

# How to engage the globe?



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Opinions expressed are my own and do not necessarily represent official opinion or policy of member governments, or of NATO

**What?  
& How?**

# where?





**JAN  
2017**

## SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY

TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**2.789**  
BILLION

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



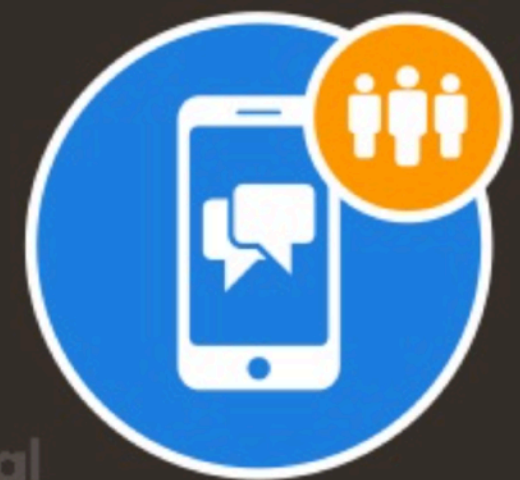
**37%**

TOTAL NUMBER  
OF SOCIAL USERS  
ACCESSING VIA MOBILE



**2.549**  
BILLION

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



**34%**

**JAN  
2017**

## SOCIAL MEDIA PENETRATION BY REGION

TOTAL ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY, COMPARED TO POPULATION



# what?

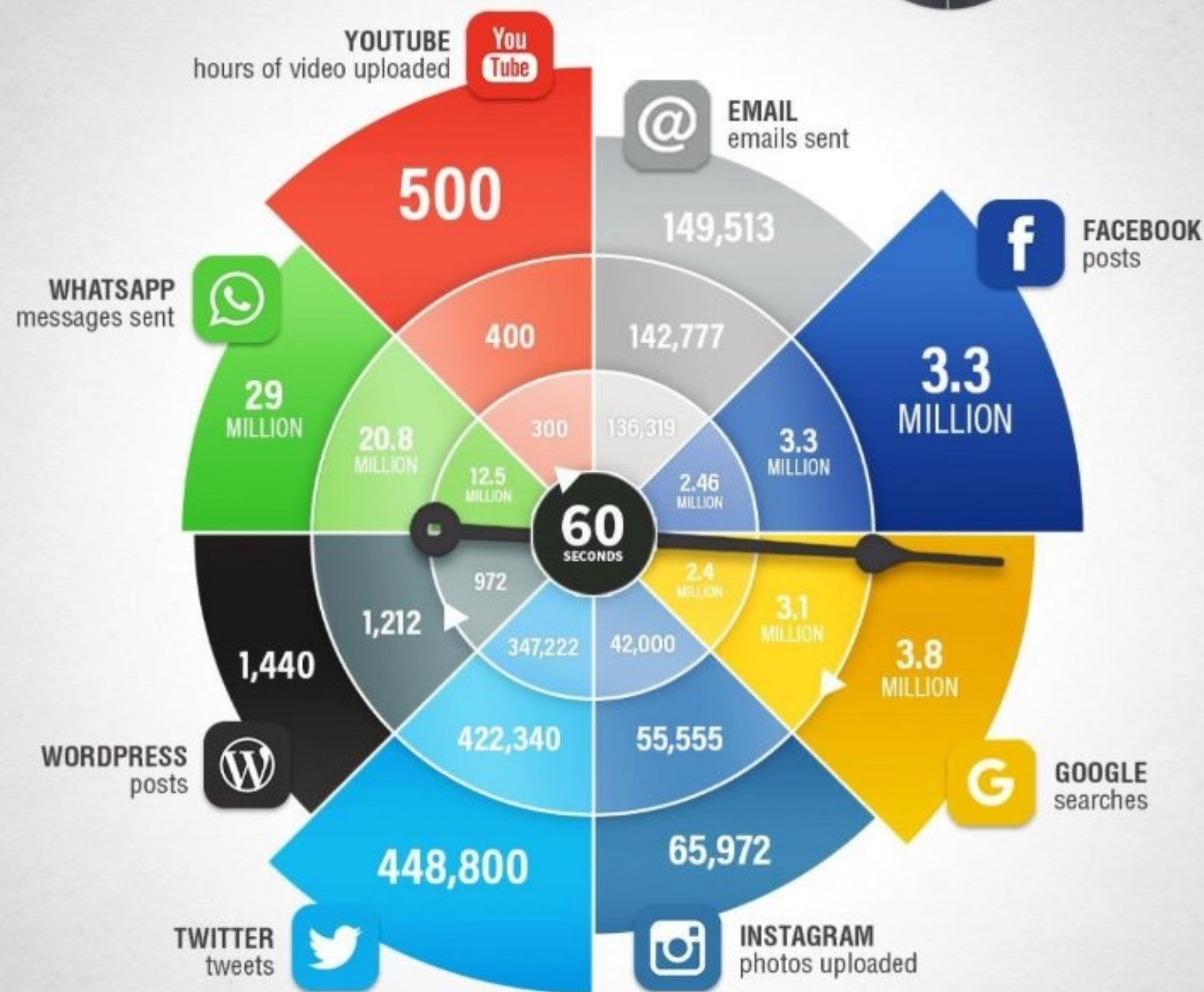




# How to engage the globe?

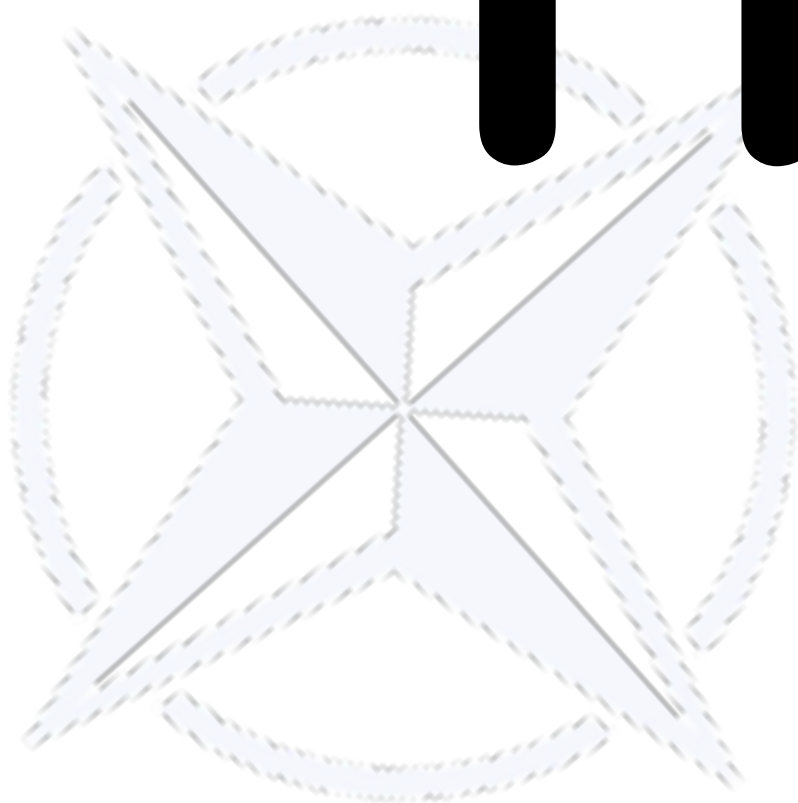
## What Happens Online in 60 Seconds?

Managing Content Shock in 2017





# How?



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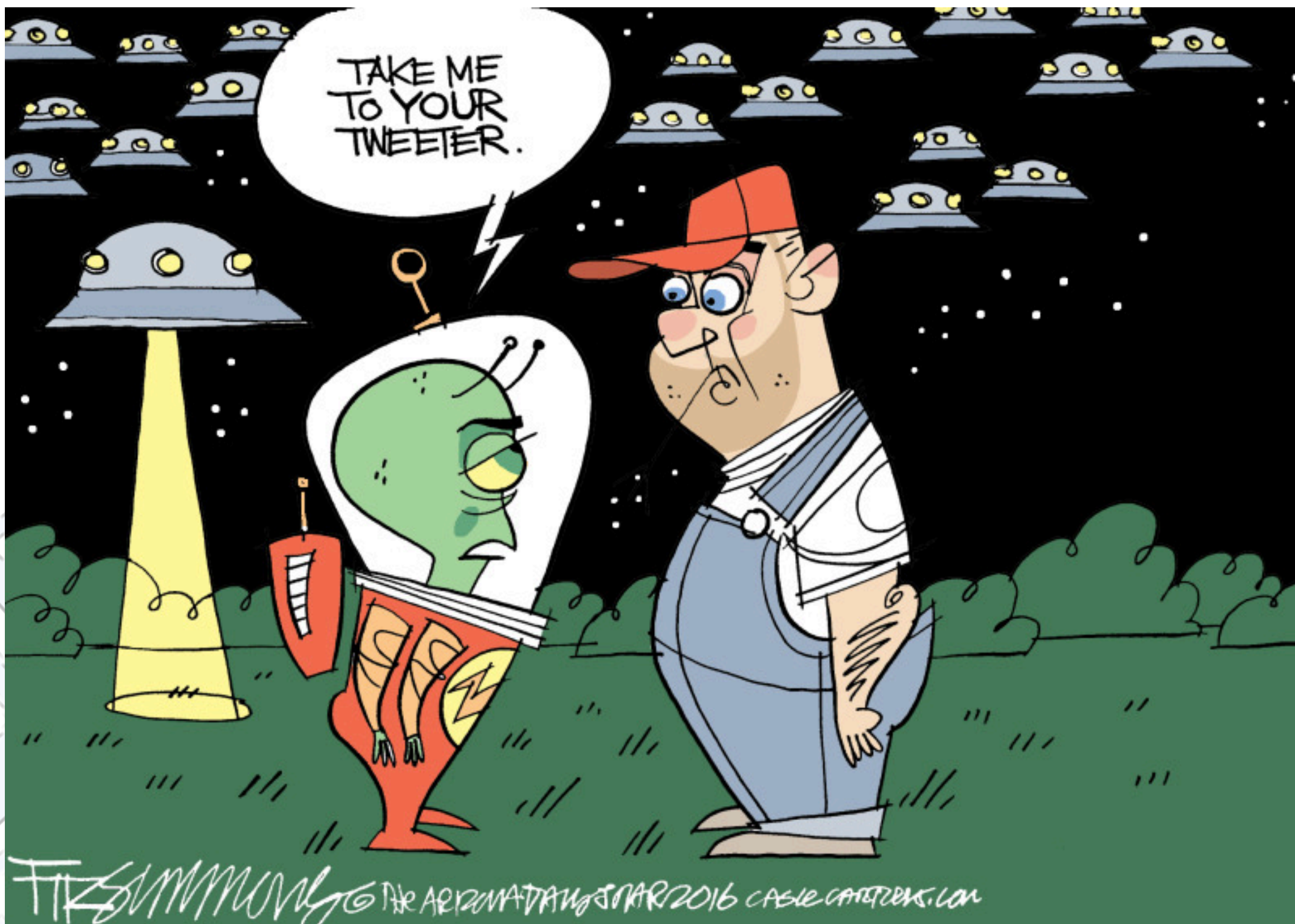


# How to engage the globe?





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# How to engage the globe?

- **Timely**
- **Relevant**
- **Trustworthy**
- **Valuable**
- **Interesting**



# How to engage the globe?

**We all  
Smile  
In the  
Same  
Language**





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