

GUARUMO

 **EcoAnalítica**

wise^{cx}

TRACKING DIGITAL RUMBO A LA CASA DE NARIÑO

Corte a 30 de Junio 2025



Posibles candidatos A LA PRESIDENCIA 2026



Abelardo de la
Espriella



Alejandro
Gaviria



Andrés
Guerra



Ángel
Custodio



Anibal
Gaviria



Camilo
Romero



Carlos
Caicedo



Carolina
Corcho



Claudia
López



Daniel
Palacios



Daniel
Quintero



David
Luna



Enrique
Peñalosa



Felipe
Córdoba



Francisco
Barbosa



Germán
Vargas



Gustavo
Bolívar



Hector
Olimpo



Iván
Cepeda



Jaime
Araujo



Jaime
Pumarejo



Jota Pe.
Hernández



Juan C.
Cárdenas



Juan C.
Saldarriaga



Juan D.
Oviedo



Juan G.
Zuluaga



Juan M.
Galán



Leonardo
Huerta



Luis Carlos
Reyes



Luis Gilberto
Murillo



Maria C.
Lacouture



Maria F.
Cabal



María J.
Pizarro



Maurice
Armitage



Mauricio
Cárdenas



Mauricio
Lizcano



Miguel
Uribe



Paloma
Valencia



Paola
Holguin



Roy
Barreras



Ruben Dario
Lizaralde



Santiago
Botero



Sergio
Fajardo



Sondra
Macollins



Susana
Muhamad



Vicky
Dávila



Wilson R.
Orejuela



Pierre
Onzaga



Jose
Gamba



Fabio
Forero



Ricardo
Pérez



John
Mosquera



Armando
Villegas



Dagoberto
Santoya



José
Vargas



Jhon Jair
Segura



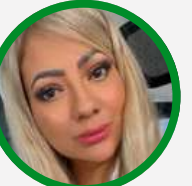
Martha
Bernal



Juan
Gómez



Alberto
Lizarazo



Claudia
Fernández



Pedro
Díaz



Danny
Becerra



César
Pinzón



Jorge
Rojas



Neys
Santana



Mihaly
Flandorffer



Juan
Torres



Josue
Martínez



Juan
Toro



Álvaro
Pardo



Ernesto
Sánchez



Miguel
Pretel



Esau
Jackson

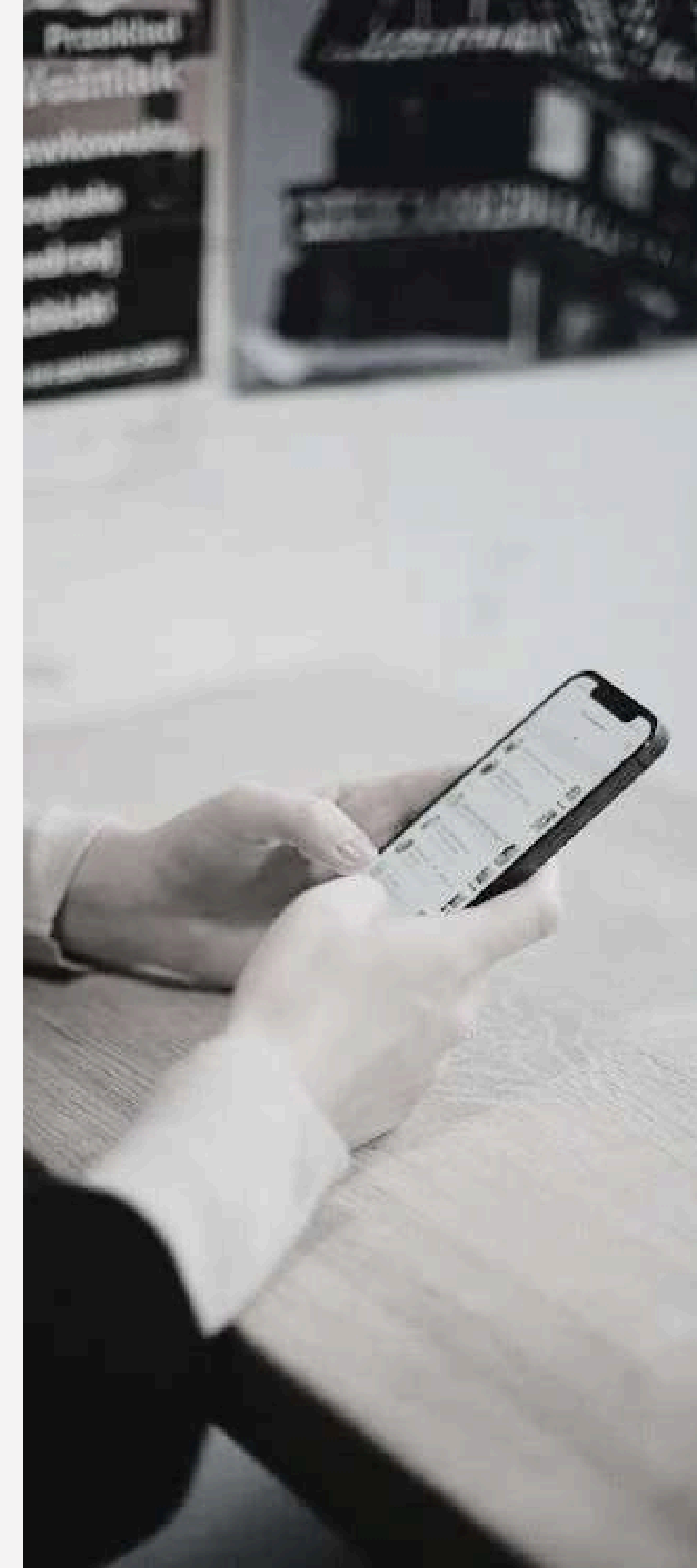
GUARUMO

 **EcoAnalítica**

wise^{CX}

REDES SOCIALES

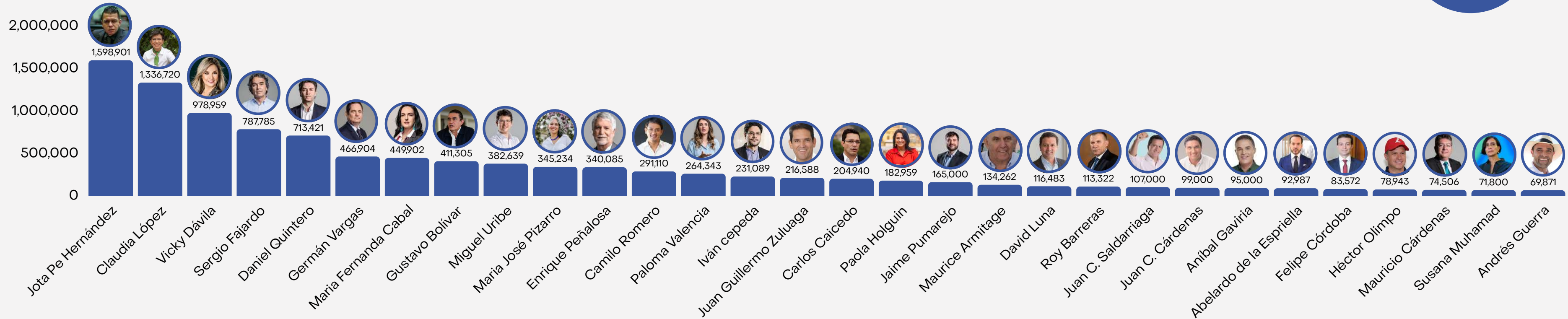
Corte al 30 de junio del 2025



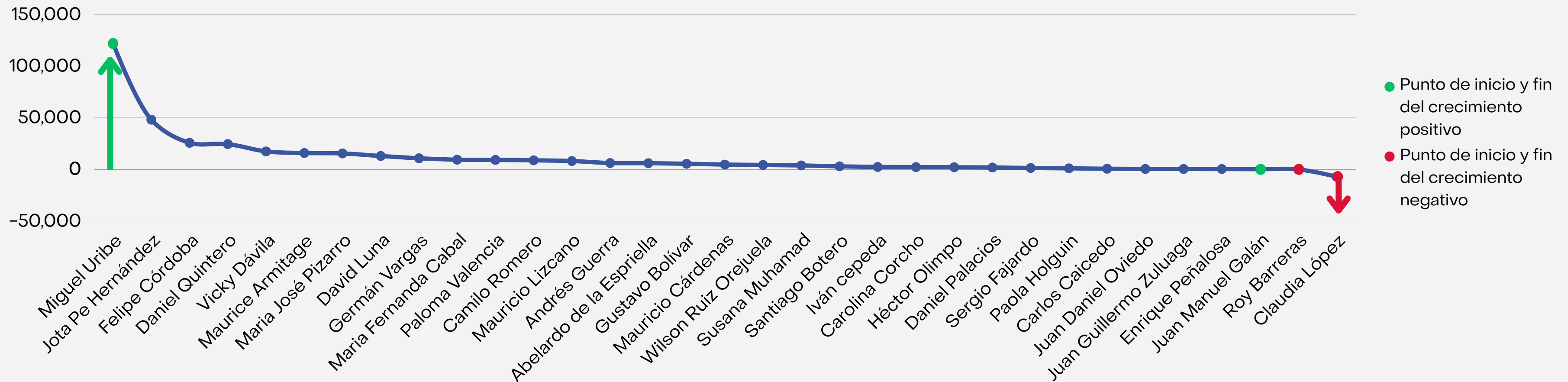
Análisis redes sociales FACEBOOK



Top Seguidores Facebook



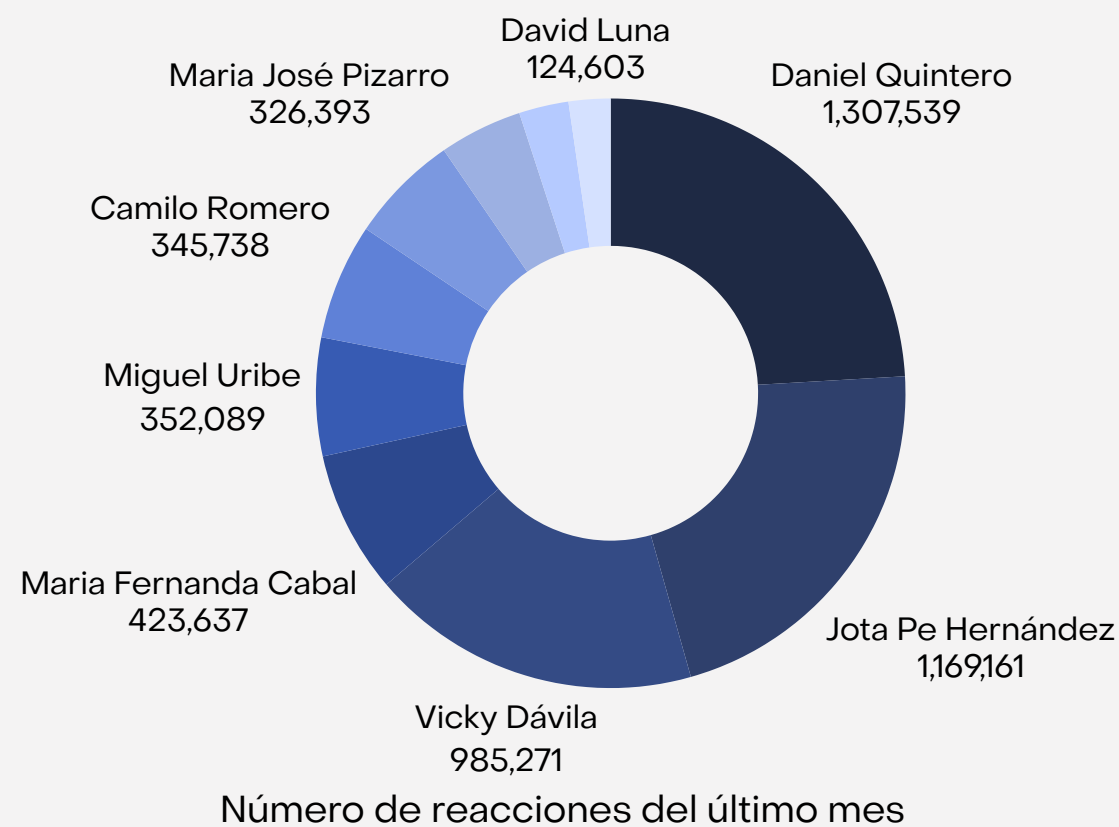
Crecimiento de seguidores en Facebook con respecto a la medición del mes anterior



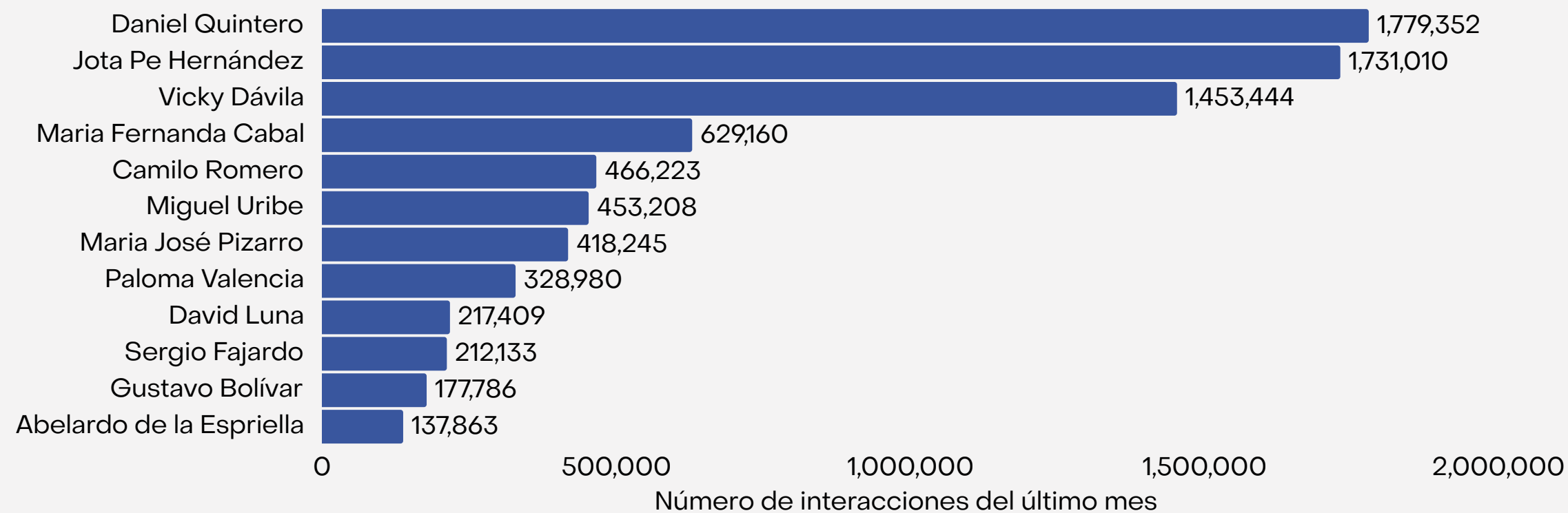
Análisis redes sociales FACEBOOK



Top 10 nacional de reacciones



Top 12 Interacciones



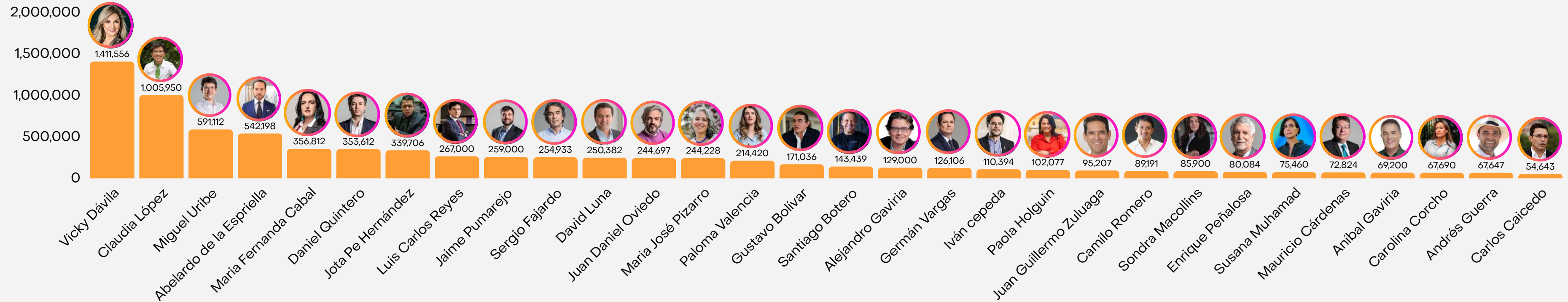
ÚLTIMO MES

Métricas	Fans	Fans Growth	Posts Count	Total interactions	Comments	Shares	Total reactions	Likes	Love	Wow	Haha	Angry
Daniel Quintero	713.421	24.500	98	1.779.352	159.958	311.855	1.307.539	1.145.235	75.035	12.168	60.193	8.174
Jota Pe Hernández	1.598.901	48.096	20	1.731.010	143.275	418.574	1.169.161	1.055.118	63.767	5.129	15.729	7.689
Vicky Dávila	978.959	17.353	159	1.453.444	366.666	101.507	985.271	589.459	39.666	5.029	334.547	10.135
Maria Fernanda Cabal	449.902	9.357	71	629.160	118.470	87.053	423.637	312.943	23.451	1.472	67.625	14.635
Miguel Uribe	382.639	122.081	22	453.208	44.393	56.726	352.089	303.533	28.775	585	11.391	811
Camilo Romero	291.110	8.745	53	466.223	35.309	85.176	345.738	300.550	29.007	1.397	7.056	6.183
Maria José Pizarro	345.234	15.424	32	418.245	36.688	55.164	326.393	285.353	32.210	398	6.663	1.462
Paloma Valencia	264.343	9.179	33	328.980	44.812	36.839	247.329	188.030	23.912	538	30.765	2.321
Fajardo	787.785	1.332	80	212.133	44.952	19.206	147.975	94.377	6.025	436	43.832	1.832
David Luna	116.483	12.946	49	217.409	17.309	75.497	124.603	112.102	3.998	1.102	3.659	2.621
Gustavo Bolívar	411.305	5.423	10	177.786	11.512	52.266	114.008	105.307	5.552	328	962	1.000
Abelardo de la Espriella	92.987	92.987	28	137.863	10.463	17.972	109.428	98.447	6.844	129	1.557	100
Paola Holguín	182.959	1.003	81	127.336	25.693	11.040	90.603	64.674	3.999	124	20.881	412
Mauricio Lizcano	34.083	2.547	33	82.926	14.363	7.062	61.501	56.027	2.308	157	2.266	446
Claudia López	1.336.720	(7.083)	45	98.401	39.357	1.303	57.741	12.934	1.378	181	41.633	1.402
Susana Muhamad	71.800	71.800	57	64.078	4.712	10.184	49.182	42.401	5.088	126	990	288
Felipe Córdoba	83.572	25.697	35	55.442	2.151	14.143	39.148	36.221	1.912	68	457	133
Enrique Peñalosa	340.085	327	17	51.178	6.212	7.449	37.517	32.044	1.788	65	3.084	191
Carolina Corcho	28.767	2.187	24	47.111	2.839	12.780	31.492	28.185	2.645	43	257	283
Iván cepeda	231.089	2.323	31	36.718	2.996	4.594	29.128	23.674	4.153	169	344	738
Carlos Caicedo	204.940	608	29	35.902	3.317	8.620	23.965	19.736	2.774	105	395	795
Andrés Guerra	69.871	6.131	41	27.420	5.816	5.374	16.230	12.494	620	139	1.719	883
Daniel Palacios	27.364	1.820	10	20.562	2.636	4.529	13.397	12.123	472	47	572	90
Santiago Botero	6.011	2.919	13	12.328	879	926	10.523	9.980	378	7	139	14
Héctor Olimpo	78.943	2.068	19	13.038	2.204	734	10.100	8.157	948	11	972	7
Juan Daniel Oviedo	12.096	412	69	10.388	1.039	505	8.844	7.240	805	9	592	18
Juan Guillermo Zuluaga	216.588	380	9	11.530	1.619	1.669	8.242	6.284	670	16	1.174	44
Wilson Ortiz Orejuela	10.515	10.515	32	9.798	890	2.453	6.455	5.937	310	25	102	48
Mauricio Cárdenas	74.506	4.647	13	6.684	491	1.297	4.896	4.475	241	21	113	38
Germán Vargas	466.904	10.746	2	5.455	777	287	4.391	3.105	89	9	83	17
Roy Barreras	113.322	(58)	7	4.812	1.431	176	3.205	1.777	142	15	1.229	39
Juan Manuel Galán	57.873	210	5	1.327	267	79	981	632	98	3	248	-
Maurice Armitage	134.262	15.810	1	754	84	70	600	534	66	-	-	-
Ruben Dario Lizarralde	61	61	-	-	-	-	-	-	-	-	-	-

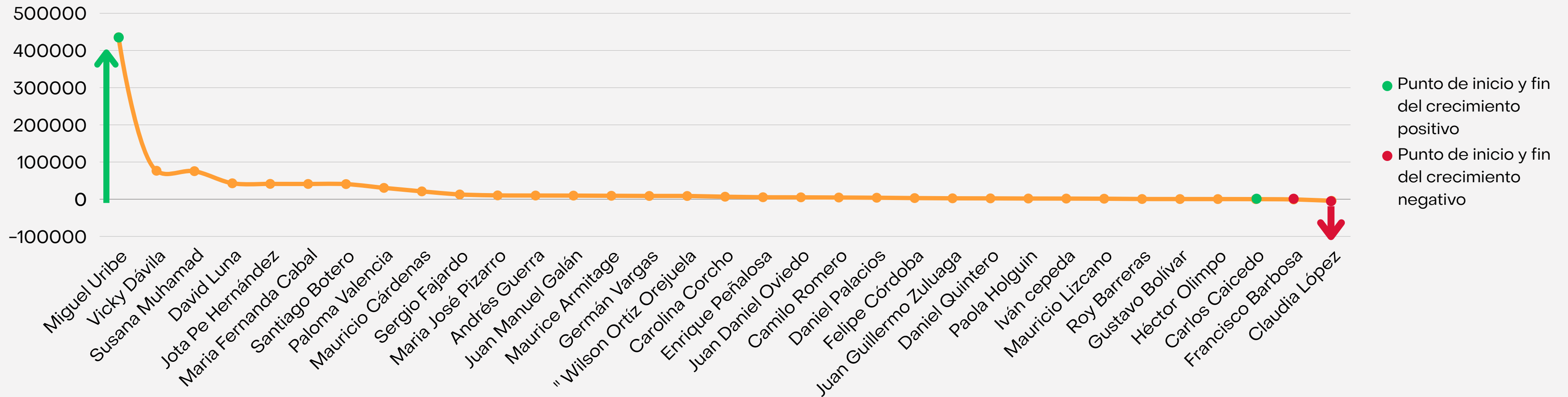
Análisis redes sociales INSTAGRAM



Top Seguidores Instagram



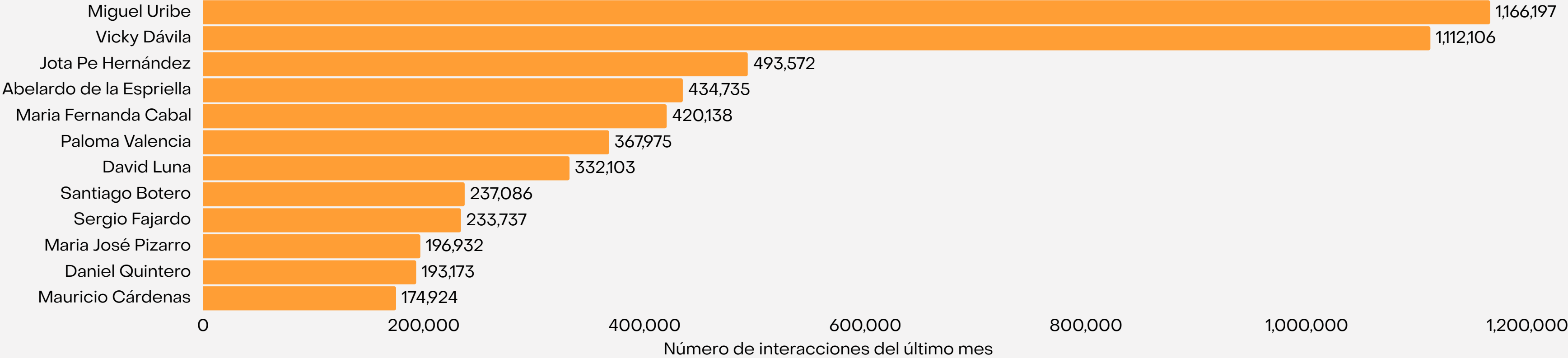
Crecimiento de seguidores en Instagram con respecto a la medición del mes anterior



Análisis redes sociales INSTAGRAM



Top 12 Interacciones



Top 10 me gusta



Top 10 comentarios



Análisis redes sociales INSTAGRAM



ÚLTIMO MES

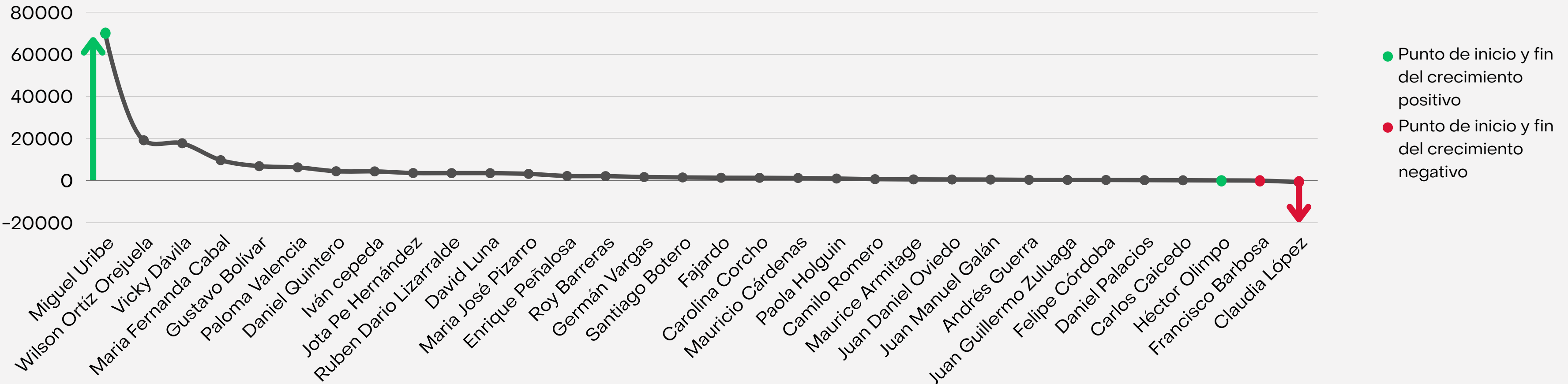
Métricas	Followers	Followers Growth	Posts Count	Total interactions	Comments	Likes
Miguel Uribe	591.112	435.503	25	1.166.197	59.578	1.106.619
Vicky Dávila	1.411.556	76.545	134	1.112.106	86.501	1.025.605
Jota Pe Hernández	339.706	41.259	21	493.572	32.213	461.359
Abelardo de la Espriella	542.198	542.198	15	434.735	25.078	409.657
Maria Fernanda Cabal	356.812	41.036	37	420.138	20.674	399.464
Paloma Valencia	214.420	30.478	41	367.975	15.552	352.423
David Luna	250.382	42.807	35	332.103	11.561	320.542
Santiago Botero	143.439	40.695	75	237.086	18.693	218.393
Sergio Fajardo	254.933	12.792	70	233.737	10.939	222.798
Maria José Pizarro	244.228	10.294	31	196.932	13.122	183.810
Daniel Quintero	353.612	2.270	53	193.173	40.854	152.319
Mauricio Cárdenas	72.824	21.088	70	174.924	8.865	166.059
Andrés Guerra	67.647	9.928	87	129.427	8.518	120.909
Daniel Palacios	32.045	4.015	30	107.323	5.660	101.663
Claudia López	1.005.950	(4.302)	32	96.185	17.215	78.970
Paola Holguin	102.077	1.865	110	93.139	3.816	89.323
Susana Muhamad	75.460	75.460	49	70.055	2.734	67.321
Enrique Peñalosa	80.084	5.343	18	62.363	4.398	57.965
Camilo Romero	89.191	4.576	23	56.383	2.604	53.779
Carolina Corcho	67.690	6.756	13	55.771	5.644	50.127
Maurice Armitage	50.807	9.246	9	41.460	1.730	39.730
Wilson Ortiz Orejuela	8.691	8.691	40	41.240	3.094	38.146
Juan Daniel Oviedo	244.697	5.079	57	38.060	3.498	34.562
Felipe Córdoba	11.192	3.056	33	26.542	1.230	25.312
Juan Guillermo Zuluaga	95.207	2.449	14	26.138	2.382	23.756
Juan Manuel Galán	34.196	9.732	29	16.247	633	15.614
Germán Vargas	126.106	8.781	2	14.818	546	14.272
Iván cepeda	110.394	1.724	6	14.548	909	13.639
Mauricio Lizcano	27.615	1.363	36	12.258	675	11.583
Carlos Caicedo	54.643	176	17	12.212	397	11.815
Héctor Olimpo Espinosa	44.298	388	19	11.811	1.390	10.421
Roy Barreras	47.187	575	10	6.187	333	5.854
Francisco Barbosa	15.853	(608)	32	5.500	231	5.269
Gustavo Bolívar	171.036	458	-	2.409	597	1.812

Análisis redes sociales X

Top Seguidores X



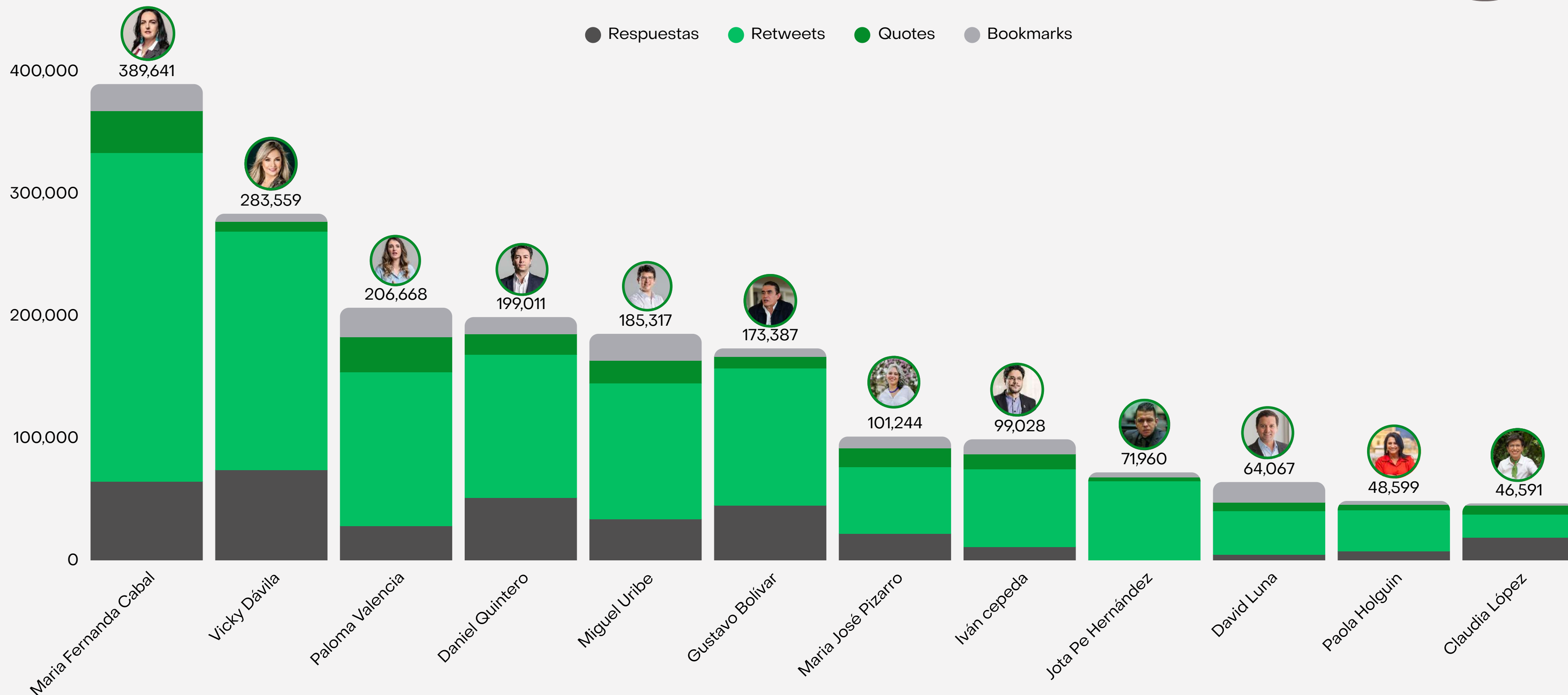
Crecimiento de seguidores en X con respecto a la medición del mes anterior



Análisis redes sociales



Top 12 de interacciones



Análisis redes sociales



ÚLTIMO MES

Métricas	Followers	Followers Growth	Total interactions	Replies	Retweets	Quotes	Bookmarks	Favorites
Maria Fernanda Cabal	709.242	9.693	3.621.913	64.545	268.868	34.234	21.994	3.232.272
Paloma Valencia	607.753	6.267	3.333.678	28.124	125.781	28.840	23.923	3.127.010
Miguel Uribe	390.571	69.896	1.905.943	33.833	111.015	18.517	21.952	1.720.626
Daniel Quintero	1.096.469	4.423	1.727.285	51.239	117.285	16.526	13.961	1.528.274
Iván cepeda	1.923.870	4.364	1.621.985	10.900	63.669	12.188	12.271	1.522.957
Maria José Pizarro	666.271	3.178	1.204.013	21.842	54.448	15.572	9.382	1.102.769
Vicky Dávila	4.073.906	17.729	1.080.226	74.065	194.956	8.265	6.273	796.667
Gustavo Bolívar	1.714.806	6.840	826.580	45.052	112.093	9.384	6.858	653.193
David Luna	288.086	3.531	625.471	4.818	35.479	7.042	16.728	561.404
Paola Holguin	249.171	970	532.901	7.386	33.547	4.641	3.025	484.302
Enrique Peñalosa	2.022.991	2.168	526.420	6.782	25.653	4.300	4.262	485.423
Jota Pe Hernández	171.924	3.584	452.243	323	64.368	3.271	3.998	380.283
Sergio Fajardo	1.712.325	1.346	266.731	12.117	23.910	3.729	2.560	224.415
Juan Daniel Oviedo	138.274	502	187.700	2.890	4.549	1.609	1.683	176.969
Wilson Ortiz Orejuela	19.151	19.151	173.349	3.023	24.716	1.455	988	143.167
Camilo Romero	333.592	663	156.844	5.580	22.770	1.217	921	126.356
Mauricio Cárdenas	324.689	1.223	142.441	6.036	12.115	2.280	1.300	120.710
Susana Muhamad	163.257	163.257	117.900	3.332	10.644	861	653	102.410
Claudia López	2.844.364	(692)	113.069	18.716	18.995	7.116	1.764	66.478
Carolina Corcho	203.084	1.312	97.197	1.669	10.152	1.316	701	83.359
Juan Manuel Galán	273.412	462	80.407	4.278	7.585	1.697	588	66.259
Daniel Palacios	47.547	209	55.384	1.963	4.216	1.379	636	47.190
Roy Barreras	531.783	2.102	45.394	9.685	11.741	1.224	391	22.353
Santiago Botero	12.269	1.484	36.774	3.040	2.393	781	763	29.797
Carlos Caicedo	217.780	137	35.638	1.325	12.135	252	209	21.717
Germán Vargas	930.985	1.671	31.113	261	1.590	231	123	28.908
Andrés Guerra	75.901	341	24.808	1.016	5.704	114	146	17.828
Maurice Armitage	78.207	554	17.863	403	4.099	140	205	13.016
Juan Guillermo Zuluaga	102.244	306	12.723	707	3.052	140	73	8.751
Mauricio Lizcano	93.226	93.226	8.377	16	881	849	243	6.388
Abelardo de la Espriella	309.062	309.062	6.322	122	986	19	453	4.742
Felipe Córdoba	32.729	278	6.193	332	1.848	298	42	3.673
Ruben Dario Lizarralde	3.544	3.544	2.062	35	513	31	17	1.466
Héctor Olimpo	13.141	68	1.971	115	206	26	13	1.611
Francisco Barbosa	21.477	(46)	140	8	25	4	1	102

Análisis redes sociales

TIKTOK



Top Seguidores TikTok

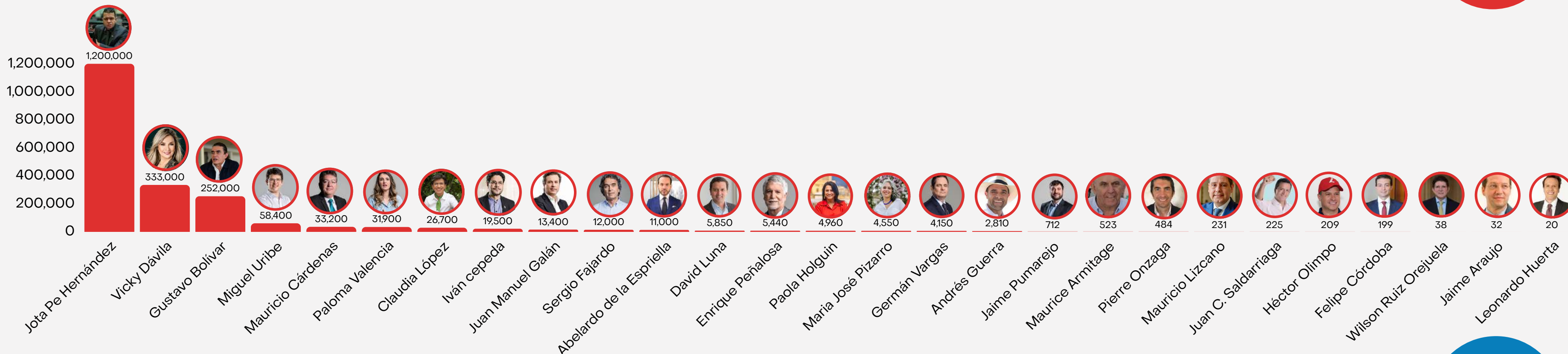


Análisis redes sociales

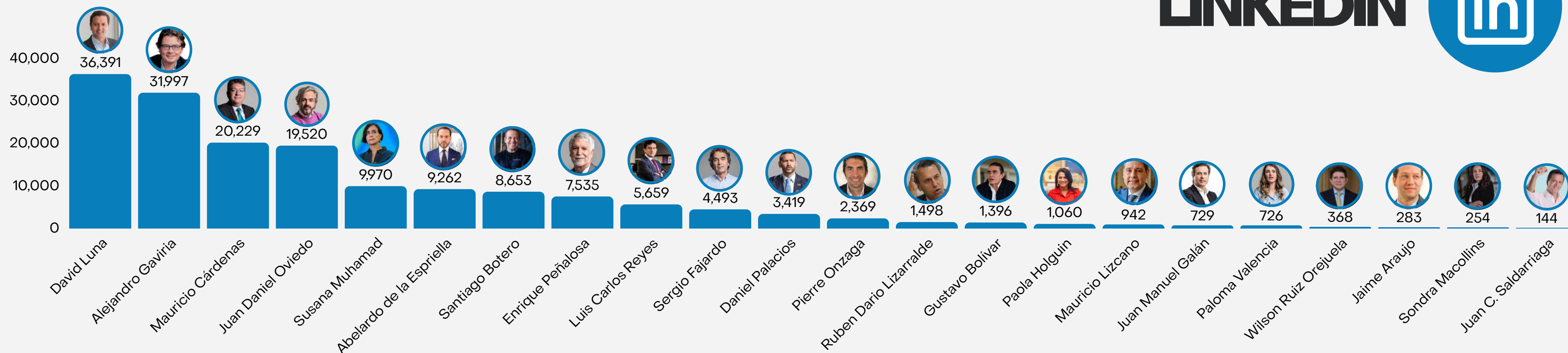
YOUTUBE



Seguidores Youtube



Seguidores LinkedIn



LINKEDIN



GUARUMO

 EcoAnalítica

wise^{CX}

PAUTA Y TENDENCIAS

Corte 30 Junio 2025



Los más relevantes

RUMBO AL 2026

Virales



Vicky Dávila



Miguel Uribe



Jota Pe. Hernández



Claudia López



Gustavo Bolívar



Daniel Quintero



Paloma Valencia



Abelardo de la Espriella



Sergio Fajardo



María J. Pizarro

Tendencia



Maria F. Cabal



David Luna



Iván Cepeda



Paola Holguin



Jaime Pumarejo



Enrique Peñalosa



Germán Vargas



Camilo Romero



Mauricio Cárdenas



Juan D. Oviedo

Destacados



Luis Carlos Reyes



Alejandro Gaviria



Santiago Botero



Carolina Corcho



Susana Muhamad



Felipe Córdoba



Juan M. Galán



Juan G. Zuluaga



Maurice Armitage



Mauricio Lizcano

Emergentes



Aníbal Gaviria



Carlos Caicedo



Roy Barreras



Juan C. Saldarriaga



Hector Olimpo



Daniel Palacios



Sondra Macollins



Pierre Onzaga



Wilson R. Orejuela



Juan C. Cárdenas

En observación



Luis Gilberto Murillo



Leonardo Huerta



Francisco Barbosa



Jaime Araujo



Maria C. Lacouture



Ruben Dario Lizarralde



Ángel Custodio

Nuevo

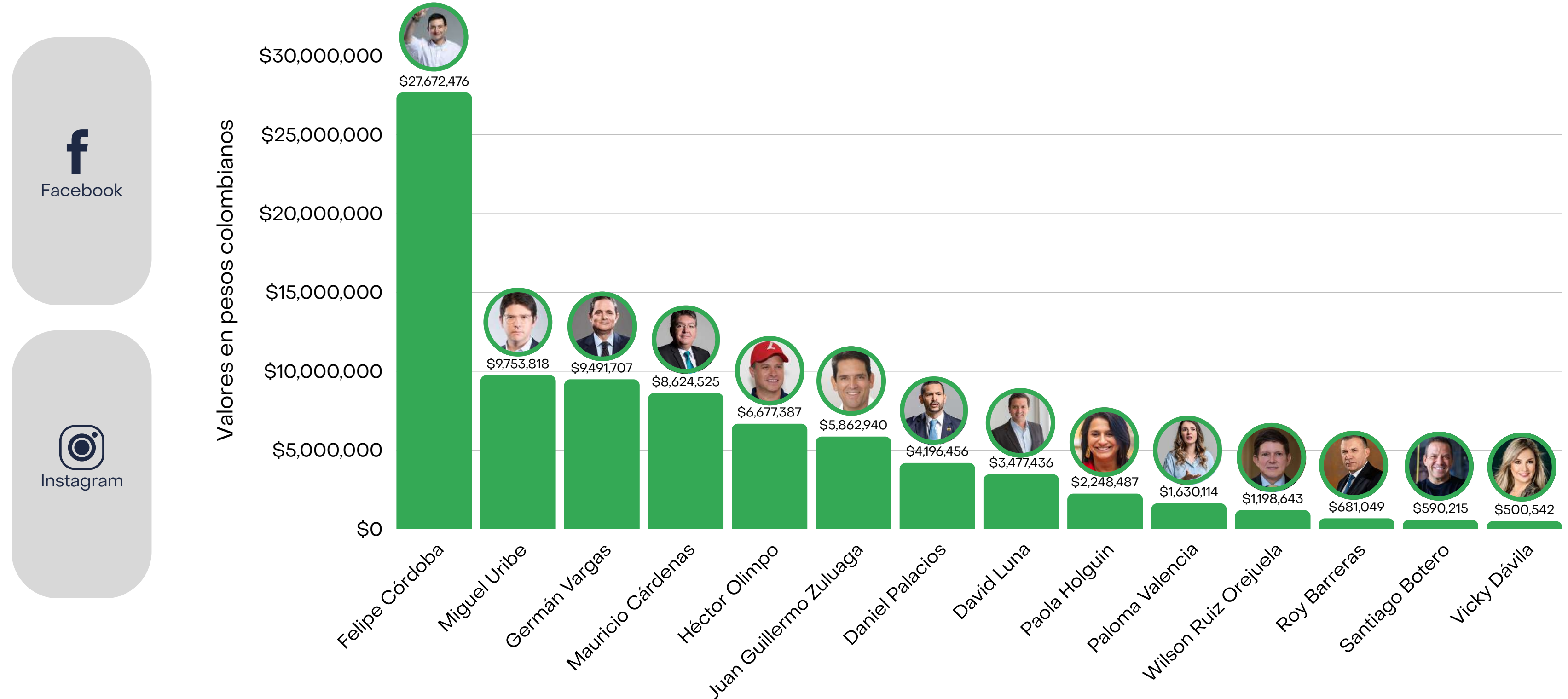
Asciende

Se mantiene

Desciende

Los que más pautan en redes

ÚLTIMOS 30 DÍAS



Google Trends

ÚLTIMOS 30 DÍAS



Gustavo Bolívar

Maria F. Cabal

Daniel Quintero

Juan M. Galán

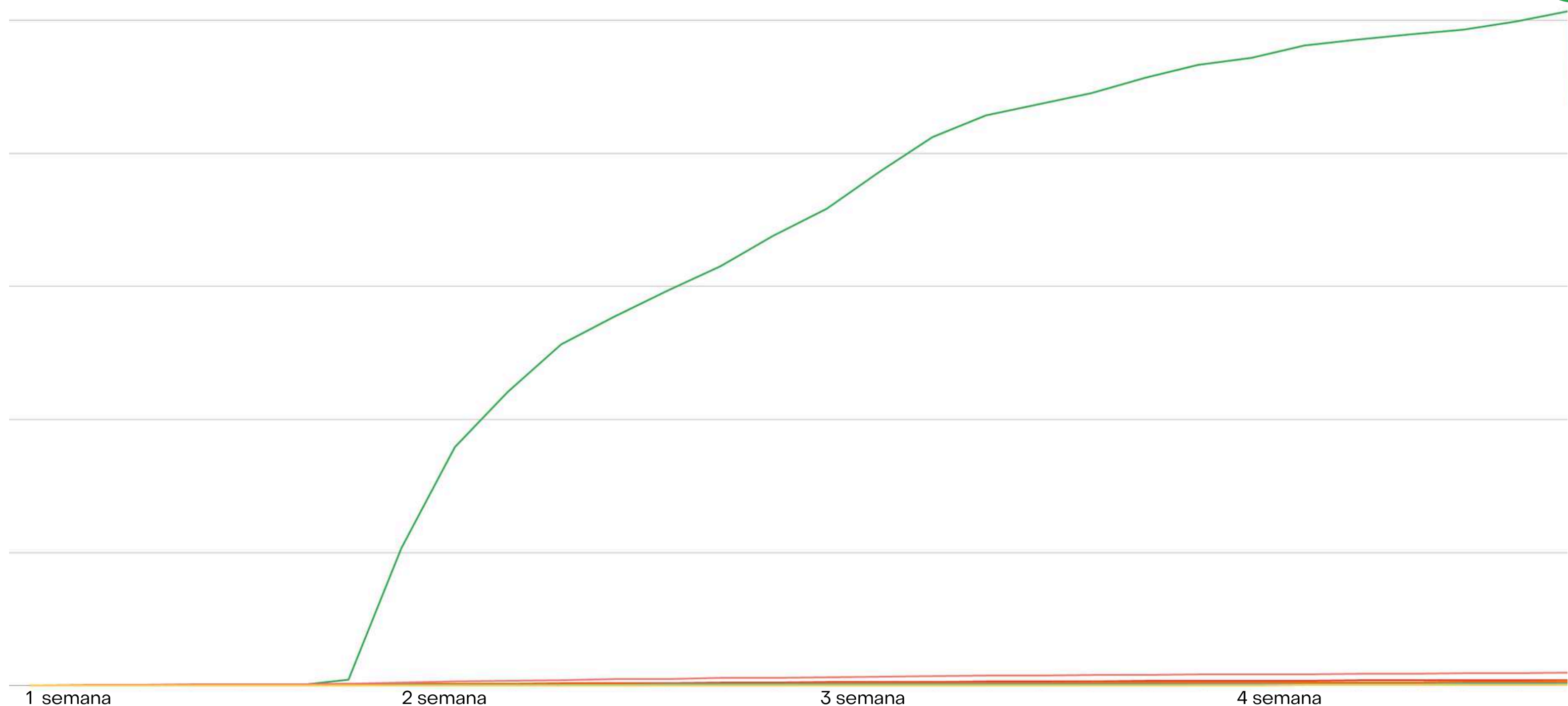
Claudia López

Germán Vargas

Sergio Fajardo

Vicky Dávila

Miguel Uribe



Acumulado de búsquedas en Google por candidato

ÚLTIMOS 30 DÍAS



Gustavo Bolívar

Maria F. Cabal

Daniel Quintero

Miguel Uribe

Claudia López

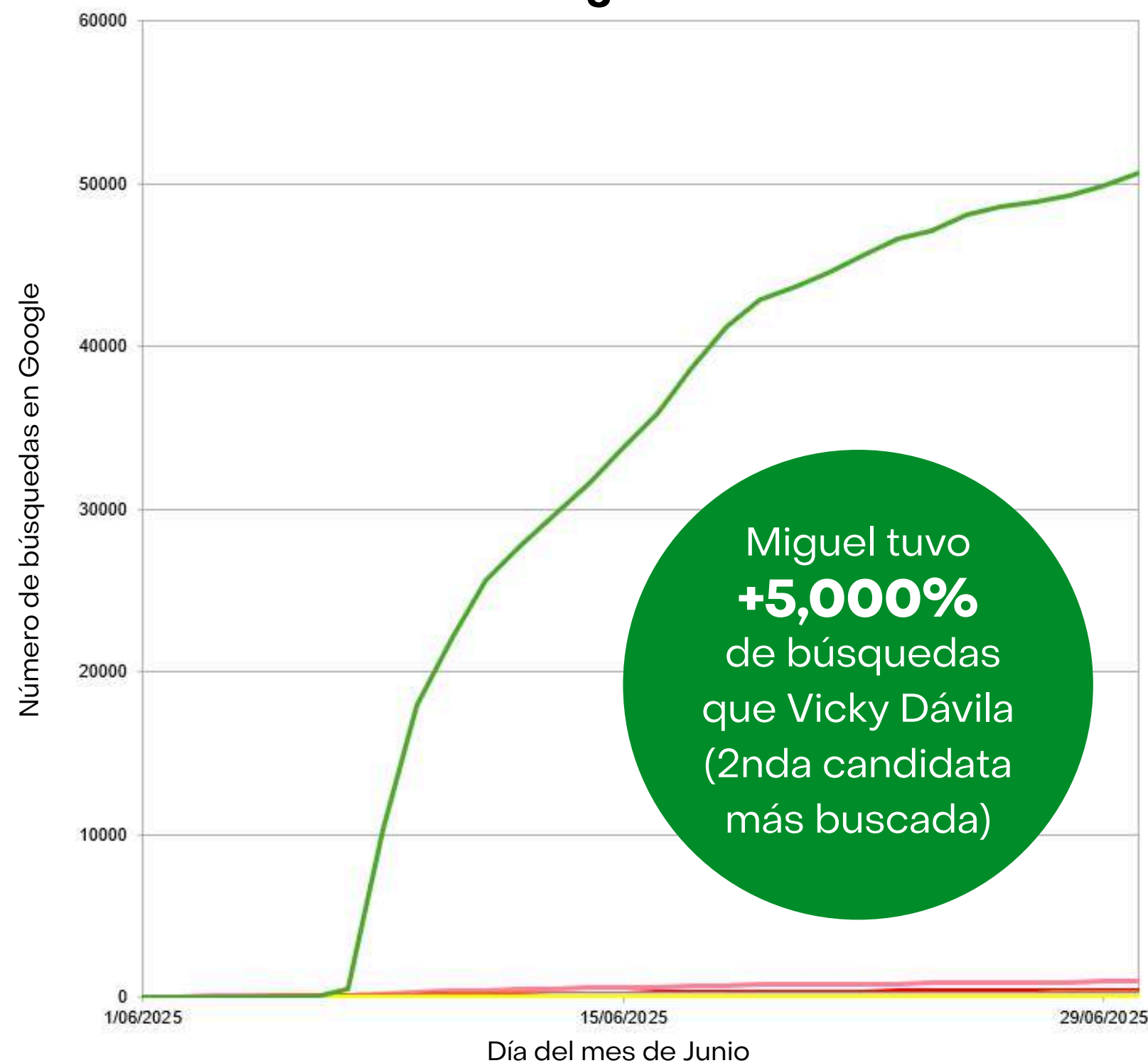
Germán Vargas

Juan M. Galán

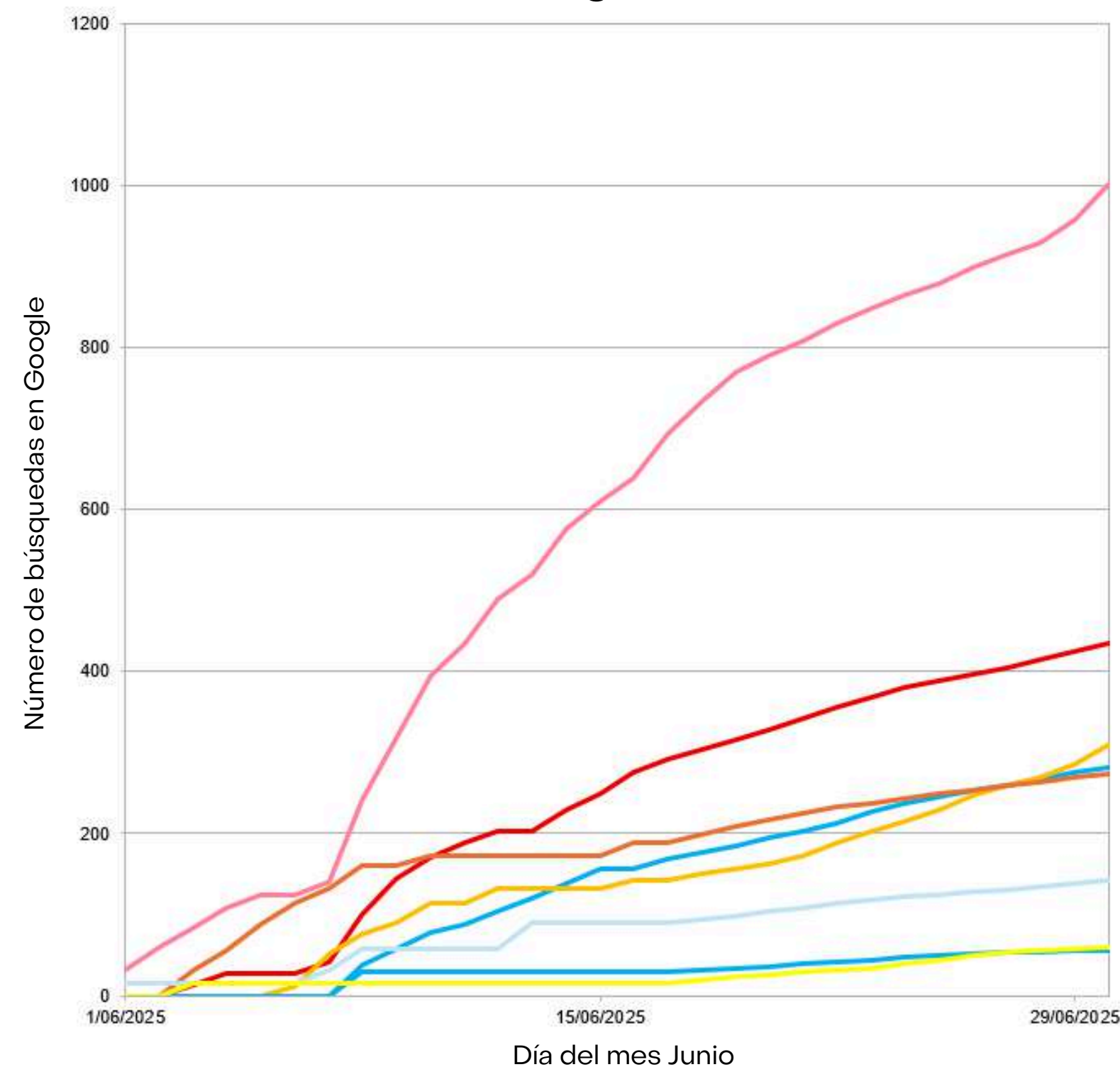
Vicky Dávila

Sergio Fajardo

Con Miguel Uribe



Sin Miguel Uribe



GUARUMO



TRACKING DIGITAL RUMBO A LA CASA DE NARIÑO

Corte a 30 de Junio 2025

