

# Médias sociaux

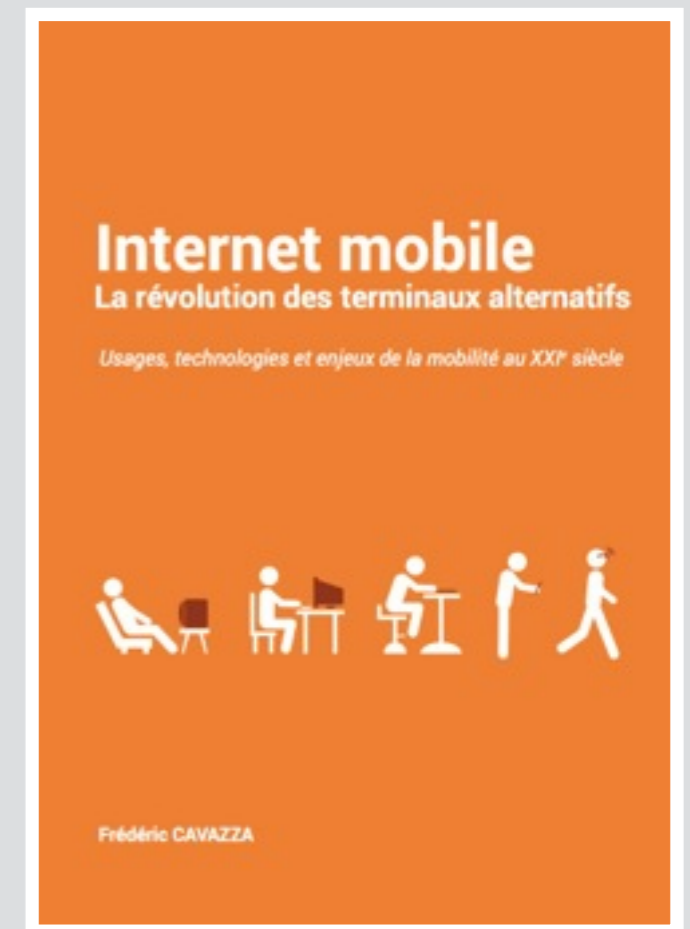
## Panorama et usages

*Club MOA*

08 septembre 2014, Paris

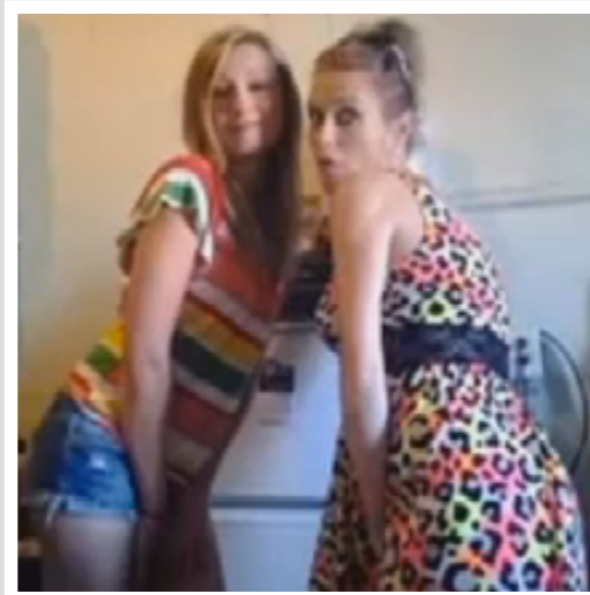
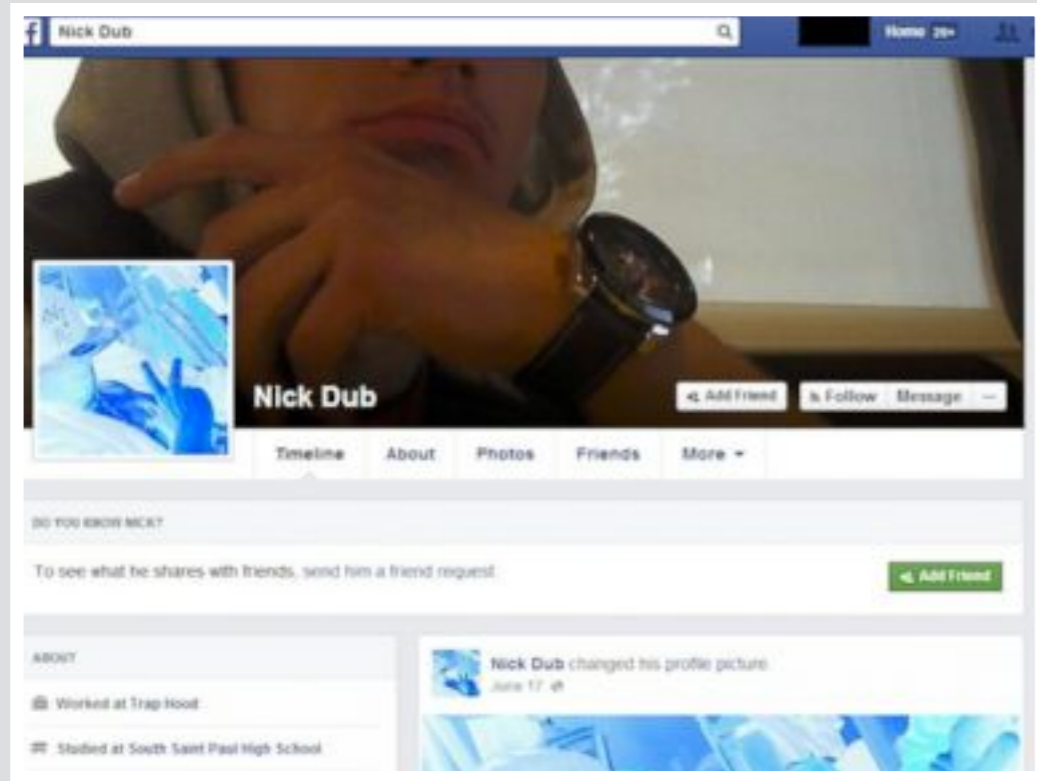
# Frédéric Cavazza ?

- Consultant et conférencier
- 17 ans d'expérience dans le web
- 8 blogs :
  - FredCavazza.net
  - **MediasSociaux.fr**
  - RichCommerce.fr
  - Entreprise20.fr
  - MarketingVirtuel.fr
  - InterfacesRiches.fr
  - SimpleWeb.fr
  - TerminauxAlternatifs.fr
- 2 livres :



# Le monde a changé

# Deux banales histoires de vol...



# Nous vivons dans un quotidien numérique



# Les nouveaux rois du web



facebook.

1,28 MM ut. actifs  
1 MM sur mobile



1,6 MM de membres  
540 M ut. actifs



You Tube

1+ MM ut. actifs  
6+ MM h / mois



255 M ut. actifs  
500 M tweets / j.



200 M ut. actifs  
20+ MM de photos



Linked in

300+ M de membres  
187 M ut. actifs



Pinterest

40 M ut. actifs  
158 pins en moy.



WIKIPEDIA  
The Free Encyclopedia

25 M articles  
284 langues

# Il n'y aura pas de retour en arrière



134.000 mentions, 32 M de likes

# Médias sociaux ?



# Définition

« *Les médias sociaux désignent un ensemble de services permettant de développer des **conversations** et des **interactions sociales** sur internet ou en situation de mobilité* »

# Quelle différence ?



Médias



Médias sociaux



**Médias sociaux**

# Communautaire $\neq$ Social

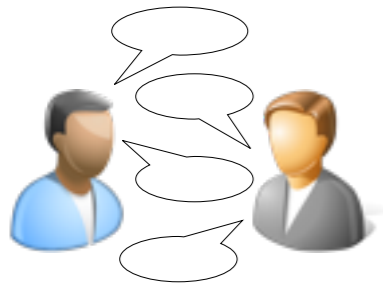


Communautaire

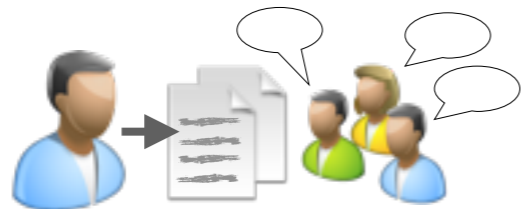


Social

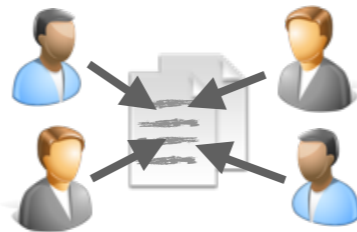
# Différents types



Forum



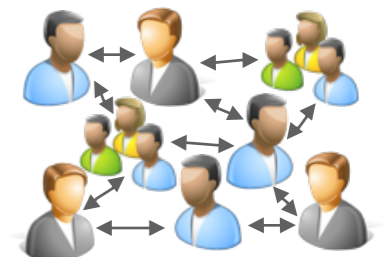
Blog



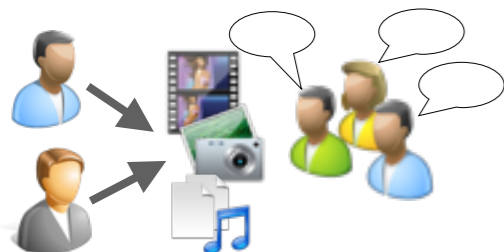
Wiki



Microblog



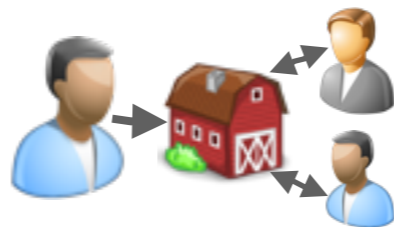
Réseau social



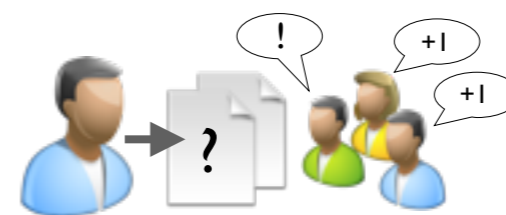
Site de partage



Agrégateur



Jeu social



FAQ collaborative



Géolocalisation

# Applications mobiles



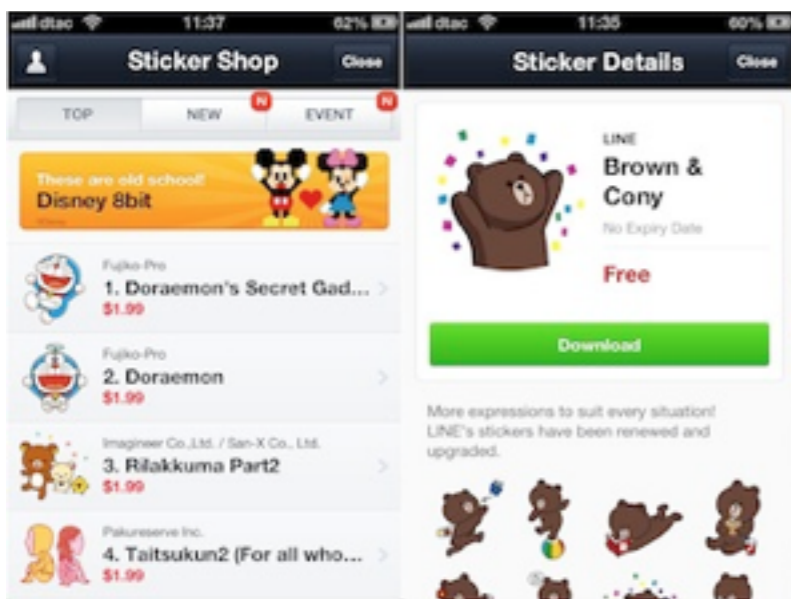
WhatsApp (600 M ut.)



Tango (250 M ut.)



SnapChat (100 M ut.)



Line (550 M ut.)

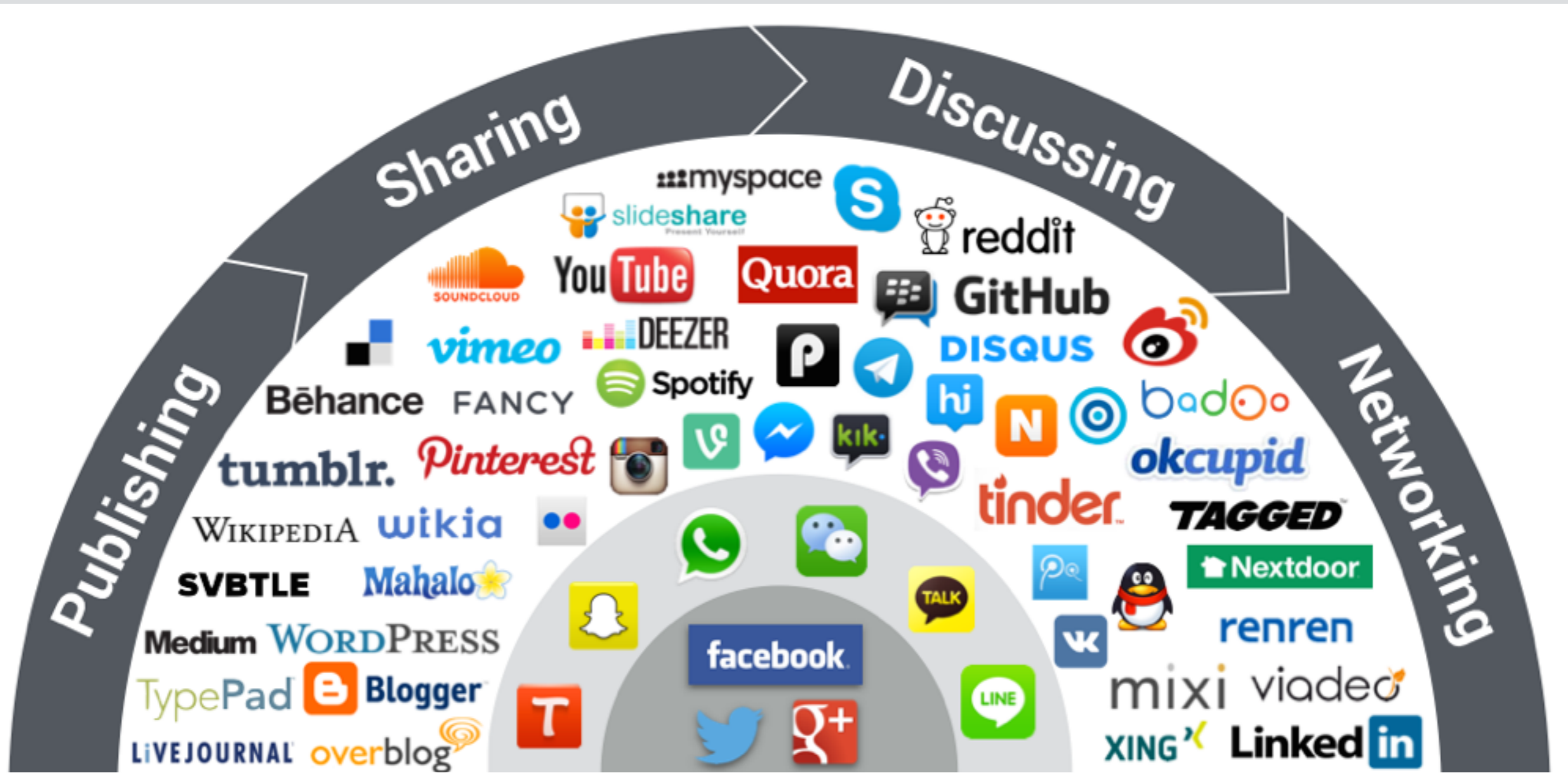


Wechat (450 M ut.)



Viber (600 M ut.)

# Panorama



# Web = Médias sociaux



# Personne n'y échappe



WORLD'S MOST TRUSTED TRAVEL ADVICE™

## TRIPADVISOR LIFTS THE LID ON AMERICA'S DIRTIEST HOTELS

### Top 10 U.S. Grime-Scenes Revealed, According to Traveler Cleanliness Ratings

NEWTON, Mass. — January 25, 2011 /PRNewswire/ — TripAdvisor®, the world's largest travel site, today announced the top 10 dirtiest hotels in America, according to traveler ratings for cleanliness on TripAdvisor. Now in its sixth year, and true to its promise to share the whole truth about hotels to help travelers plan their trips, TripAdvisor names and shames the nation's most hair-raising hotels.

This year, the tarnished title of America's dirtiest hotel goes to **Grand Resort Hotel & Convention Center**, in Pigeon Forge, Tennessee. The southern belle hotel failed to charm TripAdvisor travelers: 87 percent of those who reviewed it recommended against staying there. The unpopular property elicited such hotel review titles as "Worst Hotel Stay of My Life," "Stay Anywhere Else But Here," and "Absolutely Horrible!"

#### 2011's Top 10 Dirtiest Hotels in the U.S.:

1. **Grand Resort Hotel & Convention Center** — Pigeon Forge, Tennessee
2. **Jack London Inn** — Oakland, California
3. **Desert Inn Resort** — Daytona Beach, Florida
4. **Hotel Carter** — New York City, New York
5. **Polynesian Beach & Golf Resort** — Myrtle Beach, South Carolina
6. **Atlantic Beach Hotel** — Miami Beach, Florida
7. **Redewey Inn** — Williamsville, New York
8. **Super 8 Estes Park** — Denver, Colorado
9. **Palm Grove Hotel and Suites** — Virginia Beach, Virginia
10. **Econo Lodge Newark International Airport** — Elizabeth, New Jersey

New York City's infamous Hotel Carter made its return to the dirtiest hotel list in 2011, and has appeared on the list five times in six years.

"For the sixth consecutive year, TripAdvisor is shining a light on those U.S. hotels which have made a mark on their guests for all the wrong reasons," said Karen Drake, senior director of communications for TripAdvisor. "From TripAdvisor's core, we believe that candid reviews — good, bad and ugly — empower travelers to see it all so they can plan and experience the best."

Media Contact:

Amelia Hurst  
415-829-8158  
ahurst@tripadvisor.com

#### Downloadable Photos

Click thumbnail to enlarge Photo  
Right-click the enlarged Photo for 'SAVE' options





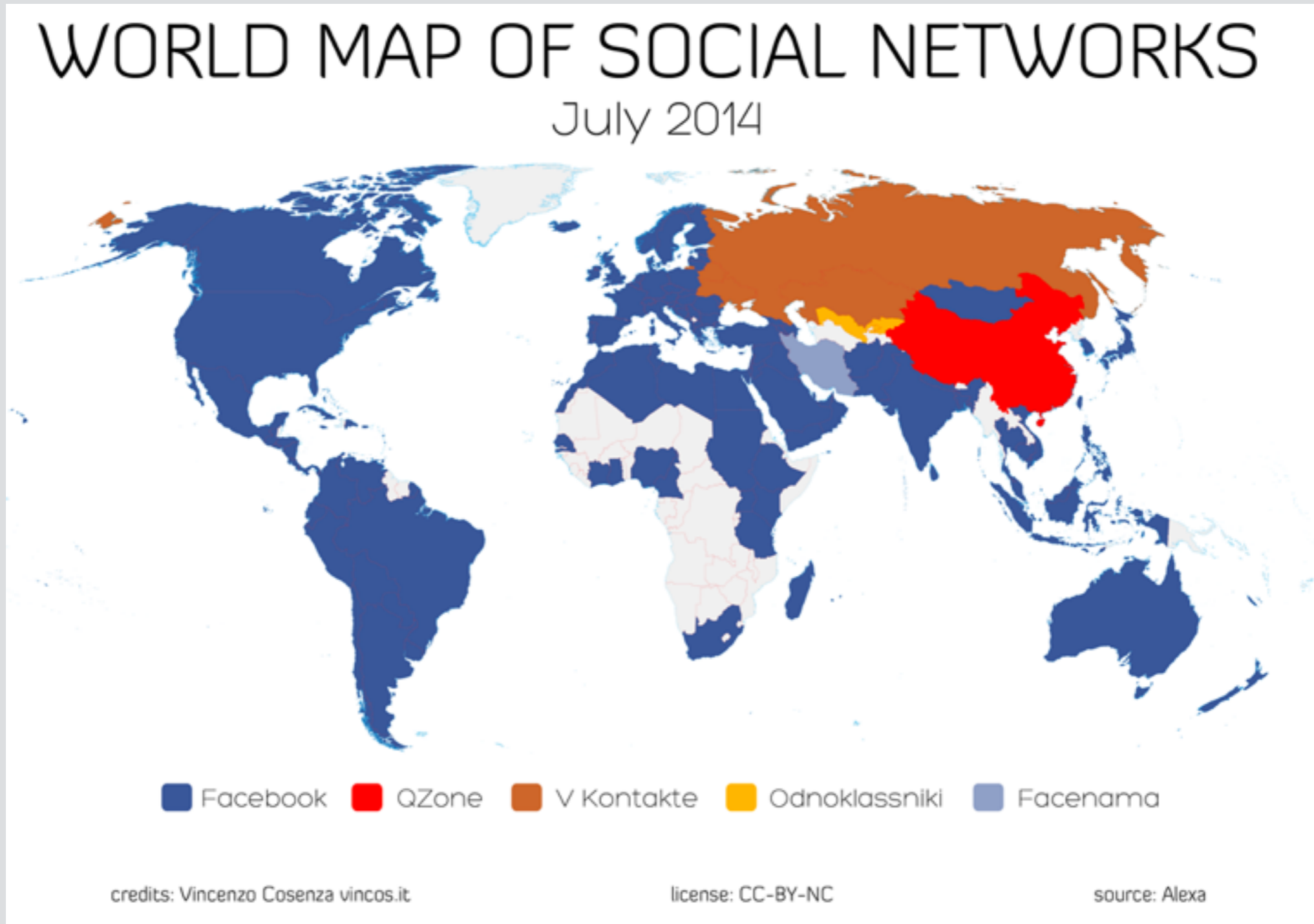
# Tout le monde peut participer

The screenshot shows the Facebook profile of La Penderie Restaurant. The cover photo features a chalkboard menu and a painting. The profile picture is a sewing machine. The page includes contact information for the restaurant in Paris, France, and a list of recent posts from other users, such as Daniela De Caprio and Marie Blencourt.

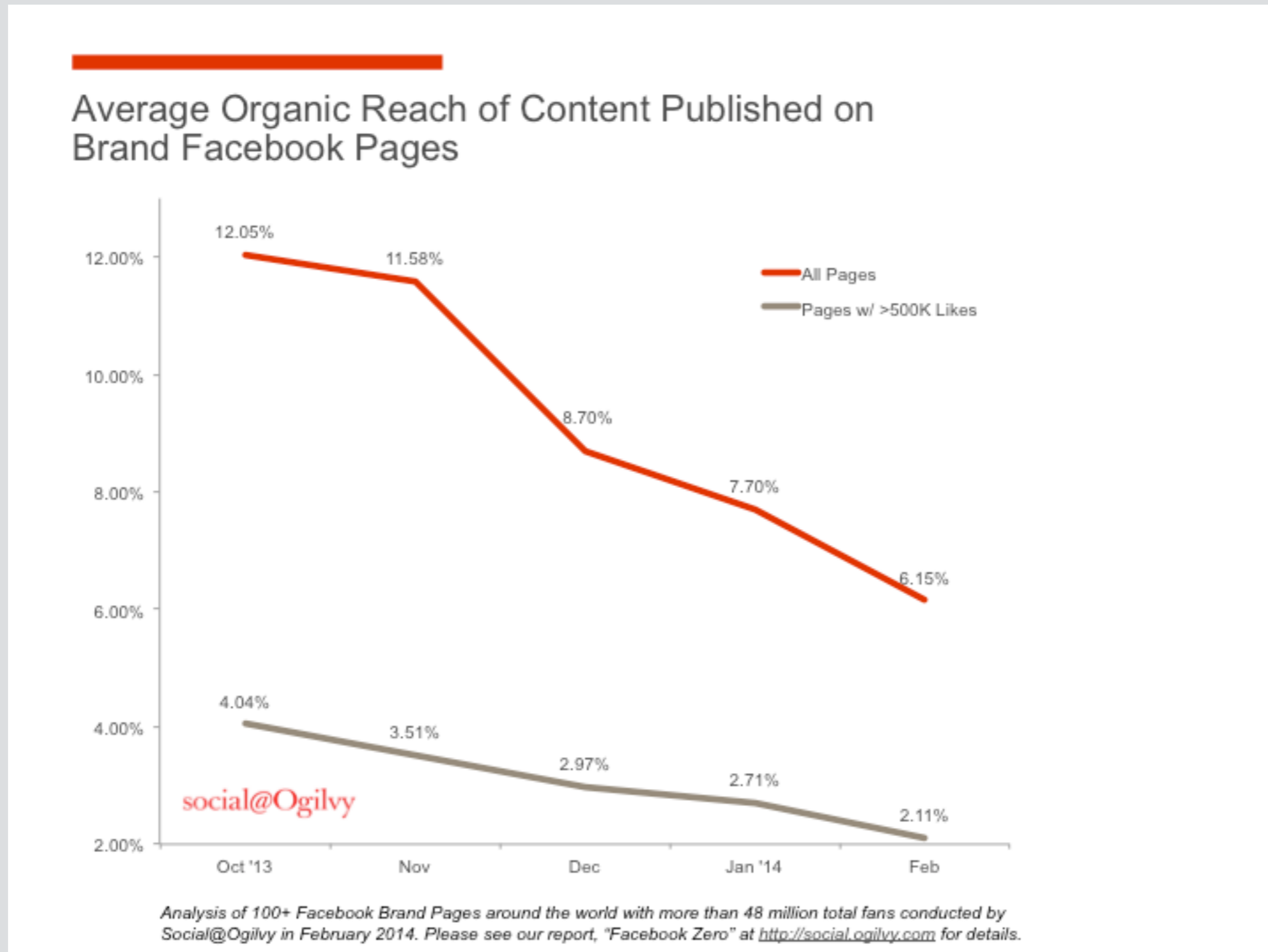
The screenshot shows the Google+ page for Café de Paris - Chez Boubier. It features a map of the restaurant's location in Geneva, Switzerland, with a 4.1 star rating and 55 reviews. The page includes a detailed description of the cafe's history and a section for photos. The Google+ interface includes search bars and navigation options.

# Quid de Facebook ?

# Une domination totale



# Une plateforme victime de son succès



# Des leviers de monétisation discutables

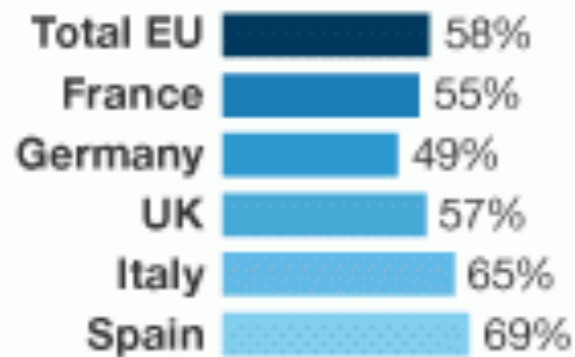
- Lookalike audience
- Vidéos en autoplay
- Multiplication des applications mobiles
- ...

# Statistiques et usages par les particuliers

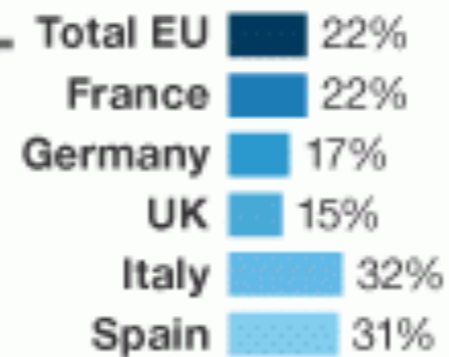
# Taux de pénétration en Europe

“Which of the following websites do you visit at least monthly?”

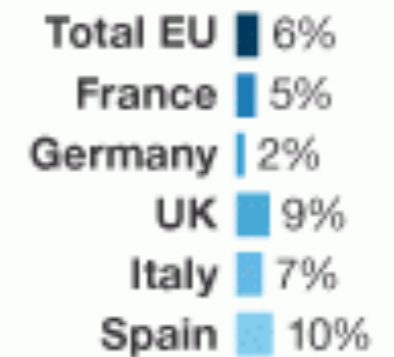
## Facebook



## Google+



## LinkedIn



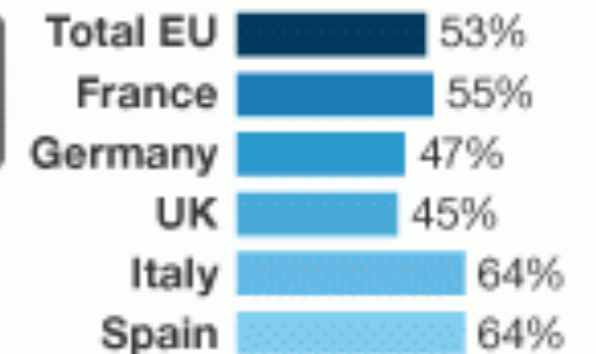
## Pinterest



## Twitter



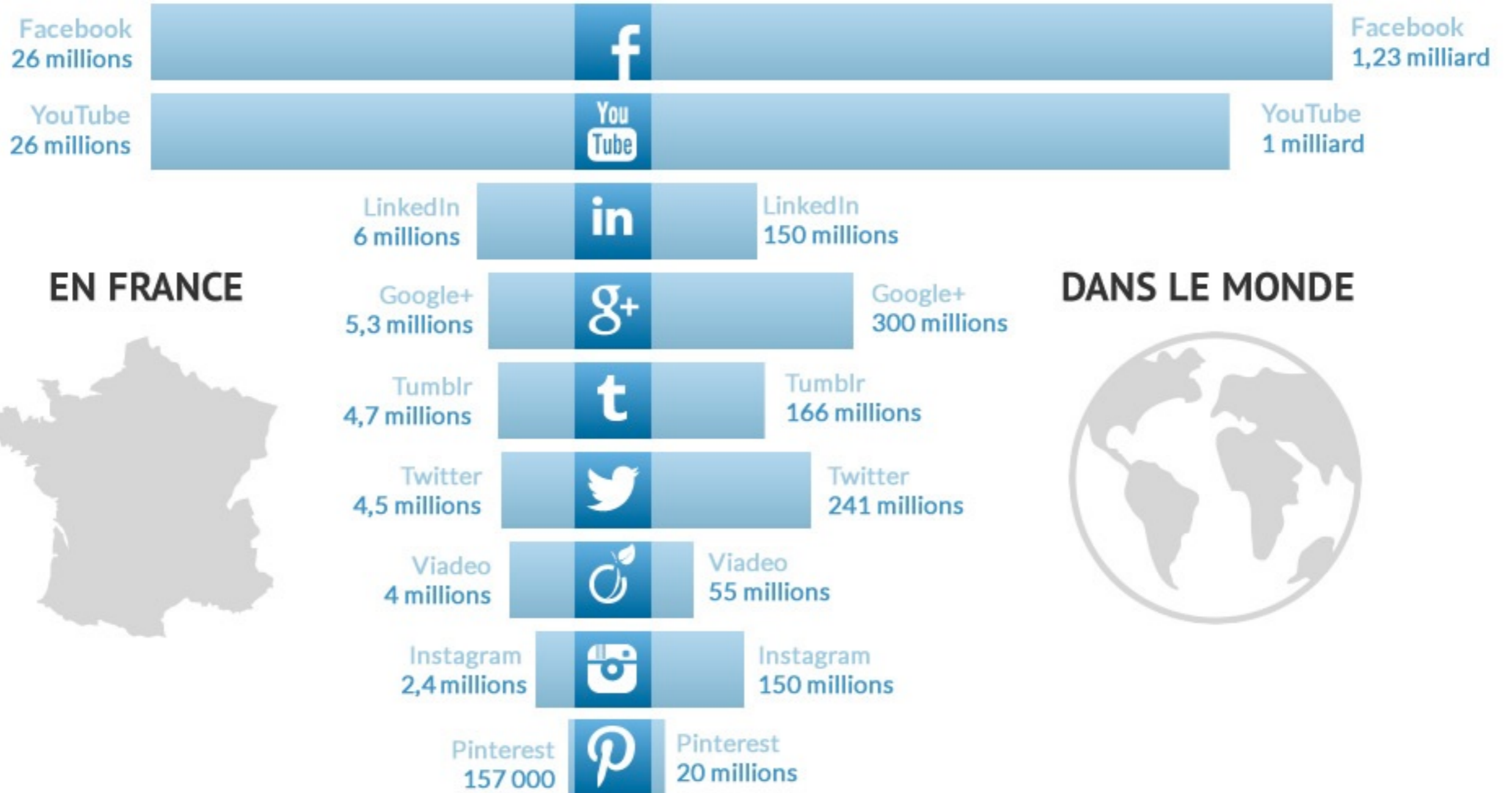
## YouTube



Base: 15,793 EU-5 online adults (18+)

Source : Forrester (mai 2014)

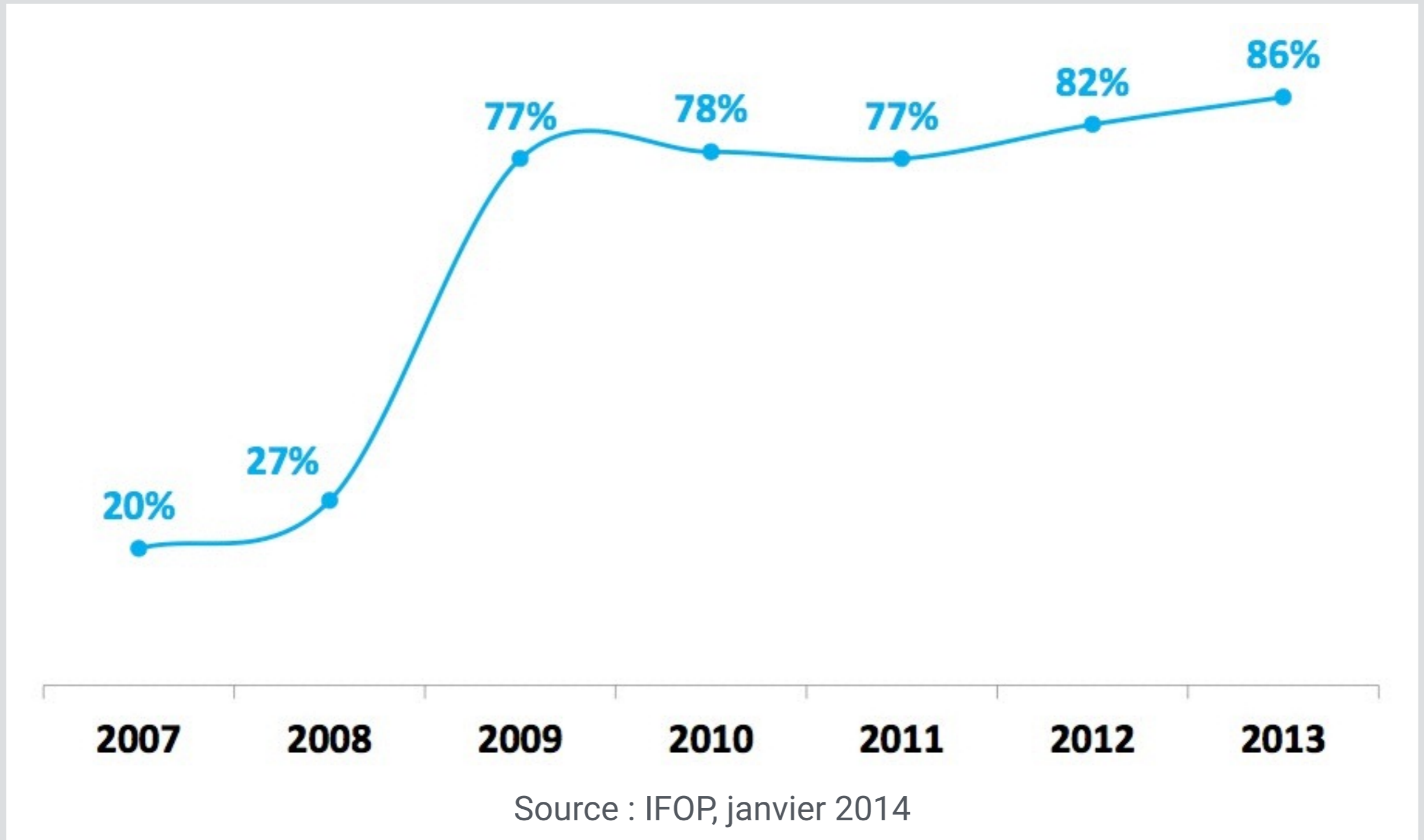
# Statistiques France vs. Monde



Source : Tiz, mars 2014



# Évolution du taux d'utilisation



# Notoriété des plateformes sociales

RANG	RESEAU	SCORE en % (*)
1 (=)	Facebook	97 (+2)
2 (=)	Youtube	95 (+1)
3 (=)	Twitter	94 (+5)
4 (NP)	Skype	89 (NP)
5 (+2)	Google+	87 (+8)
6 (=)	Dailymotion	86 (+5)
7 (-2)	Copains d'avant	84 (=)
8 (=)	Deezer	72 (+9)
9 (=)	MySpace	61 (=)
10 (=)	Picasa	58 (+3)
11 (=)	Trombi	54 (=)
12 (+9)	Instagram	51 (+32)
13 (+1)	LinkedIn	47 (14)
14 (-2)	Skyblog	47 (+2)
15 (-2)	Badoo	38 (+2)
16 (-1)	Viadeo	36 (+5)
17 (-1)	Overblog	30 (+4)
18 (+2)	Spotify	28 (+9)
19 (-2)	Flickr	27 (+5)
20 (-2)	Bitwiin	25 (+4)
21 (+4)	Tumblr	23 (+12)
22 (=)	Wat TV	20 (+1)
23 (-4)	Netlog	20 (=)
24 (=)	Vimeo	16 (+4)
25 (+3)	Pinterest	15 (+8)

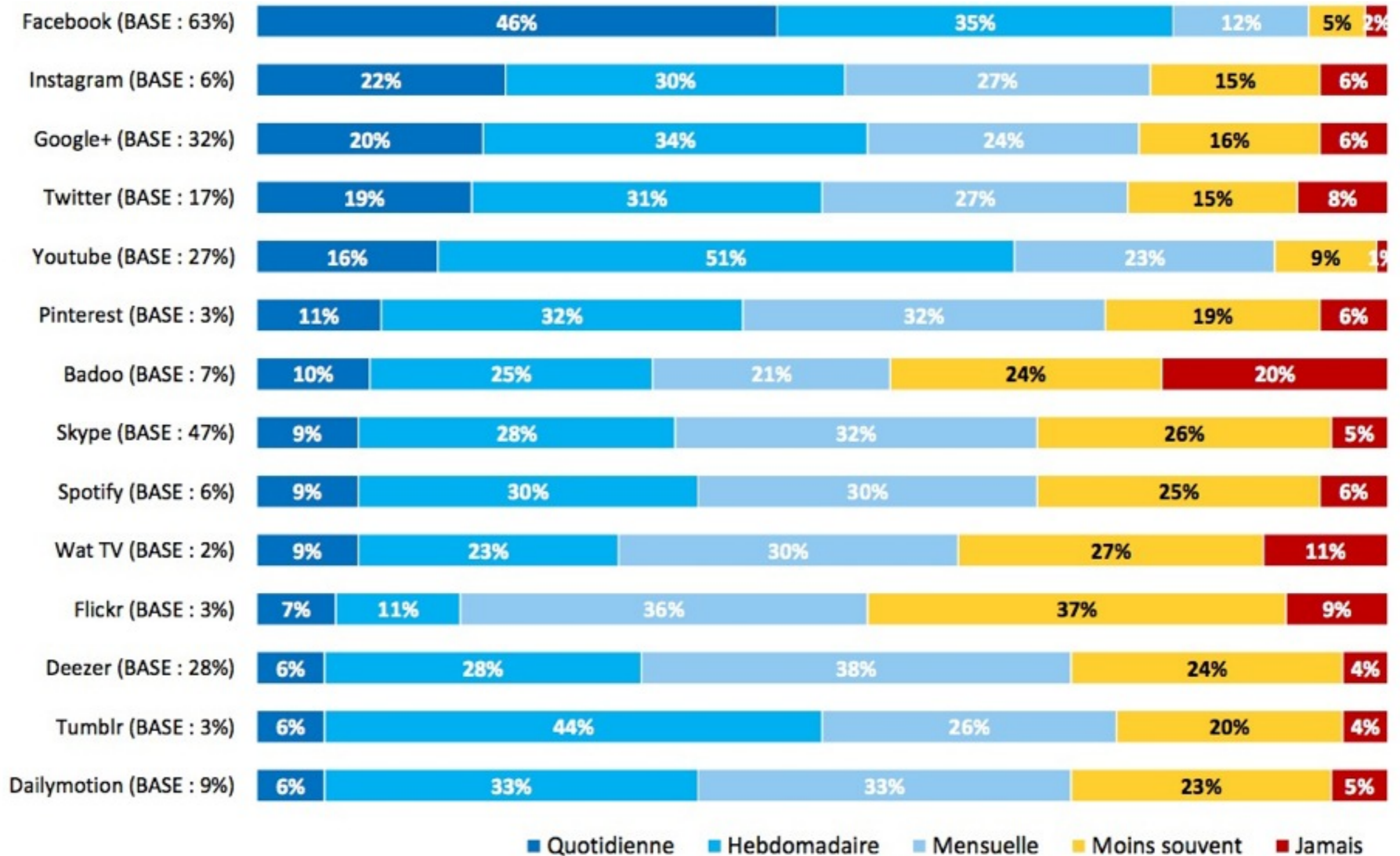
Source : IFOP, janvier 2014

Rang	Site internet	Votes (en %)
1	Facebook	66,9%
2	Youtube	10,1%
3	Twitter	4,3%
4	Skype	3,0%
5	Google+	2,2%
6	LinkedIn	1,4%
7	Copains d'avant	1,0%
7	Instagram	1,0%
9	Viadeo	0,9%
10	Windows Live	0,8%

Base : 18 176 visiteurs réguliers de réseaux sociaux

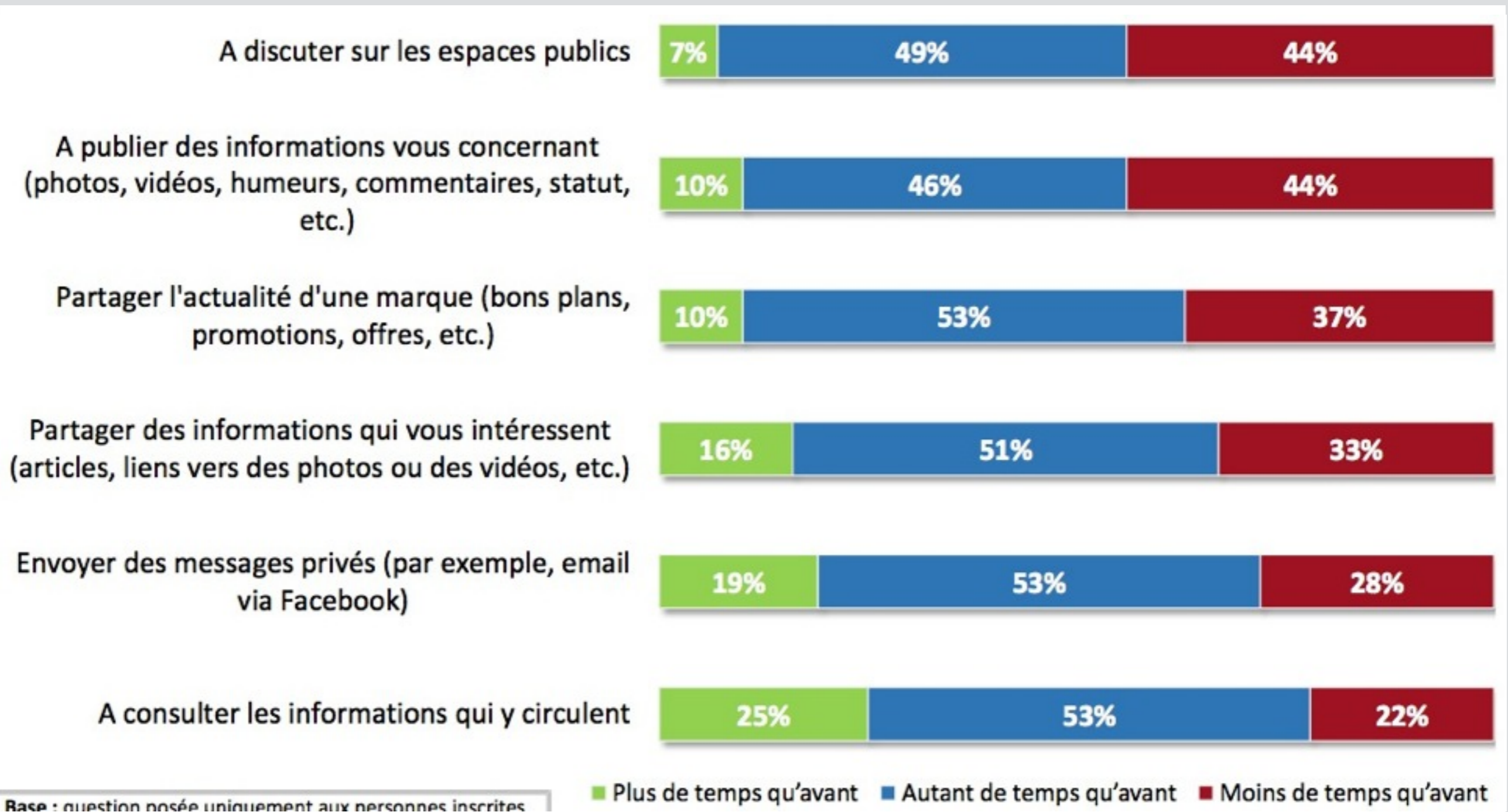
Top10 des préférés  
(source : Harris Interactive, mars 2014)

# Fréquence de connexion



Source : IFOP, janvier 2014

# Évolution des usages



Source : IFOP, janvier 2014

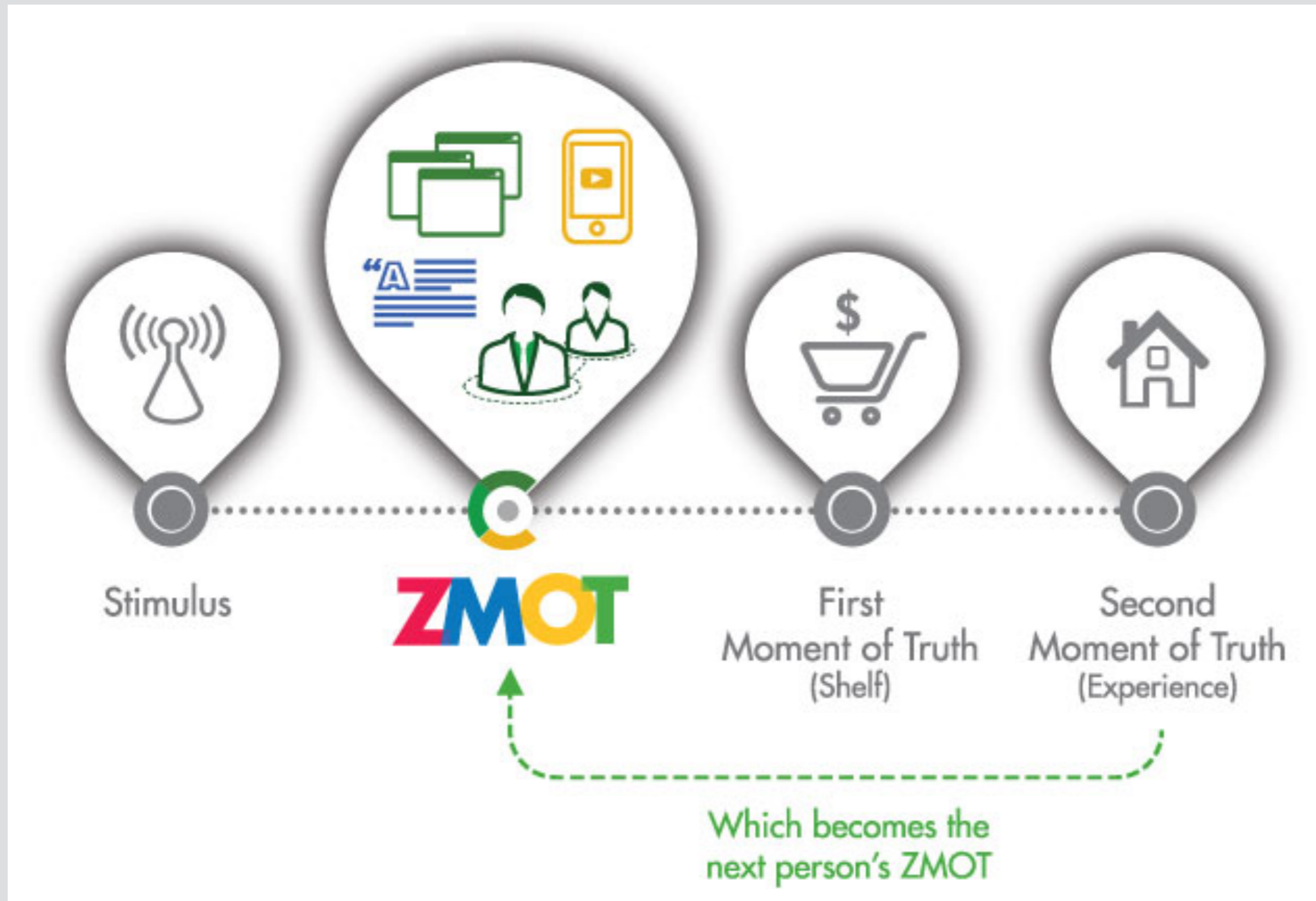
# Attentes vis-à-vis des marques



Source : Ysthad, février 2014

# L'impact des médias sociaux

# Un parcours client perturbé



# De nouvelles exigences

- Transparence
- Réactivité
- Proximité
- Générosité
- Spontanéité...





# De nouveaux modes d'interaction



Photo



Vidéo

facebook Recherche Frédéric Cavazza Rechercher des amis Accueil

Favoris

- Bienvenue
- Fil d'actualité
- Messages
- Événements
- Rechercher des amis

Applications

- Shopcade
- RSS Graffiti
- Angry Birds
- Applications et jeux
- Photos
- Pokes

Amis

- Amis proches
- Famille
- ESG
- Région de Vincen...

Groupes

- Coworking Vincennes
- Créer un groupe...

Pages

- Frédéric Cavazza
- MediasSociaux.com

Amis présents

Je suis prêt à porter plainte contre La Redoute (Dell Inspiron...)

À propos Photos Rejoindre ce groupe

Groupe « ouvert » 1 248 membres

Ce groupe sert à recenser et tout les consommateurs qui ont commandé un ou plusieurs pcs Dell Inspiron Q15R à 100,31 € L...Afficher la suite

Sponsorisé Créer une publicité

Frédéric Thai-Bao Ly-Thanh

\*\*\*\*\* RECOURS EN JUSTICE \*\*\*\*\*

\*\*\*\*\* DGCCRF \*\*\*\*\*

\*\*\*\*\* Demande d'injonction de faire \*\*\*\*\*

coût : 35 euros \*\*\*\*\*

Il y a 9 heures, à proximité de Cergy-Pontoise

5 personnes aiment ça.

Afficher les 11 commentaires

Frédéric Thai-Bao Ly-Thanh Emilie Dupon exclue pour incitation au Boycott

RAPPEL : Attention, Pas d'appel au boycott de la marque ni d'entrave à l'exercice de l'activité de LA Redoute! C'est ILLEGAL! Quelle que soit le moyen! Restons dans notre bon droit, pour cela ==> DGCCRF

Il y a 7 minutes

Christophe des Iles Nous avons contacté en masse la DGCCRF, avec une lettre modèle, si vous voulez faire pareil, on vous donne le lien :) J'attends leur réponse. Si ça tarde trop, nous passons à d'autres actions : Soit - Constituer une association et prendre un avocat pour nous défendre. - Demander une injonction de faire - Passer par une association de consommateur qui a toute la logistique pour faire valoir nos droits :) Il y a quelques secondes

Frédéric Thai-Bao Ly-Thanh

\*\*\*\*\* A TOUS , il faut déposer plainte à la DGCCRF \*\*\*\*\*

Direction Générale de la Concurrence, de la Consommation et de la Répression des Fraudes

Par courrier via leur formulaire : <http://www.economie.gouv.fr/courrier/4189>

Services courrier [www.economie.gouv.fr](http://www.economie.gouv.fr) Service Courrier du Ministère

Groupe sur Facebook

Results for #fuckratp

Tweets Top / All

SiDi @SiDi\_Flooder 20 May  
#fuckratp RT @Frenchmixx J'e\*\*\*\* la RATP et leur chauffeur de bus jamais à l'heure ces connards  
Expand

Cynthia R. @Seen\_tiliah 15 May  
Aujourd'hui les transports en communs veulent que j'sois en retard .  
#fuckingBTS #fuckRATP #fuck .  
Expand

GiGi Verges @Belledelaire 15 May  
Hahahah c'est un mec de ASC RT @SiDi\_Flooder: Paris : arrêté après 2000 tags sur des rames SNCF [tinyurl.com/c6htqgc](http://tinyurl.com/c6htqgc) #fucksncf #fuckratp  
Expand

SiDi @SiDi\_Flooder 14 May  
Paris : arrêté après 2000 tags sur des rames SNCF [tinyurl.com/c6htqgc](http://tinyurl.com/c6htqgc) #fucksncf #fuckratp  
Expand

Hashtag sur Twitter

# Enjeux pour les marques et institutions

# Trafic et visibilité

LE RAPPORT LE MOINS ATTENDU PAR TOUS LES DESPOTES DE LA E.

13

Amnesty International France

79,155 likes · 10,563 talking about this

Non-Governmental Organization (NGO)  
Soutenez notre page pour connaître l'actualité des droits humains et agir avec nous pour leur défense.

Charte des commentateurs  
Les administrateurs réservent le droit.

SIGNEZ NOS PÉTITIONS

Agir avec Amnesty

Amnesty International France  
15 hours ago · 12

N'oublions pas. <http://bit.ly/14unDOI>

DÉJÀ 5 MOIS QUE LA FRANCE EST AU MALI.  
5 MOIS ET UN BILAN CATASTROPHIQUE POUR LES DROITS HUMAINS.

Like · Comment · Share · 478

Anna-Laurence Colleson, Tinou Camero, Maxime Delaunay and 653 others like this.

Write a comment...

Tablix Nicolas Ilirze A force de vouloir rasher sur tout et tout le monde, on finit peut-être par oublier à quel point la situations être désastreuses avant l'intervention courageuse des soldats français. Il n'y a pas de philanthropie dans les relations internationales" d... [sur leur](#)  
Like · Reply · 25 · 15 hours ago

Amnesty International France replied · 5 Replies

Centre le commerce irresponsable des armes  
11 friends also like this.

101x pour défendre leurs droits  
7 friends also like this.

Amnesty International  
5 friends also like this.

Control Arms  
7 friends also like this.

Amnesty International France  
Monday · 12

Bonne Nouvelle !  
Une municipalité roumaine avait expulsé des Rom de leur logement pour les réinstaller près d'une décharge de produits chimiques...  
Elle vient d'être reconnue coupable de discrimination. A suivre. <http://bit.ly/11uzqg>

Home @ Connect # Discover Me

Tweets

Following

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Lists

Tweet to CERN

@CERN

CERN

CERN, the European Organization for Nuclear Research, is the biggest particle physics laboratory in the world.  
Geneva · cern.ch

1,071 TWEETS · 236 FOLLOWING · 805,787 FOLLOWERS

Follow

Tweets All / No replies

CERN @CERN 14h  
Don't miss this week's #HangoutWithCERN: Upgrading with TALENT, Thursday 13 June at 17:00 CEST [plus.google.com/events/cxrbir8...](http://plus.google.com/events/cxrbir8...)  
Expand

CERN @CERN 16h  
90 ways to change the world! The 2013 regional finalists of @googlescifair are now announced: [googlesciencefair.com/#GSP2013](http://googlesciencefair.com/#GSP2013)  
Expand

CERN @CERN 10 Jun  
Research at #CERN pushes not only science but also medical techniques, communications and much more [quantumdiaries.org/2013/06/10/inv...](http://quantumdiaries.org/2013/06/10/inv...)  
Expand

CERN @CERN 10 Jun  
Now playing in a browser near you: the @TEDxCERN videos [cds.cern.ch/journal/CERNBu...](http://cds.cern.ch/journal/CERNBu...) [tedxcern.web.cern.ch/videos](http://tedxcern.web.cern.ch/videos)  
View summary

CERN @CERN 10 Jun  
Training young physicists: a 20 year success story [home.web.cern.ch/students-educa...](http://home.web.cern.ch/students-educa...)  
Expand

ATLAS Experiment @ATLASExperiment 7 Jun  
Vote now on #ATLAS #LEGO kit proposal. 10,000 votes can bring ATLAS to children around the world. [ow.ly/INFd](http://ow.ly/INFd) #Science #Education  
Retweeted by CERN  
Expand

CERN @CERN 7 Jun  
See a timelapse of a giant magnet flying through the #ALICEexperiment cavern [home.web.cern.ch/about/updates/...](http://home.web.cern.ch/about/updates/...)  
Expand

CERN @CERN 6 Jun  
Watch today's #HangoutWithCERN all about penguins! Starting in 15 minutes here: [youtube.com/watch?v=A105o...](http://youtube.com/watch?v=A105o...) @LHCbExperiment  
View media

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joelapompe @joelapompe Follow

Nextmodernity @nextmo Follow

David Weinberger @dweinberger Follow  
Followed by Claude Melancon and ...

Trends · Change

#EmissionGrecque

#ComprendreQuilPours

#cehinvestigation

#Spurs

Takom

#UACB

iOS 7

Grave

Bonjour

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Advertisers Businesses Media Developers

# Réputation et valeur perçue

The screenshot shows the Dassault Systèmes website with a navigation bar at the top. The main content area features a large article titled "Dassault Systèmes Welcomes Apriso" by Aurelien. The article discusses the acquisition of Apriso, a leading provider of manufacturing software solutions. It includes a quote from Aurelien: "APRISO Corporation develops, markets, services and supports software used in manufacturing. APRISO delivers on-premise global manufacturing software platform which provides stability into, management of, and synchronization across a network of manufacturing plants. The platform includes but is not limited to 'Manufacturing Execution System' (MES) software. APRISO extends the current DELMA offering in MES into new industries as APRISO has targeted manufacturers in the automotive, life sciences, packaging, high tech and consumer goods industries in addition to aerospace & defense which DELMA (via its Interim acquisition) currently supports. APRISO also extends the DELMA application footprint to Quality Planning & Execution specific for fabrication processes, Plant Maintenance, Material Logistics and Warehouse Management System not currently offered by DELMA. This whole domain is referred to by some analysts as Manufacturing Operations Management (MOM). And, APRISO has focused on the global, enterprise-wide deployments across a manufacturer's supply chain, providing multi-site organizations with supply chain visibility, benchmarking capabilities and best practices management."

The article also includes a section titled "2. Wait, talking about Interim and MES, isn't there an overlap here?" with a quote: "No, there's no direct overlap between the two companies' technologies and product offerings. While there are some common customers, for the most part the install base is distinct. While there is some overlap on paper between APRISO (Flexnet) and DELMA Operations Velocity (Interim) in that they are both Manufacturing Execution Solutions, the business problems and customers served are different enough that the overlap is only in name. Inside DELMA Operations, Velocity will still focus on the assembly of complex products that requires exceptional traceability for regulation and quality purpose; while Flexnet will bring additional capabilities to cover the need of high throughput fabrications in aerospace industry but also in the consumer goods, packaging, life sciences, automotive and industrial equipment industries. Moreover, DELMA Operations Intelligence prescriptive analytics is a perfect complement to all APRISO customers aiming at faster new product and process introduction (NPP) and continuous process improvement."

On the right side of the article, there is a "Popular Tags" section with terms like 3D, 3D design, 3DVIA, Abaqus, Abaqus FEA, AEC, aerospace, augmented reality, automotive, CATIA, cloud computing, Collaboration, Community, Consumer, Packaged Goods, CPG, crowdsourcing, DELMA, Design, design studio, Education, energy, ENOVIA, experiential, 3D, FEA, Gaming, green, PLM, immersive, virtuality, innovation, lifestyle, experience, life sciences, Passion for Innovation, PLM, PLM 2.0, post realistic simulation, SIMULIA, social innovation, SolidWorks, sustainability, V6, Virtools, virtual reality, virtual worlds, VR.

Below the tags is a "Latest Comments" section with three comments from Aurelien, Wil Jones, and Richard Williams.

At the bottom, there is a "Top Posts" section listing five articles related to 3D design, CATIA, and virtual reality.

The screenshot shows the Ina.fr Facebook page. The header features the Ina.fr logo and the text "Partagez un siècle d'images". Below the header, there is a post from Ina.fr with the text "Ina.fr vous permet de découvrir 'Un siècle d'images' issues des archives radio et TV de Ina. Construisez-vous aussi votre propre Timeline depuis Ina.fr : http://www.ina.fr/". The post has 124k likes and is shared by several users, including Olivier Caron, Gilles Dulac, Tanguy Broudin, and others.

On the right side of the page, there is a "Highlights" section with three items: "Ina.fr shared a link.", "Play-back 86, en bikini...", and "Ina.fr shared a link.". The "Play-back 86, en bikini..." item includes a video thumbnail and the text "Accueil à un bar, entouré de jeunes figurantes en maillot de bain, Serge GAINSBOURG chante seul et play-".

Below the highlights, there is a "Likes" section with a list of users who liked the post, including Histoire des arts | Culture.fr, Mad-Mam, La Colline - Théâtre National, Whitney Houston, and CNC - Centre national du cinéma et de l'image animée.

At the bottom, there is a "Comments" section with a comment from Daniel Handicap Biviers, Baudouin Bernard, Carle Yan, and 158 others.

# Satisfaction et fidélisation

The screenshot shows the Twitter profile for BNP Paribas SAV (@BNPParibas\_SAV). The profile header includes the account name, a verified badge, and a bio: "Nous répondons à vos questions concernant nos produits, services et gestion de vos comptes. Pour des questions personnelles suivez-nous, nous échangerons en DM. bnpparibas.net". The profile statistics are 6,375 tweets, 2,565 following, and 4,629 followers. The main content area displays a tweet from June 10th: "La patience devient la mise à jour ! Venez découvrir la nouvelle version Android de notre appli Mes Comptes !". Below this, several other tweets are visible, including one from June 7th about Roland Garros and another from May 31st. The left sidebar contains navigation links for Home, Connect, Discover, and Me, along with social media links for Facebook and Google+, and a list of suggested accounts to follow.

The screenshot shows the Twitter profile for Orange conseil (@Orange\_conseil). The profile header includes the account name, a verified badge, and a bio: "Twitter officiel Orange France. Besoin d'aide ? Du lundi au samedi, de 8h à 20h, posez vos questions dans les domaines mobile, internet, fixe et TV. France - on.fb.me/besoinside". The profile statistics are 30,931 tweets, 3,811 following, and 12,343 followers. The main content area displays a tweet from 2 hours ago: "Bonjour, l'équipe d'Orange conseil vous souhaite une bonne journée et reste à votre disposition pour répondre à vos questions." Below this, several other tweets are visible, including one from 18 hours ago about Cineday and another from June 11th. The left sidebar contains navigation links for Home, Connect, Discover, and Me, along with a list of suggested accounts to follow.

# RH et marque employeur

The screenshot shows the Facebook profile of 'Alternance Société Générale'. The cover photo features the text: 'VOUS IMAGINEZ VOUS GRANDIR ET RELEVER DES DÉFIS EN ÉQUIPE ? ALORS PRENEZ VOTRE POSTE DANS L'ÉQUIPE EN TANT QU'ALTERNANT À NOS CÔTÉS'. The page has 5,925 likes and a 'Recrutement' tab. Recent posts include a link shared by the page and a post from Sophie Lege and Emille Louf. A sidebar on the right shows 'Recent Posts by Others on Alternance Société Générale' with posts from Sophie Condé, Zineb Benz, and Philippe Clavier.

The screenshot shows the Twitter profile for 'BNP Paribas Careers' (@bnpp\_recrut). The profile bio reads: 'Job, forum, news... Suivez l'actualité du recrutement en France chez BNP Paribas. Paris, France - recrutement.bnpparibas.com'. The page shows 691 tweets, 638 following, and 3,155 followers. Recent tweets include announcements about video uploads to YouTube, job openings for technical architects, and participation in the 'Tu veux monter ta boîte?' contest.

# RP et influence

**WWW.ARMY.MIL**  
THE OFFICIAL HOMEPAGE OF THE UNITED STATES ARMY

Home News Features Media Info Leaders Army Life Join

### The U.S. Army on Social Media

Social media is an integral part of Army and Department of Defense operations. This site is designed to serve as a consolidated registry and resource for all information regarding official Army presences on public social media sites. All sites located on this page have been reviewed and approved by the Office of the Chief of Public Affairs and are subject to all Army policies and guidelines. The registrant is responsible for the maintenance of each social media site and ensuring that it does not compromise operations security. To Contact the OCPA Online and Social Media Team, please direct inquiries to [ocpa.osmd@us.army.mil](mailto:ocpa.osmd@us.army.mil).

### Official U.S. Army Social Media

Facebook Twitter YouTube Flickr Slideshare Army Live Blog

### Submit a Link

Submit one or more links for Facebook, Twitter, Flickr, and more\*

Social Media Link  
Social Media Link  
Social Media Link  
Social Media Link

+ Add another link

Your Name \* Your AKO E-mail \*  
Name example@us.army.mil

Your Phone Number \* Are You An Army PAG? \*  
(000) 000-0000  Yes  No

I have read and agree to the submission guidelines

Submit

Showing results from All

### Leaders

- 28TH Combat Support Hospital Commander
- Assistant Secretary of the Army (Acquisition, Logistics and Technology) (ASA(ALT))
- Assistant Secretary of the Army (Installations, Energy & Environment) (ASA(IE&E)), Katherine Hammack
- BG Tammy Smith
- BG Tom Kula
- Brig. Gen. William Rapp, Commandant of the Corps of Cadets
- Chief of Air Defense and Regimental CSM
- Chief of the Army Medical Service Corps Maj. Gen. David Rubenstein

NEWS MISSIONS MULTIMEDIA CONNECT ABOUT NASA

NASA Home > Connect

### Connect and Collaborate with NASA

#### Connect & Collaborate with NASA

- NASA Social
- NASA Hangouts
- NASA Chats
- NASA Apps
- NASA Sounds
- NASA e-Books

#### Connect with NASA at...

- Challenge.gov
- NASA Social
- NASA Chat
- Spot The Station
- NASA Learning Technologies

#### Connect With NASA on Social Networking Sites

- Twitter
- Google+
- facebook
- YouTube
- LIVESTREAM
- flickr
- foursquare
- slideshare

Note: All of the links above are to external sites outside of [www.nasa.gov](http://www.nasa.gov).

### Collaborate with NASA

- Sort the Milky Way in 'Clouds' Game
- NASA Tournament Lab (NTL) Initiative
- Online Technology Partnering Tool
- NASA Spinoffs
- Be A Martian
- Pick Pixels on Mars
- NASA 3D Resources
- NASA World Wind
- ISS EarthKAM
- INSPIRE
- NASA Vision Workbench
- Stardust@Home
- My NASA Data
- DASHlink: Discovery in Aerospace Systems Health
- Moonshots
- NASA Exhibit Program
- NASA Speakers Bureau
- Green Flight Challenge
- Power Boaming Challenge
- Tether Challenge

# Amplification et crédibilité

The image shows a screenshot of a Twitter profile for Inria. The profile header includes the name 'Inria', the bio 'Institut de recherche en sciences du numérique, du côté des inventeurs #informatique #mathématiques #innovation [compte officiel]', and the location 'France · inria.fr'. The profile statistics are 2,372 tweets, 1,131 following, and 9,004 followers. The main content area displays a list of tweets, including one from Inria about software engineering models and another from the Ministry of Higher Education and Research (Ministère ESR) regarding scientific publications. The left sidebar shows navigation options like 'Tweets', 'Following', and 'Who to follow', along with a 'Trends' section.

The image shows a screenshot of the Orange Business/ blogs website. The header features the Orange Business Services logo and the text 'Orange Business/ blogs'. Below the header, there are navigation links for 'accueil', 'blogueurs', and 'à propos'. The main content area is divided into several sections, each with a unique icon and a title: 'usages d'entreprise' (business uses), 'relation client' (customer relationship), 'sécurité' (security), 'cloud computing', 'connecting technology', and 'enterprising business'. Each section includes a brief description and a grid of small profile icons representing bloggers or contributors.



# Partage et conversation

The screenshot shows the 'dream' website interface. At the top, there's a navigation bar with 'accueil', 'à venir', 'en cours', 'caféthèque', 'en kiosque', and 'à propos'. A search bar is also present. The main content is divided into several sections:

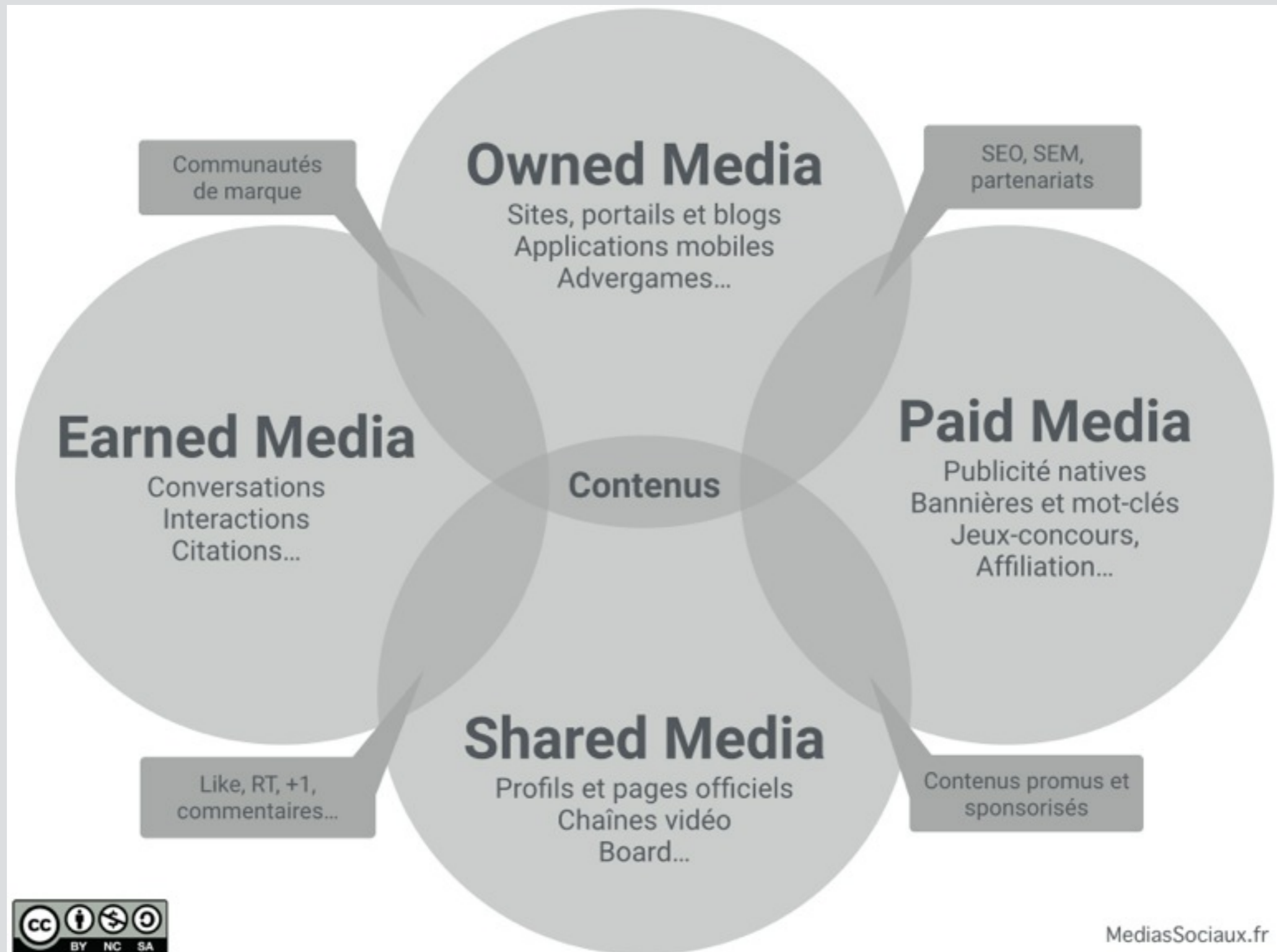
- cafés numériques:**
  - en cours:** Features a 'changer quatrième génération' section with a 'participer' button.
  - à venir:** Features a 'changer (mieux) travailler ensemble' section with a 'participer' button.
- caféthèque:** Displays three items: 'changer chaîne tendances', 'changer grands voyageurs', and 'changer surfers à l'étranger'.
- en kiosque:** Promotes 'Offre Télévision Internet globale' and 'Orange Money'.
- factu digitale sur le collectif:** A section about digital invoices.
- 9 dreamers connectés:** A grid of user avatars.
- dream Orange sur Facebook:** A section for social media integration.
- tags:** A list of tags including 'app', 'applications', 'cloud', 'commerce', 'communauté', 'culture', 'enfants', 'entreprise', 'facebook', 'google', 'internet', 'iphone', 'jeu', 'mobile', 'musique', 'partage', 'pro', 'professionnels', 'pros', 'recommandation', 'réalité augmentée', 'réseau', 'social', 'réseaux sociaux', 'smartphone', 'tablettes', 'tablettes', 'usages', 'web'.

The screenshot shows the 'aimer la ville' website interface. At the top, there's a navigation bar with 'Groupe', 'Réseau Ile-de-France', 'Actualités', 'Carrières', 'Aimer la ville', 'Me déplacer', and 'Rechercher'. The main content is divided into several sections:

- Actualités:**
  - MANUEL DE SAVOIR-VIVRE:** A large article titled 'Avec chervoyageurmoderne.fr, rédigez le "Manuel de savoir-vivre" dans les transports'. It includes a sub-header 'LA RATP vous invite à rédiger de nouvelles règles de conduite dans les transports en commun, pour constituer un « Manuel de savoir-vivre à l'usage du voyageur moderne ».' and a call to action 'PROPOSEZ VOTRE RÈGLE'.
- 3 jours d'animations pour la saison 3 de « Restons civils sur toute la ligne »:** A news item about a series of animations.
- Fermeture partielle d'Orlyval en journée:** A news item about a partial closure of the Orlyval line.
- Publication du rapport d'activité et du rapport développement durable 2012 du Groupe RATP:** A news item about the publication of annual reports.
- Tramway T1 : interruptions partielles de trafic le mardi soir:** A news item about tramway T1 service interruptions.
- Travaux de maintenance sur le RER A:** A news item about maintenance work on the RER A line.

# Comment structurer sa présence ?

# Un écosystème à stabiliser



# Des métiers à préserver

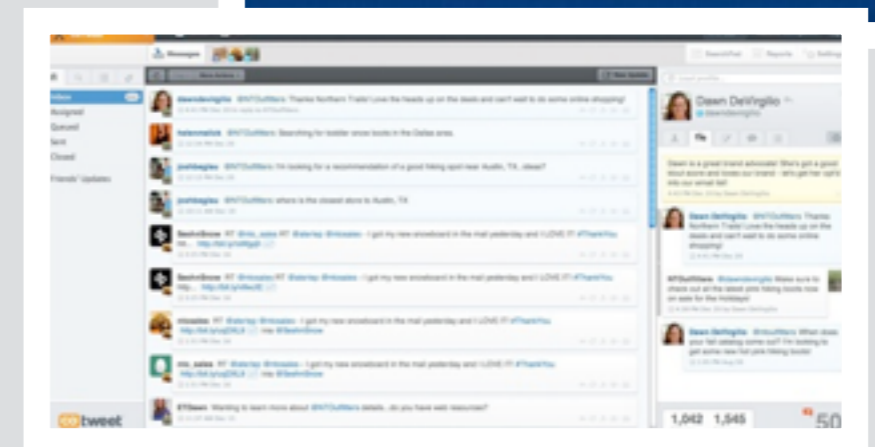
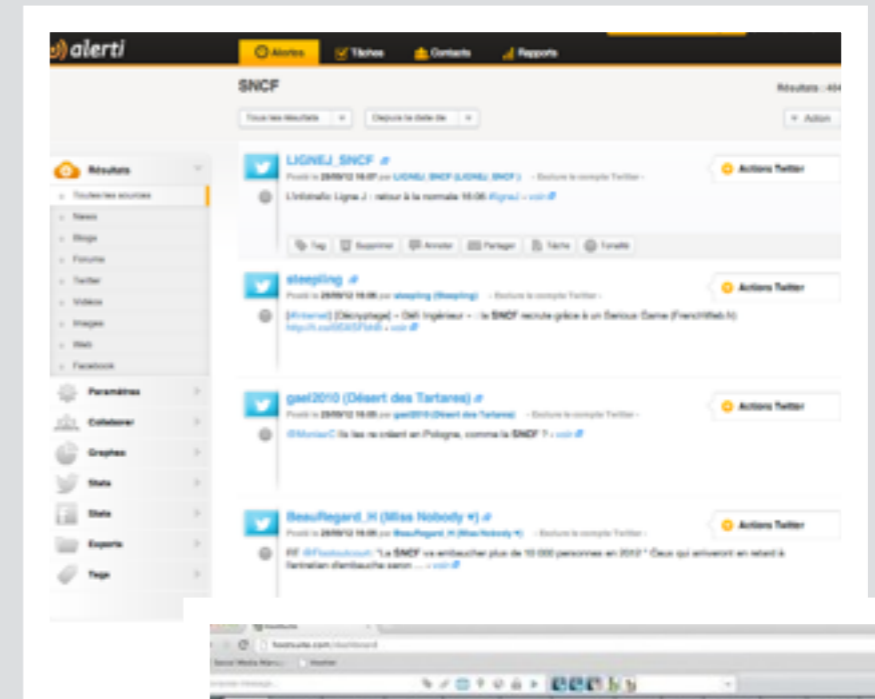


# Une montée en compétence graduelle

1. Auditer votre présence
2. Définir une stratégie
3. Ecouter les conversations
4. Etre présent
5. Se tenir prêt
6. Répondre et aider
7. Initier le dialogue
8. Construire une communauté

# Les outils à votre disposition

- Écoute et surveillance
- Gestion des publications
- Gestion des conversations
- Personnalisation
- Gestion de campagnes
- Social analytics et scoring

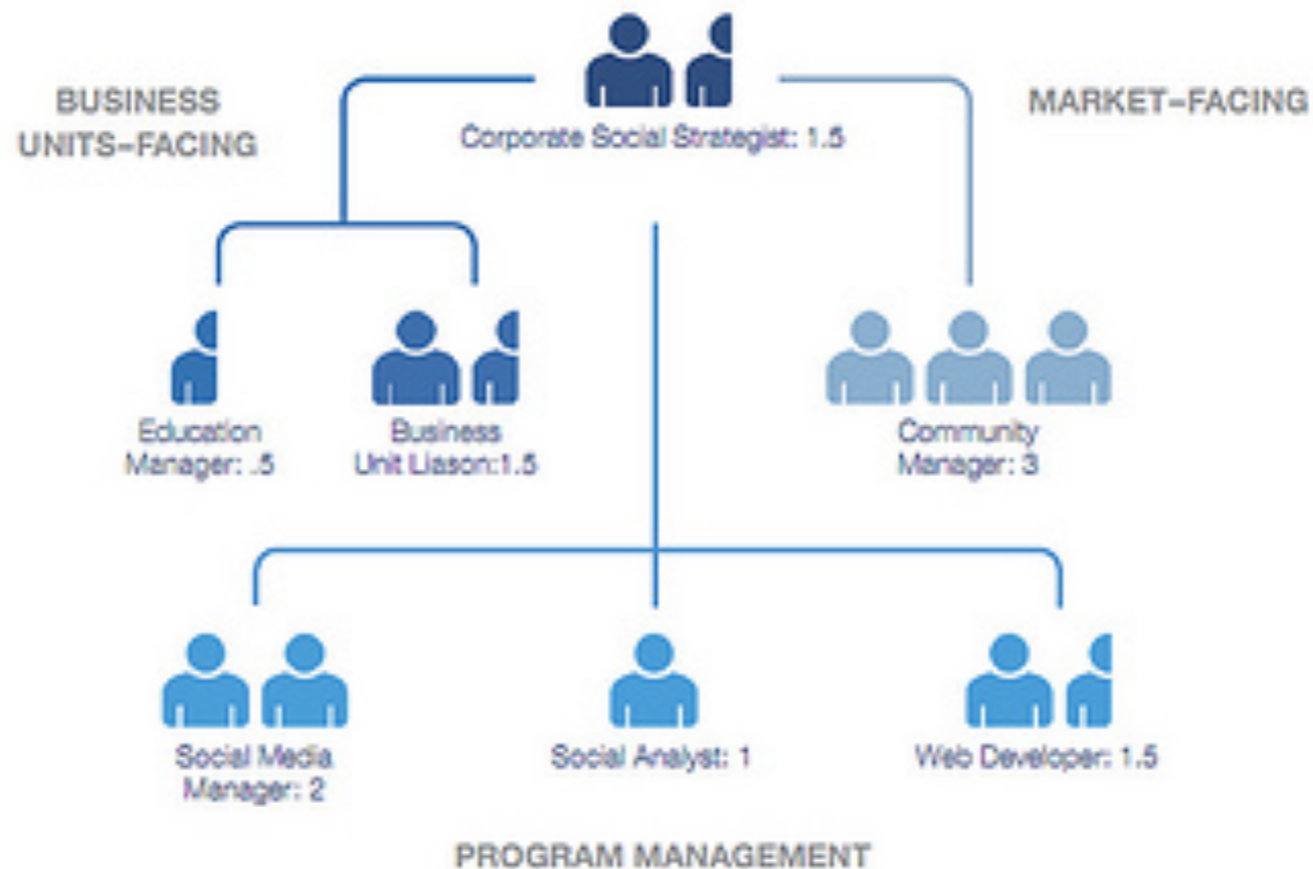


# Une équipe à monter

## The Composition of a Social Media Team



Average Size of a Corporate Social Media Team: 11



Base: 144 global corporate social media program managers at companies with over 1000 employees  
Source: "Social Business Readiness: How Advanced Companies Prepare Internally" (August 31, 2011)

**Merci de votre attention**



# Quel est votre niveau de maturité ?

- Nombre d'années de présence sur les médias sociaux ?
- Nombre de pages / comptes / chaînes ?
- Nombre de crises affrontées ?
- Existence d'une charte interne ?
- Nombre de services impliqués ?
- Modèle de gouvernance ?
- Taille de l'équipe interne ?
- Nombre de prestataire ?
- Sensibilisation aux médias sociaux du comité de direction ?
- Part des médias sociaux dans les budgets communication / marketing ?