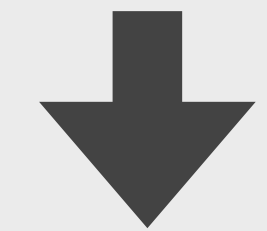


# Panorama des médias sociaux 2024

*Webinaire Communication Publique - 24/05/2024*

# Frédéric Cavazza ?

- *Marketing technologist*
- Consultant et conférencier
- 25 ans d'expérience dans le web
- 1 blog : [FredCavazza.net](http://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**
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- Les questionnements
- Conclusion



# Un écosystème de services en ligne

Networking

tinder, hingle, grindr, tinder, match, eharmony, okcupid, badoo, hingle, grindr, plenty of fish, bumble, happn, care2, etoro, nextdoor, ravelry, untappd, asmallworld, ancestry, classmates, zoom, meet, go to, webex, chatter, talkspirit, jamespot, whaller, threads, spike, google, loop, chime, chat, twist, symphony, trello, planner, jira, mural, nulab, miro, basecamp, airtable, jive, wrike, quip, coda, teamwork, workfront, asana, podio, smartsheet

Publishing

Medium, Squarespace, Blogger, Wix, Typepad, LiveJournal, tumblr, Dailymotion, Vimeo, Behance, Deviant Art, Curious Cat, Reddit, Quora, GitHub, StackExchange, Discourse, Hello Clubhouse, Listen, RiffR, Yalla, Circle, Kialo

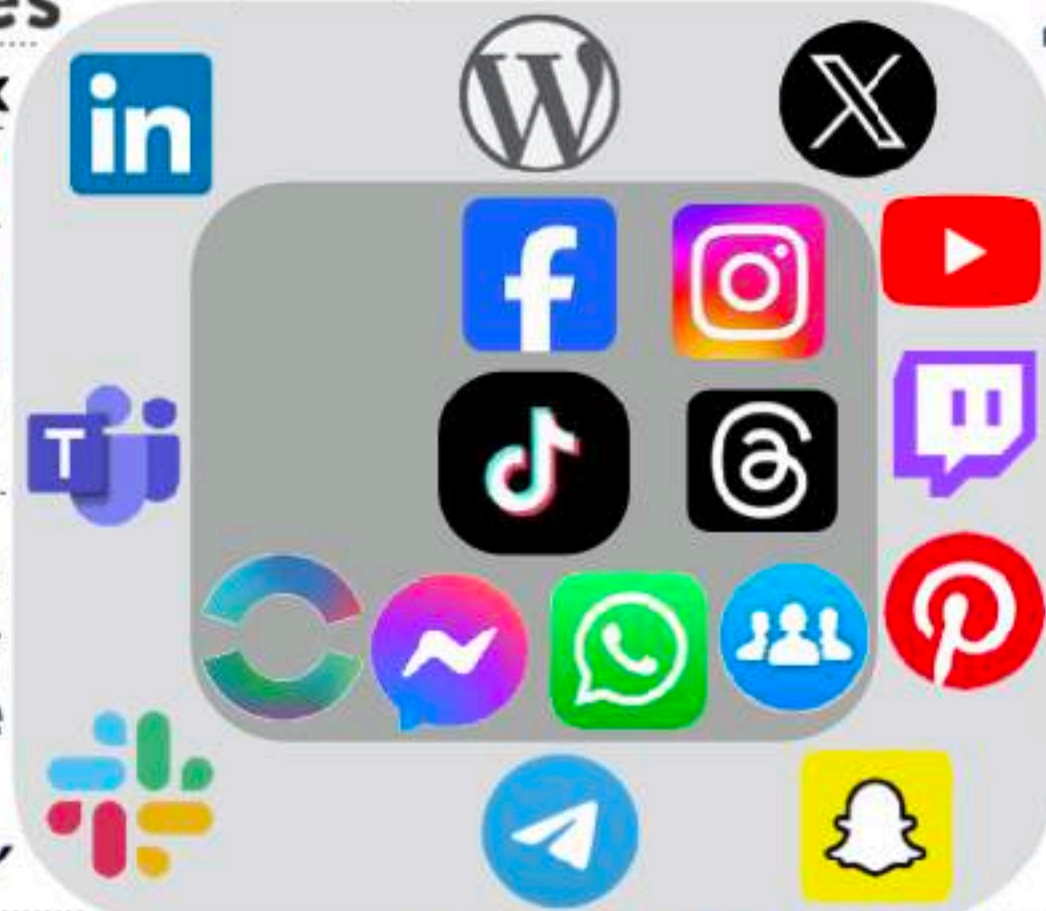
Sharing

Slideshare, Scribd, Studocu, Digg, Flipboard, Instapaper, SmugMug, Google Photos, Flickr, 500px, Yelp, TripAdvisor, iMessage, Google Messages, LINE, Kik, Imo, Airchat, GroupMe, ICQ, Skred, Skype, Signal, Viber

Collaborating

Discussing

Messaging





# 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 publier

Networking

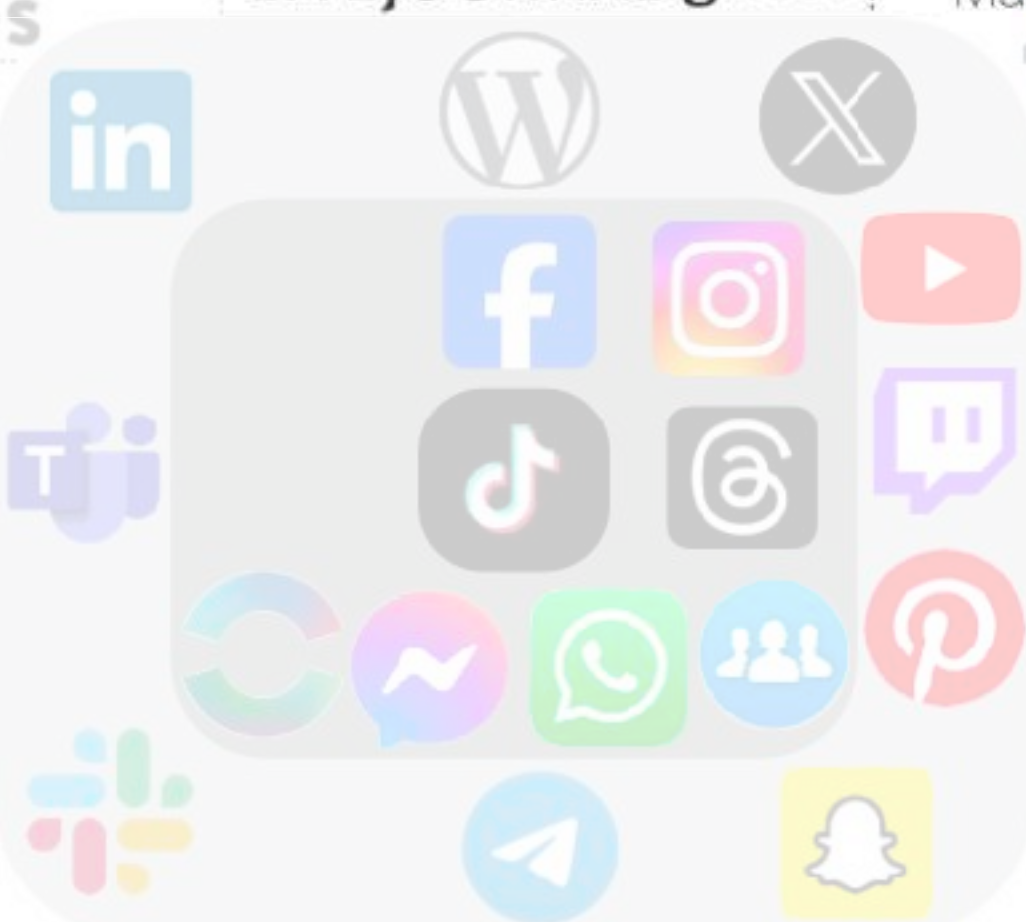
Publishing

Sharing

Collaborating

Discussing

Messaging





# Une infinité de services pour partager





# 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, Deviant Art, 9GAG, 4chan, Wizzardchan.
- Sharing:** Slideshare, Digg, Flipboard, Instapaper, Google Photos, Flickr, Giphy, 500px, 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, Wizardchan.
- 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:** 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, 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.

A central smartphone icon displays logos for social media and messaging apps: LinkedIn, WordPress, X, Facebook, Instagram, YouTube, TikTok, @, Twitch, Discord, WhatsApp, Telegram, and Snapchat.







# Une infinité de services pour réseauter

## Networking

tinder Hinge Grindr CoffeeMeetsBagel RAYA azar hoop feedlink bio.fm Linktree\* campsite.bio  
match bumble Plenty of Fish LOVOO HER VERO snack MeWe eventbrite Meetup evite  
eharmony happn care2 eToro UNTAPPD spacehey TAGGED ancestry SLOWLY  
okcupid Badoo nextdoor ASMALLWORLD classmates

NING hivebrite diaspora\* BETTERM CODE Blinq Hello SPOTIO Dex  
lumapps unily nifty ClickUp VALENCE LNK elpha viadeo  
monday Confluence kissflow zoom  
Notion SIMPPLR Microsoft Viva GoTo Meet  
Google Microsoft 365 webex workvivo  
Workspace ONLYOFFICE 2015 SharePoint chatter talkspirit  
Simplenote Dropbox Paper todoist box Jamespot Whaller  
Evernote OneNote notejoy NOTES threads spike Google  
Visio mind gliffy Lucidchart cacao Loop Chime Chat  
twist SYMPHONY

Trello kantree Planner SANDBOX Decentraland CRYPTOVOXELS SOMNIUM SPACE  
Jira mural nulab miro Bitmoji ZEPETO LIFE REC ROOM Hello clubhouse  
Basecamp Airtable READY PLAYER om neopets VR CHAT listen DISCUS  
jive wrike Quip coda Spatial sinespace teamspeak Discourse  
asana Podio smartsheet HABBO HIBERWORLD SANSAR Yalla Circle kialo

## Collaborating

## Publishing

Medium SQUARESPEACE Blogger WIX Typepad open diary Svbtle LIVEJOURNAL ghost  
substack GUMROAD Buttondown upscribe NEWGROUNDS myspace wappad Sidechat Pillowfont Mastodon Mirror AKASHA DeSo BitClout  
Maven TRUST FIZZ Cortex sigle



reddit CuriousCat F3 LAINCHAN Soyjak.party 9GAG 8 kun  
Quora Google Groups askfm GitHub 4chan  
StackExchange Wizardchan

## Discussing

## Sharing

Apple Podcasts PodBean PODCASTICS slideshare SCRIBD studocu  
Pocket Casts Castbox buzzsprout majelan Scoop Post. digg pocket slashdot  
Infoplease Fandom Citizenidium SCHOLARPEDIA WIKIPEDIA FLIPBOARD Instapaper

tumblr. Locket Widget WidgetPal LiveStatus Firework SHOPS SHOPS FLIP Playhouse  
Clips TRILLER kwai SPILL Chatroulette Be.Live gube younow LiveMe  
Marco Polo Drakula Likee DAILYMOTION Spotify SOUND CLOUD tenor COUB flickr  
vimeo odysee Playeur STATIONHEAD starmaker DEEZER GIPHY 500PX  
rumble caffeine Dtube Béhance Dribbble primitives WALL Superlocal couchsurfing yelp  
DEVIANART we heart it goodreads Bookstr Life360 Tripadvisor

Gmail Outlook Proton Mail iMessage Google Messages  
yahoo!mail Tuta //POSTEO LINE kik imo  
StartMail plato Airchat groupme  
Mailfence TamTam icq Skred Skype  
mailbox whisper Signal Viber  
SLOWLY friended

## Messaging



# Une vision occidentale qui exclut la Chine



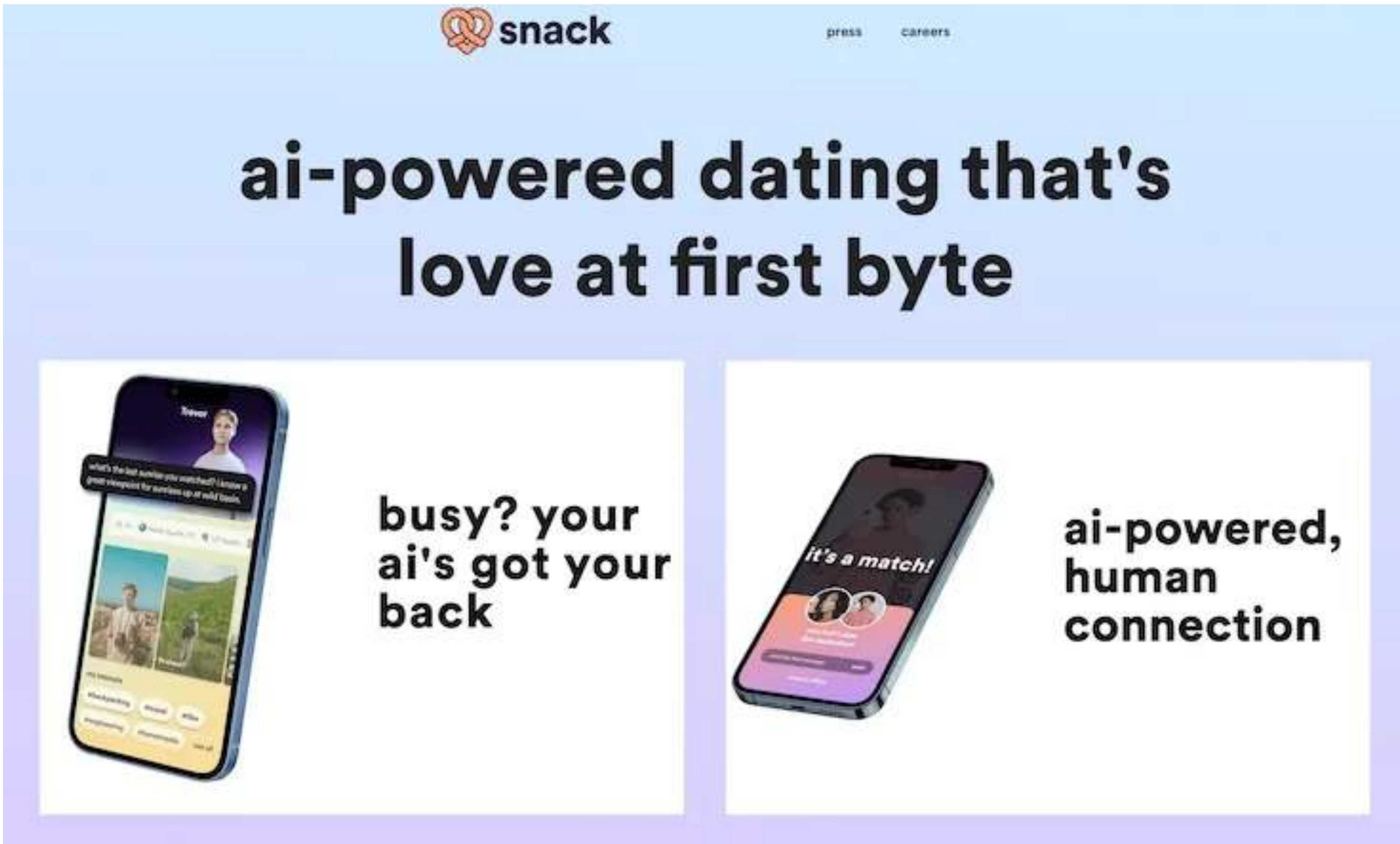


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# L'IA s'invite dans les interactions



The advertisement for the Snack app features a light blue background. At the top left is the 'snack' logo, which consists of an orange pretzel icon followed by the word 'snack' in a bold, black, sans-serif font. To the right of the logo are the words 'press' and 'careers' in a smaller, lighter font. The main headline is centered and reads 'ai-powered dating that's love at first byte' in a large, bold, black font. Below this headline are two white rectangular panels. The left panel shows a smartphone displaying a dating app interface with a profile card and a text overlay that says 'what's the best online dating app?'. To the right of this panel is the text 'busy? your ai's got your back'. The right panel shows a smartphone displaying a 'it's a match!' notification with two profile pictures. To the right of this panel is the text 'ai-powered, human connection'.

snack press careers

**ai-powered dating that's  
love at first byte**

**busy? your  
ai's got your  
back**

**ai-powered,  
human  
connection**



# Les services se copient entre eux





# Un repli vers les communautés





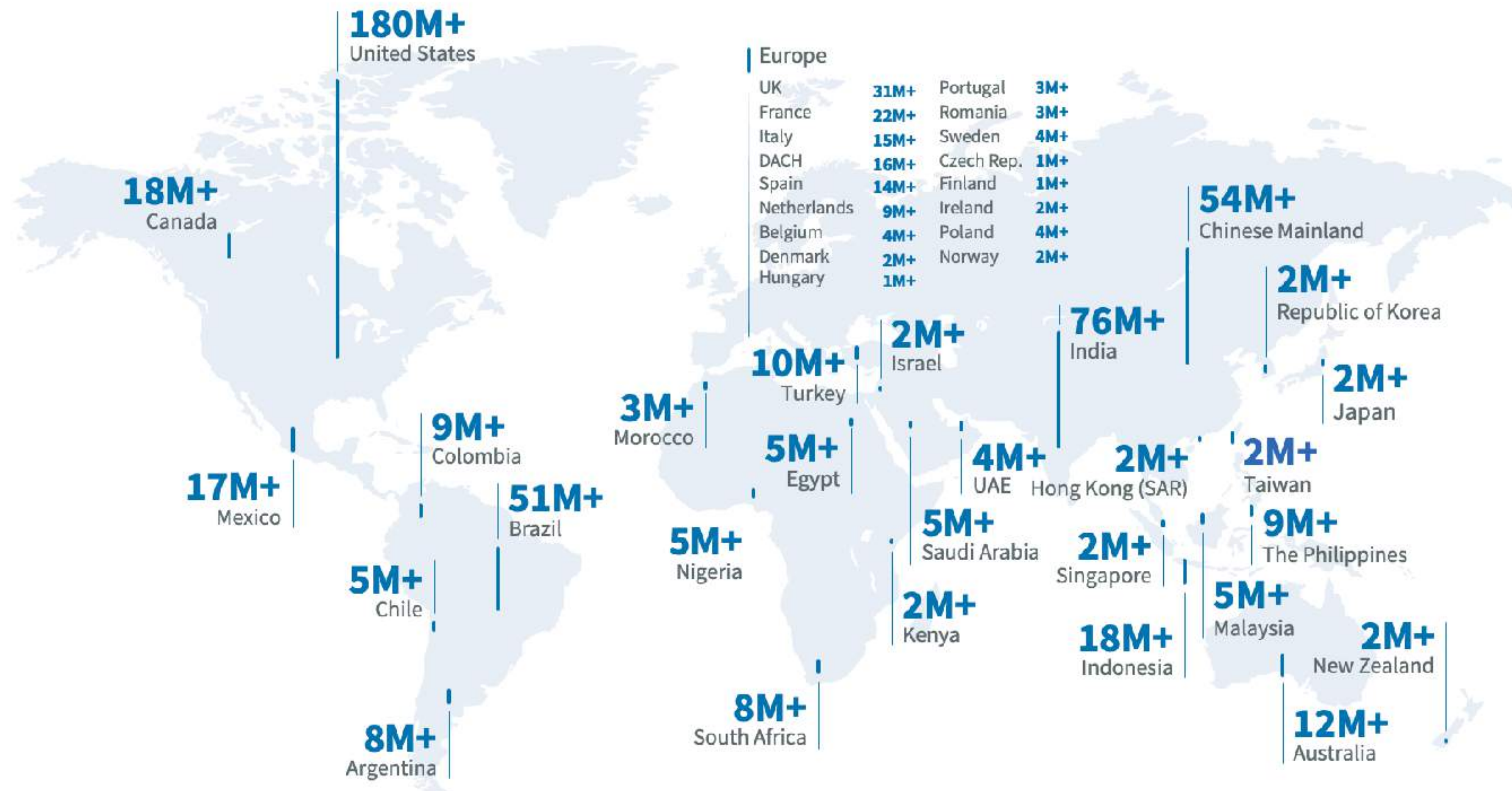
# Les 9 vies de Twitter / X





# L'avènement de LinkedIn

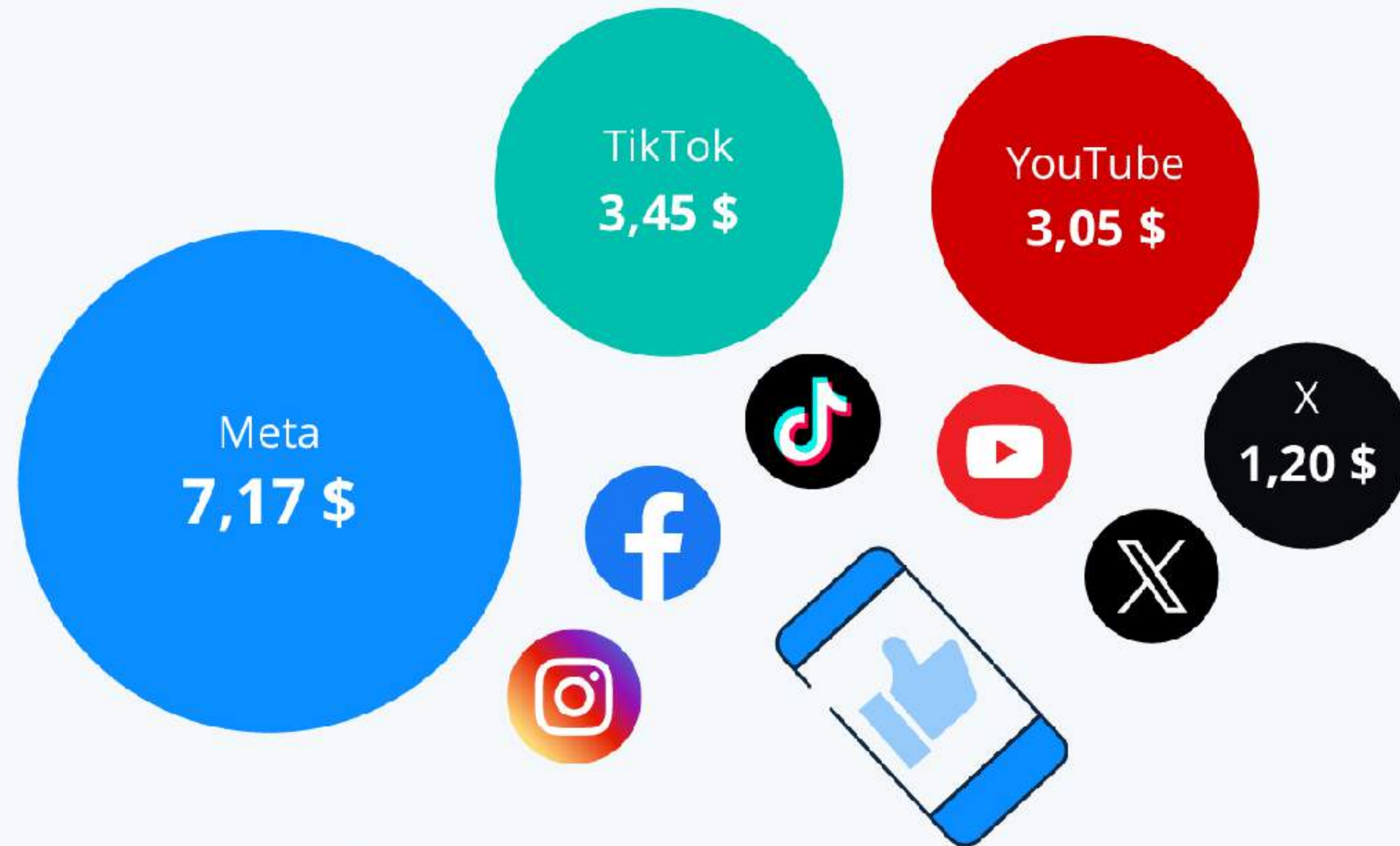
774+ million members in 200 countries and regions worldwide





# La fin du paid social ?

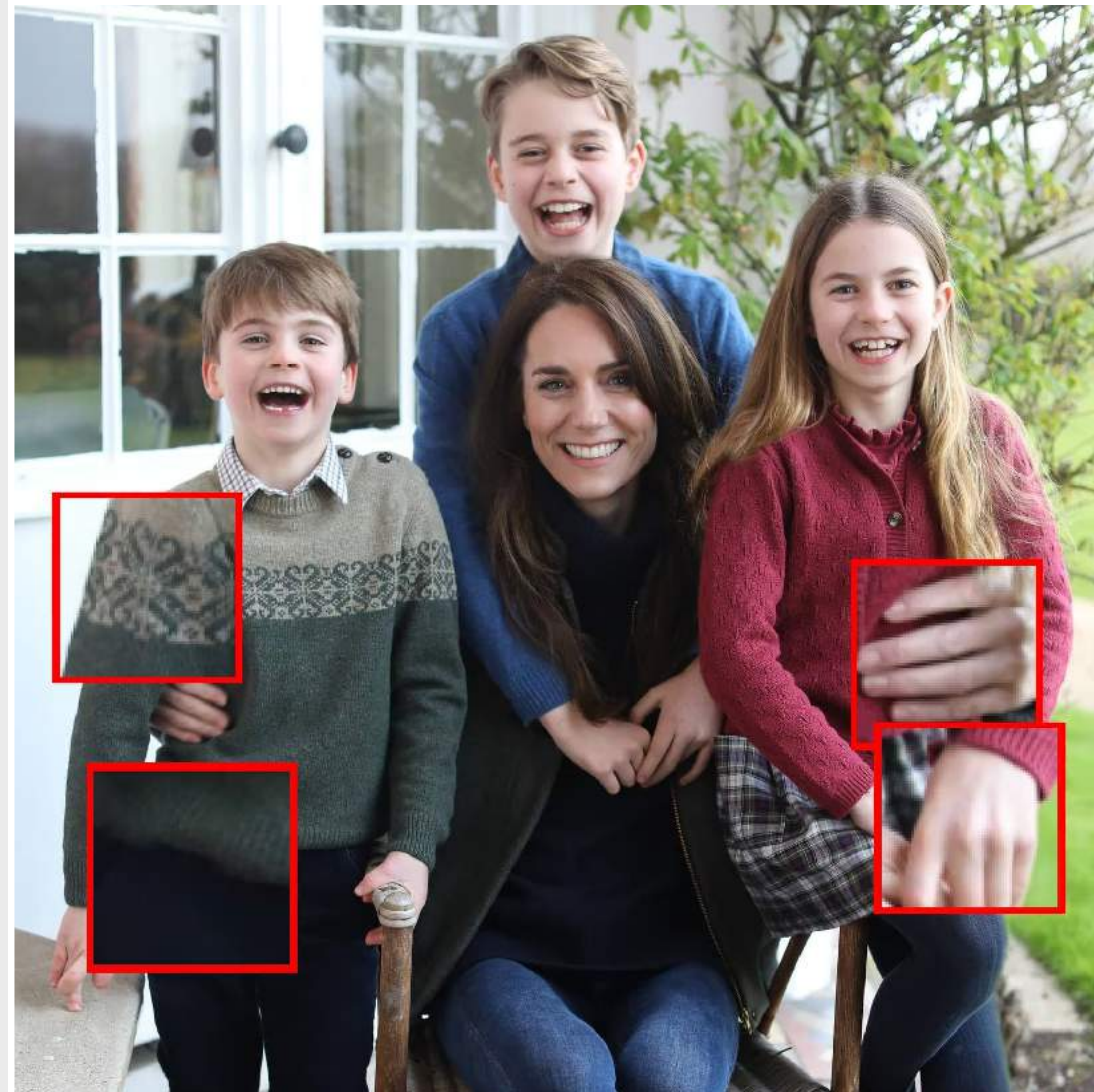
Coût pour mille impressions moyen d'une publicité payante sur les réseaux sociaux suivants en 2023 (janv.-nov.)



Source : Gupta Media

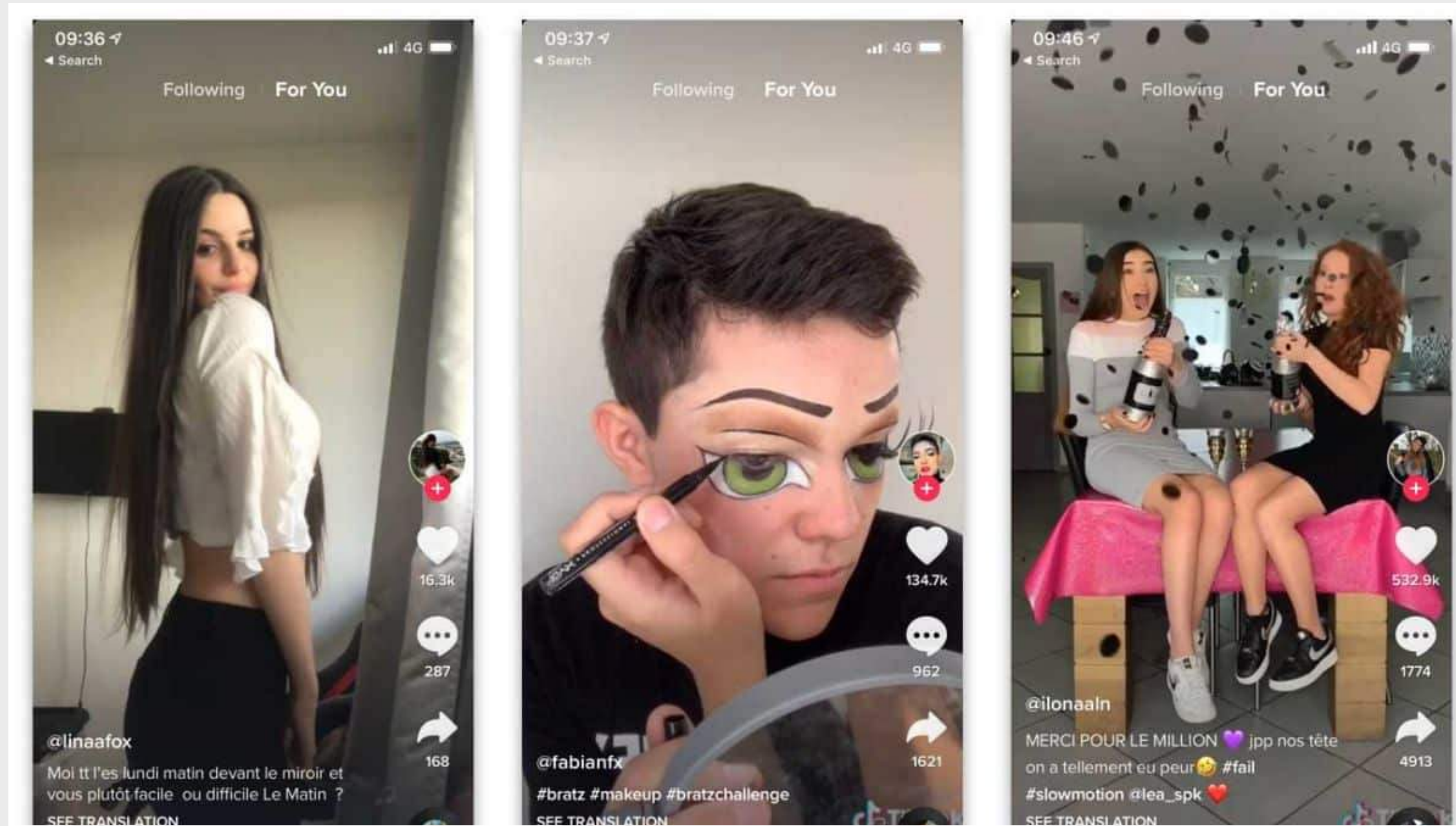


# La fin du shared media ?





# La fin des réseaux sociaux ?





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



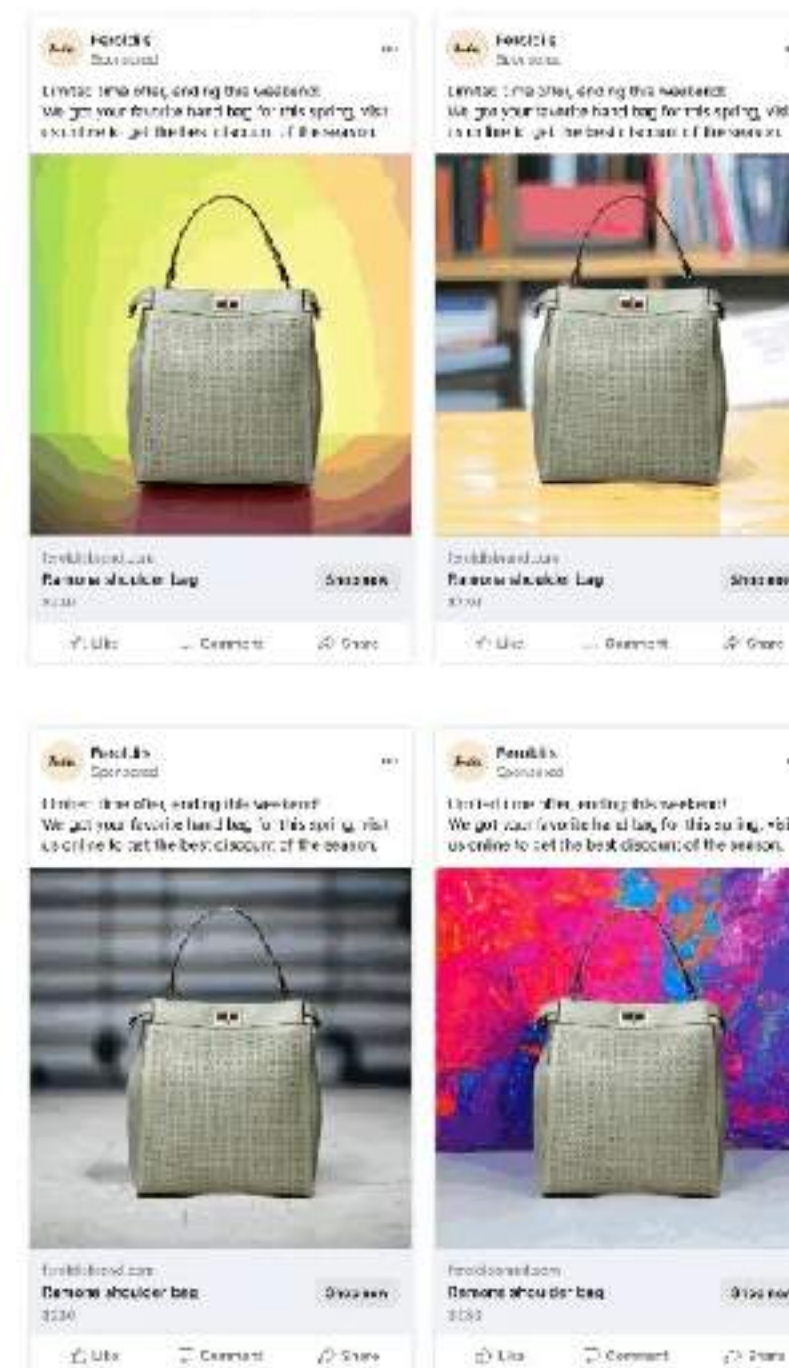
Le #BlocusChallenge de LFI



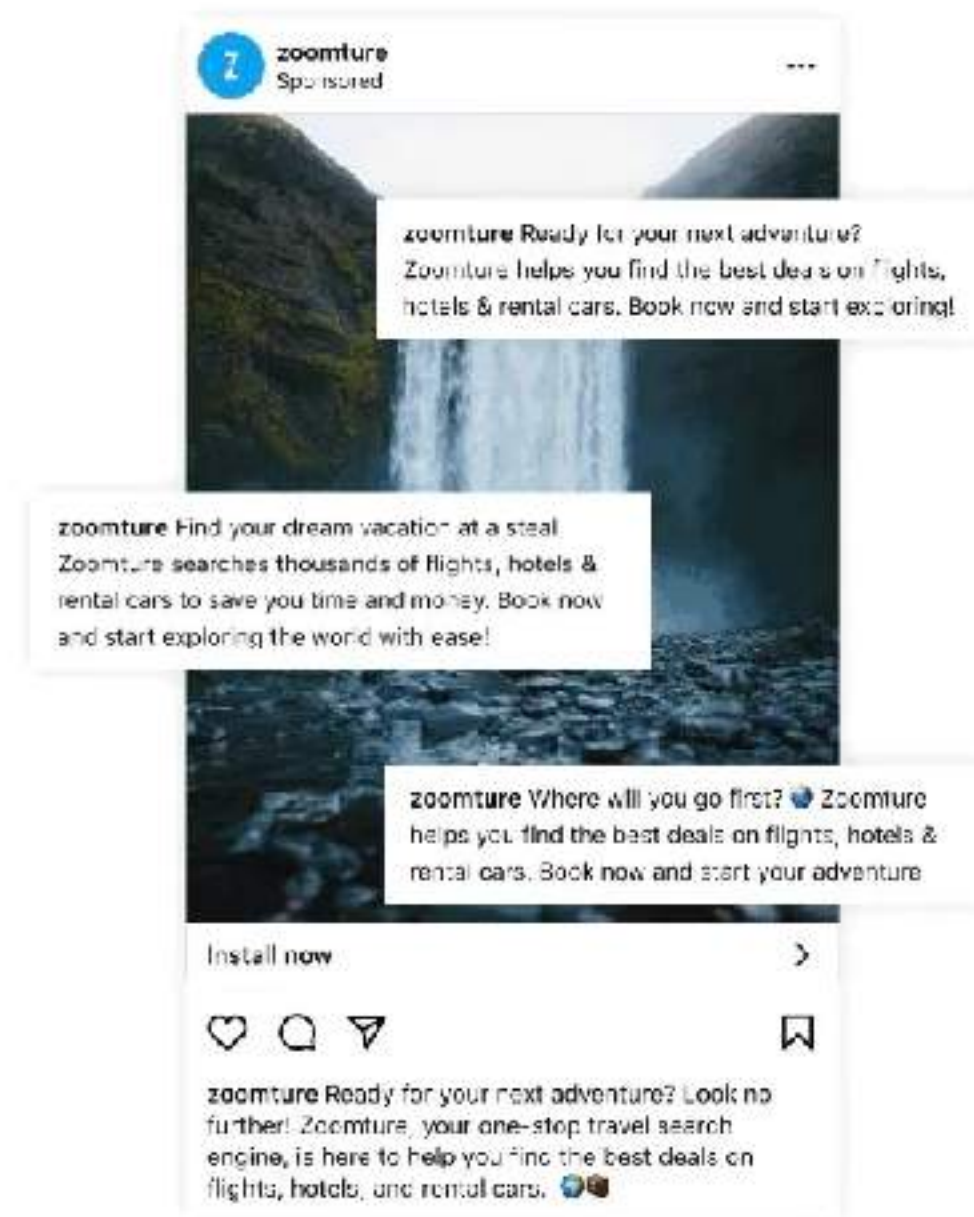
# Comment bénéficier de l'IA générative et l'intégrer dans la production / publication ?



Image expansion



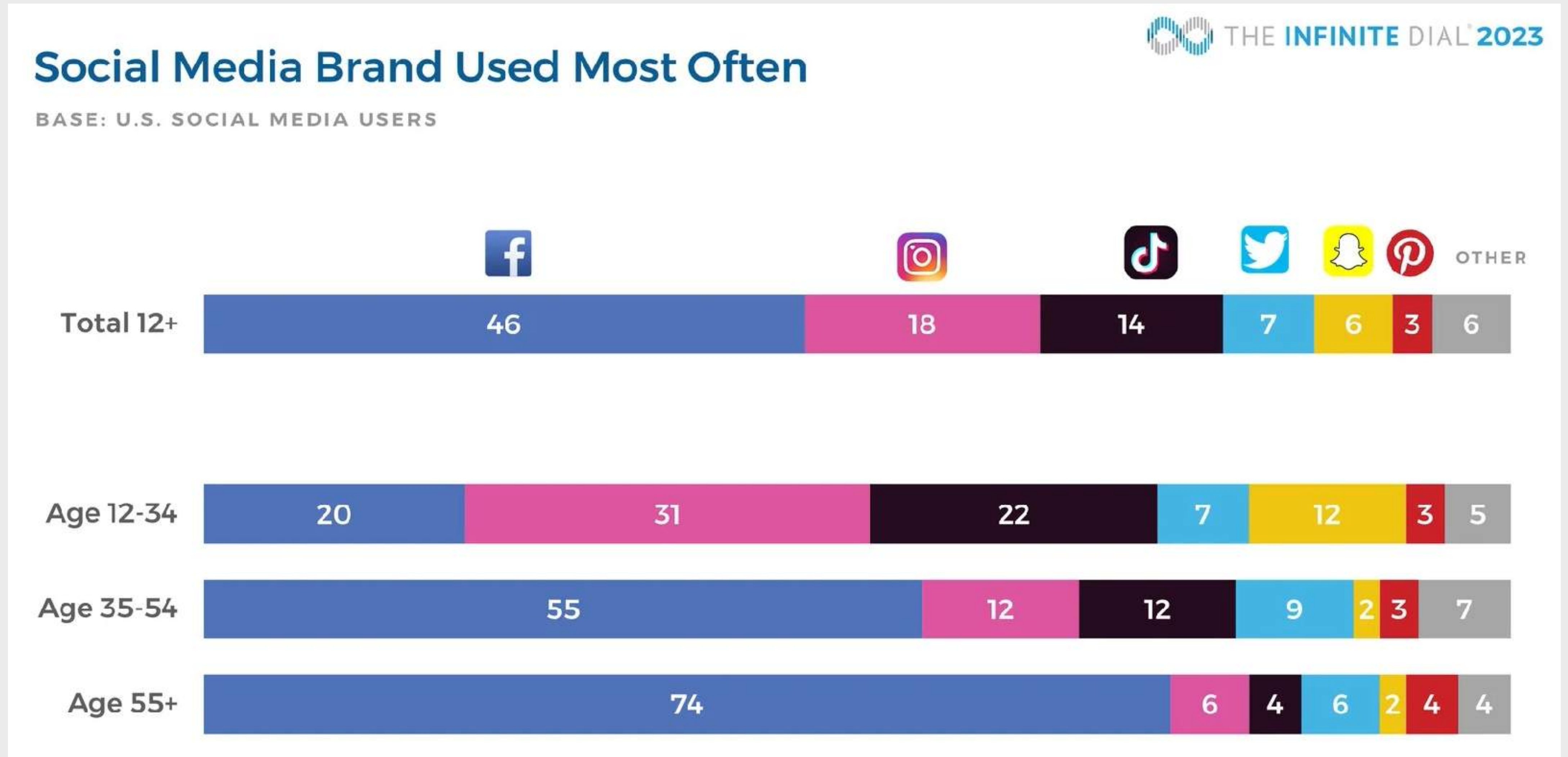
Background generation



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

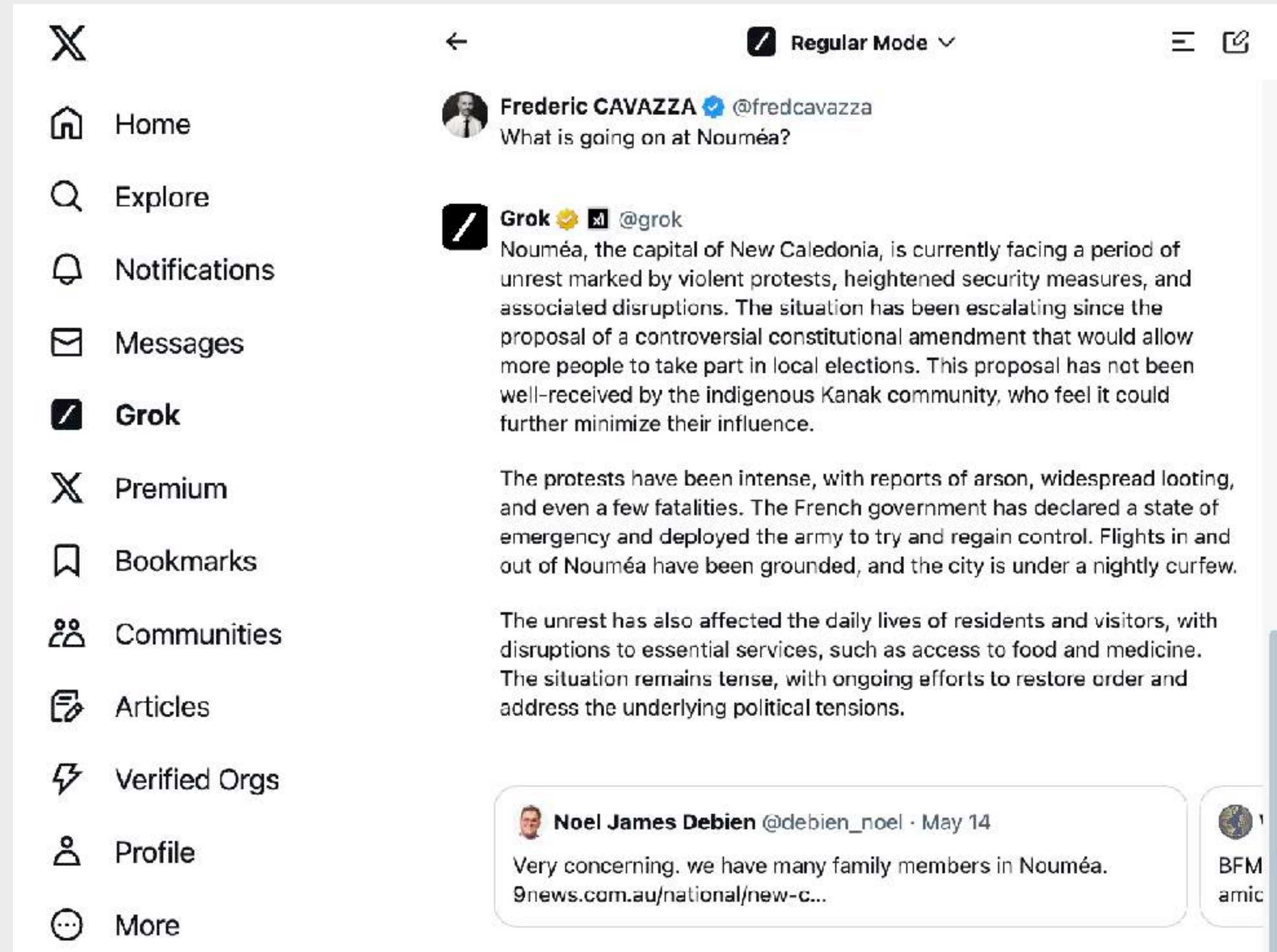


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# Bientôt des contenus synthétiques pour des audiences synthétiques ?





**Merci de votre attention**