



COMMUNITY MANAGEMENT & IMAGE DE MARQUE

JDA 2016

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PRESENTATION

Curriculum Vitae

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2004 – 2007 : Production cinématographique - Los Angeles

2007 – 2010 : Production TV – Paris

2011 – 2012 : Licence professionnelle informatique
& communication multimédia IUT Bayonne

2012 – 2014 : Chargée de webmarketing
Zoomalia.com – Seignosse

2014 – maintenant : Directrice Agence Noho

Branding et Développement digital de marque



Elodie
weber



ETAT DES LIEUX



facebook Community Update



1.55 Billion
people on Facebook each month



900 Million
people on WhatsApp each month



700 Million
people on Messenger each month



400 Million
people on Instagram each month



1+ Billion
people on Facebook each day



925+ Million
people using Groups



8+ Billion
video views each day



15+ Million
people online due to Internet.org



45+ Million
small & medium businesses using Pages



Completed Aquila
first unmanned aircraft to beam down internet



Announced first satellite launch
to provide internet



Introduced M
digital assistant powered by AI



Announced Gear VR
consumer release

Tendance 2017



Sweden is the most connected country in the world, topping the World Wide Web Foundation's global web index in 2012.

Pinterest has a massive 4377% growth rate in the US, the highest growth anywhere in the world.

Google+ is particularly popular in South America. Brazil has the third highest number of Google+ users in the world.

Orkut was overtaken this year by Facebook in Brazil, but Orkut is still growing at 5% per year and 87% of Orkut users are keeping their profiles, even if they are also on Facebook.

India's internet use is being driven by mobile. India has 700m mobile subscribers with an estimated 2,00,000 being added every day.

Qzone is the most popular social network in China with massive 530m users.

India is just behind the UK in the LinkedIn use, with 15m people using the site.

There are 40m blogs in Russia, a natural extension of the nation's tradition of self-publishing.

India is tipped to become the largest Facebook market in the world by 2015.

Vkontakte is Russia's largest social network with 110m users. It has 33m unique visitors per day.

Japan is the only country where Twitter is more popular than Facebook.

Internet users in Japan spend longer online than users in any other country, at 2.9 hours per day.

Où quel réseaux sociaux se placer en 2017



FACEBOOK

TWITTER

INSTAGRAM

SNAPCHAT

musical.ly