



Social media trends: What shall we learn?

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About me...

- Digital & Reputation Strategist – **Agorep**
- Founder & Organizer of the **ReputationTime** cycle of conferences
- Head of Digital for the Benelux – **Ketchum**
- Head of Digital – **FTI Consulting EU**
- President 2013 of the **International Public Relations Association (IPRA)**
- European Digital Evangelist – **Edelman EMEA**
- Founder and President – **Internet sans Frontières**
- Published author of the essay “Allons enfants de l’Internet”
- Founder and MD Paris based **Rumeur Publique**

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First, let's set the scene...

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Social media revolution

Everyday on Facebook*...



4,7

billions shared contents

10

billion messages sent

350

million photos posted

*Source: Socialbakers

TYPOLOGY OF INFLUENCE



IDEA STARTERS



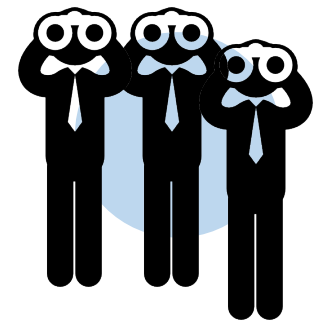
AMPLIFIERS



CURATORS



COMMENTATORS



VIEWERS

We must overcome stereotypes to capture the trends

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A photograph featuring two silhouetted figures against a vibrant sunset sky. The figure on the left is wearing a headband with devil horns and is gesturing with their right hand towards the figure on the right, who also has devil horns. In the background, the words "WELCOME TO REALITY" are written in a large, hand-painted font. The overall mood is surreal and provocative.

WELCOME
TO
REALITY

**This is not virtual, this is reality led
by real people sharing real things**

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**This is not about technology but
about society and behaviours**

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Getty



Social media is not aside traditional media but now totally part of it



**Connected crowds don't share information
but mainly emotions: Social networks are
powered by emotional flows**

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**People tend to believe
the same things**



So, where is this leading us?

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1. “Fake” will continue to set the agenda

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**We have entered a
new information era**



Oxford Dictionaries

**WORD
OF THE YEAR**

post-truth

A photograph showing three men in dark suits and ties standing in a row, raising their right hands in a gesture of affirmation or testimony. They are positioned in front of a dark, wood-paneled background. The man on the left has grey hair and glasses, the middle man has short brown hair, and the man on the right has short grey hair. The lighting is focused on them, with a soft green light visible in the background on the left.

**Facebook admitted around 200M fake accounts while
Twitter estimated 16M are fake/spams accounts.**

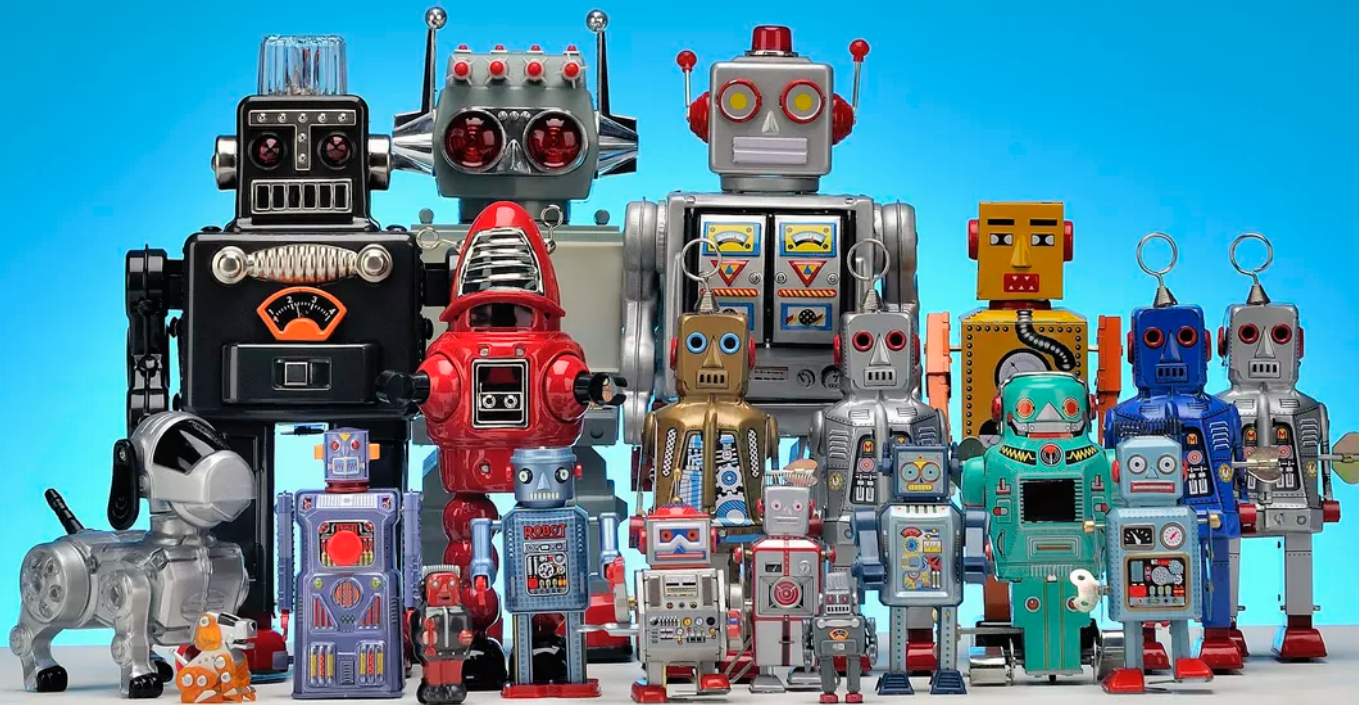
fake news

**There is nothing new with Fake news.
Massive dissemination is the challenge.**

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**Global traffic generated from bots
surpassed human-generated
internet traffic last year (51,8%*)**



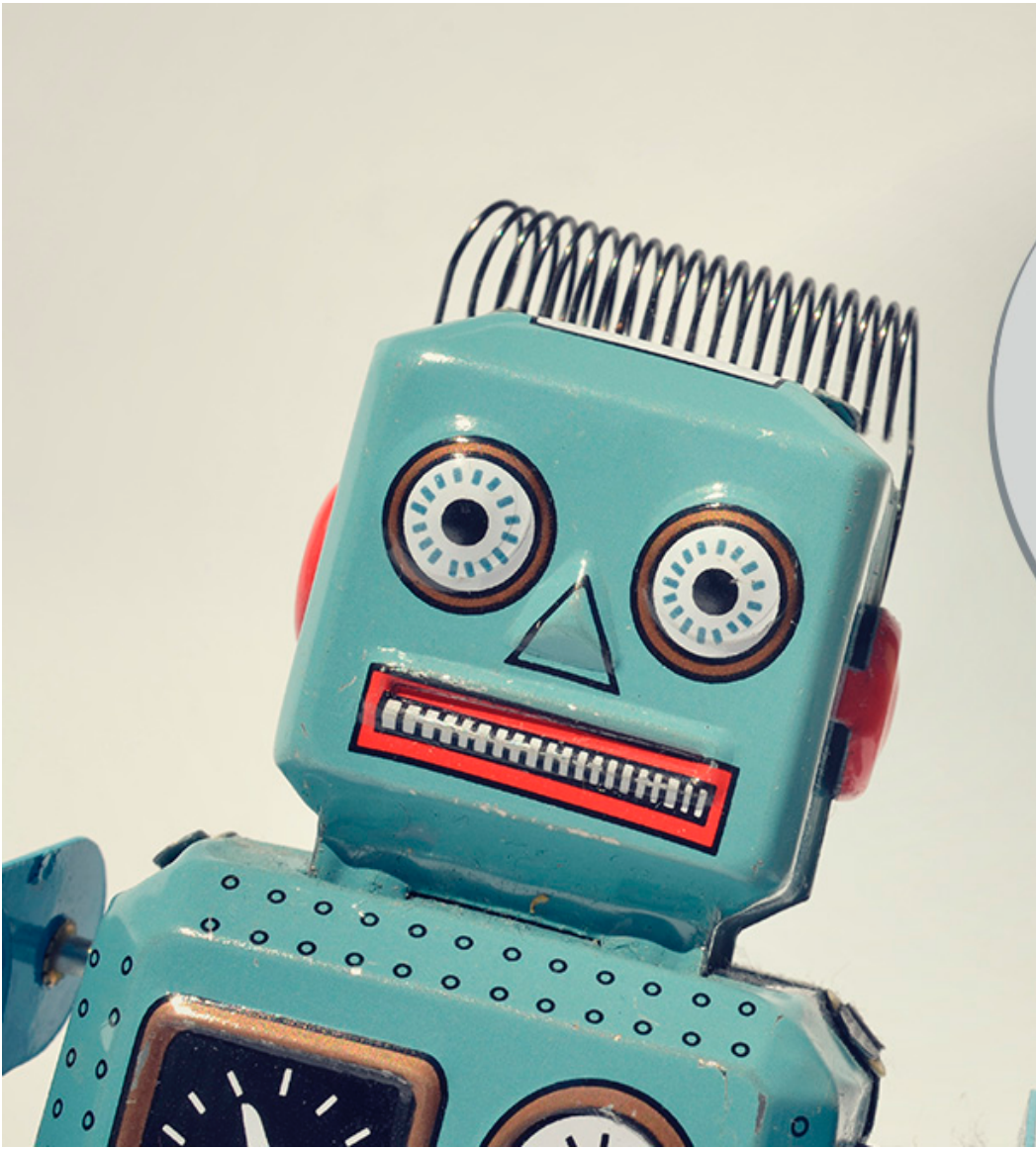
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*The annual Imperva Incapsula Bot Traffic Report

**Algorithms work hard to choose
on your behalf content you will
(likely) be happy to find**

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**Chatbots try to improve
customers' experience**





3. Content will continue to become more and more “snackable”

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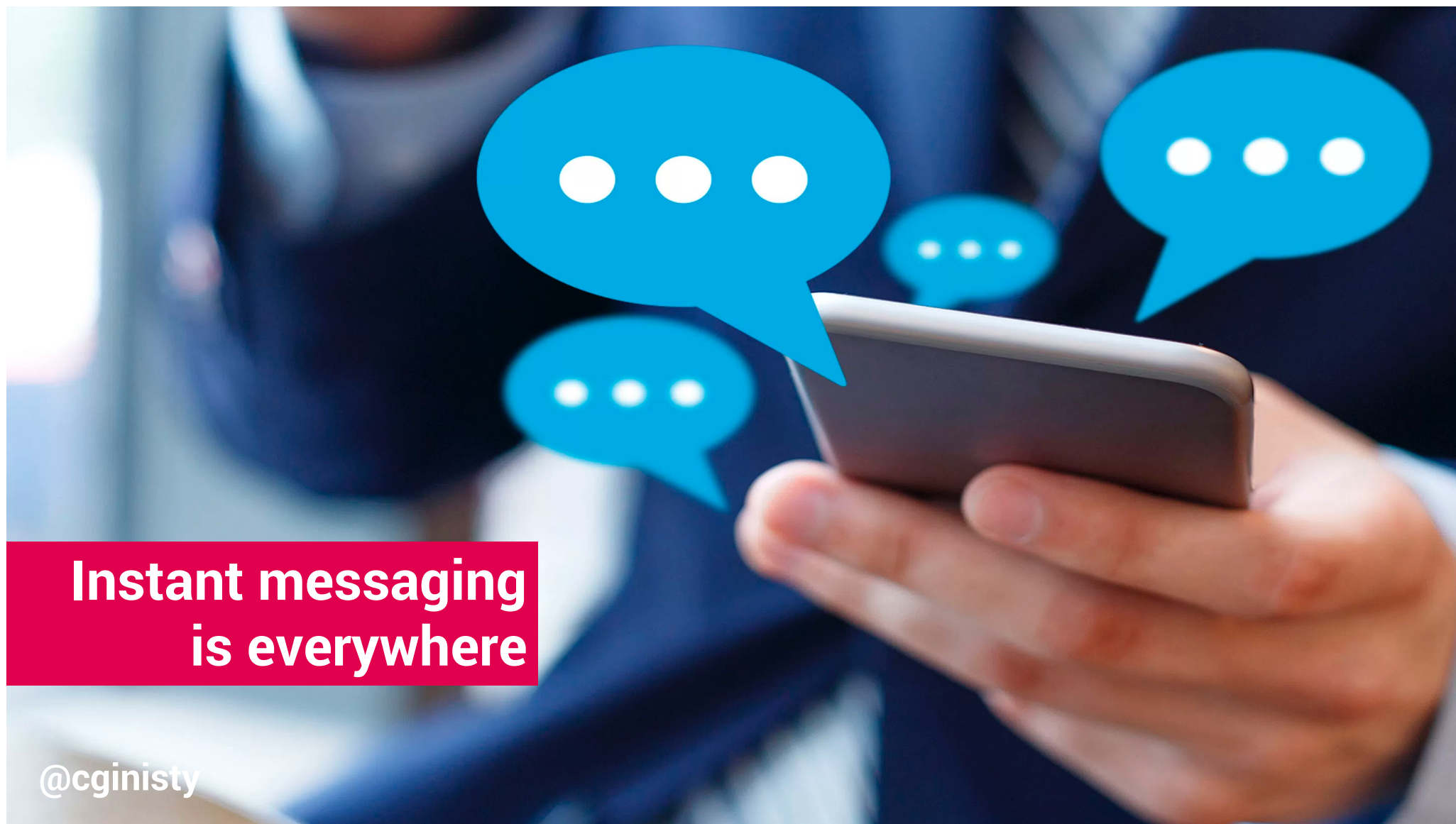
Twitter continues to be the main media room



**Ephemeral content creates excitement
and spread on more platforms**



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**Instant messaging
is everywhere**


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**4. New influencers will
continue to shape
conversations**



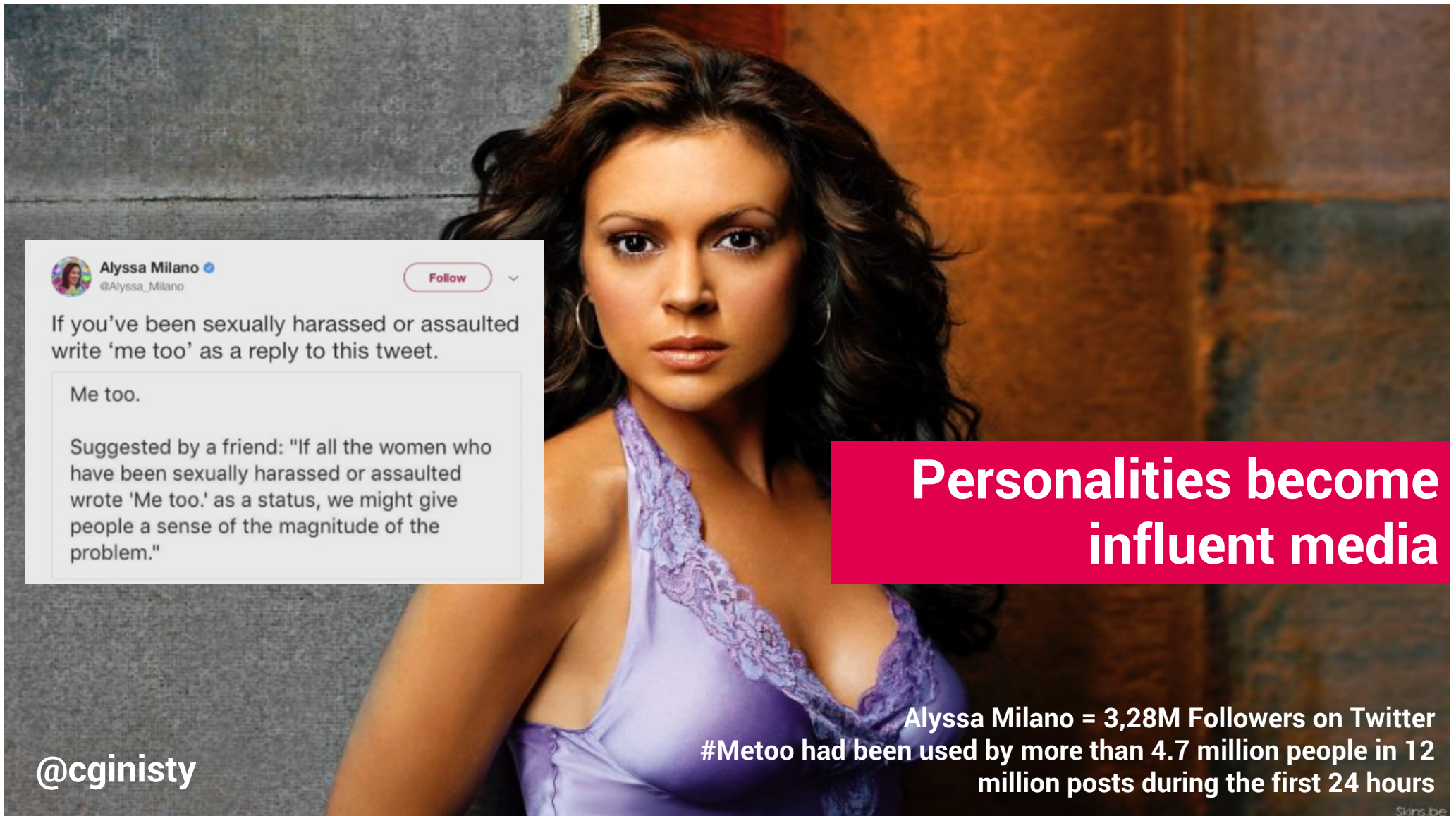
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A close-up portrait of PewDiePie, a popular YouTuber, smiling and waving at the camera. He has brown hair, blue eyes, and a beard, and is wearing a black shirt. The background is slightly blurred, showing an indoor setting with a chair and some artwork.

**“People like me effect”:
Influencers continue to
reach an impressive
audience**

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PewDiePie = 57M Subscribers on Youtube



**Personalities become
influent media**

**Alyssa Milano = 3,28M Followers on Twitter
#Metoo had been used by more than 4.7 million people in 12
million posts during the first 24 hours**

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skins.be



< 500 followers on 07/01/2015



JE SUIS CHARLIE

Individuals can create huge waves

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F I GB USA MEX

**ONE SIZE
DOES NOT
FIT ALL**

30°C
Von links bügeln/ iron inside out/
repasser sur l'envers / 只熨反面

**The myth of one
universal platform for
all is not relevant**

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**Teenagers are leaving
Facebook (-3,4% in the US*)
for Instagram and Snapchat**

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* source: Emarketer 2017



People tend to create bubbles

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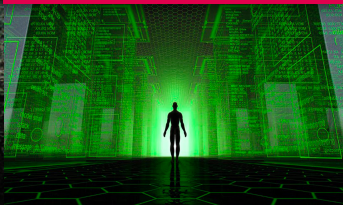
**“The world’s segmentation
caused by the Internet is
devastating for democracy”**

Lawrence Lessig, 2016

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WHAT?

**Fake
& Manipulation**



**Bots
& Algorithms**



**Snackable
content**



**Multiplication
of influencers**



**Life in
"bubbles"**



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People are
“lost in information”:
Critical thinking is
threatened



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**From the Information age
to the Reputation age**

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**Triumph of the
confirmation bias**

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A photograph of two oryx antelopes in a dusty, arid environment. They are facing each other, with their long, spiraling horns locked in a combat stance. The animals have light brown bodies with dark stripes and white underparts. Dust is kicked up around their legs, creating a hazy atmosphere. The background is a plain, light-colored wall.

**Trust is a highly
competitive matter**

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**Organisations
need to rethink
how they
communicate in
order to have an
impact and be
trusted**

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HOW?



Educate the audience:
Social media revolution needs to be balanced with education and development of in-depth knowledge.

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And...

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LISTEN!

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