

# Savanna wins SocialBakers Socially Devoted award

Savanna has won the SocialBakers Socially Devoted award, based on its [Facebook page](#) data for this past quarter (1 July - 30 September 2013).



[SocialBakers](#) is a global social media analytics platform that allows brands to measure the success of their social campaigns against competitive stats and metrics. The Socially Devoted award recognises brands on Facebook and Twitter that have achieved stellar customer care success on social platforms. Qualifying metrics include a 65+% response rate to questions on either network and a base of more than 50 questions from the community to respond to.

Savanna brand manager, Leanne Jones says, "Social media is extremely important to Savanna, as it is a brilliant way to interact with our fans on a daily basis, in our quirky and much-loved communication style."

The first of the Distell stable to receive the award, Misha Coetzee, Distell digital media manager, added, "Our social media platforms allow us the opportunity to develop deep and meaningful relationships with our communities and dialogue is key. The conversations we have with our fans provide insight and opportunity beyond measure; it's not just about collecting likes."

For more, visit: <https://www.bizcommunity.com>