



SOCIAL MEDIA & CONTENT

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WHICH PLATFORM?

2

WHICH TYPE OF CONTENT?

3

RECENT STATISTICS

4

MASTERING SOCIAL MEDIA

WHO AM I ?

DIGITAL MARKETER

- 1 YEAR AS META PARTNER
- 2 MONTHS AS GOOGLE PARTNER
- AVERAGE 30 ACCOUNTS MANAGED A MONTH



CONTENT CREATOR

- MORE THAN 120K VIEWS
- OVER 1K LIKE
- OVER 200 REGISTRATIONS
- ONLY 3 REELS
- OVER 1K SUBSCRIBERS

THÉO MOISSON
The Cheesy guy



WHICH PLATFORM TO USE DEPENDING ON YOUR BUSINESS ?



-
-
-
-

60% OF USERS BETWEEN 18 AND 34 Y.O
2 BILLIONS 500 MILLIONS USERS
48% MEN / 52% WOMEN
MORE VIEWS / INTERACTIONS / SHAREABLE



-
-
-
-

60% OF USERS BETWEEN 25 AND 54 Y.O
AROUND 3 BILLIONS USERS
57% MEN / 43% WOMEN
MORE PROFESSIONAL

WHICH TYPE OF CONTENT IS THE BEST TO CHOOSE ?

LIVES

FEED

REELS

STORIES



FIRST YOU HAVE TO GET IN MIND, WHAT IS THE GOAL YOU TRY TO ACHIEVE ?



- HOW MUCH TIME A DAY ARE YOU WILLING TO DEDICATED TO IT ?

- WHAT AUDIENCE ARE YOU WILLING TO REACH ?



FEED

REELS

STORIES

LIVES



STORIES :

- ENGAGEMENT / SURVEY
- COUNTDOWN
- REPOST

FEED :

- DISPLAY OF YOUR ACTIVITY
- DIVERSITY OF CONTENT
- BRING TO WEBSITE



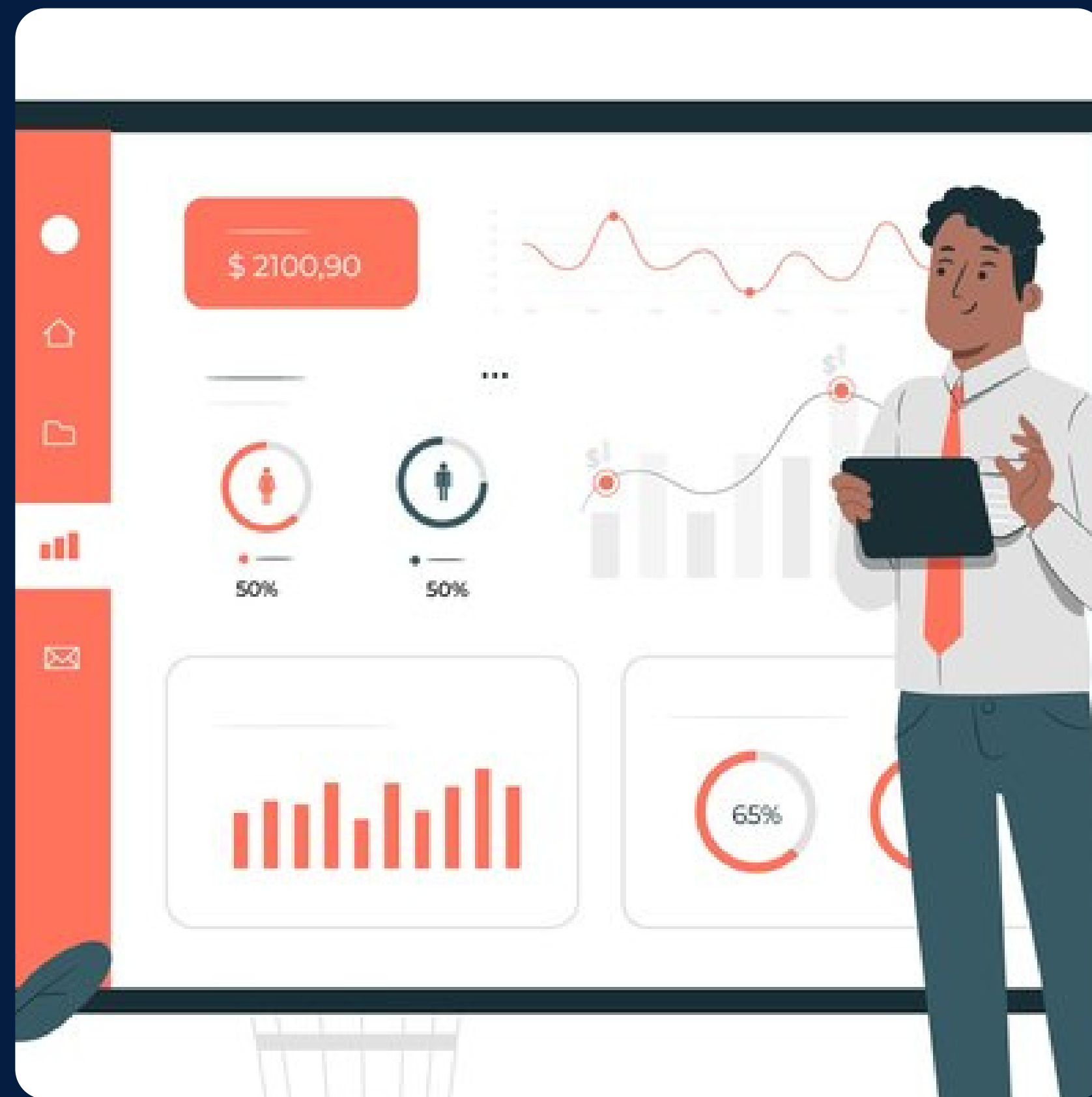
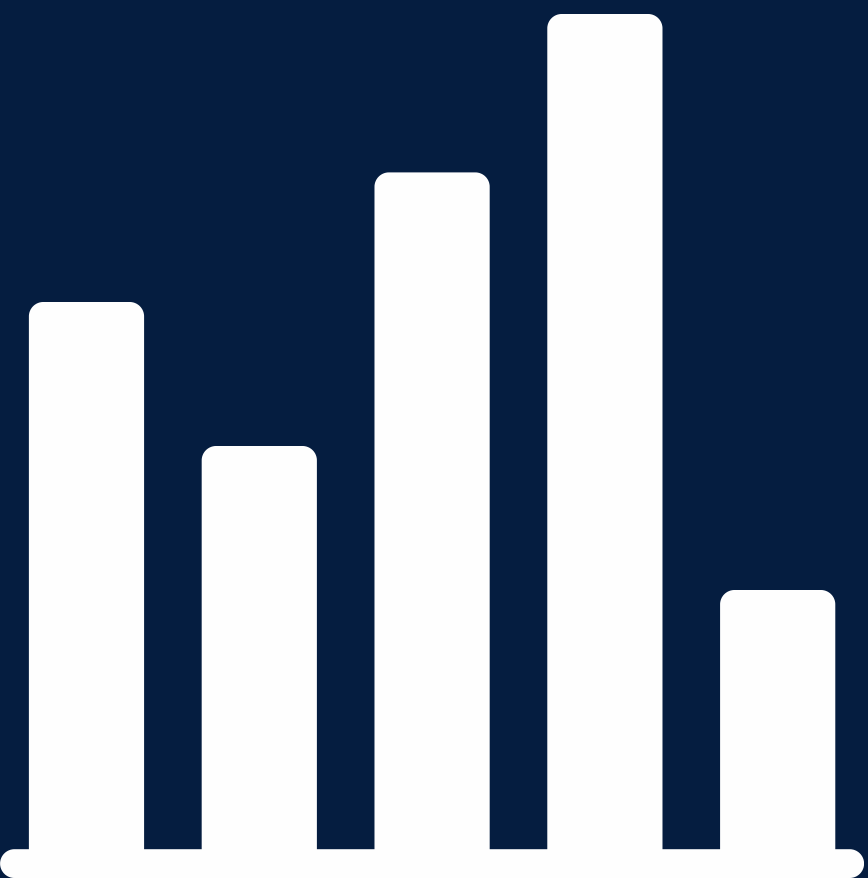
REELS :

- WIDE DISTRIBUTION
- AWARENESS
- VERY SHAREABLE

LIVES :

- QUESTIONS / ANSWERS
- BROADCASTING EVENT
- INTIMACY

SOME STATISTICS



Type de contenu

Tout

Followers

Non-followers

Reels



1 343

Stories



640

• Followers

• Non-followers

Type de contenu

Tout

Followers

Non-followers

Reels



471

Stories

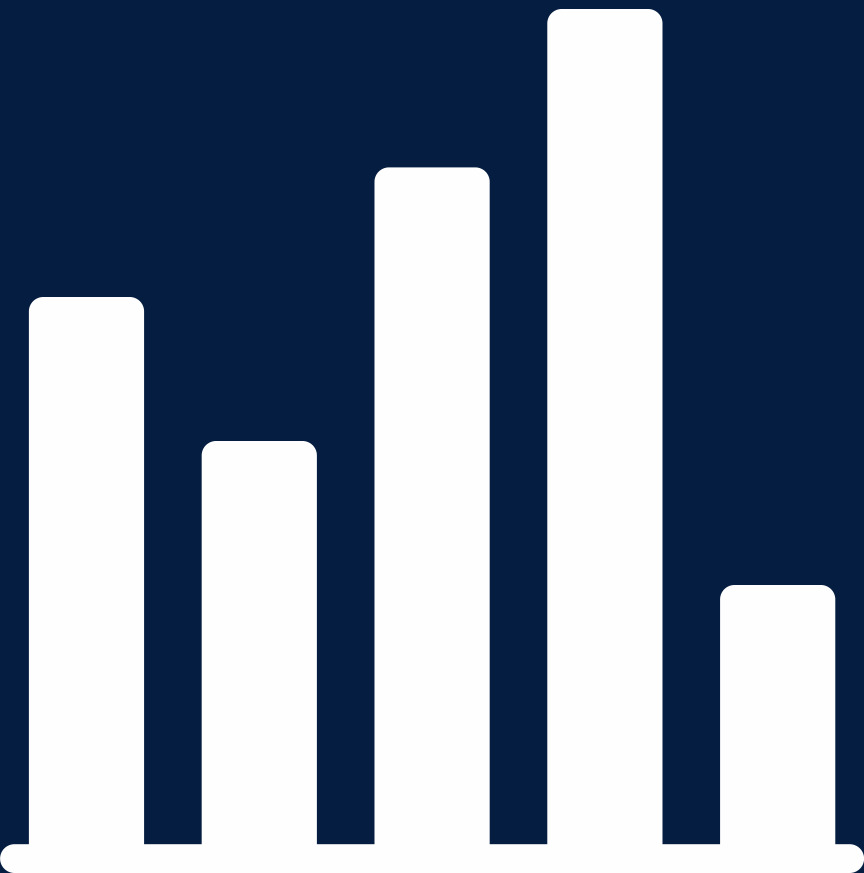


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Activité du profil ⓘ	283
vs 1er nov. - 14 nov.	+433%
Visites du profil	262
	+394%



5X MORE PROFIL VISITS WHEN ACTIVE



X143 MORE RESULTS WHEN ACTIVE WITH MY FOLLOWERS

X52 MORE WHEN ACTIVE WITH NON-FOLLOWERS



HOW TO MASTER ORGANIC CONTENT ?



- GET YOUR PROFILE IN PUBLIC
- ALWAYS PUT IT IN PROFESSIONAL MODE
- LET THE COMMENTS ENABLED
- USE STORIES TO ENGAGE YOUR COMMUNITY THROUGH SURVEYS
- LAUNCH NEW PRODUCT ? USE COUNTDOWN

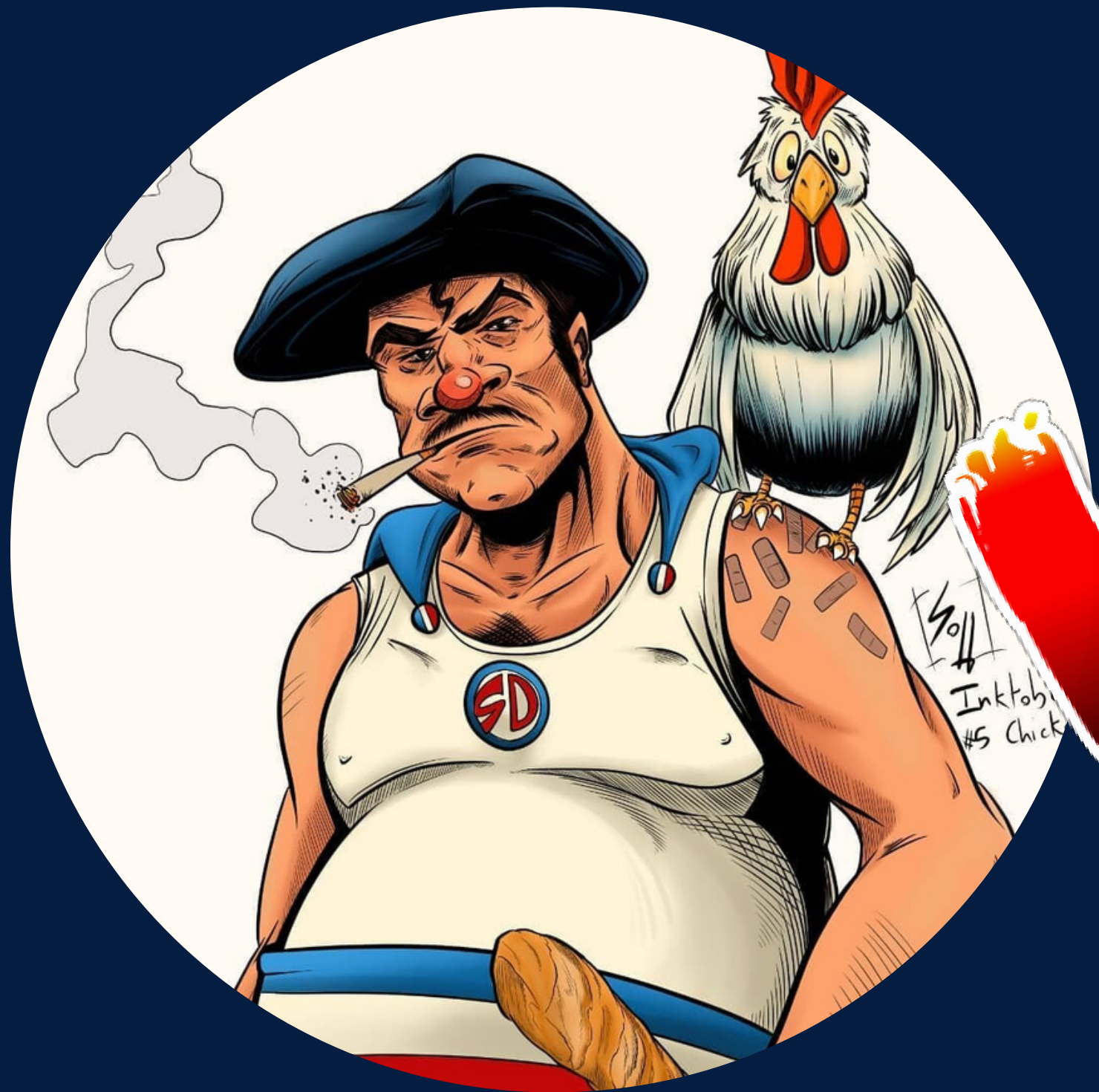


- ALWAYS REPLY TO YOUR COMMENTS DONT ONLY PUT A HEART
- INFORM YOUR COMMUNITY WHEN NEW POST ON YOUR FEED
- PRIORITIZE REELS [ALWAYS]
- MAKE THEM INTERACT WITHIN THE 24 HOURS FOLLOWING THE POST
- DON'T USE TOO MUCH HASHTAGS INSTEAD PRIORITIZE LONG DESCRIPTION

THE KEY OF SUCCESS



MAKE PEOPLE REACT



VS





V S





vs



THANKS FOR YOUR PARTICIPATION