



# Breakout 1: Social Media in China

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*Digital Jungle is a cross cultural, digital marketing agency, connecting International organisations with a Chinese audience living in China or abroad*

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# OUR TALK

*Today we are going to discuss Social Media in China.*

*Back in 2012, Social Media was seen as new, cool and the thing to do. However, in 2015 Chinese social media users are developing social media fatigue and are increasingly concerned with the impact social media is having on their lives.*

*Kantar (division of WPP) undertook a comprehensive data-mining and online polling initiative in early 2015. Their research covered 60 Chinese cities, 66,000 respondents, 2 million Sina Weibo posts and 711 million WeChat articles.*

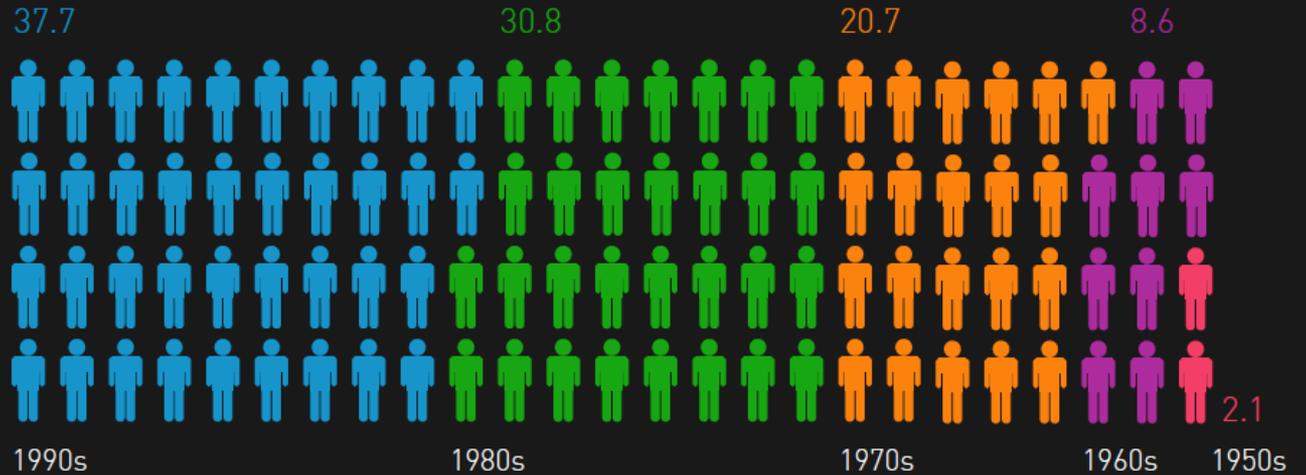
*This talk will review the key findings from this research and explore implications for your Chinese focused social media strategy.*



# AGE DISTRIBUTION



Percentage of urban residents who are social media users

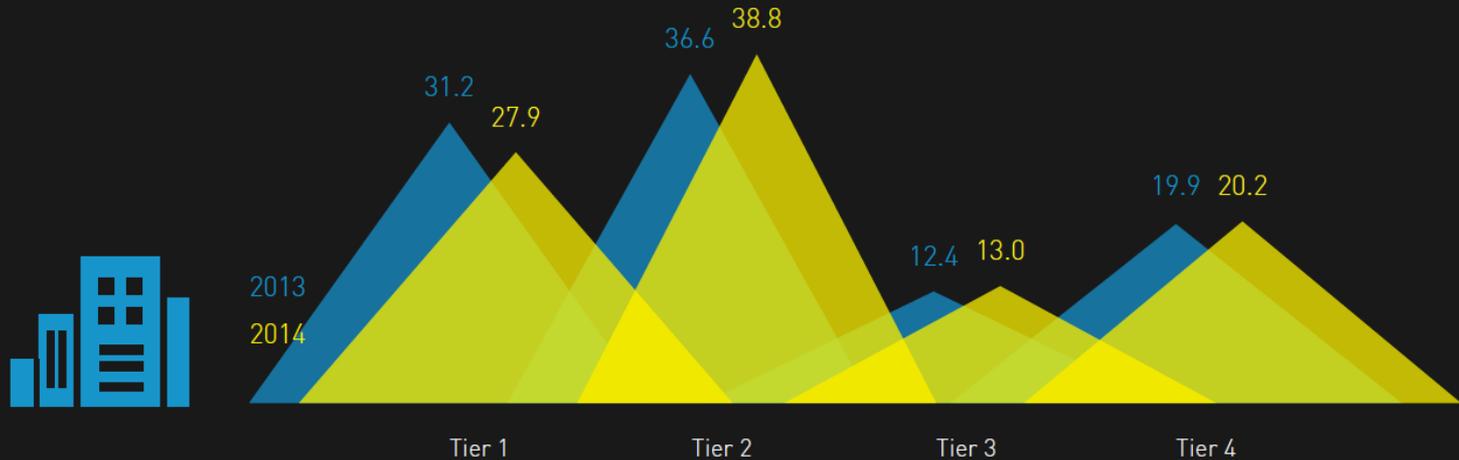


Age distribution by decade of birth (%)



As of 2014, China had nearly 650 million internet users

# REGIONAL DISTRIBUTION



*Regional distribution of social media users (%)*



# EDUCATION



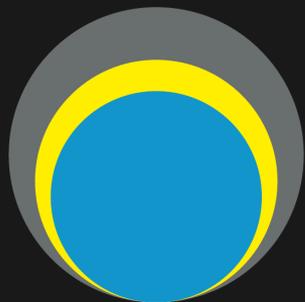
*Education level of social media users (%)*



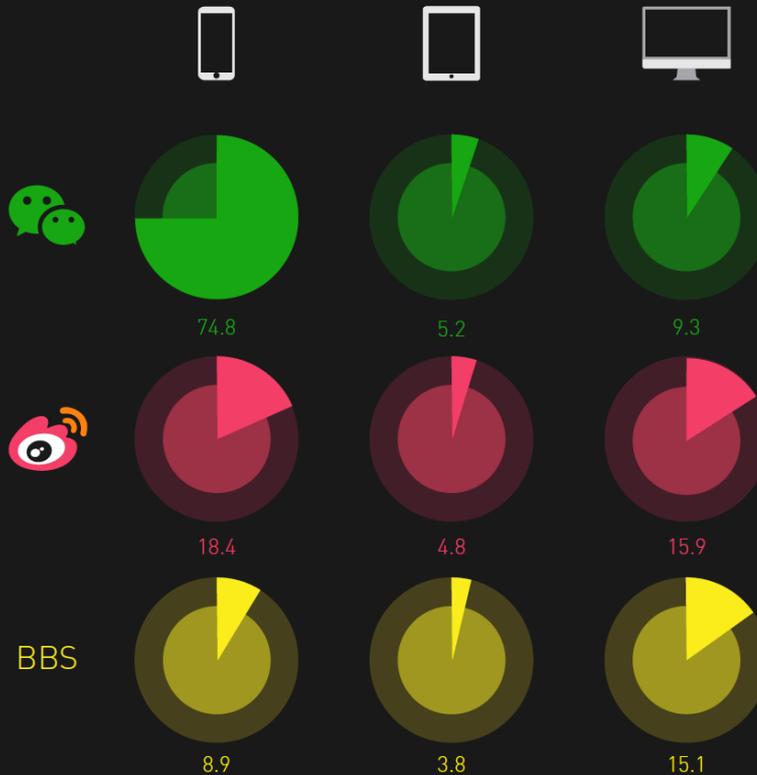
# DEVICE PREFERENCE

2014  
85.0

2013  
71.5



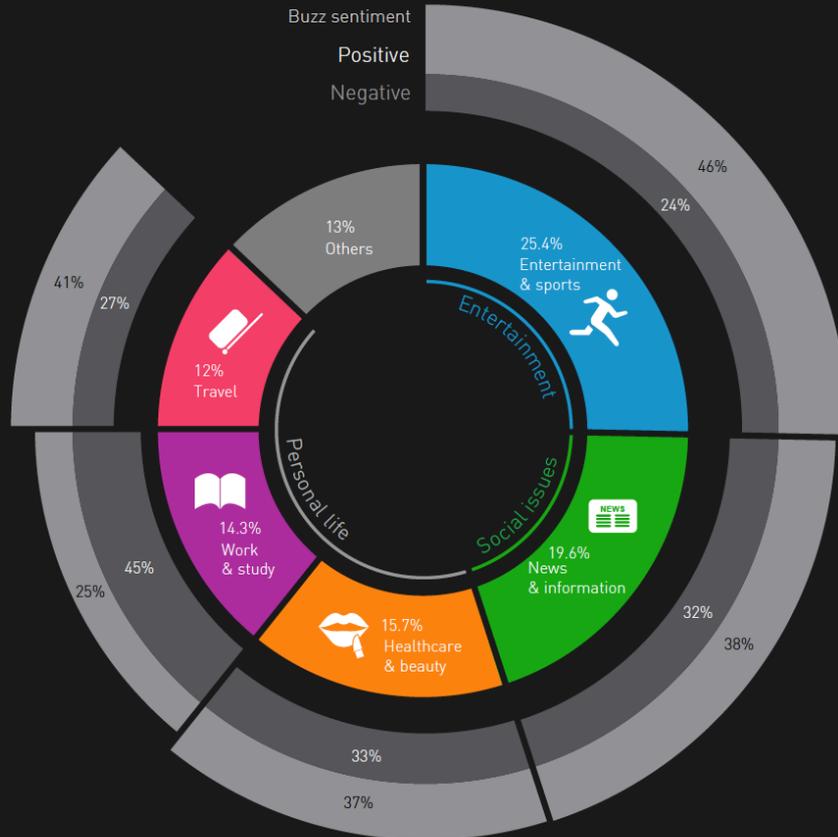
Mobile penetration (%)



Device penetration for social media users (%)



# WEIBO TOPIC ANALYSIS



*Generally,*

*The topics most Weibo user talk are Entertainment, sports & news.*

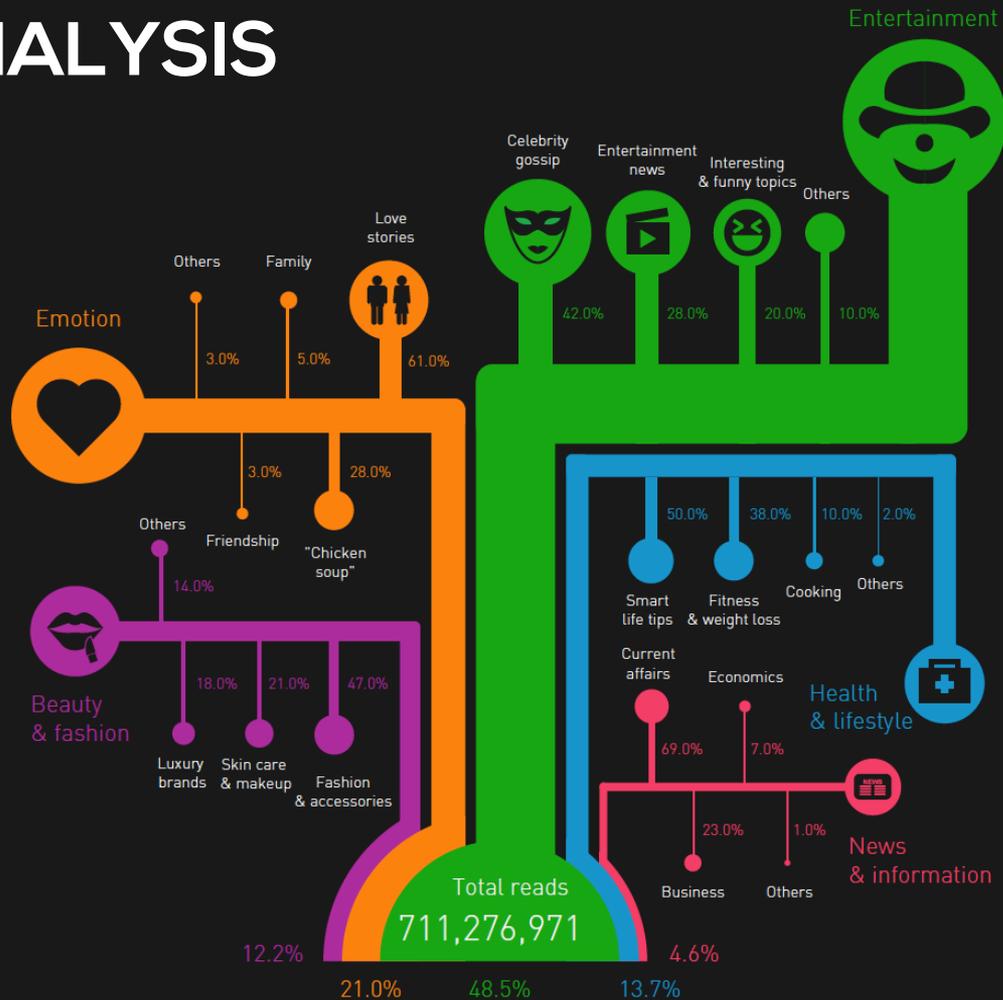
*They love talking about entertainment & travel but dislike work & study*



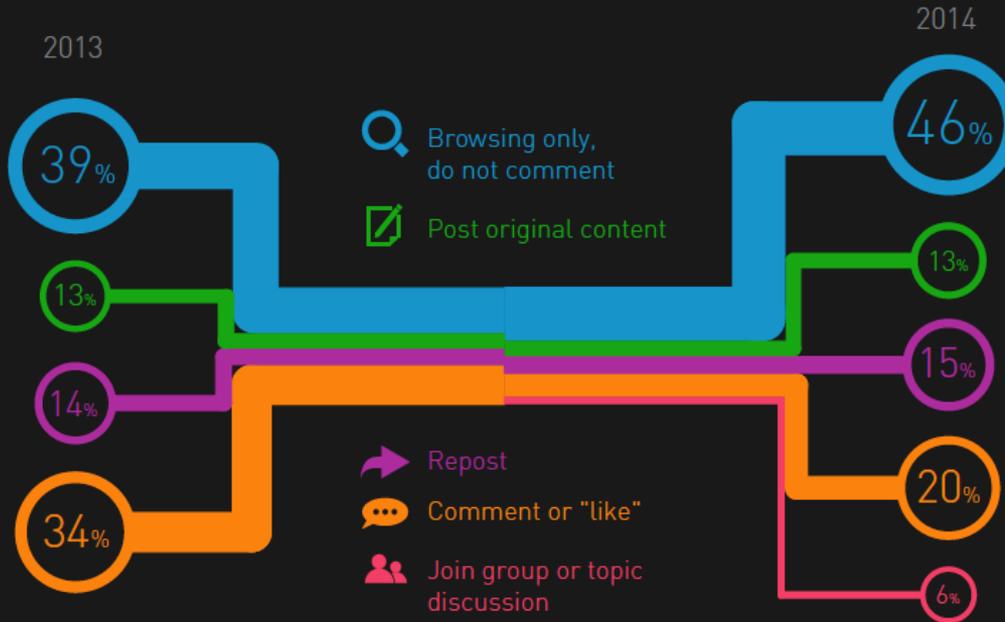
# WECHAT TOPIC ANALYSIS

Generally,

Like Weibo users, the most popular topics for WeChat users is Entertainment, followed by personal stories.



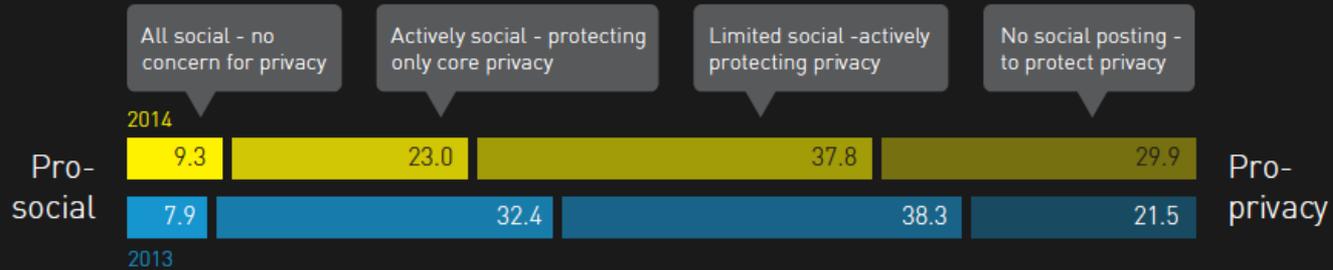
# SOCIAL MEDIA INTERACTION



In 2014, noticeable drop in commenting, liking and sharing



# SOCIAL PRIVACY



*Attitude towards privacy when using social media (%)*



# SO WHAT DOES THIS MEAN ... IMPLICATIONS?

*For social media programs in 2015 and going forward we have a lot to consider.*

*Given the increase in apathy towards social media, digital marketers need to focus on developing interesting and unique content. Consider the tone and topics carefully and note the bias towards entertainment and real-life content. Competitions and gamification will remain important aspects within social media strategy.*

*Imagery, Video, Emoticons are all popular forms of content and should be considered for use in social media programs.*

*Track everything but sharing/liking is being replaced with reads as core metric of success.*

*Everything is mobile.*



# THANKS FOR LISTENING

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**Twitter** & **LinkedIn**



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