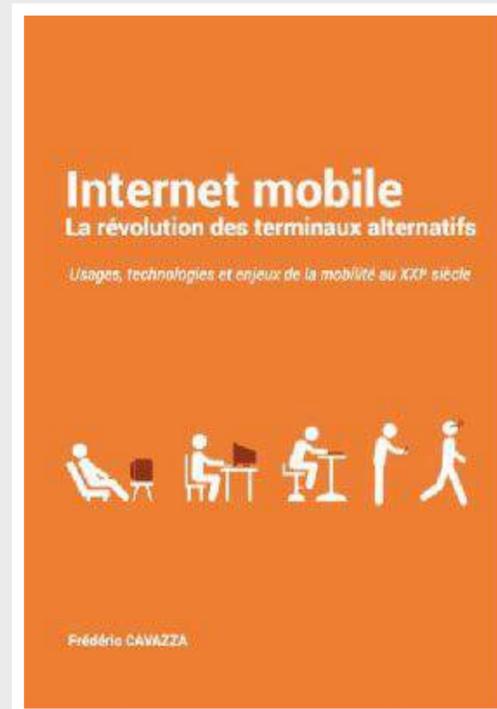


Panorama des médias sociaux 2024

Webinaire Communication Publique - 24/05/2024

Frédéric Cavazza ?

- *Marketing technologist*
- Consultant et conférencier
- 25 ans d'expérience dans le web
- 1 blog : FredCavazza.net
- 2 livres :



Sommaire

- **Introduction**
- Présentation détaillée du panorama 2024
- Les grandes tendances
- Les questionnements
- Conclusion

Comment en est-on arrivé là ?



Les médias sociaux occupent une place disproportionnée dans notre quotidien

Sommaire

- Introduction
- **Présentation détaillée du panorama 2024**
- Les grandes tendances
- Les questionnements
- Conclusion

TikTok est le nouveau centre de gravité



Meta édite les services les plus populaires



Une dizaine de plateformes occupe une place centrale



Une infinité de services pour partager

The image is a word cloud of various online services, categorized into six main groups:

- Networking:** tinder, match, eharmony, okcupid, Badoo, nextdoor, zoom, meet, discord, reddit, quora, github, stackexchange, wizardchan.
- Publishing:** Medium, Squarespace, Blogger, Wix, Typepad, LiveJournal, Tumblr, Dailymotion, Vimeo, Behance, DeviantArt, 9GAG, 4chan, Wizzardchan.
- Sharing:** Wikipédia, Flickr, Digg, Flipboard, Instapaper, SmugMug, Google Photos, Flickr, 500px, Yelp, TripAdvisor, iMessage, Google Messages, LINE, Kik, imo, Airchat, groupme, icq, Skred, Skype, Signal, Viber.
- Collaborating:** Microsoft 365, Google Workspace, Evernote, OneNote, Trello, Planner, Jira, Mural, Nulab, Miro, Basecamp, Airtable, Jive, Wrike, Quip, Coda, Asana, Podio, Smartsheet.
- Discussing:** Medium, Squarespace, Blogger, Wix, Typepad, LiveJournal, Tumblr, Dailymotion, Vimeo, Behance, DeviantArt, 9GAG, 4chan, Wizzardchan.
- Messaging:** iMessage, Google Messages, LINE, Kik, imo, Airchat, groupme, icq, Skred, Skype, Signal, Viber.

A central smartphone icon displays social media app icons: LinkedIn, Facebook, Instagram, YouTube, TikTok, Twitter, Twitch, Messenger, WhatsApp, Telegram, and Snapchat.

Une infinité de services pour envoyer des messages

The image displays a word cloud of various online services, categorized into six main groups:

- Networking:** tinder, match, eharmony, okcupid, Badoo, nextdoor, zoom, meet, discord, reddit, quora, github, stackexchange, wizardchan.
- Publishing:** Medium, Squarespace, Blogger, Wix, Typepad, LiveJournal, Tumblr, Dailymotion, Vimeo, Behance, DeviantArt, 9GAG, 4chan, Wizzardchan.
- Sharing:** Slideshare, Digg, Flipboard, Instapaper, SmugMug, Google Photos, Flickr, 500px, Tripadvisor, iMessage, Google Messages, LINE, Kik, imo, Airchat, groupme, icq, Skred, Skype, Signal, Viber.
- Collaborating:** Evernote, OneNote, Notejoy, Notes, Loop, Chime, Chat, Twist, Symphony, Trello, Planner, Jira, Mural, Nulab, Miro, Basecamp, Airtable, Jive, Wrike, Quip, Coda, Asana, Podio, Smartsheet.
- Discussing:** Reddit, Quora, GitHub, StackExchange, Wizzardchan.
- Messaging:** iMessage, Google Messages, LINE, Kik, imo, Airchat, groupme, icq, Skred, Skype, Signal, Viber.

A central cluster of social media icons is overlaid on the word cloud, including: LinkedIn, WordPress, X, Facebook, Instagram, YouTube, TikTok, @, Twitch, Discord, Messenger, WhatsApp, Signal, Telegram, and Snapchat.

Une infinité de services pour discuter

The image is a word cloud of various online services, categorized into six main groups: Networking, Publishing, Sharing, Collaborating, Discussing, and Messaging. A central smartphone icon displays logos for social media and messaging apps.

- Networking:** tinder, match, eharmony, okcupid, Badoo, nextdoor, zoom, meet, discord, reddit, quora, github, stackexchange, wizardchan.
- Publishing:** Medium, Squarespace, Blogger, Wix, Typepad, LiveJournal, Tumblr, Dailymotion, Vimeo, Behance, Deviant Art, 9GAG, 4chan, Wizzardchan.
- Sharing:** Slideshare, Digg, Flipboard, Instapaper, Google Photos, Flickr, Giphy, 500px, Yelp, TripAdvisor, iMessage, Google Messages, LINE, Kik, Imo, Airchat, GroupMe, ICQ, Skred, Skype, Signal, Viber.
- Collaborating:** Microsoft 365, Google Workspace, Evernote, OneNote, Trello, Planner, Jira, Mural, Nulab, Miro, Basecamp, Airtable, Jive, Wrike, Quip, Coda, Asana, Podio, Smartsheet.
- Discussing:** Reddit, Quora, GitHub, StackExchange, Wizzardchan.
- Messaging:** iMessage, Google Messages, LINE, Kik, Imo, Airchat, GroupMe, ICQ, Skred, Skype, Signal, Viber.

Central smartphone icon logos: LinkedIn, WordPress, X, Facebook, Instagram, YouTube, TikTok, @, Twitch, Discord, WhatsApp, Telegram, Snapchat, Gmail, Outlook, Proton Mail, Yahoo! Mail, Tuta, StartMail, Mailfence, Mailbox, SLOWLY, Plato, TamTam, Whisper, Friendled.

Une infinité de services pour collaborer

Networking

tinder, CoffeeMeetsBagel, RAYA, Hinge, Grindr, azar, hoop, campsite.bio, feedlink, bio.fm, Linktree*, VERO, snack, MeWe, eventbrite, Meetup, evite, Plenty of Fish, LOVOO, bumble, ravelry, UNTAPPD, care2, 'etoro', ASMALLWORLD, happn, okcupid, Badoo, nextdoor, TAGGED, ancestry, SLOWLY, classmates, NING, hivebrite, diaspora*, BETTERM CODE, Blinq, Hello, SPOTIO, Dex

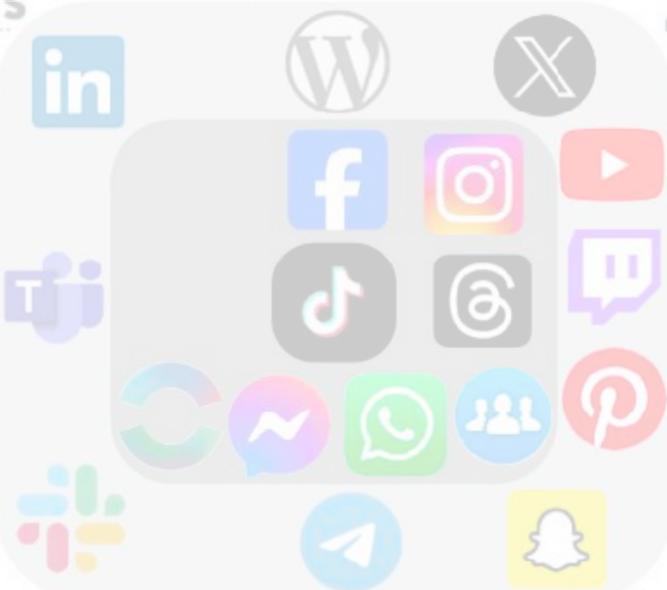
lumapps, unily, nifty, ClickUp, VALENCE, LNK, elpha, viadeo, monday, Confluence, kissflow, Notion, SIMPPLR, Microsoft, Viva, Zoom, GoTo, Meet, webex, workvivo, chatter, talkspirit, Jamespot, Whaller, threads, spike, Google, Loop, Chime, Chat, twist, SYMPHONY, Simplenote, Dropbox, Paper, todoist, box, Evernote, OneNote, notejoy, NOTES, Visio, mind, gliffy, Lucidchart, cacoo, Trello, kantree, Planner, Jira, mural, nulab, miro, Bitmoji, ZEPETO, LIFE, REC ROOM, Hello, clubhouse, listen, DISQUS, Basecamp, Airtable, jive, wrike, Quip, coda, teamwork, workfront, asana, Podio, smartsheet, HABBO, READY PLAYER ME, neopets, VR CHAT, Spatial, sinespace, teamspeak, Yalla, Circle, kialo, SANDBOX, Decentraland, CRYPTOVOXELS, SOMNIUM SPACE, SECOND, F3, LAINCHAN, Soyjak.party, CuriousCat, reddit, Google Groups, Quora, ask.fm, GitHub, StackExchange, Wizardchan, 9GAG, 4chan, WIZARDCHAN, kun

Publishing

Medium, SQUARESPEACE, Blogger, WIX, Typepad, open diary, Svbtle, LIVEJOURNAL, ghost, substack, GUMROAD, Buttondown, upscribe, NEWGROUNDS, myspace, wattpad, Sidechat, Pillowfont, mastodon, Mirror, AKASHA, DeSo, BitClout, TRUST, FIZZ, Cortex, sigle, BeReal, DISPO, LiveStatus, Locket Widget, WidgetPal, Firework, SHOPSHOPS, FLIP, Playhouse, Clips, TRILLER, kwai, SPILL, Marco Polo, Drakula, Likee, gube, younow, LiveMe, DAILYMOTION, vimeo, odysee, Playeur, rumble, caffeine, D.tube, DEEZER, GTracks, GIPHY, 500PX, Behance, Dribbble, primitives, WALL, Superlocal, couchsurfing, yelp, DEVIANT, we, it, goodreads, Bookstr, Life360, ART, houzz, MIX, pixiv, anobii, LibraryThing, ShowMe, Tripadvisor.

Sharing

Apple Podcasts, PodBean, PODCASTICS, Slideshare, SCRIBD, studocu, Pocket Casts, Castbox, buzzsprout, majelan, Infoplease, Fandom, Citizenium, SCHOLARPEDIA, Scoop, Post, digg, pocket, Slashedot, FLIPBOARD, Instapaper, WIKIPEDIA, tumblr., Mastodon, FIZZ, BeReal, DISPO, LiveStatus, Locket Widget, WidgetPal, Firework, SHOPSHOPS, FLIP, Playhouse, Clips, TRILLER, kwai, SPILL, Marco Polo, Drakula, Likee, gube, younow, LiveMe, DAILYMOTION, vimeo, odysee, Playeur, rumble, caffeine, D.tube, DEEZER, GTracks, GIPHY, 500PX, Behance, Dribbble, primitives, WALL, Superlocal, couchsurfing, yelp, DEVIANT, we, it, goodreads, Bookstr, Life360, ART, houzz, MIX, pixiv, anobii, LibraryThing, ShowMe, Tripadvisor.



Collaborating

Discussing

Messaging

Une infinité de services pour réseauter

Networking

tinder Hinge Grindr CoffeeMeetsBagel RAYA azar hoop feedlink campsite.bio bio.fm Linktree* VERO snack MeWe eventbrite Meetup evite care2 eToro UNTAPPD ravelry Plenty of Fish LOVOO Plenty of Fish bumble happn care2 ASMALLWORLD okcupid Badoo nextdoor classmates

NING hivebrite diaspora* BETTERM CODE Blinq Hello SPOTIO Dex lumapps unily nifty ClickUp VALENCE LNK elpha viadeo monday Confluence kissflow Notion SIMPLR Microsoft Viva zoom GoTo Meet webex workvivo chatter talkspirit Jamespot Whaller threads spike Google Loop Chime Chat twist SYMPHONY

Trello kantree Planner Sandbox Decentraland CRYPTOVOXELS SOMNIUM SPACE ZEPETO LIFE REC ROOM Hello clubhouse listen rifir DISCUS Discourse GraphComment Circle kialo Jira mural nulab miro Bitmoji READY PLAYER ME Spatial VR CHAT sinespace teamspeak Yalla HIBERWORLD SANSAR

Collaborating

Publishing

Medium SQUARESPACE Blogger WIX Typepad open diary Svbtle LIVEJOURNAL ghost substack GUMROAD Buttondown upscribe NEWGROUNDS myspace wattpad Sidechat Pillowfont Mastodon Mirror AKASHA DeSo BitClout

Medium SQUARESPACE Blogger WIX Typepad open diary Svbtle LIVEJOURNAL ghost substack GUMROAD Buttondown upscribe NEWGROUNDS myspace wattpad Sidechat Pillowfont Mastodon Mirror AKASHA DeSo BitClout

CuriousCat reddit F3 LAINCHAN Soyjak.party 9GAG 8kun Quora GitHub askfm StackExchange

Discussing

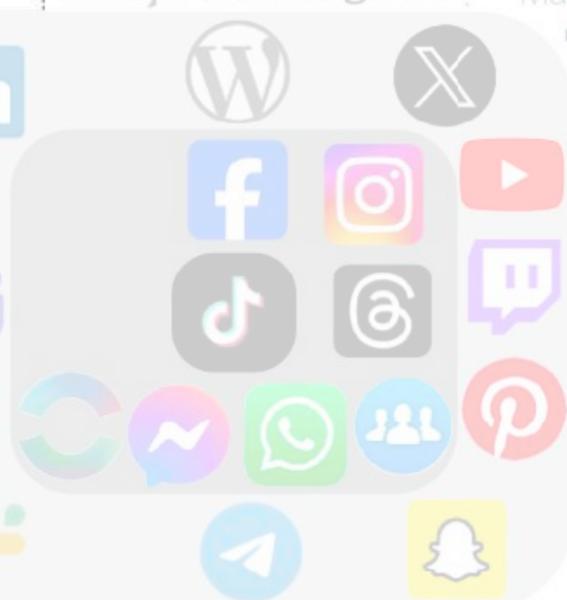
Sharing

Apple Podcasts PodBean PODCASTICS Slideshare SCRIBD studocu Fandom Citizendium SCHOLARPEDIA WIKIPEDIA Scoop Post. digg pocket Slashdot FLIPBOARD Instapaper

tumblr. Clips TRILLER kwai SPILL Chatroulette Be.Live gubo younow LiveMe DAILYMOTION Spotify SOUND CLOUD tenor COUB flickr vimeo odysee Playeur rumble caffeine Dtube DEEZER STATIONHEAD starmaker GIPHY 500PX Behance Dribbble primitives WALL Superlocal couchsurfing yelp DEVIANT weait goodreads Bookstr Life360 Tripadvisor ART houzz MIX pixiv anobii LibraryThing ShowMe

Gmail Outlook Proton Mail yahoo!mail iMessage Google Messages LINE kik imo Airchat groupme icq Skred Skype Signal Viber

Messaging



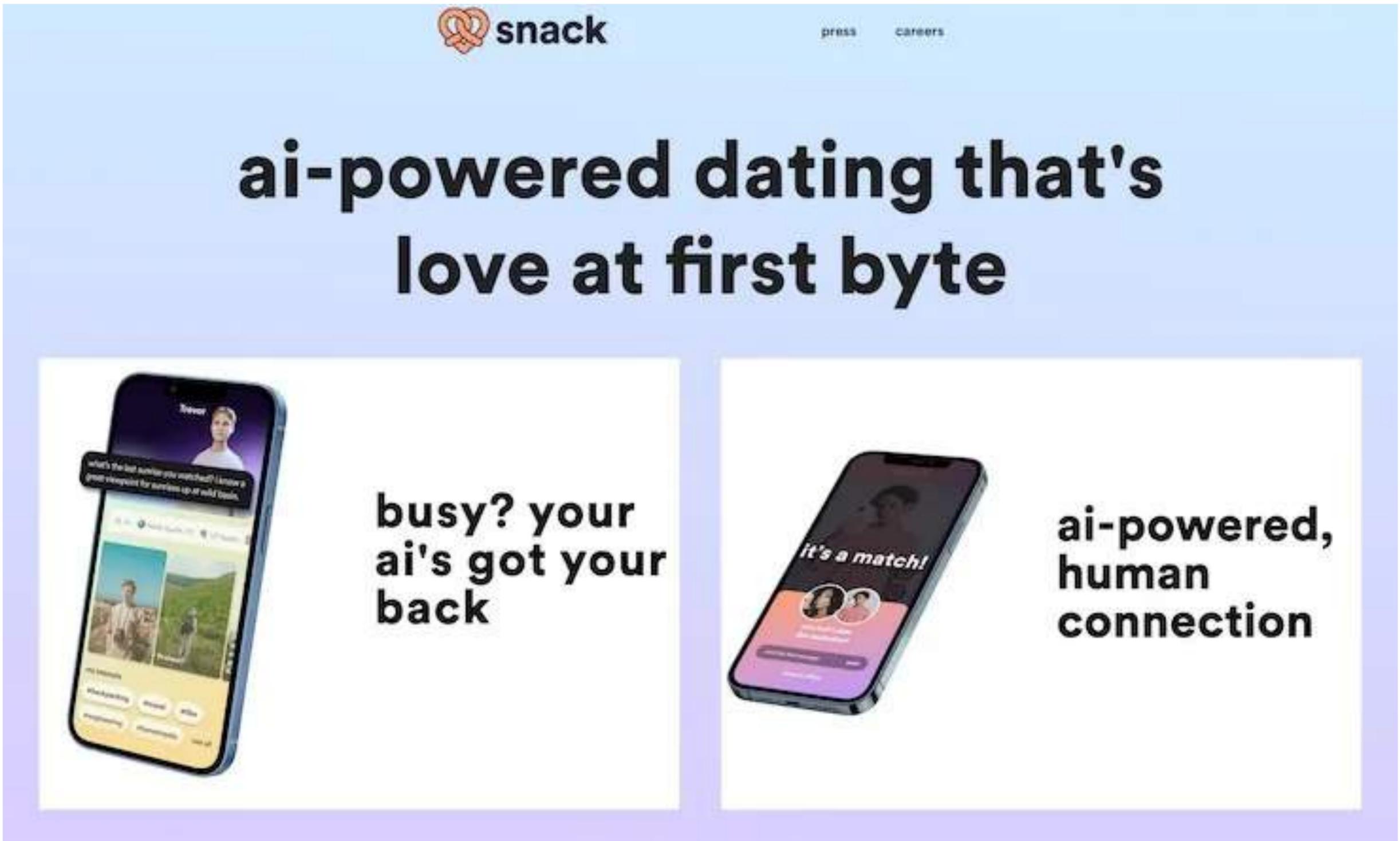
Une vision occidentale qui exclut la Chine



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- Conclusion

L'IA s'invite dans les interactions



The image is a promotional graphic for the Snack dating app. At the top, the 'snack' logo is on the left, and 'press' and 'careers' links are on the right. The main headline reads 'ai-powered dating that's love at first byte'. Below this, two smartphone screens are shown. The left screen displays a profile with a text overlay: 'what's the best online site for you? I have a great response for success up at wild back.' To its right is the text 'busy? your ai's got your back'. The right screen shows a match notification: 'it's a match!' with two profile pictures. To its right is the text 'ai-powered, human connection'.

snack press careers

ai-powered dating that's love at first byte

what's the best online site for you? I have a great response for success up at wild back.

busy? your ai's got your back

it's a match!

ai-powered, human connection

Les services se copient entre eux



Un repli vers les communautés

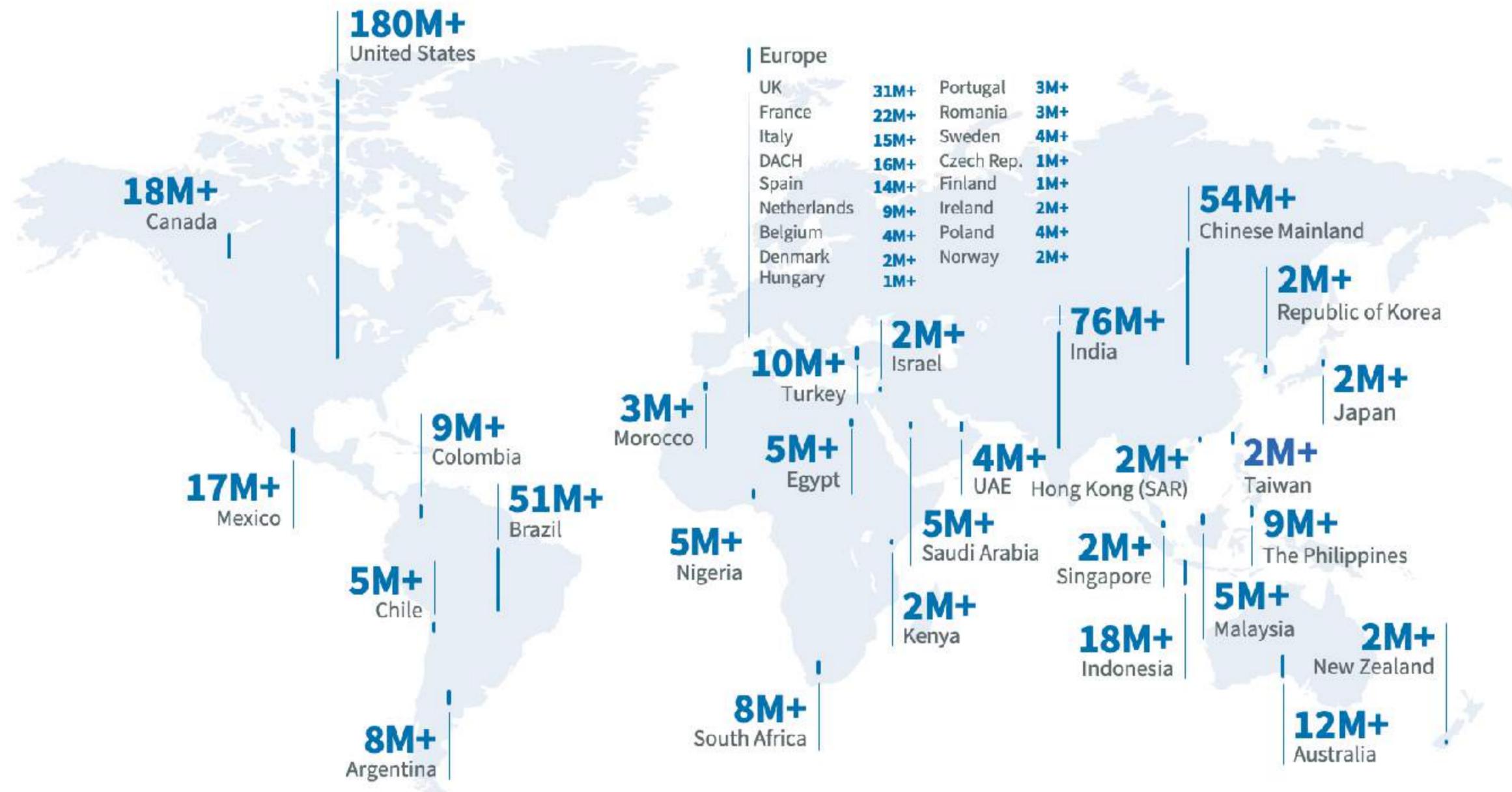


Les 9 vies de Twitter / X



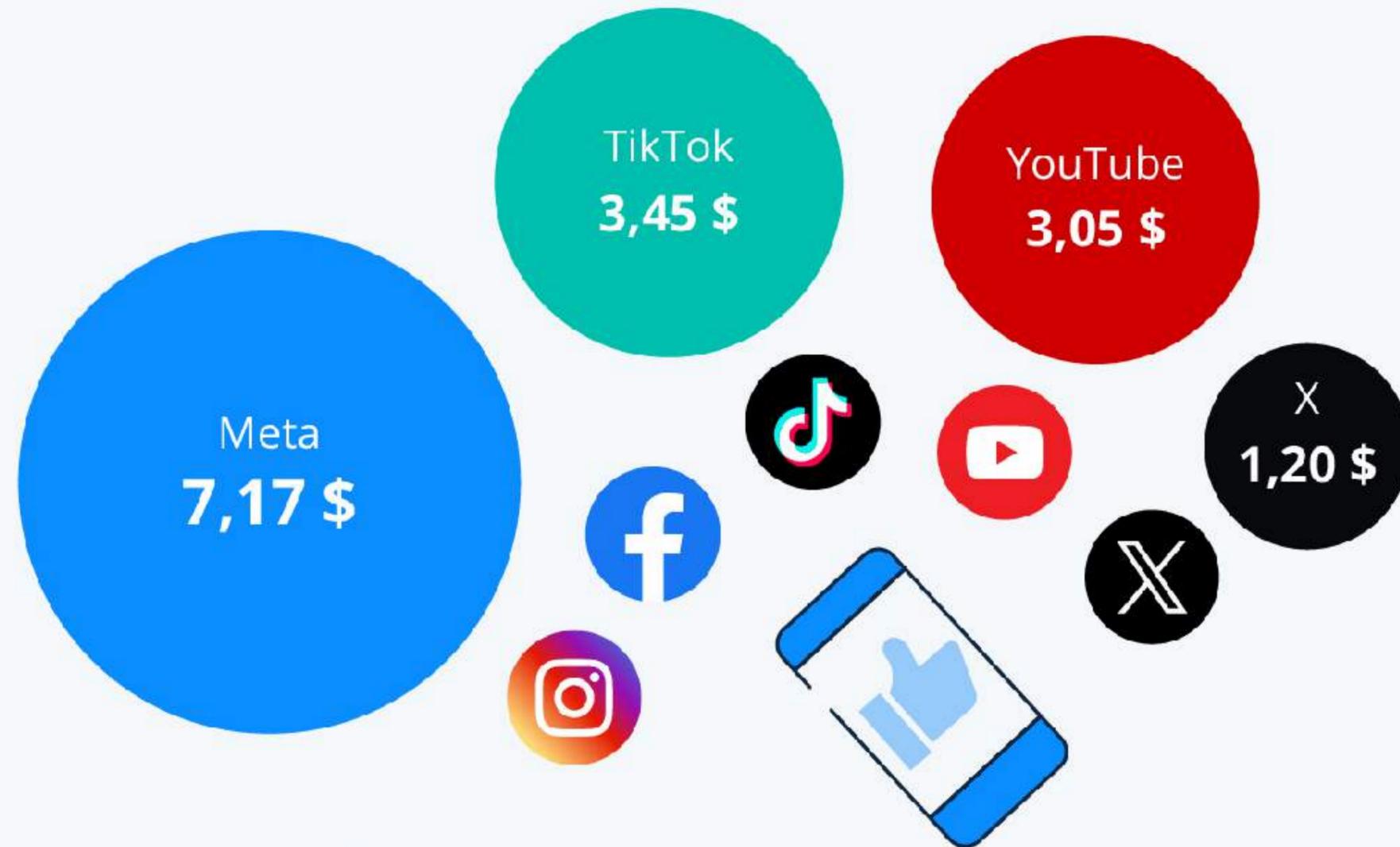
L'avènement de LinkedIn

774+ million members in 200 countries and regions worldwide



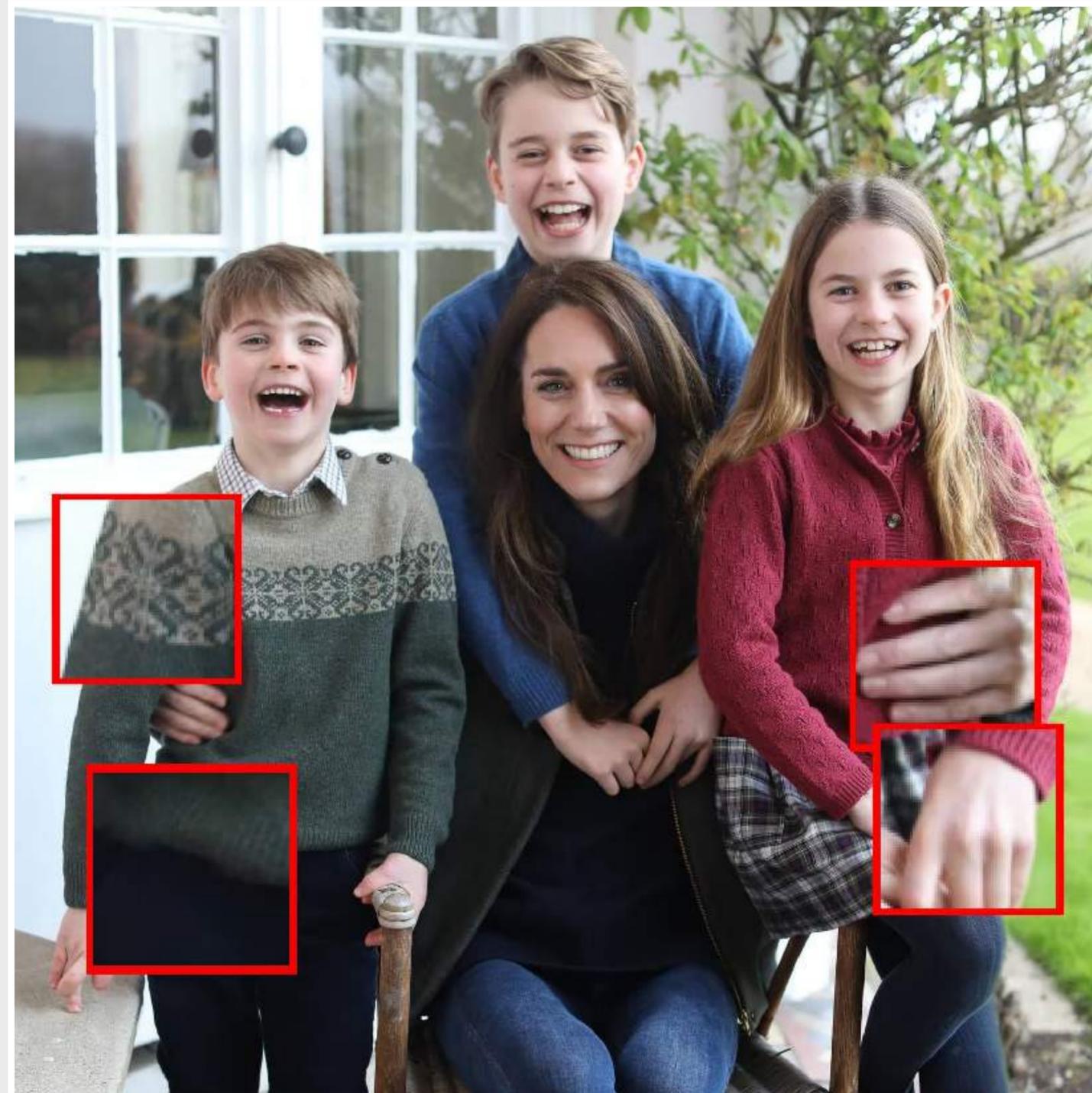
La fin du paid social ?

Coût pour mille impressions moyen d'une publicité payante sur les réseaux sociaux suivants en 2023 (janv.-nov.)

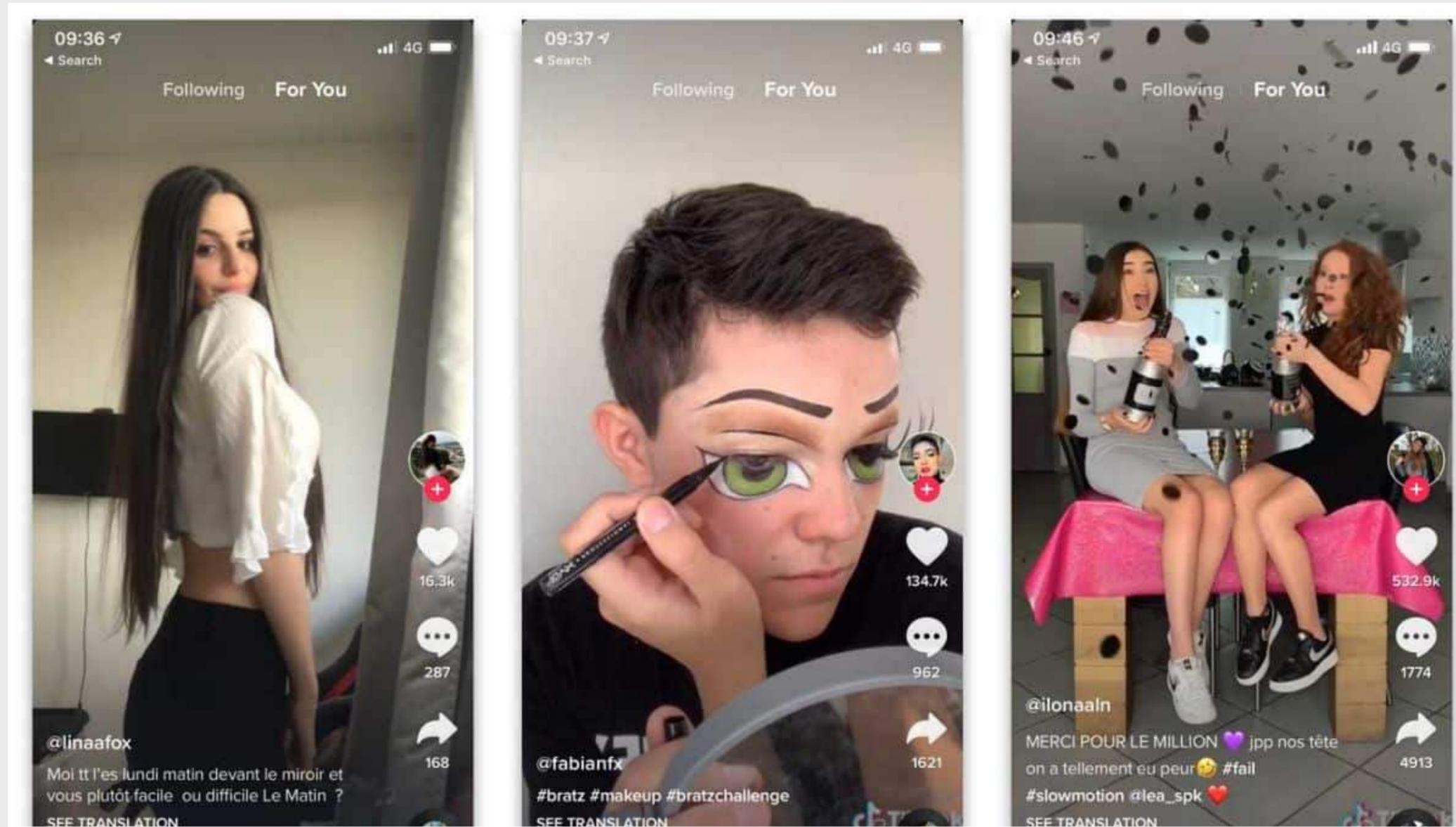


Source : Gupta Media

La fin du shared media ?



La fin des réseaux sociaux ?



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Comment engager des publics jeunes, désabusés et courtisés par les populistes ?

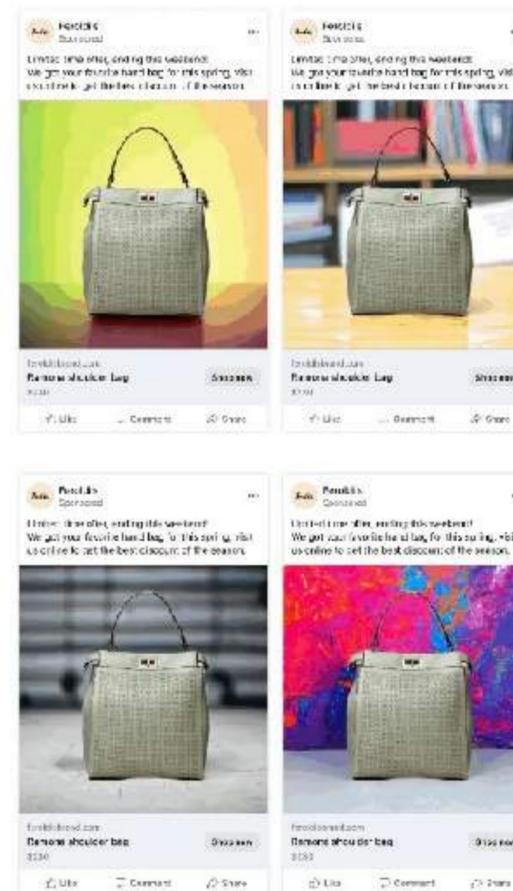


Le #BlocusChallenge de LFI

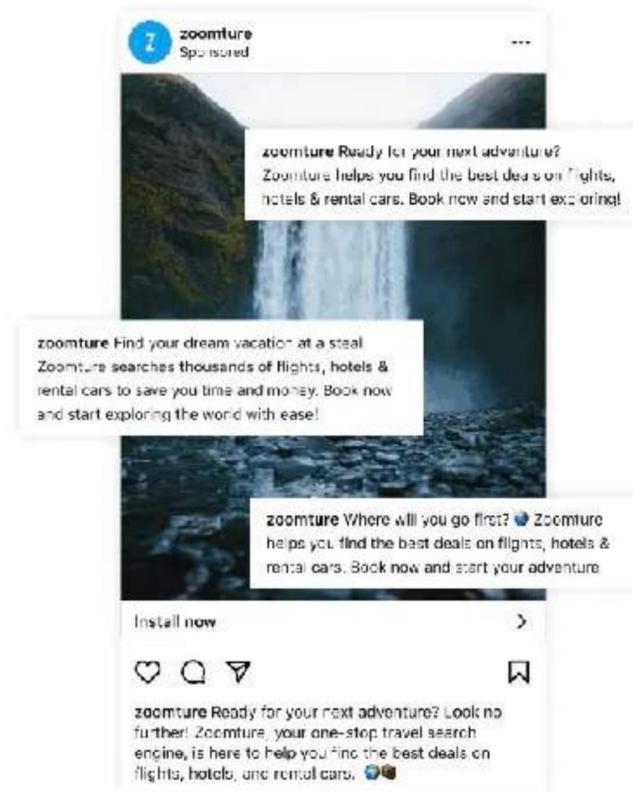
Comment bénéficier de l'IA générative et l'intégrer dans la production / publication ?



Image expansion

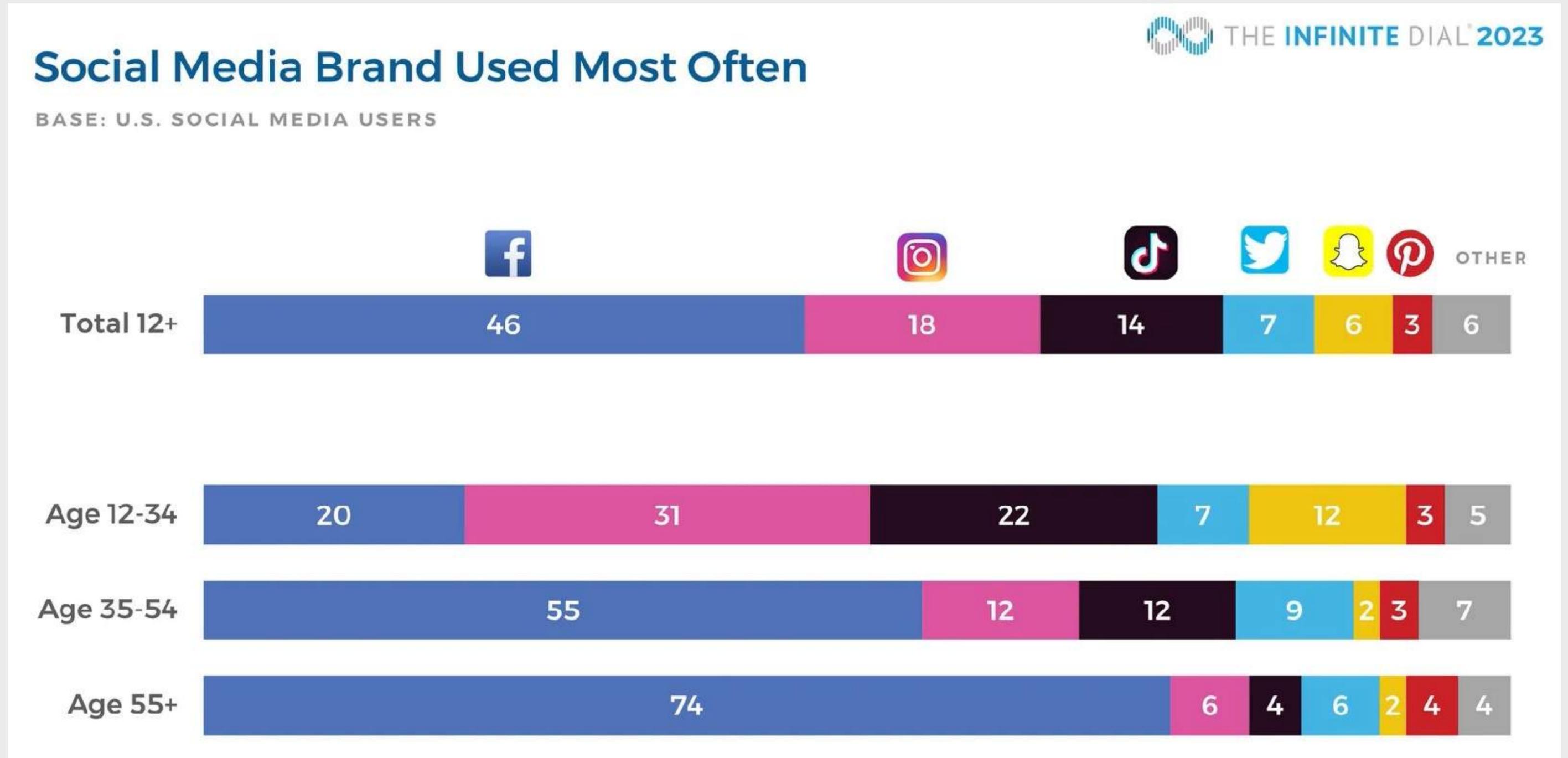


Background generation



Text variations

Comment maintenir une cohérence éditoriale ?



Comment articuler la gestion de comptes institutionnels et personnels ?

**Top 20 des directeurs de la communication des grandes entreprises françaises les plus influents sur X
4ème trimestre 2023**

f

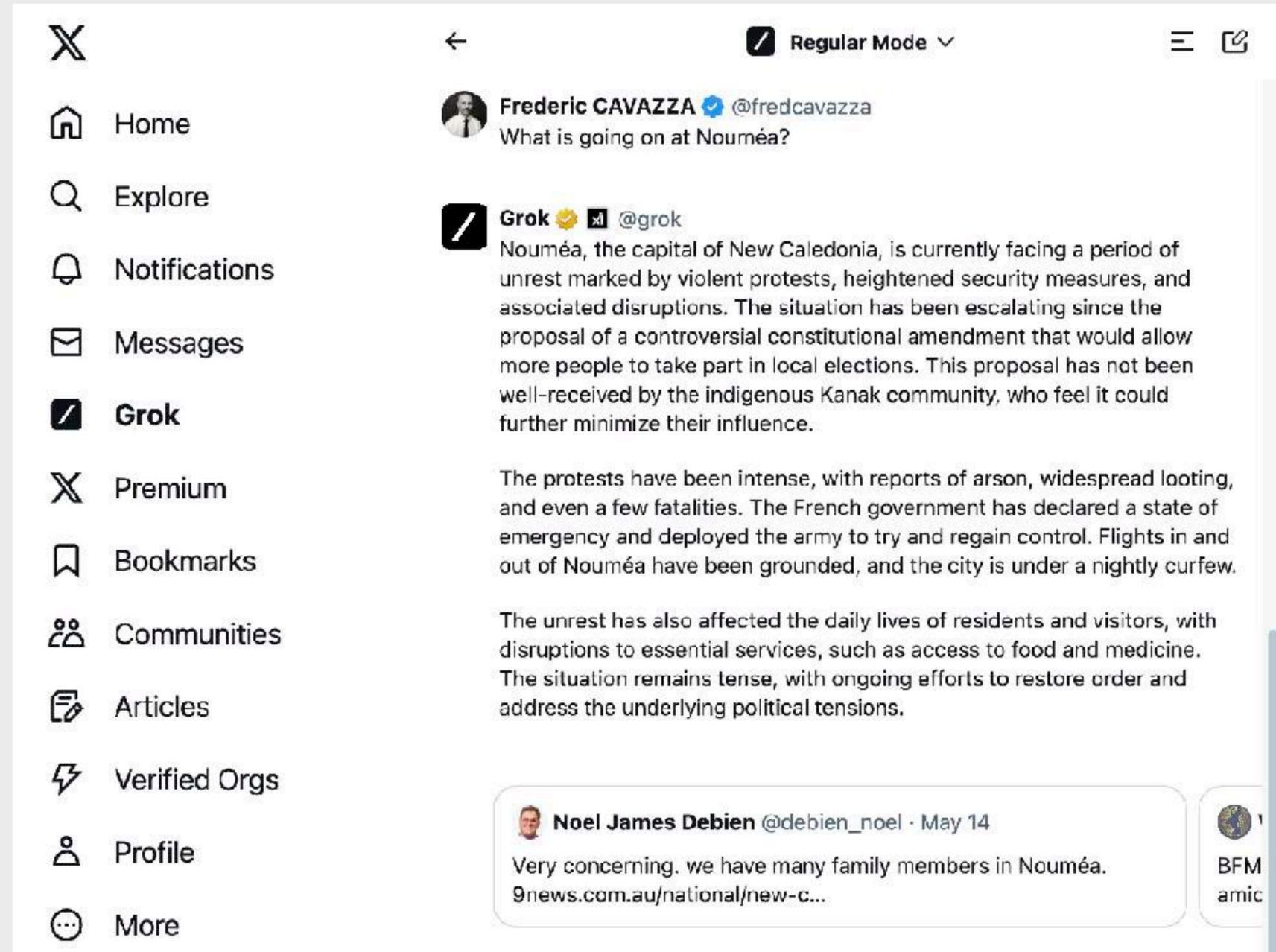
1		Stéphane Fort @Stephane_Fort	Dassault Aviation
2		Catherine Lescure @clescure	Enedis
3		Marie-Christine Lanne @Mc_Lanne	Generali France
4		Caroline Guillaumin @caroguillaumin	Orange
5		Pierre Auberger @Pierre_Auberger	Bouygues
6		Ulrike Decoene @udecoene	AXA
7		Lorella Gessa @Lorella_Gessa	Vivendi
8		Julien Noronha @JulienNoronha	BPI
9		Benjamin Perret @PerretBenjamin	EDF
10		Elsa Chantereau @ElsaCHANTEREAU	L'Oréal
11		Stéphanie Rismont @StephRismont	SNCF
12		Yves Barillé @YBarille	Airbus
13		Elise Hermant @EliseHermant	BNP Paribas
14		Dominique Wood @dwbenneveau	Engie
15		Sophie Quatrehomme @SQuatrehomme	Caisse des Dépôts
16		Jean-François ALLIN @allinjf	Dalkia
17		Anaïs Lançon @anaislancon	RATP
18		Laurent Métral @LMetral44	Crédit Mutuel Alliance Fédérale
19		Carole Trivi @CaroleTrivi	EDF RE
20		Florence Genon-Catalot @genoncat	Confédération du Credit Mutuel

*Classement sur la base de 4 critères : taux d'engagement, nombre d'abonnés, ratio abonnements/abonnés, nombre de Posts sur le trimestre

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Bientôt des contenus synthétiques pour des audiences synthétiques ?



Merci de votre attention