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**Data Table: Clorox Green works Social Media Monitoring Report**

Source	Source Credibility	Data/Time	Feedback
Patricia Mayville-Cox On Twitter	Blogger name: Patricia Mayville-Cox Gender: Female Occupation: Unknown Location: Unknown Children: Unknown Comments: 3 Cox has made 35 posts	Jan. 24, 2009 10:10 am	Tried Clorox Green works thought it was fine but did not go for the lemon scent and decided to go back to using Methods Pink Grapefruit All Purpose Cleaner.
Wayne Lewis on Elephant Journal <a href="http://www.elephantjournal.com/2009/02/pioneering-natural-cleaning-to-the-masses-clorox-or-method/">http://www.elephantjournal.com/2009/02/pioneering-natural-cleaning-to-the-masses-clorox-or-method/</a>	Blogger name: Wayne Lewis Gender: Male Occupation: Consumer Editor at Elephant Journal Location: Unknown Children: Unknown Comments: 0 From: Technorati Authority: 96 Rank: 49,515	Feb. 5, 2009	Discusses who actually started the mass production of all natural cleaning products. “Despite recent reports, it seems clear to us that Method (not to mention Seventh Generation) and not Clorox’s Green Works, which debuted last year, pioneered the offering of many green, effective cleaning products to the masses”.
Morgan Kidd On Twitter	Blogger name: Morgan Kidd Gender: Female Occupation: Unknown Location: Unknown Children: Unknown 10 following 6 followers 18 updates	Feb. 9, 2009	Discusses her love for eco-friendly products. “Green Works by Clorox makes biodegradable wipes that are a great way to think about an Eco friendly way to clean.... this is awesome!”
Taxman Blog <a href="http://taxmanblog.blogspot.com/2009">http://taxmanblog.blogspot.com/2009</a>	Blogger name: Gordon Gekko Gender: Male Occupation: CPA	Monday, Jan 12, 2009	“Why use the Clorox "green" products to clean with? It's about as effective as not cleaning at all or using urine as a cleaning agent. If you want to actually kill germs, go buy the bleach.”

<a href="#">/01/but-lets-be-eco-friendly.html</a>	Location: Cincinnati Children: Unknown Comments: 1 Followers: 4 From: Technorati Authority: 24 Rank: 250,701		
<a href="http://www.unretouchedphoto.com/2009/02/06/product-review-green-works-cleaning-wipes/">http://www.unretouchedphoto.com/2009/02/06/product-review-green-works-cleaning-wipes/</a>	Blogger name: Mel Gender: Female Occupation: Unknown Location: Unknown Children: 4 Comments: 2 From: Technorati Authority: 58 Rank: 93,907	Feb. 6, 2009 11:10 p.m.	Discusses the convenience of Clorox Green Works wipes. “In summary, I love these wipes. (And, sure, perhaps they are not quite as natural and friendly as plain old vinegar and water, but I am not quite that earth friendly, I guess.) These wipes are super convenient, too.”
<a href="http://thediaperdiaries.net/things-i-love-thursday-clorox-green-wipes/">http://thediaperdiaries.net/things-i-love-thursday-clorox-green-wipes/</a>	Blogger name: Unknown Gender: Female Occupation: Stay at home mom Location: Michigan Children: 2 Comments: 17 From: Technorati Authority: 113 Rank: 40,101	Jan. 28, 2009	States that she enjoys the time saving aspect of wipes but not the wastefulness and using biodegradable wipes makes her feel better about her addiction.” A while back, I reviewed Clorox Green Works spray and I have been using it, but I must admit that I default to the wipes cause saving time is a friend of mine. Well the Clorox folks must have heard my plea and they came out with some wipes. Some biodegradable, derived from renewable farm grown trees, packaged in recyclable canisters, not tested on animals. But they still clean which makes me want to do a little happy dance.”
<a href="http://www.lillepunkin.com/2009/02/review-of-clorox-green-works-natural.html">http://www.lillepunkin.com/2009/02/review-of-clorox-green-works-natural.html</a>	Blogger name: Lindsay Knerl Gender: Female Occupation: Stay at home mom Location: unknown Children: yes Comments: 0	Feb. 4, 2009 3:18 p.m.	Comments on the effectiveness and convenience of the new wipes. “I wondered how well these wipes would work. (It crossed my mind that maybe they wouldn't be as sturdy as other wipes due to their "natural" components.) The 100% wood fibers that make up the wipes, however, keep them strong and help them to last through all the stiff cleaning that can go on in my kitchen.”

	<p>From: Technorati  Authority: 21  Rank: 286,398</p>		
<p><a href="http://thezenofmotherhood.blogspot.com/2009/01/review-green-works-wipes.html">http://thezenofmotherhood.blogspot.com/2009/01/review-green-works-wipes.html</a></p>	<p>Blogger name: Unknown  Gender: Female  Occupation: Unknown  Location: Unknown  Children: yes  Comments: 5  From: Technorati  Authority: 79  Rank:</p>	<p>Jan. 26, 2009</p>	<p>Discusses how well the products work and where she uses the Clorox Green Works products. "I have posted several times about my ongoing love affair with the Green Works line of products from Clorox. From dish washing liquid to all-purpose cleaner, each of these products has delivered excellent results. They work well, they smell fantastic; what more could you ask for?"</p>
<p><a href="http://verbatim.blogspot.com/2009/01/its-green-and-it-works.html">http://verbatim.blogspot.com/2009/01/its-green-and-it-works.html</a></p>	<p>Blogger name: Unknown  Gender: Female  Occupation: Stay at home mom  Location: Unknown  Children: 3  Comments: 3  From: Technorati  Authority: 36  Rank: 162,084</p>	<p>Jan. 31, 2009  4:43 p.m.</p>	<p>Comments on a Clorox Green Works study she was a part of and her opinions on the new biodegradable wipes. "Clorox really appears to be committed to doing their part for the environment. They provide financial support to the Sierra Club to fund conservation efforts nationwide, and they have been recognized by the EPA's Design for Environment program for using "environmentally preferable chemistry.""</p>
<p><a href="http://www.melodiesinmarketing.com/2009/01/14/clorox-green-works-wipes/">http://www.melodiesinmarketing.com/2009/01/14/clorox-green-works-wipes/</a></p>	<p>Blogger name: Mario Vellandi  Gender: Male  Occupation: Principal at Vellandi &amp; Associates  Location: Los Angeles, CA  Children: Unknown  Location: Los Angeles, CA</p>	<p>Jan. 14, 2009  4:38 p.m.</p>	<p>Discusses whom the product is being marketed to and his opinion on how the products will do in the market. "If we consider the economic times and more wallet conservative, the entire brand should do well since folks are getting the best of both worlds. Now if only they'll add more scents this year - I'm an orange loving guy myself."</p>

	Comments: 0 From: Technorati Authority: 143 Rank: 28,917		
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