



Beyond the “Great Fire Wall”

Social Media in China

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Fu Yuanhui 傅园慧,
20-year-old Chinese swimmer
made a big wave on Chinese
social media, for her hugely
entertaining facial expressions
and authentic personality in a
hilarious interview



Funny: She has been praised for her results and efforts along with her genuine excitement

Fu's genuine, fun, care-free personality turned her into a huge internet celebrity in a few days



I'm really satisfied!



Wow I was that fast?!



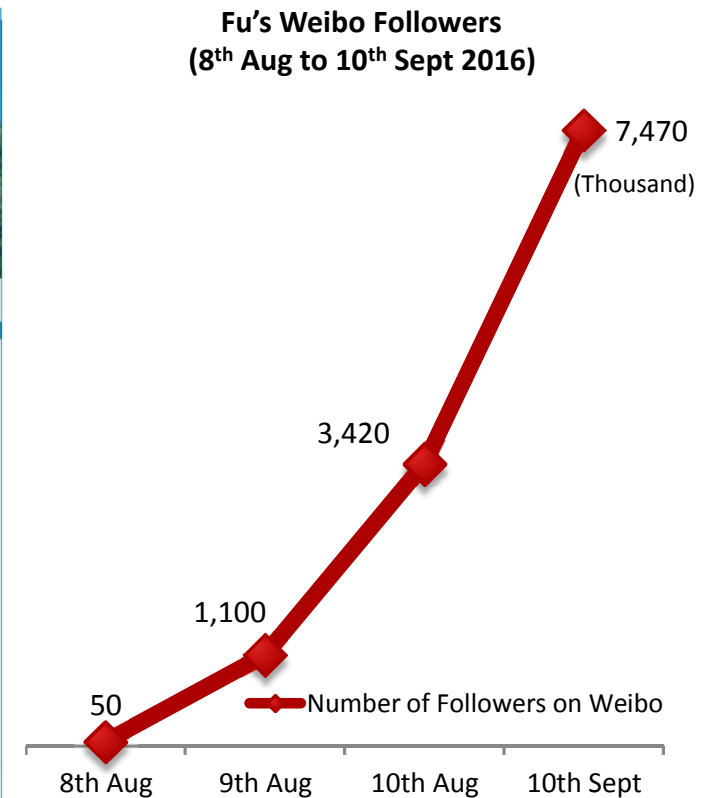
I've been utilizing my mystic energy

“网红” – internet celebrity. Literally “web red”

As a result, number of her Weibo followers soared up incredibly in one month



Weibo = micro blog in Chinese



Agenda

What	Social Media Landscape in China
Who	Getting to Know Chinese Youth
Where	A Snapshot of WeChat
How	How Brands (Education Industry) Make the Most of it
So What	Implications

Social Media in China

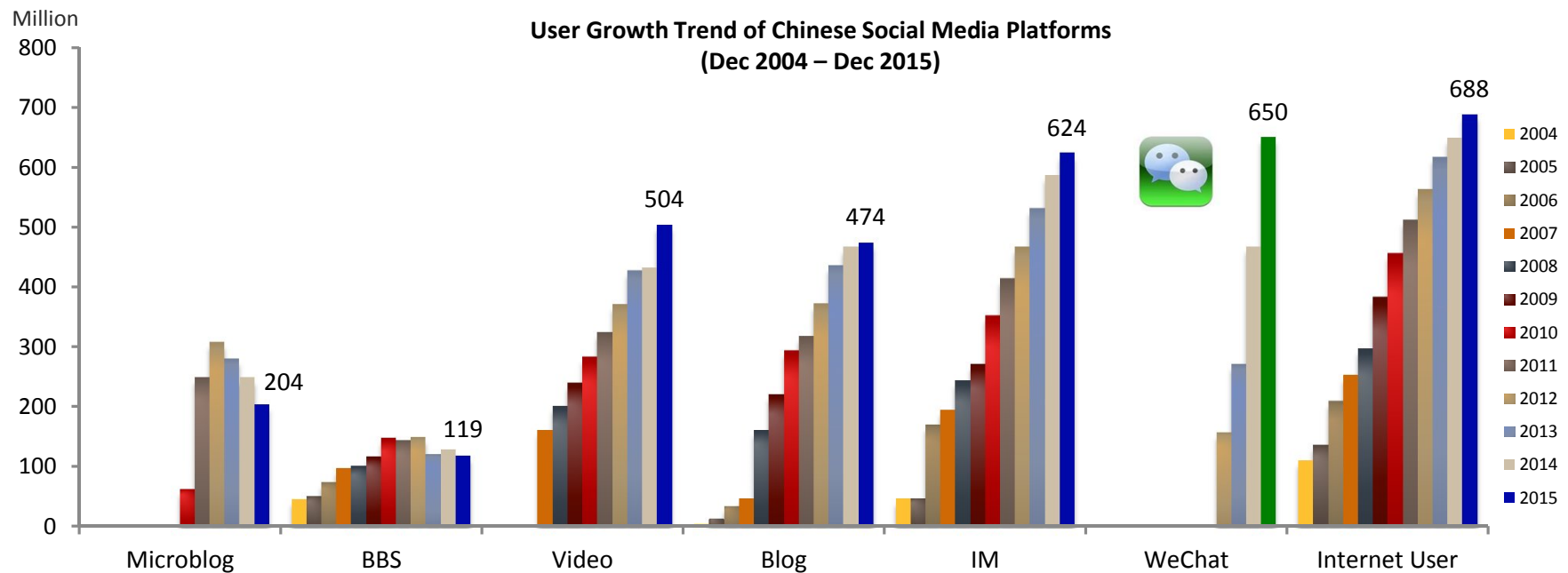


Photos from Sina Weibo (Weibo = micro blog in Chinese)



Subway in Shanghai, China

China now has 688 million internet users (50.3%) . Mobile social platform WeChat on steady growth

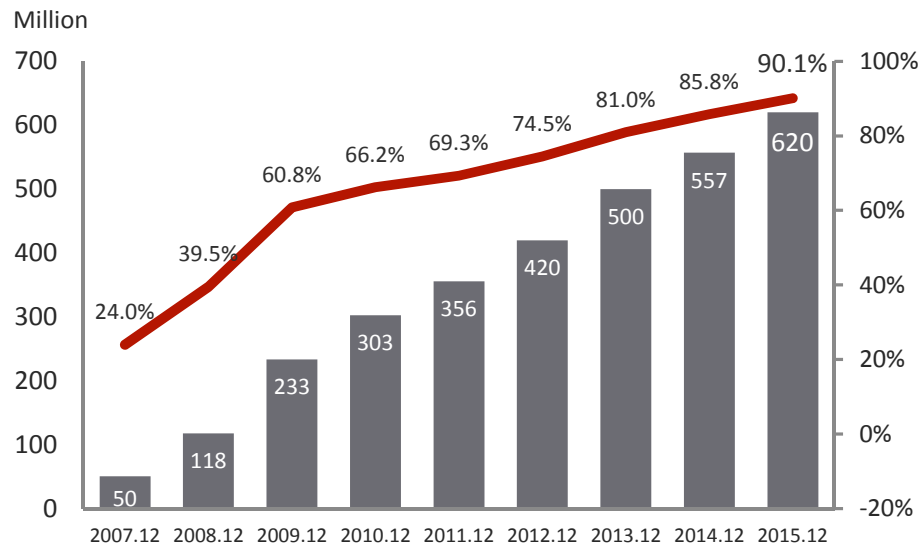


Source: The 37th Statistical Survey Report on the Internet Development in China by CNNIC, Dec 2015

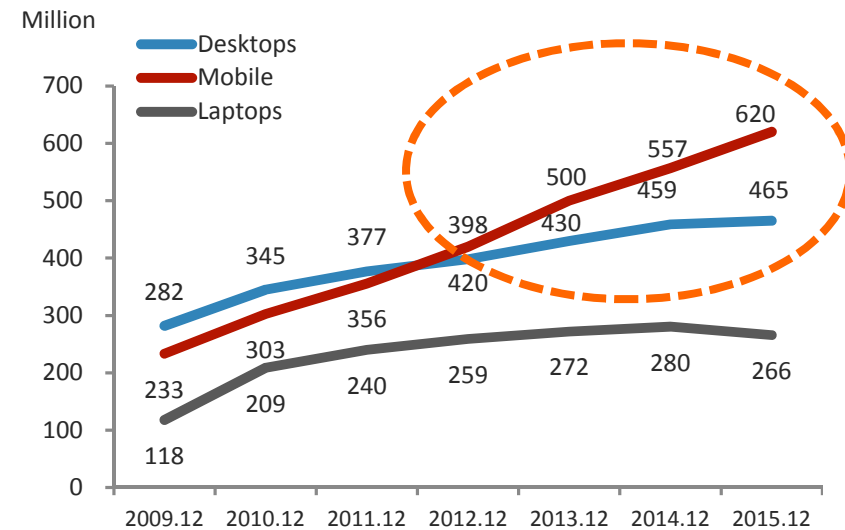
* WeChat's data is the number of monthly active user (CNNIC doesn't provide WeChat data in its report)

With 620 million mobile internet users (among 688 million internet users), China demonstrates a strong momentum in going mobile

Mobile Internet Users in China

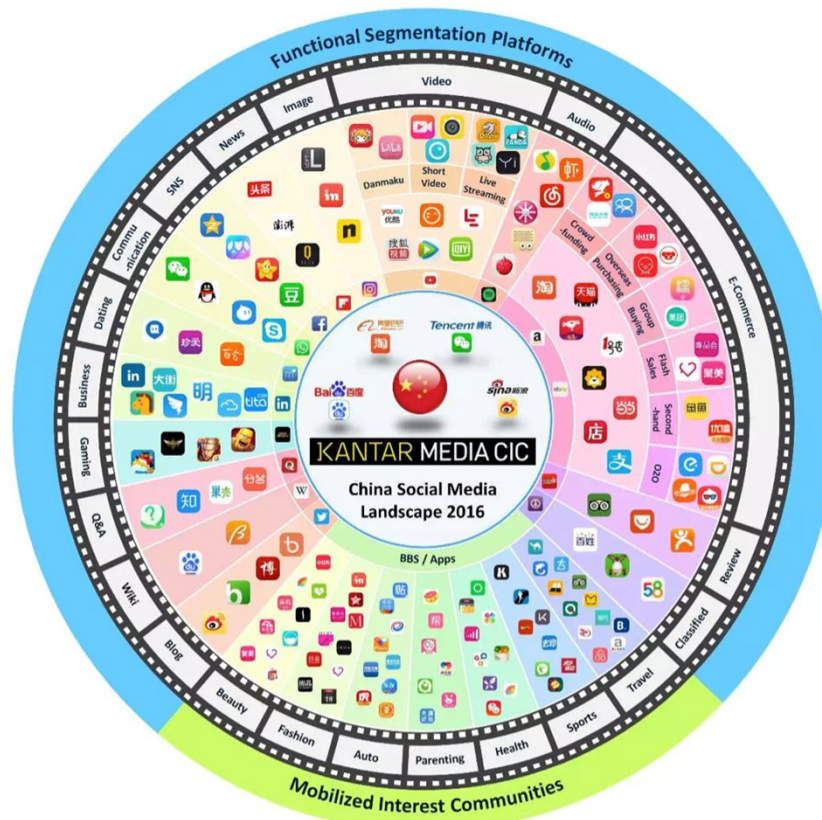


Internet-accessing Devices



Data Source: The 37th Statistical Survey Report on the Internet Development in China by CNNIC, Dec 2015

The Chinese social media landscape: unique, fragmented, dynamic



1. “Mobile (version) comes first”
2. Vertical interest communities getting popular
3. eCommerce on the rise
4. WeChat – winner takes all?



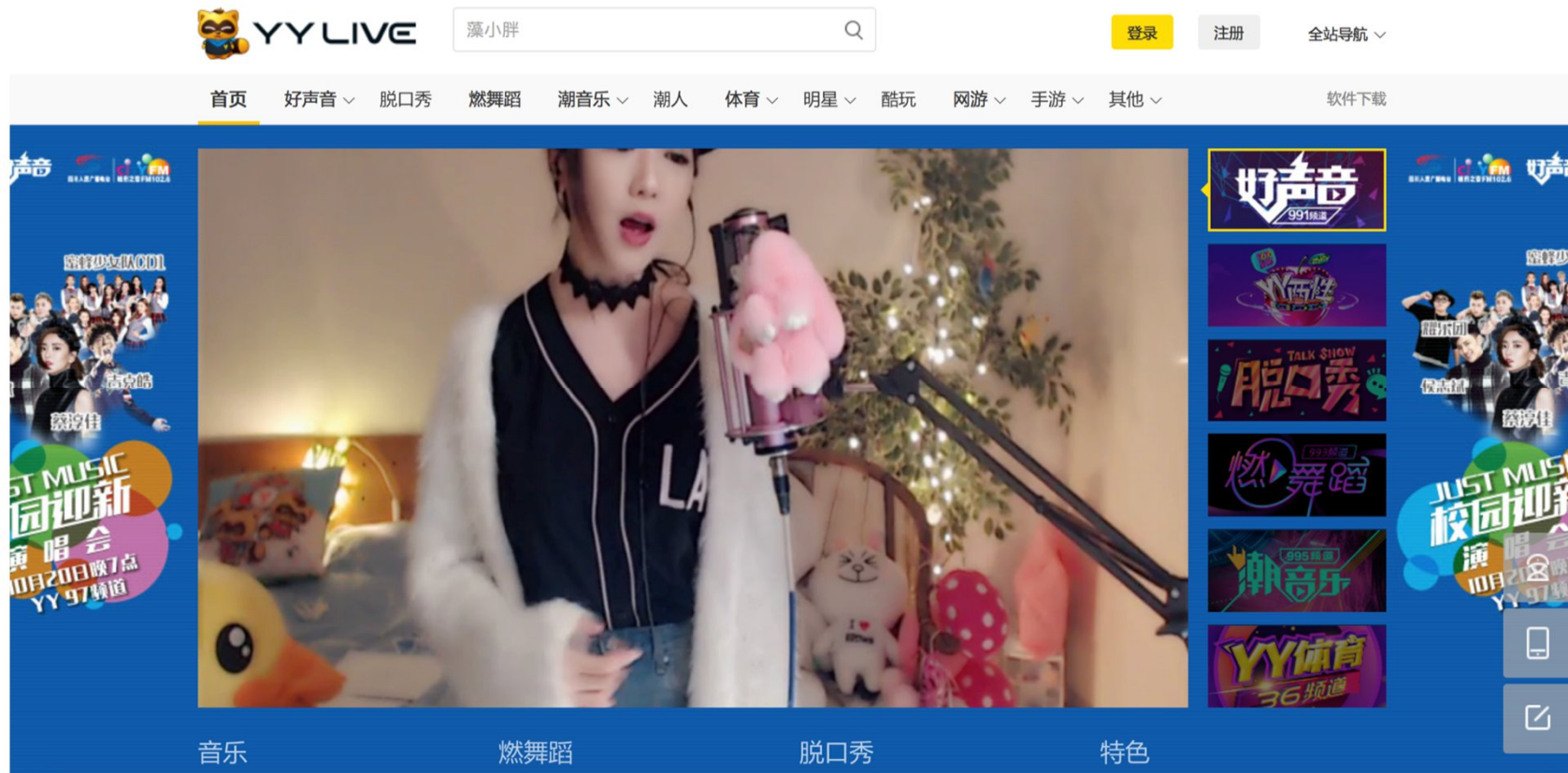
Source: Kantar Media CIC

Question: Top ranking social media platforms in China?

Please rank by order of popularity

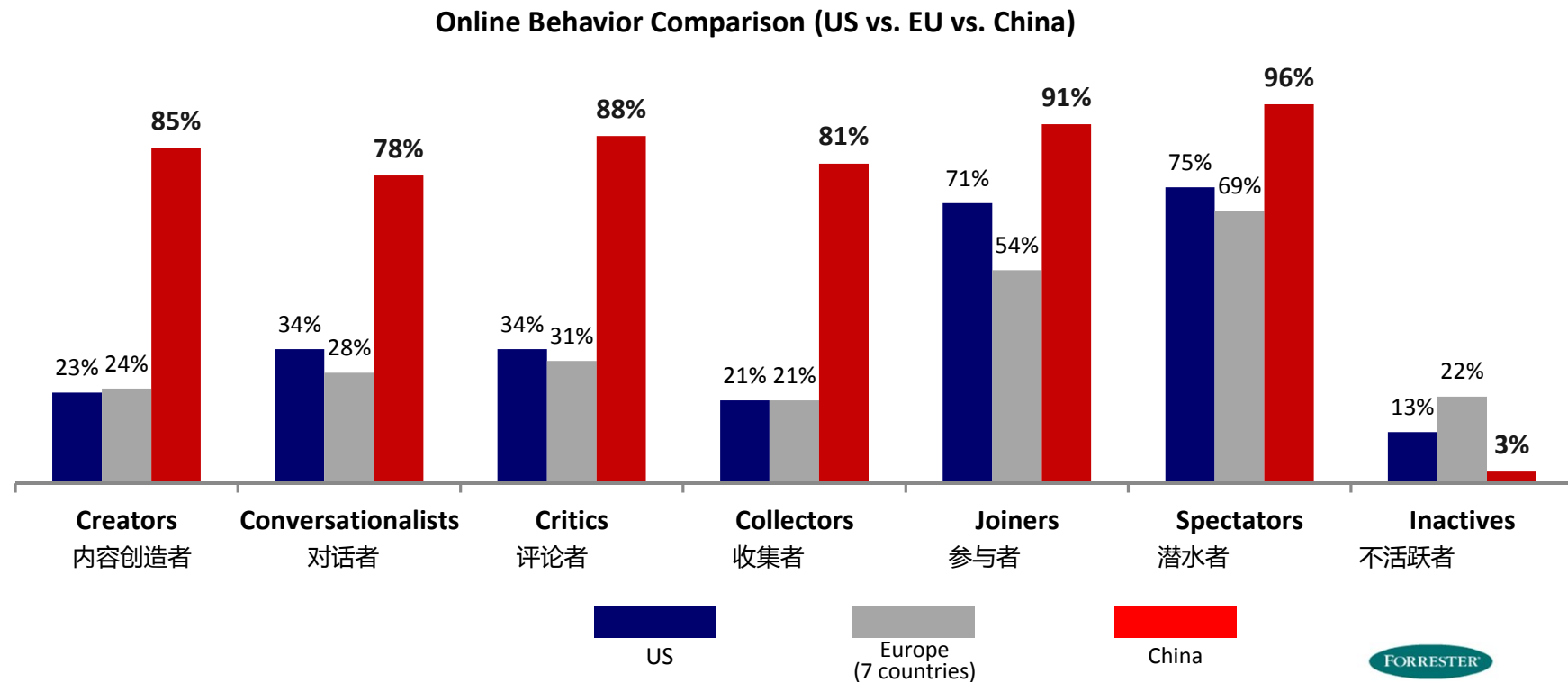
- WeChat
- QQ
- Qzone
- Weibo (microblog)
- BBS (= forum) (a.k.a bulletin board service)

QQ, Qzone & WeChat are the most active social platforms in China



Source: WeAreSocial, 2016

China's netizens (网民) are much more engaged



Data sources: NA Technographics Online Benchmark 2012

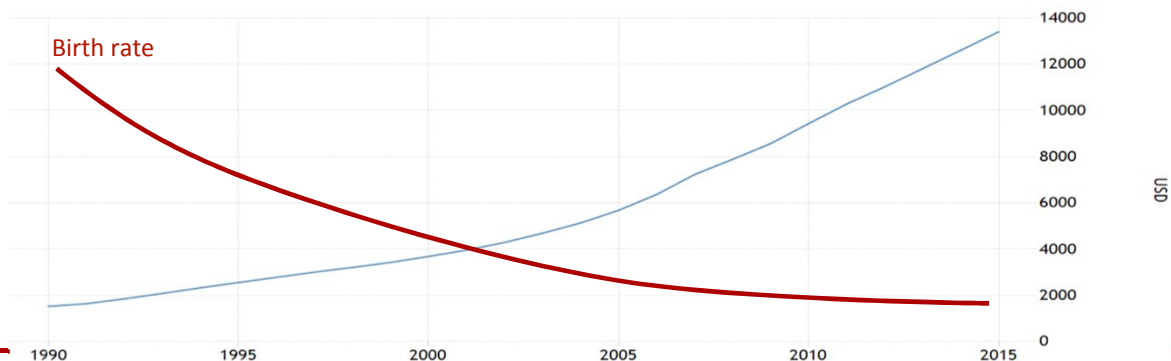
Getting To Know Chinese Youth

95后 (Post 95's)

Born in 1995-1999. Around 100M in population



CHINA GDP PER CAPITA PPP

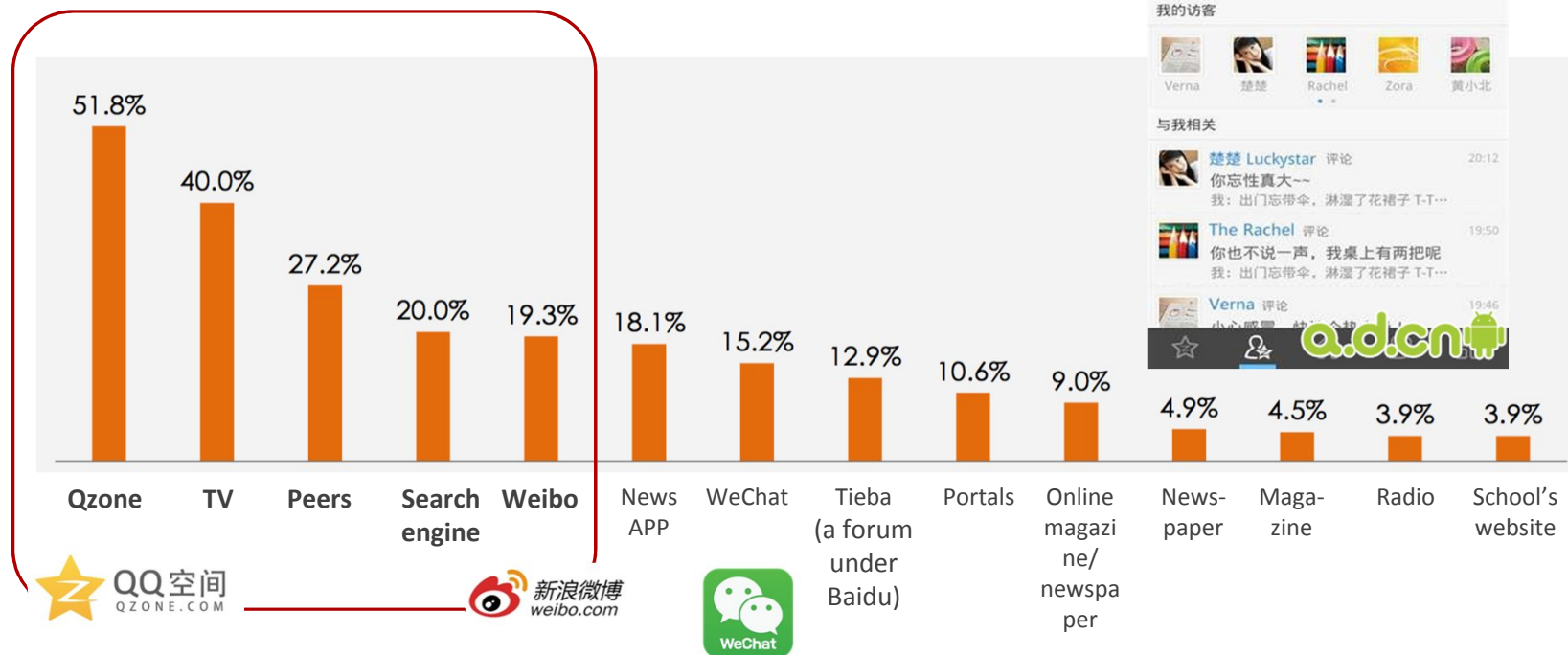


Snapshot of a 19 y/o college student in her Shanghai home



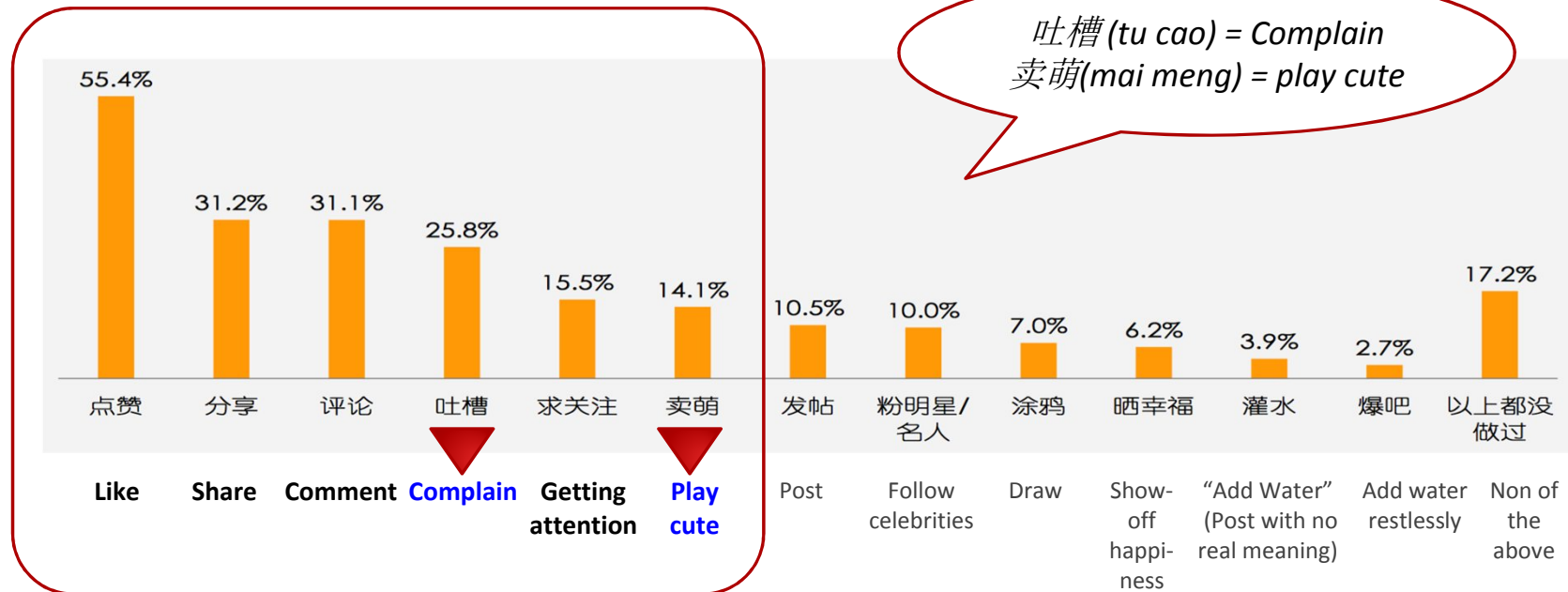
A Shanghainese girl back home for summer holiday. She studies in a university in China's northwestern Xi'an city.

Top information sources among Post 95's



Source: Baidu report on Post 95's lifestyle, 2015

Top online behaviors among Post 95's



Source: Baidu report on Post 95's lifestyle, 2015

6 key drivers of online conversations among Chinese youth



Strong influence of ACG among Post 95's

Alipay:



Background of mobile conversations



“Play cute 卖萌” : an effective approach to get close to your targets



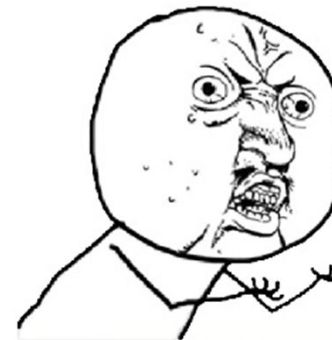
AIEC 2016

“Tu cao 吐槽” : ventilation of complaints

An embarrassing moment of a teacher



Why I failed my test..



为什么每次我认为考的会很不错的时候,成绩下来总tm会挂科,,

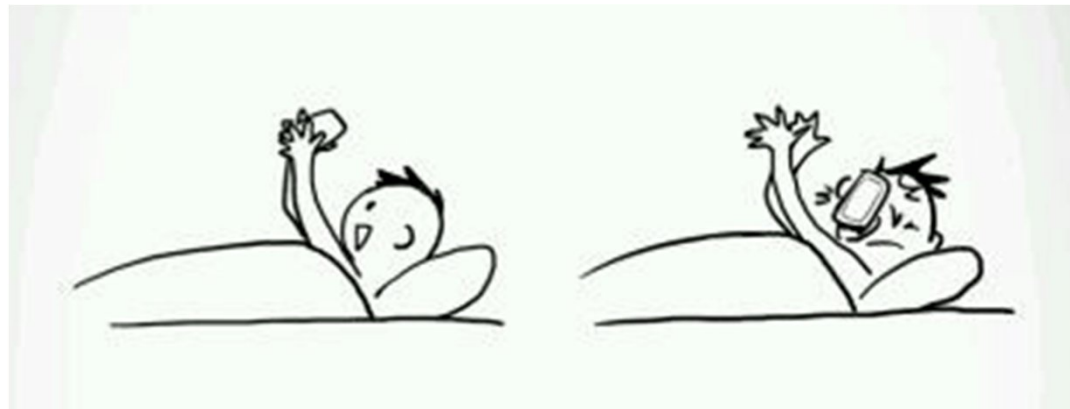
“Barrage/ bullet screen弹幕” : video sharing site with real-time commentary



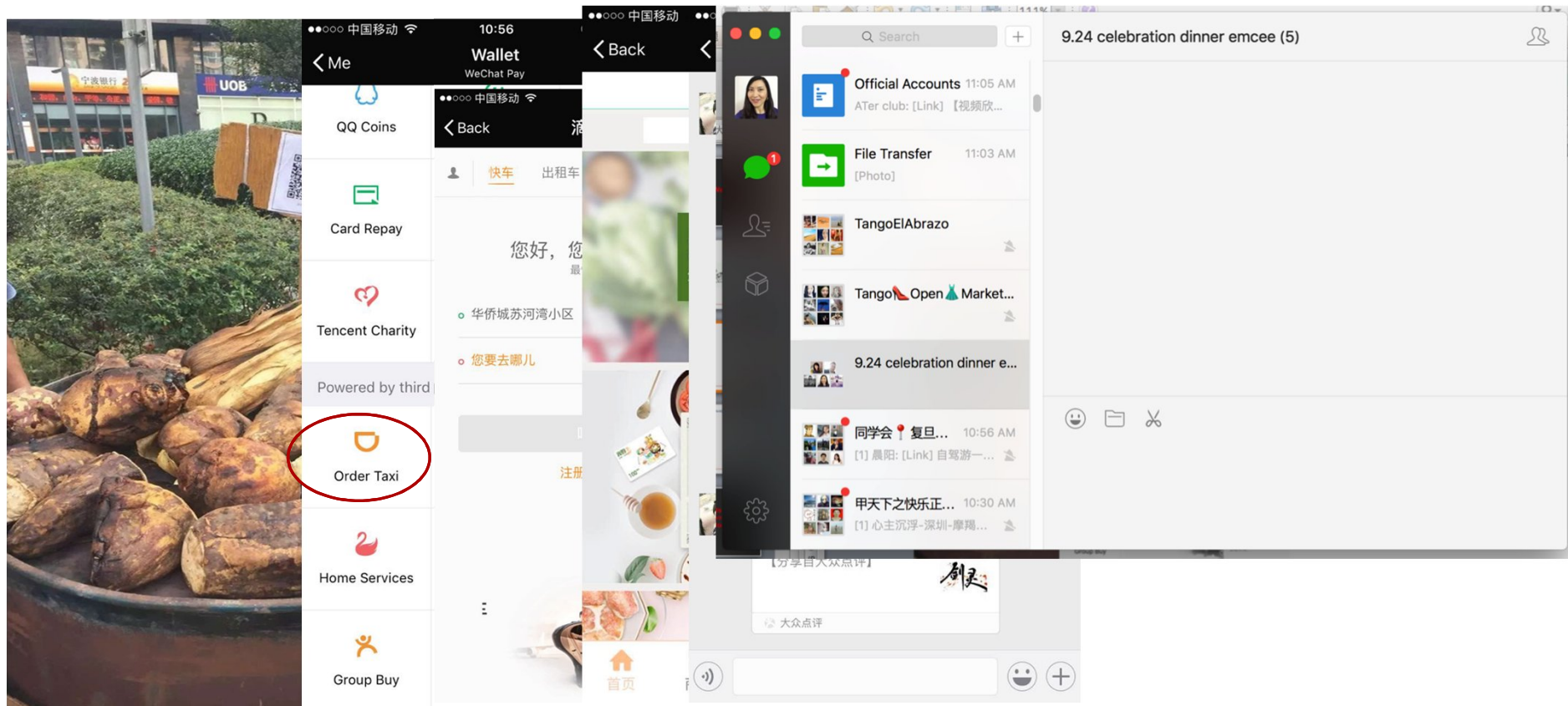
A Snapshot of WeChat



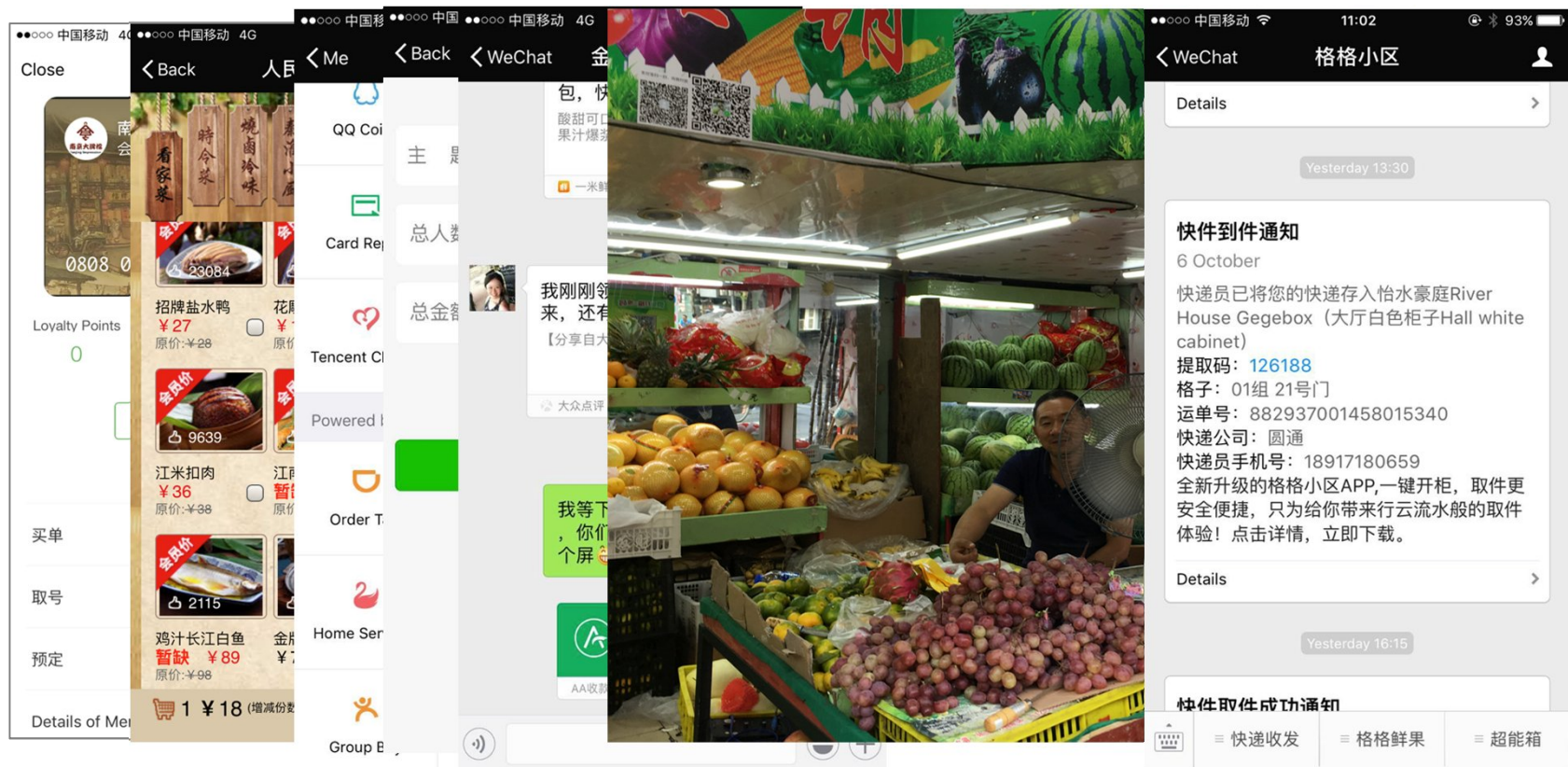
Our day starts and ends with WeChat



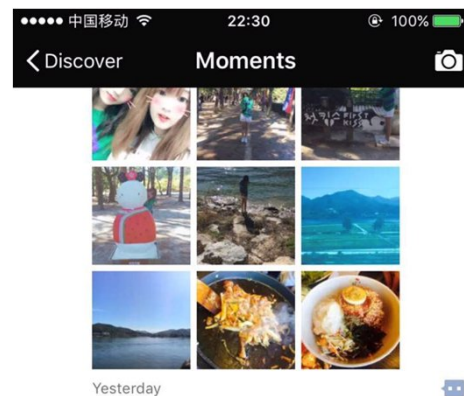
One day with WeChat: Morning



One day with WeChat: Noon till evening



On a big public holiday (the Golden Week of National Day holiday 1-7 Oct)



“朋友圈摄影大赛”

“Photography contest on WeChat”

“晒图”

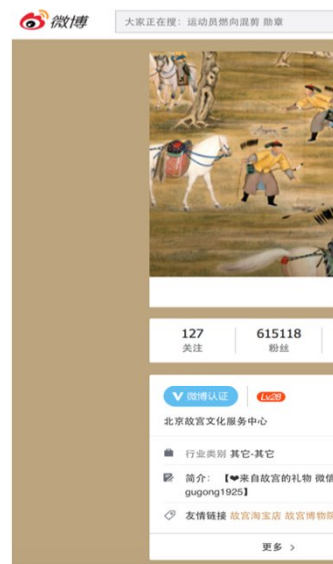
“Show (off) your photos”

**How Brands
(Education Industry)
Make the Most of it**

A nearly 600-year-old organization which excels in China's social media



Palace Museum in social media: Entertaining & “play cute” at its core



... which acted as strong drivers of its sales

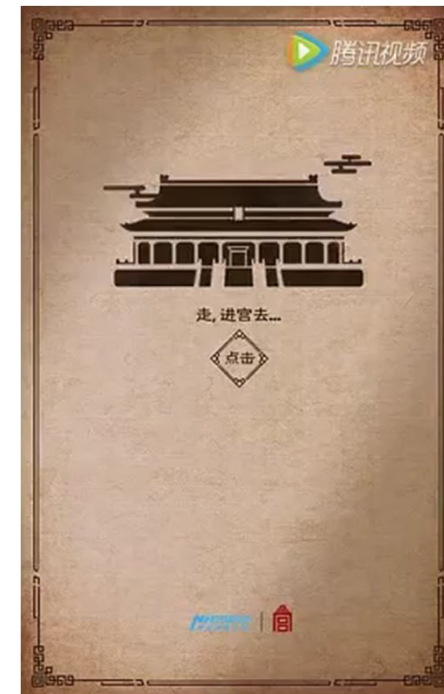


Tencent NEXT IDEA X Palace Museum:



“穿越故宫来看你” : A HTML5 campaign to launch and promote this innovation initiative

3.1 million
retweets in a week



Story of an offer letter...

Offer letter typically looks like this



But Shenzhen University did something different



Shenzhen University: blazed new trails in the education industry

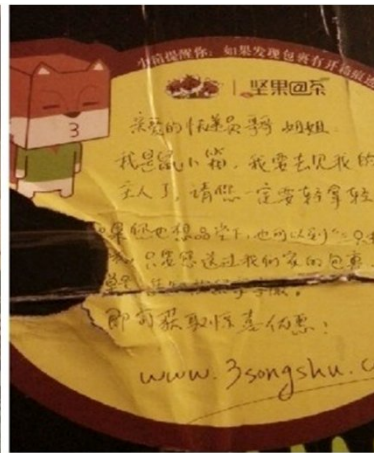


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Shenzhen University: blazed new trails in the education industry



3 Squirrels (eCommerce) : Deliver a brand experience that goes beyond expectation



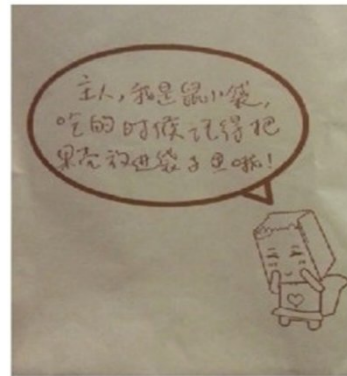
一张封口纸，居然写了这么温馨的封口语。

今天，家里买了一小箱坚果，从叔叔心情愉悦，也让收到货品的亲们心里美滋滋小东西就开始不断带给我惊喜：多有品味啊...

这么好的第一印象，成本就是一张贴纸，和

Message to the delivery guy
(& discount)

打开箱子，发现除了订购的几袋食品，每个食品袋里，都附赠一个封口夹，膜拜了，你怎么知道我节食（不要怀疑，是真的），一袋啊？



有时只需要一点点额外的成本，给却是超出预期的。琢磨用户的需求，多一点点。多一点点点的付出，多好

A bag for nutshell and wet tissue

还没完。

每个食品袋里，都附赠一个封口夹，膜拜了，你怎么知道我节食（不要怀疑，是真的），一袋啊？



A clip in case you can't finish it in one go

最后秀一下它用心的包装，注意那句话，顾客极致体验，汗颜吧？这只是一家安徽的食品厂啊，真是体验经济的时代...



"Ultimate customer experience"

Local Chinese snack brand '3 Squirrels'. Only available online

Virality: Who initiated this conversation and who amplified it?

@傅盛 V

前两天家里买了几包坚果，没想到包装上处处超出预期，感慨之余顺手写了篇小文章作为我在公司内部培训的素材，现分享给热爱产品的朋友们。



Retweet: 8,159

Comment: 1,242

[Link](#)

7月3日 09:49 来自iPhone客户端

👍(522) | 转发(8159) | 评论(1242)

This message was written by Fu Sheng,
CEO of a software company
Followers: 1.8 million

拥有183万粉丝的金山网络CEO傅盛
写的这条微博



3 Squirrels: Strong differentiation & leadership in customer experience

- Heavy reliance on 'owned media' (→ 'Social media')
- Personified characters of squirrels (= playfulness)
- One-on-one customer service/ interaction



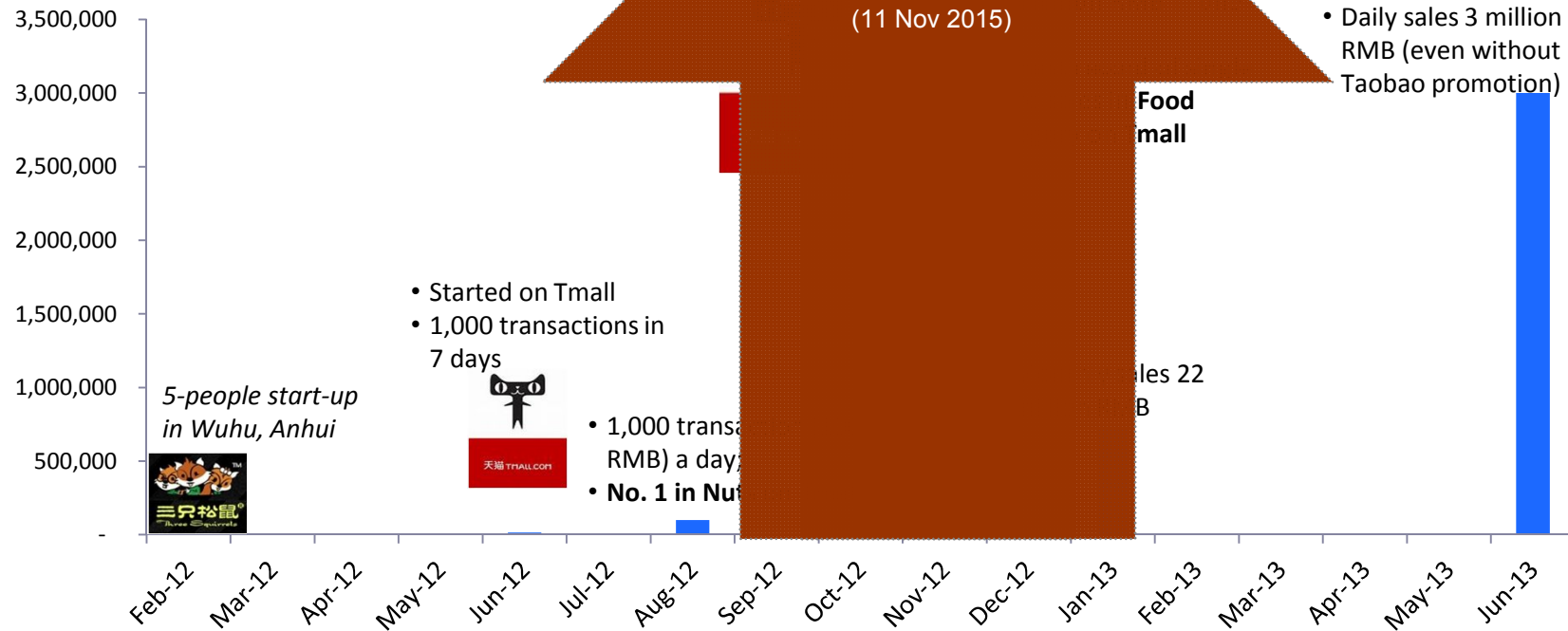
鼠小贱 鼠小酷

三只松鼠重用自媒体，微博、微信公...
与主人建立一对一的沟通服务

我们认为品牌和消费者更近是企业核...



3 Squirrels: Strong differentiation & leadership in customer experience



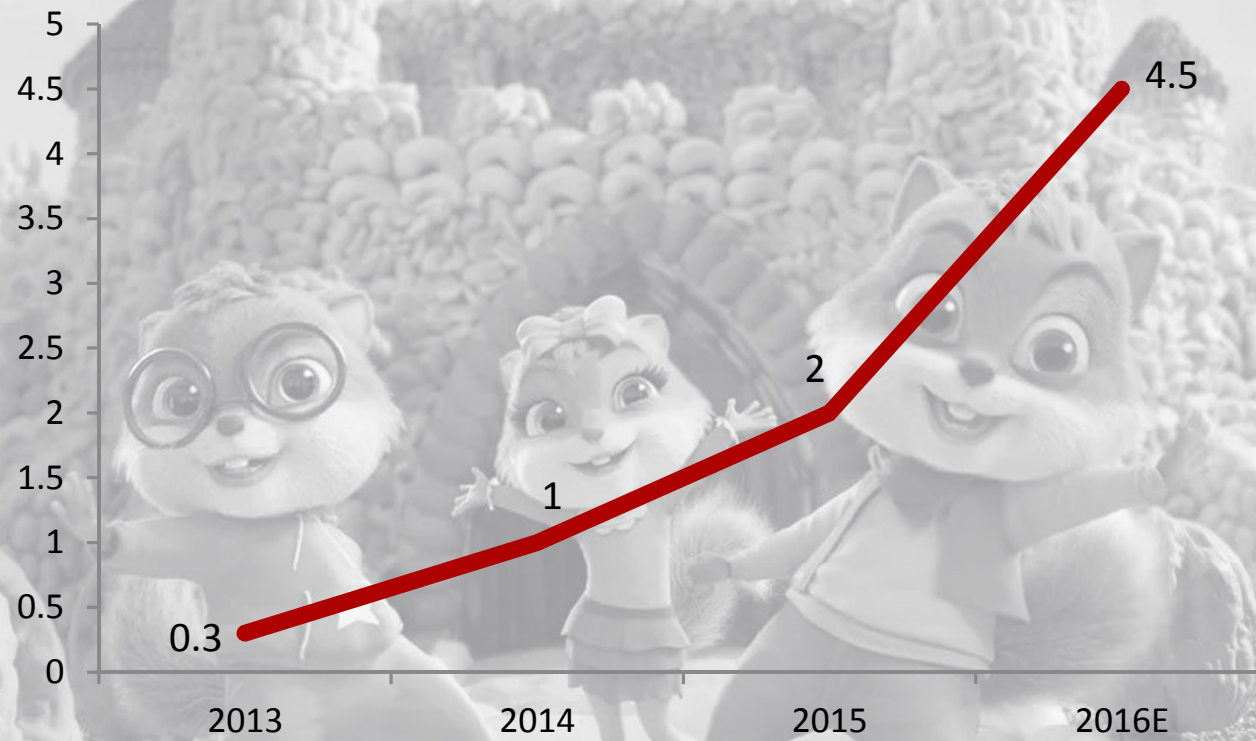


• 仅在网上及APP有售

主人，我们今年在网上卖出一亿袋哦！

亿邦动力
www.ebangdongli.com

Sales Growth of 3 Squirrels (Billion RMB)



• 仅在网上及APP有售

主人，我们今年在网上卖出一亿袋哦！

亿邦动力
www.ebrun.com.cn

Implications

Technology and social media transformed China's businesses & its people



Chinese youth are unique



- Devise a tailored strategy with clear understanding of youth in social media
 - What, who (KOL), where, how
- What kind of brand experience & brand personality do we intend to stand for?

“ It is not the strongest of the species that survive,
nor the most intelligent,
but the one most **responsive to change.**

- Charles Darwin



Thank you