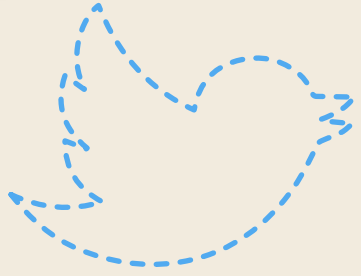
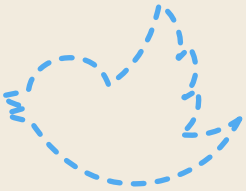
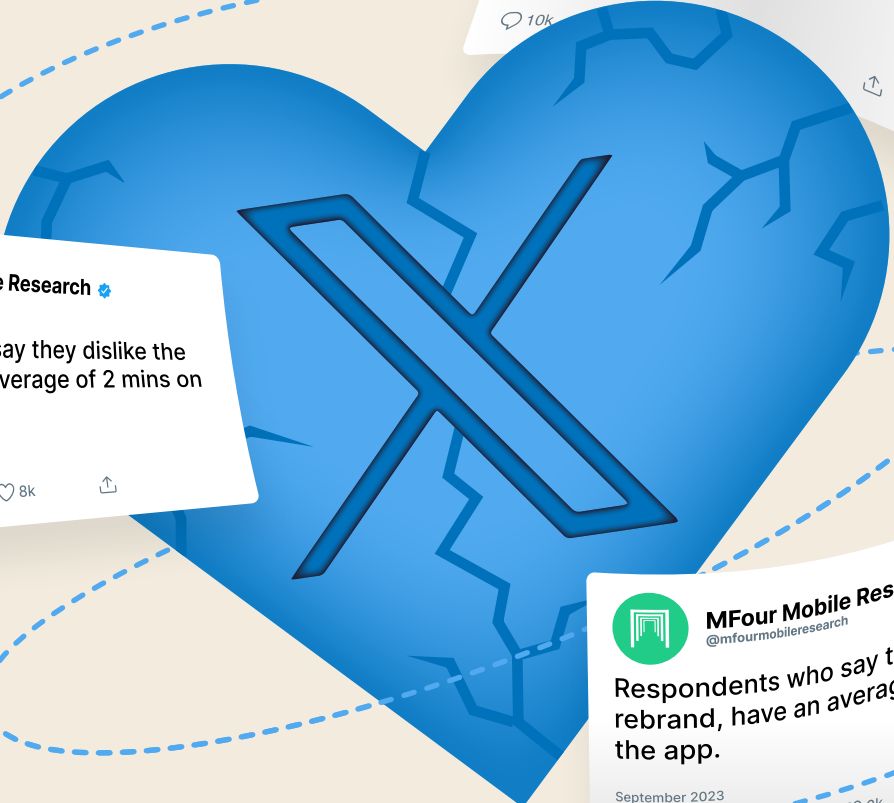
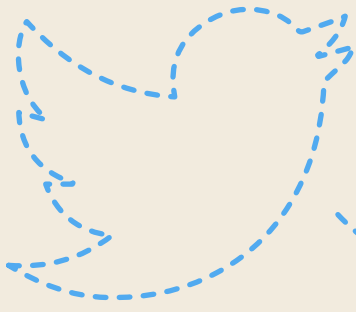


THE *Love/Hate* RELATIONSHIP WITH TWITTER'S 'X' REBRAND



Companies often rebrand for a variety of reasons, a successful rebranding can reinvigorate a company's identity, boost brand recognition, and connect with a broader or more specific target audience. However, consumers' reactions to rebranding can be mixed. A recent finding sheds light on the complex relationship between user sentiments and social media engagement, particularly concerning Twitter's rebrand to "X."

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Data witnessed September 2023.

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