



Open case

World Communication Forum in Social Media

Prof. Olga Bereslavskaya,

World Communication Forum Association, Amazing City Award

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WHERE WE ARE:



WorldCommForum

Forumdavoscom

WorldCommForumDavos

Forumdavos



COUPLE OF STATISTICS:



We have more then 800 tweets during the Forum



Our audience during the Forum - more then 260 000



We have now more then 16 400 Followers



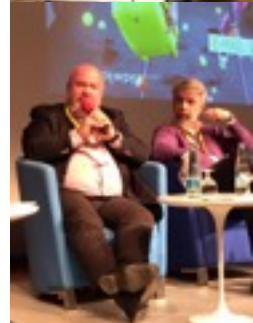
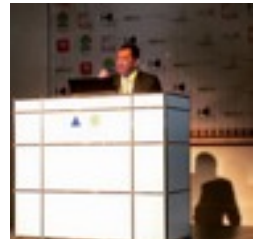
50 % of our Followers - from Asia



56 % of our Followers use mobile devices



We reach more then 9 000 people everyday with our posts





WORLD
COMMUNICATION
FORUM
ASSOCIATION



HOW IT WORKS?

MAIN TOPICS:

HERO STORIES



C4F AWARD



EVENTS INVITATIONS



KEY MESSAGES



SPEAKERS



CASES FROM COMMUNICATION WORLD



CASES OF PARTNERS



FUN STORIES





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SOCIAL MEDIA TRENDS 2016



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SOCIAL MEDIA TRENDS 2016





1

LIVE STREAMING VIDEO



2

KNOW YOUR CHANNELS



3

NOT WORDS! LET'S USE EMOJIS



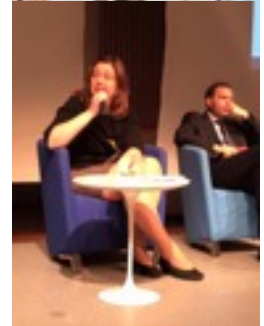
4

MOBILE FIRST



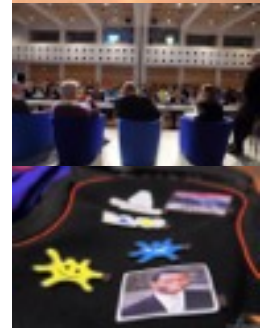
5

HIGH QUALITY CONTENT



6

IMPROVE TARGETING FOR AD





WHAT NEXT:

WE INVITE YOU TO
SHARE WITH US
YOUR BEST
STORIES
AND
CASES

DEVELOP OF THE
SOCIAL MEDIA
ENVIRONMENT
FOR THE FUTURE
PROJECTS AND
REALIZING NEW
COMMON IDEAS

FOLLOW US





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We are communication