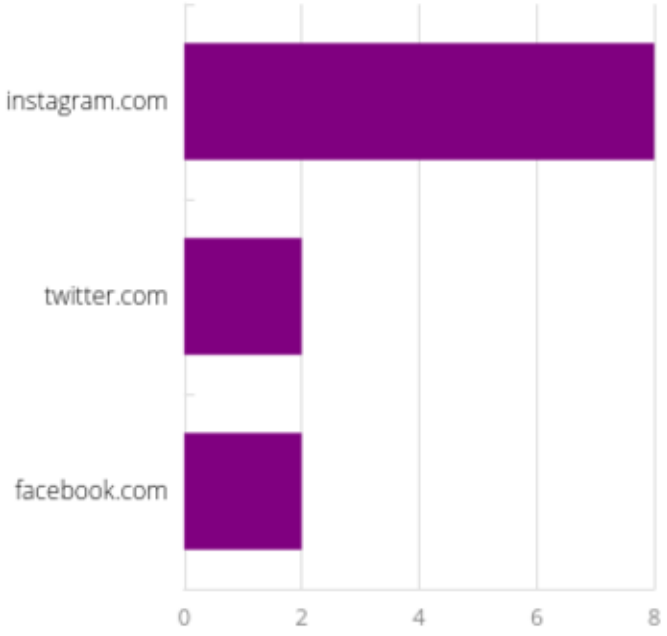
What's the general sentiment?

Positive	13 %
Neutral	83 %
Negative	4 %

Sentiment Score **76.04**

Which pages are your users linking to?

Most Linked Sites



Top Linked Pages

Page	Count
twitter.com/Kazma_Kazmitch/status/99570...	1
twitter.com/Kazma_Kazmitch/status/10138...	1
instagram.com/p/BldgHkfBT3a/	1
instagram.com/p/BoYZdfwBCSp/	1
instagram.com/p/BqaNoMWAV63/	1
instagram.com/p/BqfhEsEg7zH/	1
facebook.com/adriandespot.VdV/videos/27...	1
facebook.com/177528022285573/posts/20...	1
instagram.com/p/Bqrb1KFAbpA/	1
instagram.com/p/BqrjkoKAQQK/	1
instagram.com/p/BqrvLTCgRFB/	1
instagram.com/p/BrVbctSgTG8/	1

Which gender are your users?

Male	22 %
Female	78 %

What types of posts are users posting?

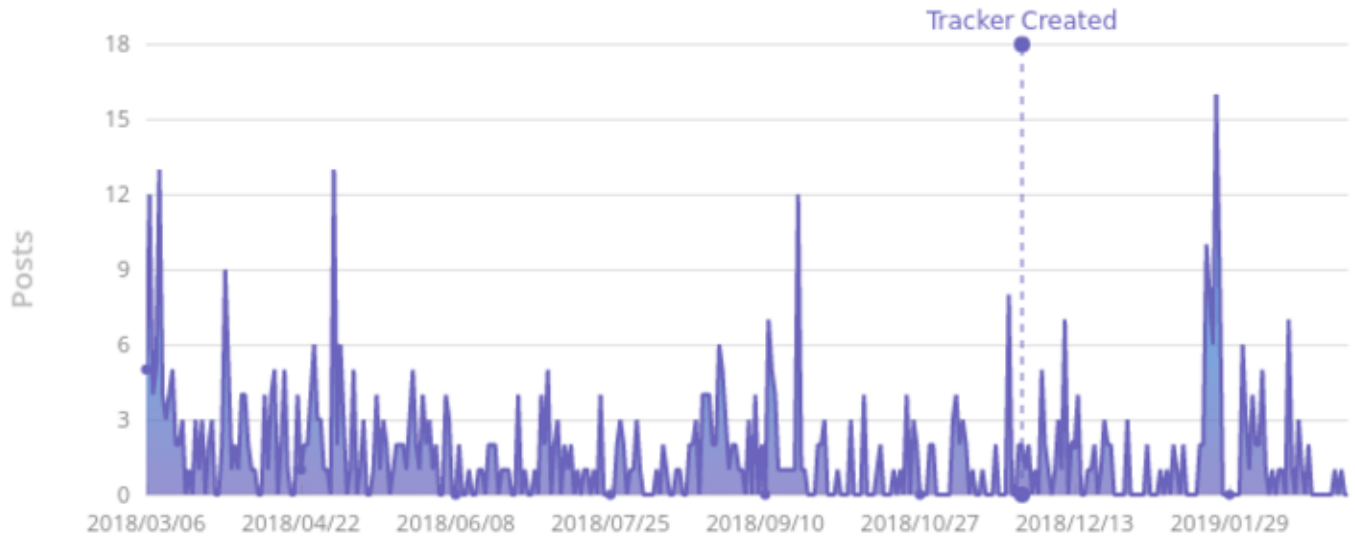
Original	100 %
Reply	0 %
Retweet	0 %

Real-time Tracker: **#iqosrevolution**

MAR 06 - MAR 06

611	101	331,750	2,445,355	15,298,384
POSTS	USERS	ENGAGEMENT	REACH	IMPRESSIONS

Timeline



TIMEZONE: **GMT-0500 | WED MAR 06 2019 15:26:52 GMT-0500 (EST)**

Who are your key users?

@christina_ich
397,989 Followers
16,870 Avg Engagements

@adrianpov
127,795 Followers
6,551 Avg Engagements

@flick_domnulrima
341,457 Followers
5,693 Avg Engagements

@mihaimorar
259,601 Followers
4,339 Avg Engagements

@chefflorindumitrescu
57,342 Followers
3,273 Avg Engagements

@maurice_munteanu
148,154 Followers
2,826 Avg Engagements

@iamspeak
416,105 Followers
2,647 Avg Engagements

@raluca.badulescu
262,336 Followers
2,041 Avg Engagements

@mygiulia
207,800 Followers
1,104 Avg Engagements

KEYHOLE

Where are your users?

What are the top posts?

@christina_ich May 27 22,528 ♥ 33

These days I had the most fantastic experience in my life. It's exciting to live the experience of Formula 1 to see all the pilots live with them the emotions and to participate in their speeches. Thanks to those who gave me the opportunity to be here ☺Nowadays, things hardly surprise y...

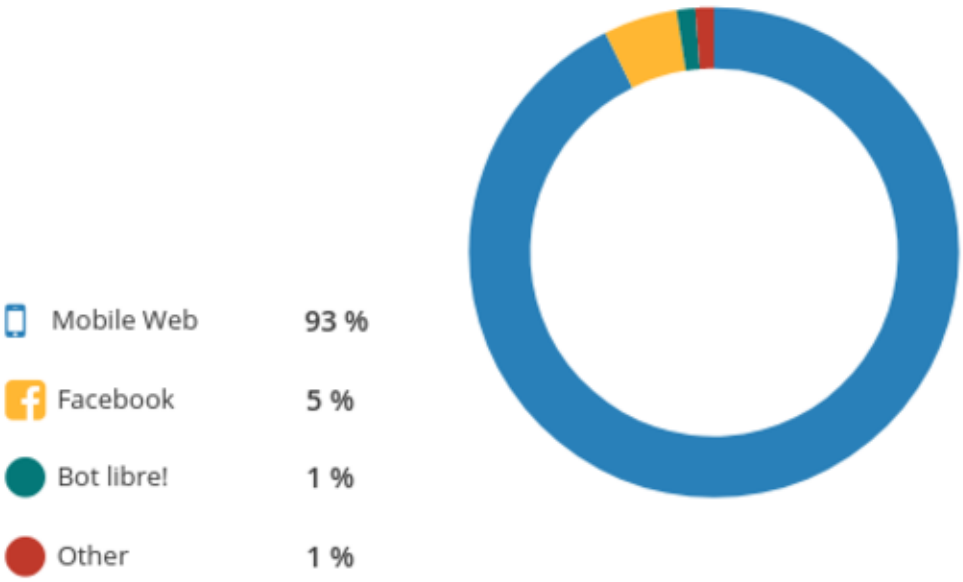
@christina_ich Apr 12 20,650 ♥ 53

I Q O S **#iqosrevolution** @qreator_by_iqos #ad

@christina_ich Mar 8 19,660 ♥ 66

I love #iqos #ad #trustinIQOS #IQOS **#IQOSRevolution**.

Top devices and apps



Which keywords are trending in your tracker?

Top Keywords

Keywords	Count
stories	176
iqos	110
lay	73
ehir	70
qosankara	70
tamiri	45
türkiyede	44
yap	43
ilkkk	43
iqos3multi	43
bucharest	20
tamir	20

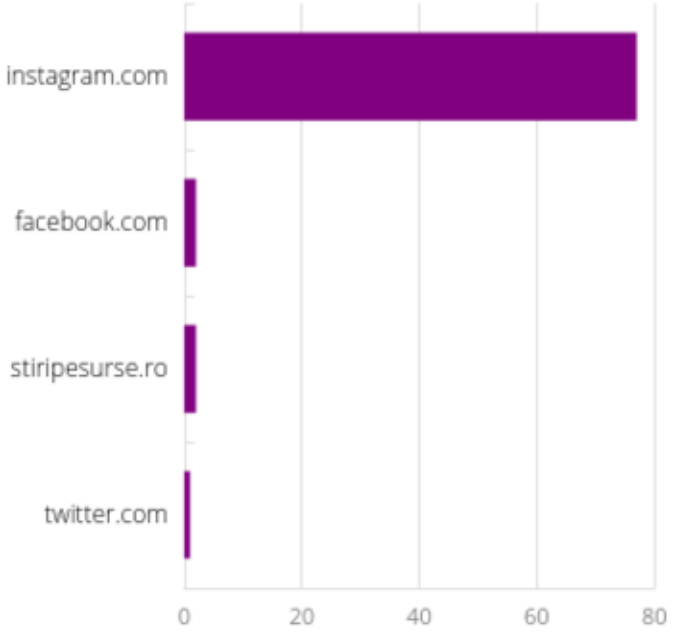
What's the general sentiment?

Positive	18 %
Neutral	81 %
Negative	1 %

Sentiment Score **93.91**

Which pages are your users linking to?

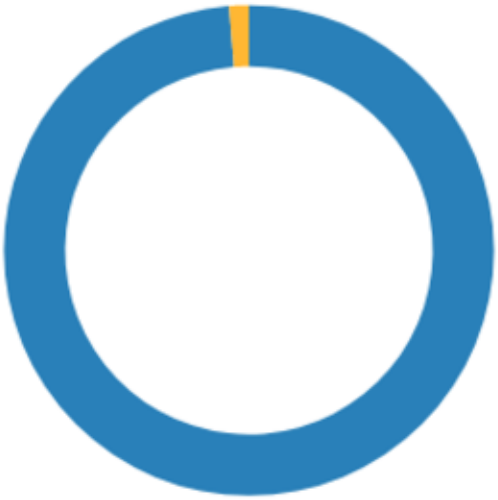
Most Linked Sites



Top Linked Pages

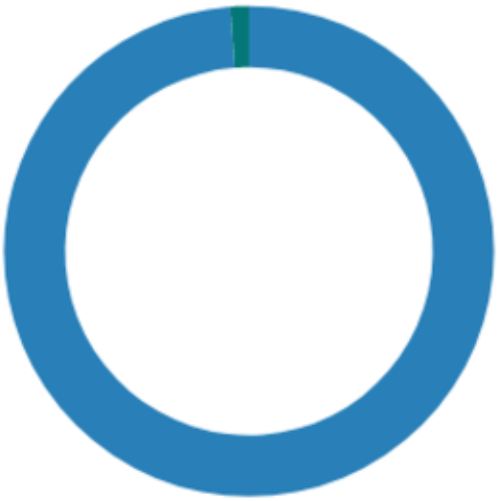
Page	Count
instagram.com/p/BpWWPDIBPFEP8VAst9M...	2
stiripesurse.ro/tot-mai-mul-i-exper-i-in-sana...	2
instagram.com/p/Bp7Sf22FrAu/	1
instagram.com/p/Bp4suf3IY0m/	1
instagram.com/p/Bp9mYUDFkoh/	1
instagram.com/p/Bqg7t8VFSE8/	1
instagram.com/p/Bp4FzNPIGk-/	1
instagram.com/p/BqXLZwkFYgw/	1
instagram.com/p/BnqGLGYBX_PGjhd4pixpz...	1
instagram.com/p/BpjMeAXIr3MyrVbJrsNciZb...	1
instagram.com/p/BqhSzKsFZtj/	1
instagram.com/p/Bov3jp5hfsGPAYWqnGa8...	1

Which gender are your users?



Male	99 %
Female	1 %

What types of posts are users posting?



Original	99 %
Reply	0 %
Retweet	1 %