



Social & Rotary

GIORGIO GANDUS

COMMISSIONE RELAZIONI PUBBLICHE

Rotary Club Genova Sud Ovest

Social Network – Quali ?



- LinkedIn è il Professionale



- Twitter è la notizia (in tempo reale)



- Facebook è il social per condividere



- Instagram è l'emozione per immagine



- Pinterest è lo «shop» per immagini



- Google+ è Google e ti fa trovare in rete



- Snapchat ha i contenuti a scadenza



- Youtube è l'archivio dei video



- MyRotaty è il social del Rotary

Social Network – Chi li ha inventati ?



Instagram - 2010
Kevin Systrom ('83)



Twitter - 2006
Jack Dorsey ('76)



facebook

Facebook - 2004
Mark Zuckerberg ('84)



Linked in

Linkedin - 2002
Reid Hoffman ('67)



Social Network – Cosa fanno?



SOCIAL SITE THAT IS ALL ABOUT DISCOVERY

LARGEST OPPORTUNITIES



USERS ARE:

32% MALE

68% FEMALE

70 MILLION ACTIVE USERS



MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 140 CHARACTERS

LARGEST PENETRATION



BUT SPREADING SLOWLY AND STEADILY

5,700 TWEETS HAPPEN EVERY SECOND

560 MILLION ACTIVE USERS



SOCIAL SHARING SITE THAT HAS 1 BILLION USERS WORLDWIDE

LARGEST OPPORTUNITIES



COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY

USERS SHARE 2.5 BILLION PIECES OF CONTENT EACH DAY

1 BILLION ACTIVE USERS



SOCIAL SHARING SITE ALL AROUND PICTURES AND NOW 15 SECOND VIDEOS

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF # HASHTAGS

AND POSTING PICTURES

CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS

150 MILLION ACTIVE USERS



SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR BRANDS AND USERS TO BUILD CIRCLES

NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE TEND TO BE A GOOD FIT WITH A GREAT FOLLOWING

GROWING RAPIDLY WITH 925,000 NEW USERS EVERY DAY

400 MILLION ACTIVE USERS



BUSINESS ORIENTED SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT

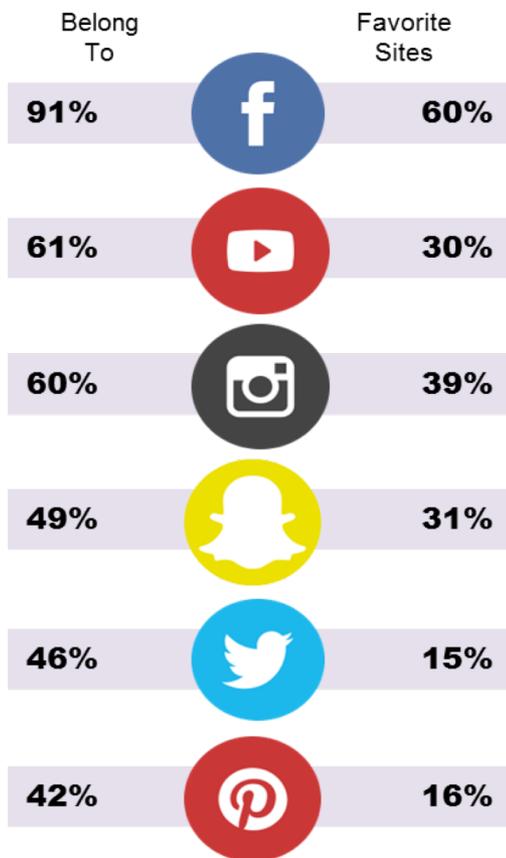


79% OF USERS ARE 35 OR OLDER

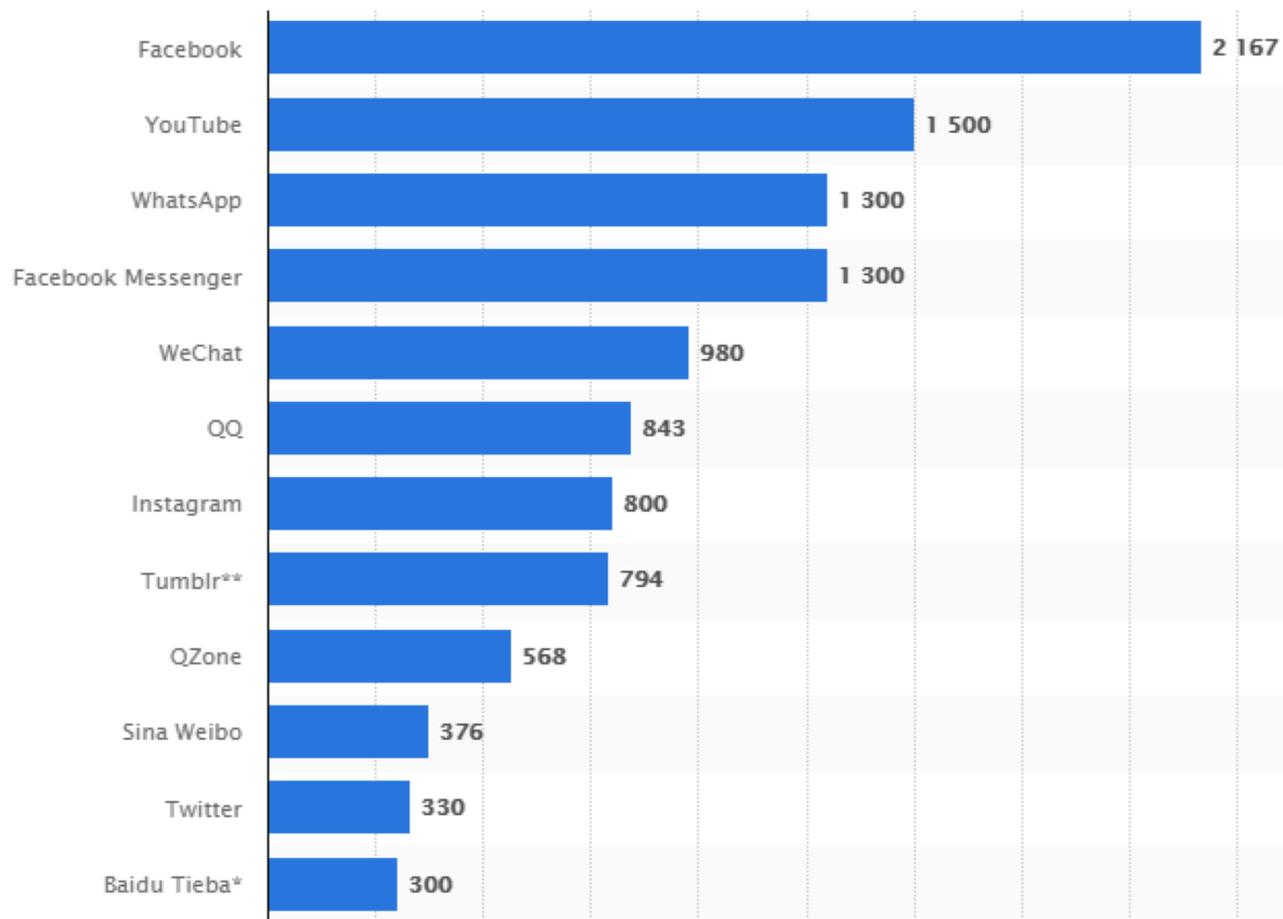
240 MILLION ACTIVE USERS

Social Network – Chi li usa?

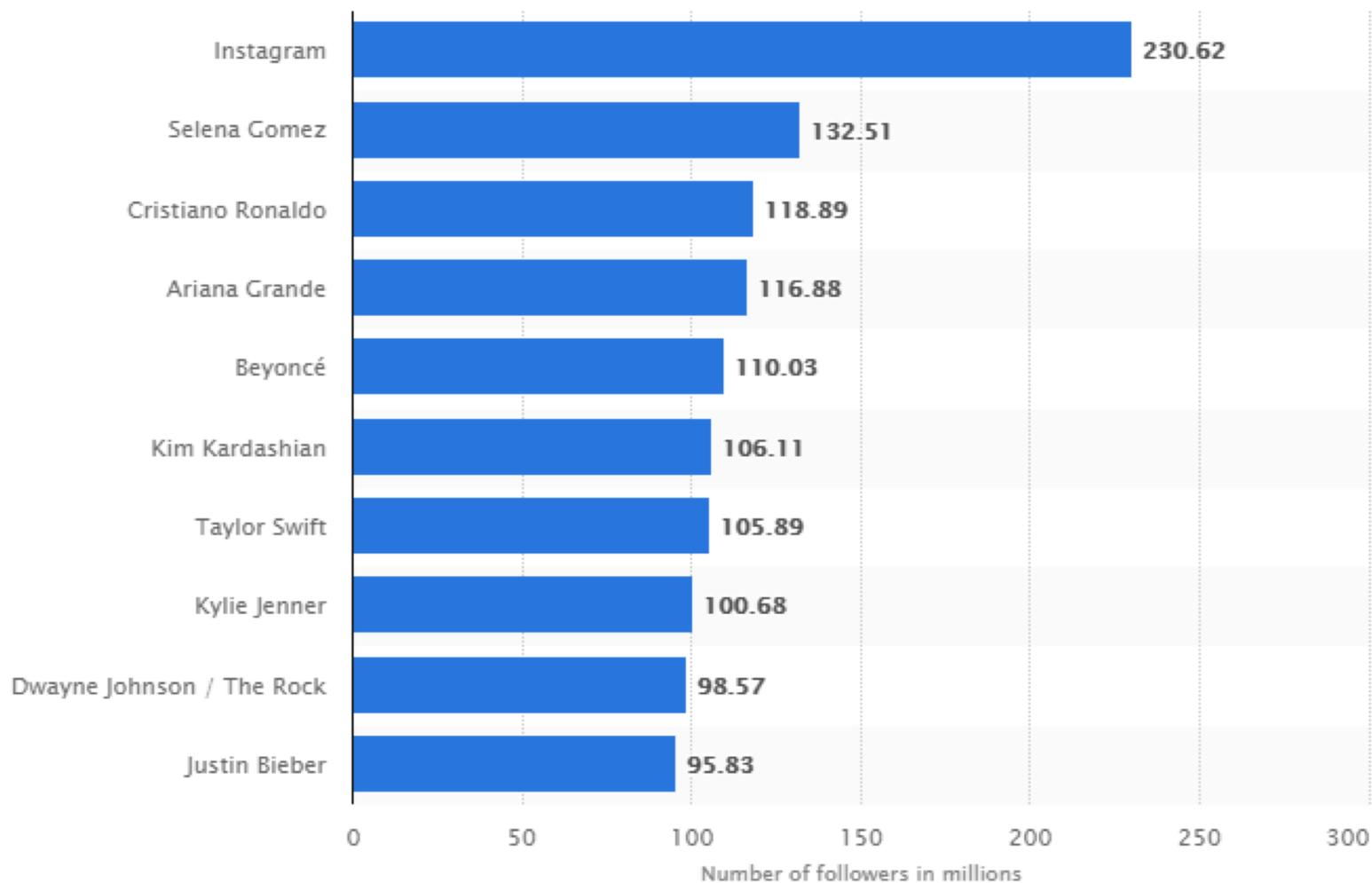
Social Media Usage



Utenti attivi gennaio 2018 (milioni)



Social Network – Chi sono i più seguiti? [account instagram – gennaio 2018)



Qual è il migliore?

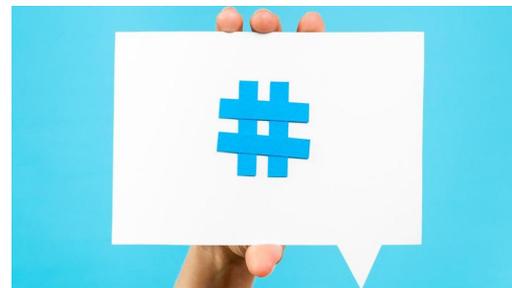
Who is your audience?

How can you reach them?

What are your goals?

CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM FOR YOUR BUSINESS

	Facebook	Twitter	Pinterest	YouTube	LinkedIn	Instagram	Google+
DEMOGRAPHICS	 1.3+ Billion users Ages 25-54 60% Female	 600 Million users Ages 18-29	 70 Million users Ages 18-35 80% Female	 1 Billion users All ages	 600 Million users Ages 30-49	 200 Million users Ages 18-29	 200 Million users Ages 25-34 67% Male
PURPOSE	Building Relationships	News & Articles; Conversation	"Scrapbooking"	Search "How To"	News & Articles; Conversation	Building Relationships; Conversation	News & Articles
BEST FOR	Building Brand Loyalty	Public Relations	Lead Generation; Clothing, Art & Food Businesses	Brand Awareness; Service industry	Business Development; B2B Businesses	Lead Generation; Retail, Art, Food, Entertainment, & Beauty Businesses	SEO; Tech/Design Businesses
DOWNSIDE	Limited Reach	140 characters or less	Images only; Very specific demographic	Resource intensive	Limited interactions	Images only	Not as widely used



- L'HASHTAG compie 11 anni
- Oggi si possono scrivere sino a 280 caratteri in un messaggio
- Si condividono immagini, link, testo etc.
- Si condividono notizie in tempo reale
- Chi segue chi
- Non ha privacy, quello che viene pubblicato è «pubblico», quindi visibile.



Following

Rotary International

@Rotary Ti segue

Rotary unites more than a million great minds around a shared purpose. And together, there's no limit to the good we can do.

Evanston, IL USA rotary.org

9.138 Following 332K Follower



Following

EndPolioNow

@EndPolioNow Ti segue

For more than 30 years @Rotary and partners have been working to #endpolio. We're #thisclose to ending the disease forever. Join us!

Evanston, IL endpolio.org

10,2K Following 50,7K Follower



Following

ShelterBox

@ShelterBox

ShelterBox is an international disaster relief charity that provides shelter to families affected by disaster worldwide.

Cornwall, UK shelterbox.org

283 Following 20,6K Follower



Following

John Hewko

@JohnHewko

General secretary of Rotary International & The Rotary Foundation. Avid cyclist, father, hockey fan. facebook.com/JohnHewko

Evanston, IL rotary.org

5.250 Following 21,2K Follower



Following

Bill Gates

@BillGates

Sharing things I'm learning through my foundation work and other interests...

Seattle, WA gatesnotes.com

183 Following 45,6M Follower



Rotary Club Milano Duomo



Segui

Rotary Milano Duomo

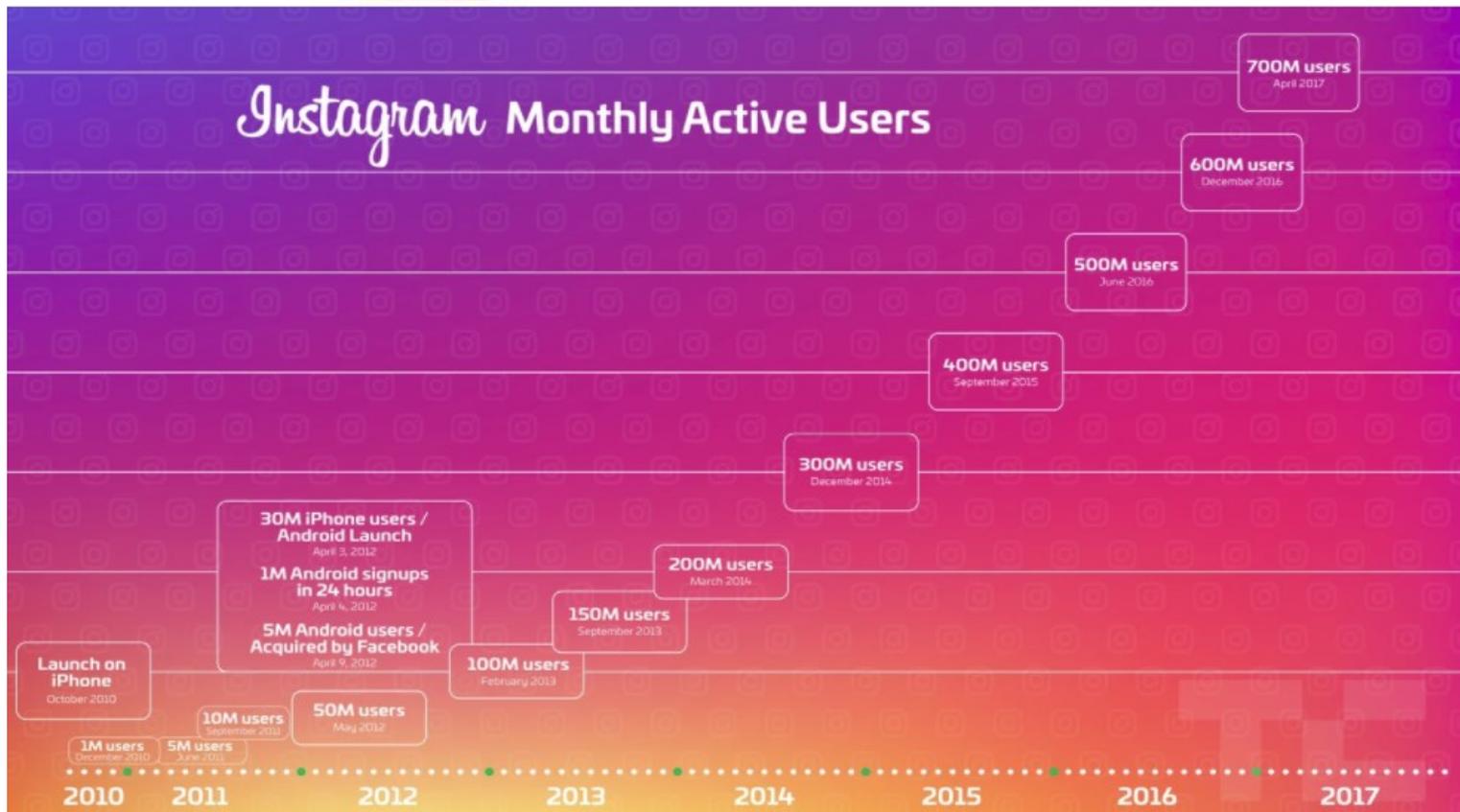
@rotarymiduomo

Account ufficiale del Rotary Club Milano Duomo - Distretto 2041 | #Service | #Rotary

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, centered within a dark blue rectangular background.

- Permette di creare una base di «follower» di persone a noi vicine (i LIKE)
- Permette di comunicare velocemente con i followers
- Offre la possibilità di promuovere eventi sul territorio
- Ha un programma di pubblicità mirata
- Funziona da archivio storico delle vs attività
- Range di età molto ampio
- Gestione della privacy (gruppi chiusi, post mirati etc)

Parliamo di Comunicazione per Immagini - Instagram





- Permette di creare una rete di follower per interessi trasversali (HASHTAG)
- Oggi è quello che cresce più velocemente.
- Offre la possibilità di promuovere eventi sul territorio
- Ha un programma di pubblicità mirata
- Funziona da archivio storico delle vs attività
- Range di età molto ampio

Rotary | My Rotary



Rotary



ROTARY GLOBAL
REWARDS

- Raccoglie tutta la famiglia rotariana nel mondo
- Permette di condividere progetti e di trovare «partner» per i vs progetti
- Offre Idee e vetrine dell'attività di rotariani nel mondo.
- Permette di promuovere le vs attività (Showcase)
- Offre un programma di «Rewards»
- Richiede di essere consultato ed aggiornato
- Permette gli attestati presidenziali :-P



Parliamo di raccolta – Il vostro sito internet ?

WWW.ROTARYCLUB.IT

**QUALI SONO GLI INGREDIENTI
ESSENZIALI PER UN BUON DOMINIO?**



1987|2017

#siamopuntoit

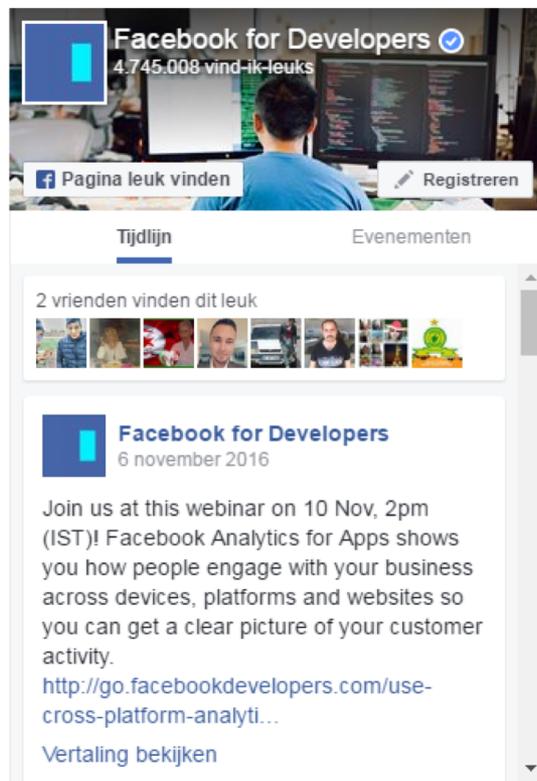
30 anni di domini .it
PER LO SVILUPPO DIGITALE DELL'ITALIA



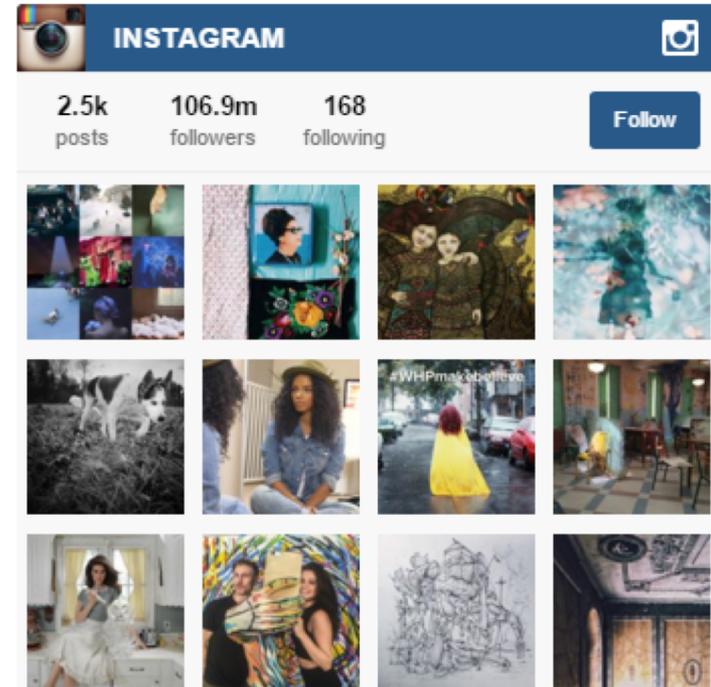
Parliamo di raccolta – Il vostro sito internet ?



Twitter profile for NASA (@NASA). The profile includes the NASA logo, a bio that says "Explore the universe and discover our home planet with @NASA. We usually post in EDT (UTC-4).", and a link to the NASA website. It shows 10,007,852 followers and 231 accounts followed. Two recent tweets are visible: one about a magnetar near a supermassive black hole and another calling for students to help design a 3-D space container for astronauts.



Facebook post from the page "Facebook for Developers" (4.745.008 likes). The post is dated 6 November 2016 and promotes a webinar on 10 Nov, 2pm (IST) about Facebook Analytics for Apps. The text of the post is: "Join us at this webinar on 10 Nov, 2pm (IST)! Facebook Analytics for Apps shows you how people engage with your business across devices, platforms and websites so you can get a clear picture of your customer activity. <http://go.facebookdevelopers.com/use-cross-platform-analyti...> Vertaling bekijken".



Instagram profile showing 2.5k posts, 106.9m followers, and 168 accounts followed. The profile grid contains various images, including a dog, a woman, a person in a yellow raincoat, and abstract art.

Il futuro ?



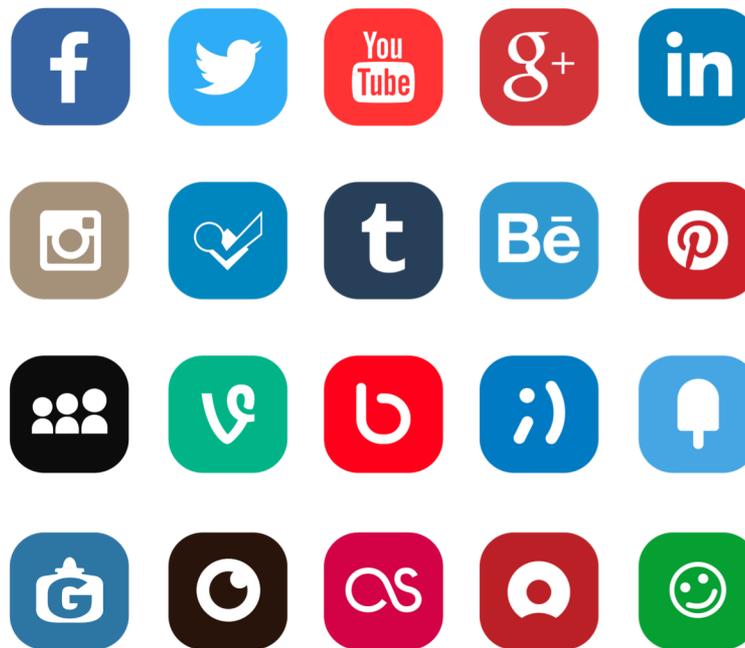
Nel breve futuro sarà importante aver un'identità «digitale», servire anche per

- essere presenti in rete
 - essere autorevoli
 - essere affidabili
 - avere una web reputation
 - fidelizzare l'utenza
- Un consiglio per iniziare
 - Create una pagina Facebook del vs club
 - Create un account twitter del vs club
 - La presenza in rete viene percepita in base a quanto si «comunica» in rete.

GRAZIE!



Condivi responsabilmente



Contatti