

## HOUSEHOLD

Weekly reports summarizing the social media activity of the biggest players in the household sector.

We're tracking the social media activities of the key players in the household cleaning sector. The companies with brands which may have an impact on the spread of the COVID-19 virus.

What are the key players saying on social media? If anything. When did they make their first announcements? At corporate or brand level? Who is most and least prominent? What are they claiming? Who are they promoting? What donations & assistance are being made? Original content or retweets?

Companies being tracked include Colgate-Palmolive, Essity, Kimberly-Clark, Procter & Gamble, RB, SC Johnson, The Clorox Company and Unilever.

## LEADERSHIP



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