➢ **Presentation and goals**

With more than 750 million web users, China has the largest population of internet users in the world. The control of internet by the authorities, but also the Chinese language, created a separate internet, a Chinese internet with its own codes and tools. In China, there is no Facebook nor Twitter, but Weibo and WeChat instead, among others. In order to attract Chinese consumers, it is important to be aware of their use of social media.

You want to acquire the following skills:

- - Understanding the importance of the digital in China
- - Gaining knowledge on the main Chinese social platforms
- - Analysing the importance of those platforms for the promotion of a brand

➢ **Your trainer**

Elodie Le Gal holds a master degree in foreign applied languages and a MSc in strategy and competitive intelligence. She is fluent in mandarin and her understanding of the Chinese culture allows her to have a deep understanding of the social media environment.

➢ **Agenda**

9 a.m - 12:30 a.m : learning more about the social platforms

Evolution of the platforms and their use
From Renren to WeChat, to QQ and Weibo, the digital environment in China evolved according to the habits of its users. It has been able to be open up to the world, but keep its cultural specifics. To develop an efficient digital strategy, companies have to understand how the platform and its different features work.

Case study: WeChat, an essential tool
With its more than 890 million monthly active users, WeChat became in 5 years an indispensable app, and is used throughout the world, and not only by Chinese! At a time when mobile devices are becoming the main mean to access internet in the country, WeChat is always adding new features : pay by mobile, mini apps, book a cab, … it is an everyday life essential for users as well as for brands.

Create its identity
The cultural aspect plays an important part in the choice of a name for a brand, the design of its website and logo. A simple translation of an existing website is not enough! When the visual identity is approved, search engine optimization (SEO) must be taken care of, with some differences compared to our western SEO methods.