

Social Media

Ranking by number of “likes” on Facebook

Includes Facebook likes, Twitter followers, and YouTube views for child and family brands as of May 1, 2012 and Facebook posts and tweets in April 2012.

Most
↓
Least

Rank	Company	Brand	Facebook		Twitter		YouTube
			# of likes	Monthly posts	# of followers	Monthly tweets	# of views
1	General Mills	Cheerios (all)	741,331	13	5,136	1,429	17,496
2	Kellogg	Frosted Flakes	299,593	15			
3	Kellogg	Mini-Wheats	144,934	18			
4	Quaker	Cap'n Crunch	59,232	33	4,398	497	
5	Kellogg	Rice Krispies	24,150	15			
6	General Mills	Golden Grahams	20,306	0			277,369
7	Quaker	Life	2,109	0			
8	Nature's Path	Envirokidz Organic	950	2			14,137