



L'impact des médias sociaux sur le gouvernement et les ONG

(Toronto, le 20 août 2007)

2 octobre 2014





**Où l'aventure des médias sociaux
nous a-t-elle menés?**

Aperçu des médias sociaux au Canada, vers 2014

Online Visitation and Engagement

Q4 2013*					
Geography		Average Monthly Unique Visitors (000)	Average Monthly Hours per Visitor	Average Monthly Pages per Visitor	Average Monthly Visits per Visitor
Worldwide		1,619,641	24.2	2,238	58
China		353,368	22.9	2,330	61
United States		196,498	36.2	3,100	71
Japan		73,656	19.2	2,100	56
Russia		66,888	32.6	2,400	61
Brazil		66,472	32.5	2,400	61
Germany		53,254	20.1	2,100	56
France		42,604	30.4	2,400	61
United Kingdom		39,272	36.0	3,200	71
Italy		30,105	25.4	2,473	56
Canada		25,181	34.6	3,001	88

Les utilisateurs canadiens d'Internet font partie de l'un des publics les plus engagés de la planète!

Aperçu des médias sociaux au Canada, vers 2014

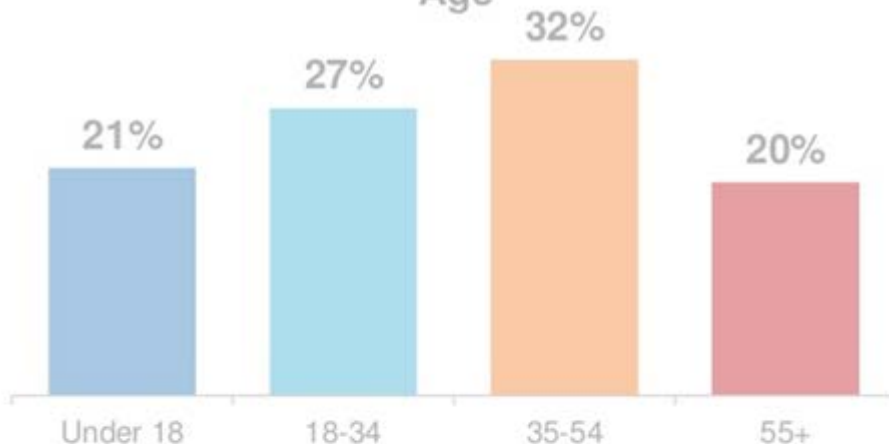
Gender



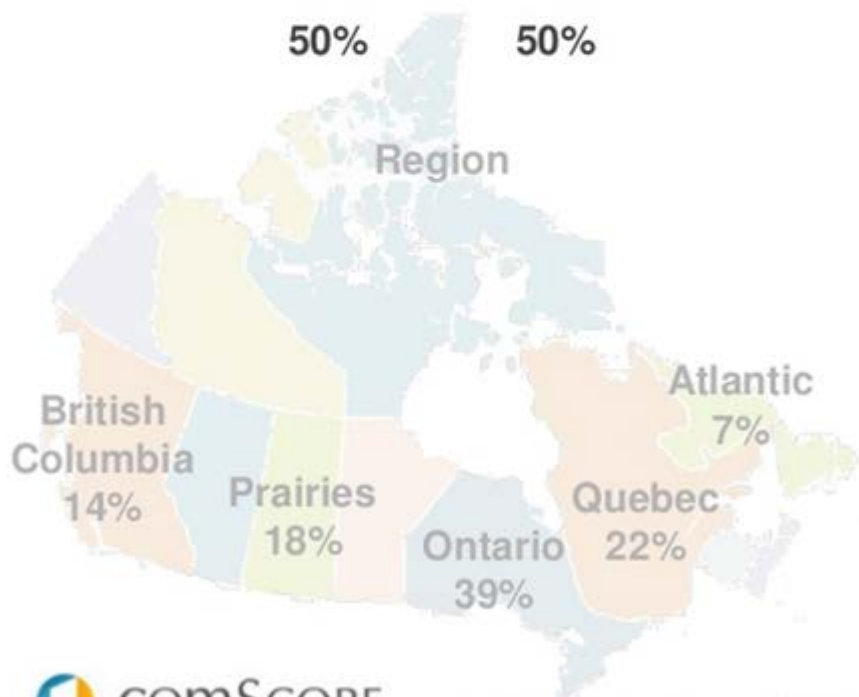
50%

50%

Age

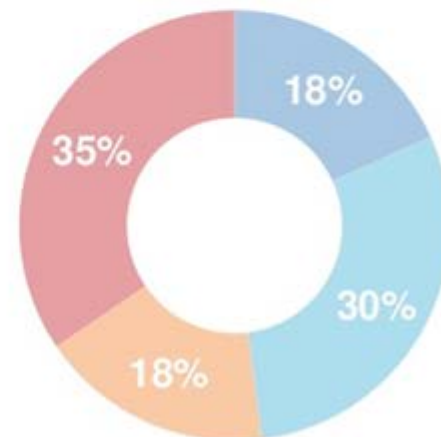


Region



Household Income (CAD)

- Less than \$40,000
- \$40,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 or more



Aperçu des médias sociaux au Canada, vers 2014

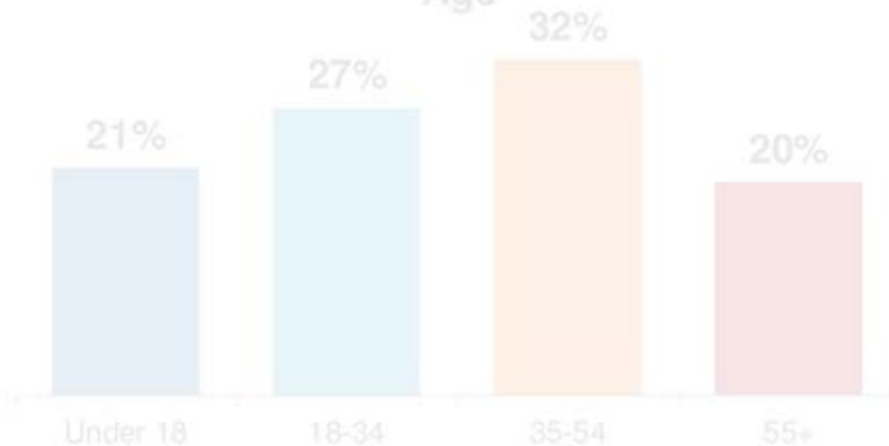
Gender



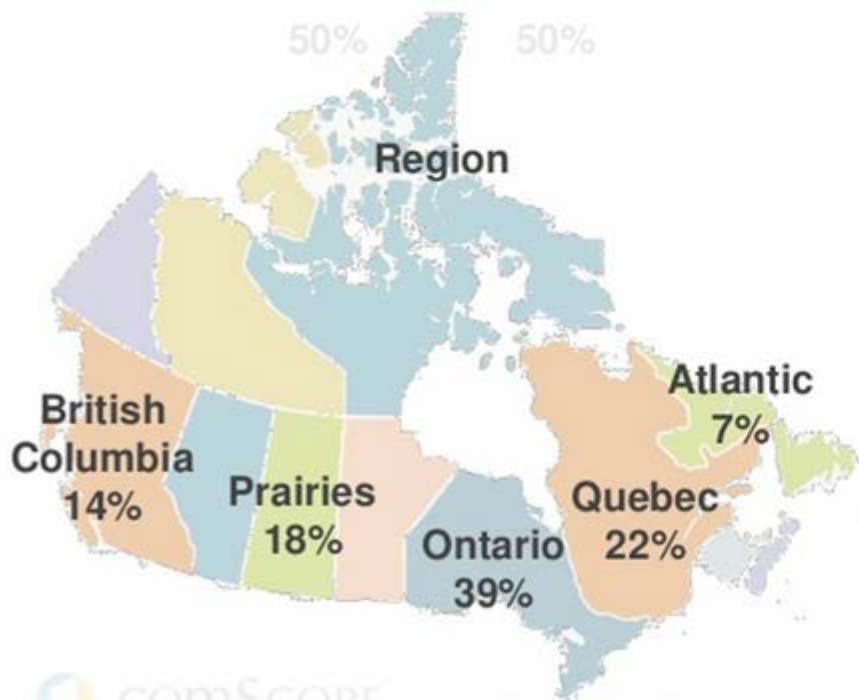
50%

50%

Age

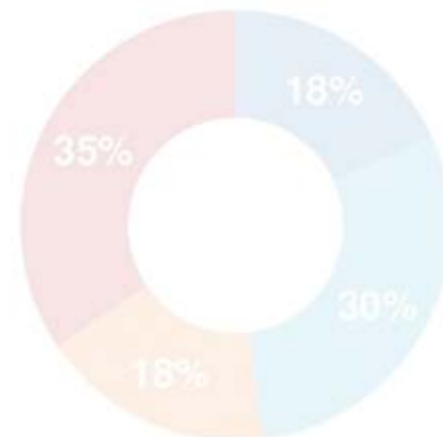


Region



Household Income (CAD)

- Less than \$40,000
- \$40,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 or more



Aperçu des médias sociaux au Canada, vers 2014

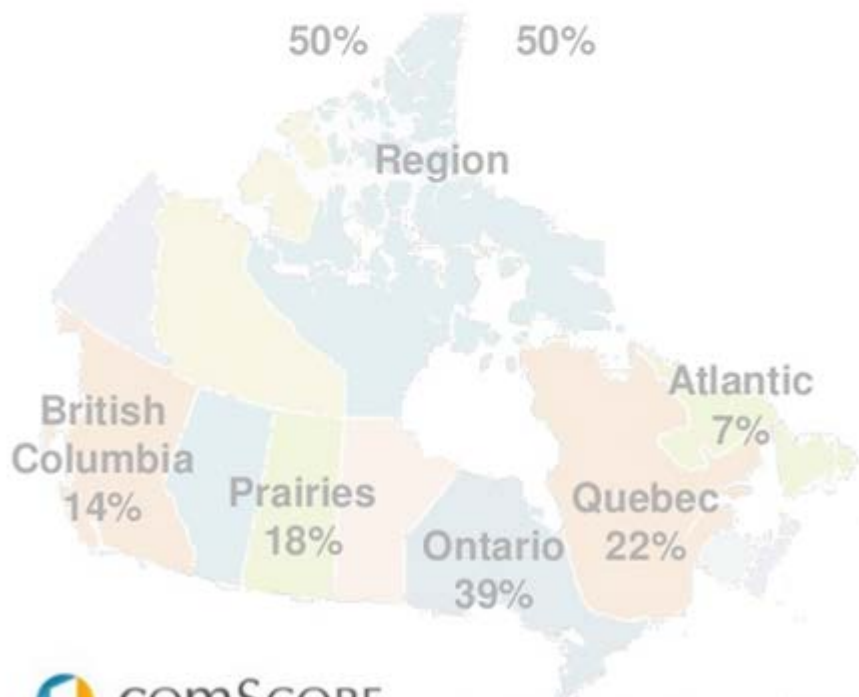
Gender



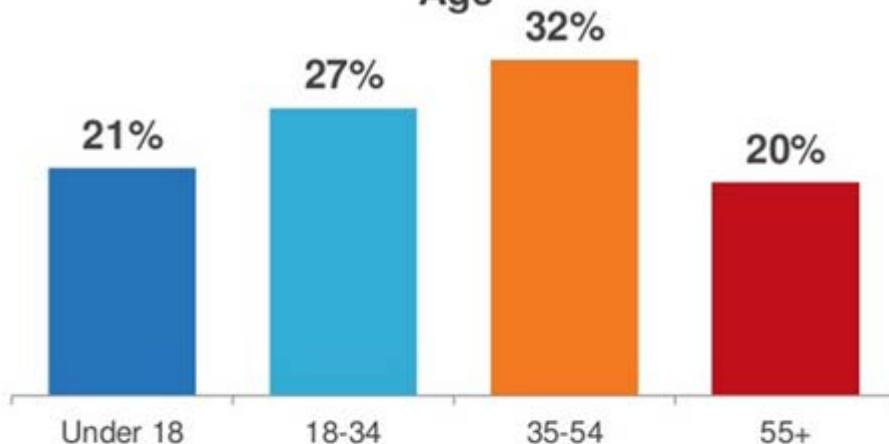
50%

50%

Region

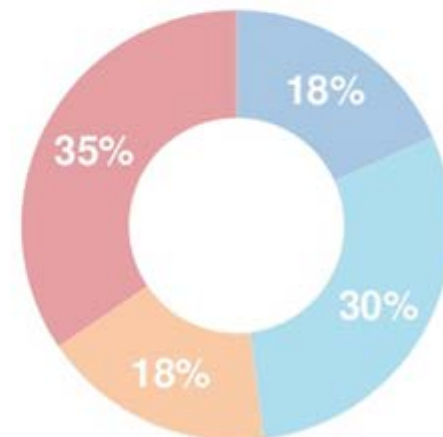


Age



Household Income (CAD)

- Less than \$40,000
- \$40,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 or more



Aperçu des médias sociaux au Canada, vers 2014

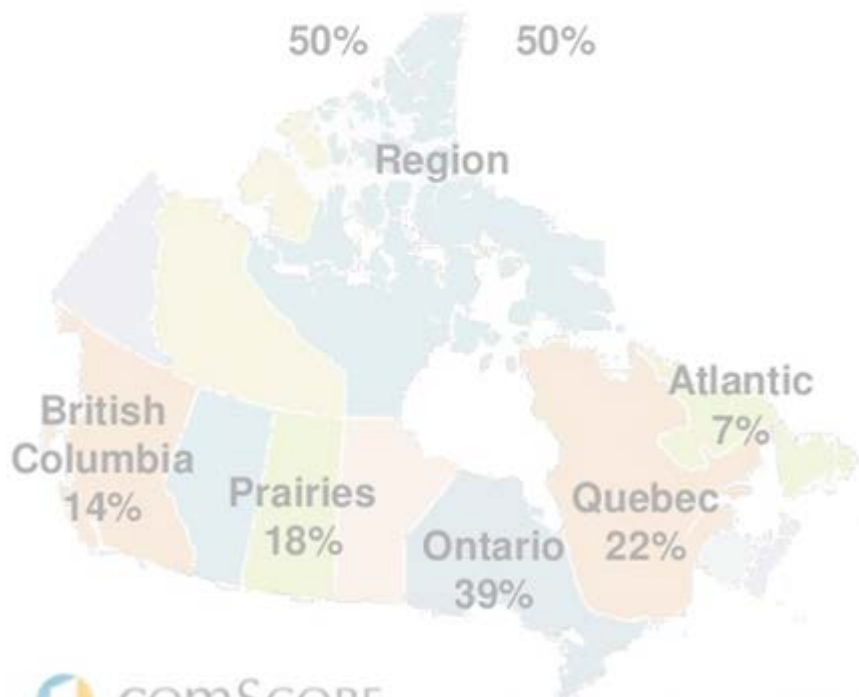
Gender



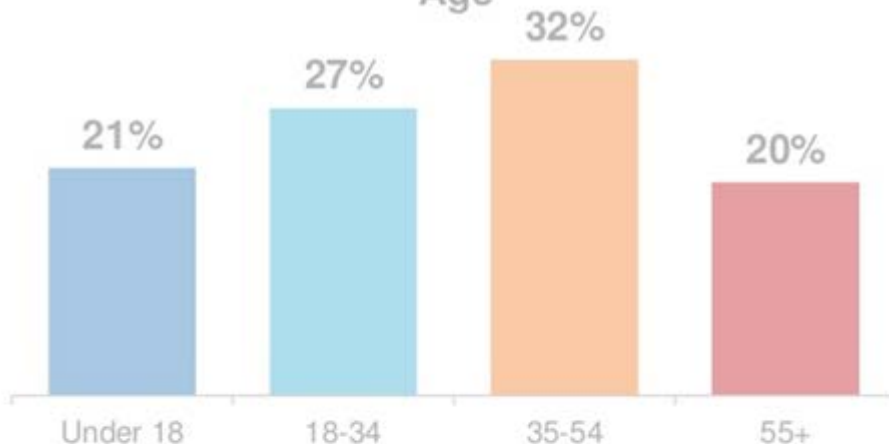
50%

50%

Region

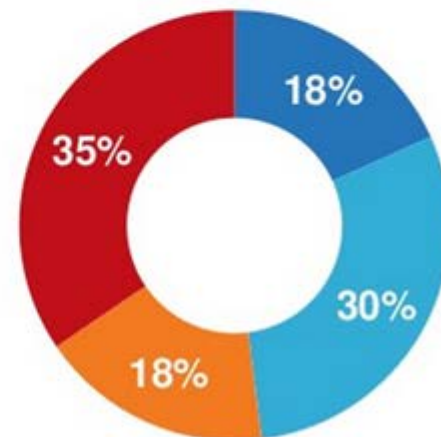


Age



Household Income (CAD)

- Less than \$40,000
- \$40,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 or more



Aperçu des médias sociaux au Canada, vers 2014

Importance of Social Media to Internet Users in Canada, July 2013

% of respondents

Gender

Male



Female



Age

18-34



35-49



50-64



Total



■ 5-very important ■ 4 ■ 3 ■ 2 ■ 1-not at all important

Note: numbers may not add up to 100% due to rounding

Source: Ipsos OTX and Ipsos Global @dvisor, "Socialogue," Oct 8, 2013

Aperçu des médias sociaux au Canada, vers 2014

Facebook Users in Canada, by Age, March 2013

% of respondents

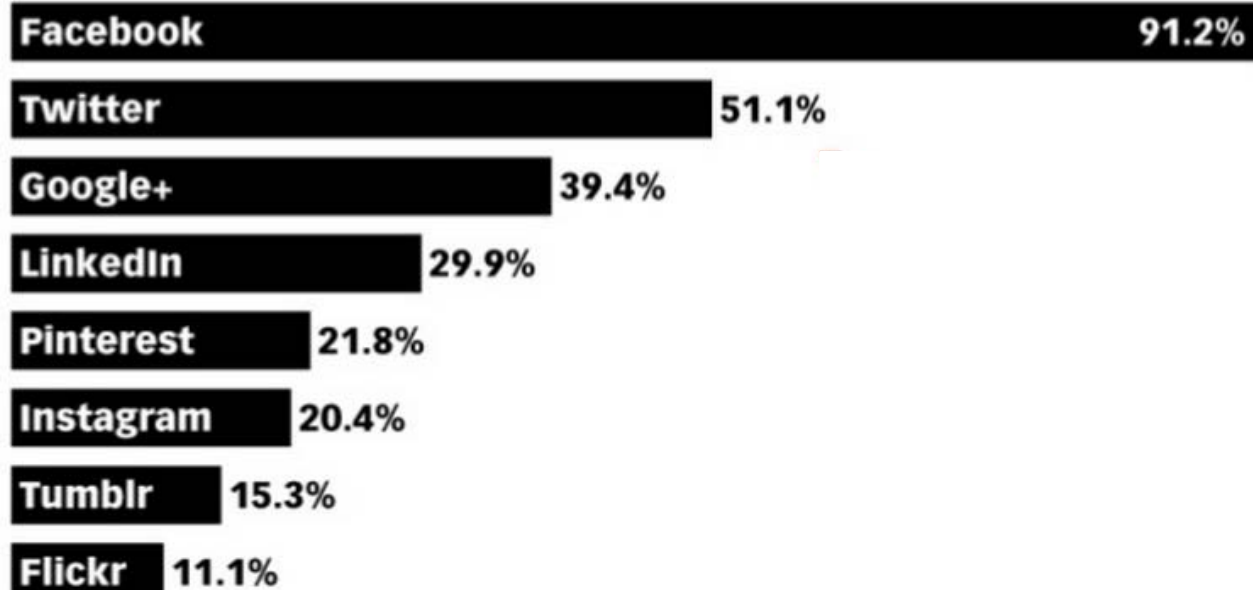
	18-24	25-34	35-44	45-54	55-64	65+
Use	93%	93%	87%	76%	74%	69%
—Use daily	78%	70%	62%	46%	49%	37%
Never use	7%	7%	13%	24%	27%	31%

Source: ExactTarget, Aug 16, 2013

Aperçu des médias sociaux au Canada, vers 2014

Social Networks Used by Internet Users Ages 18-30 in Canada, Oct 2012

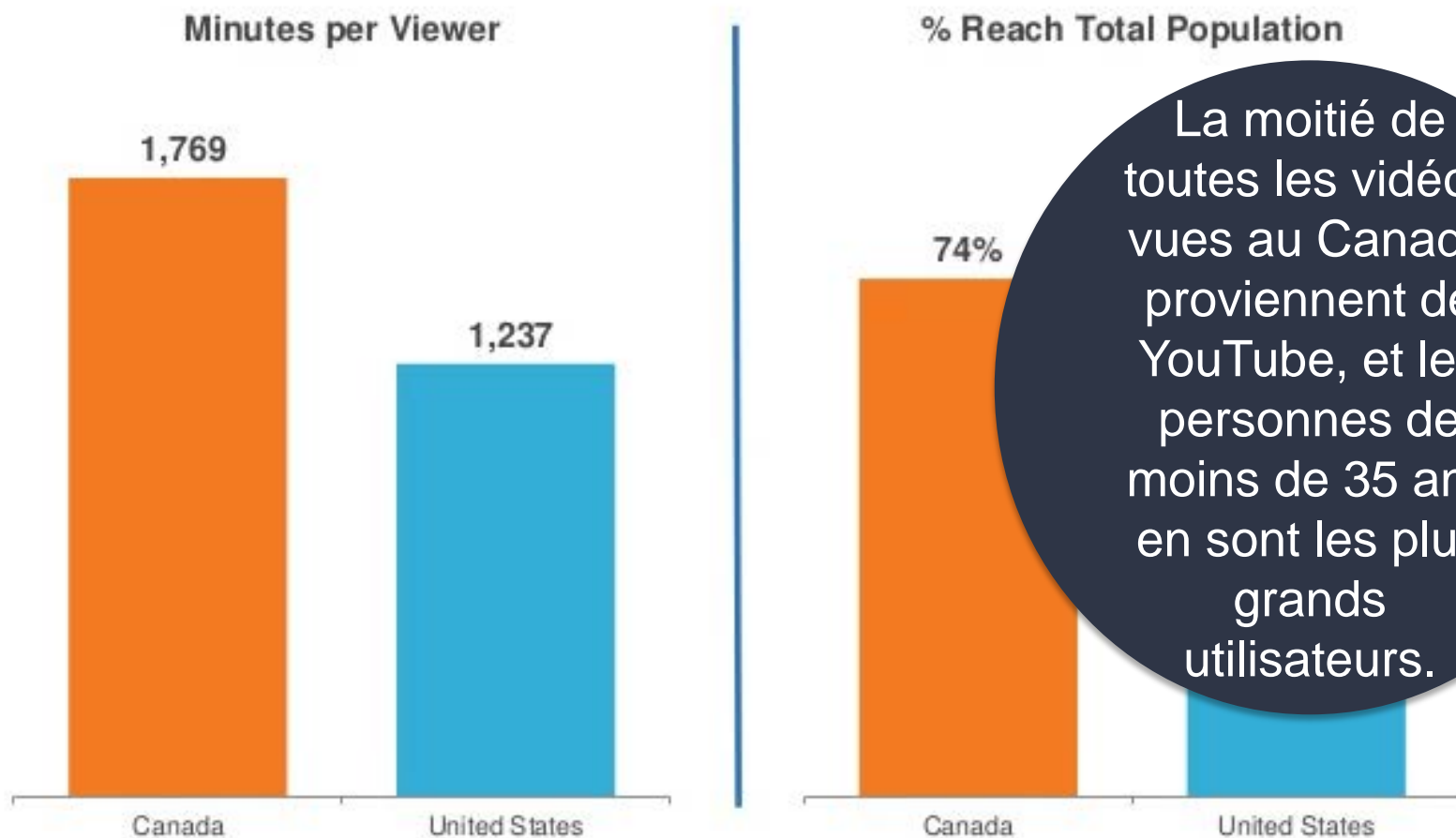
% of respondents



Note: n=1,004; have an account with the social network

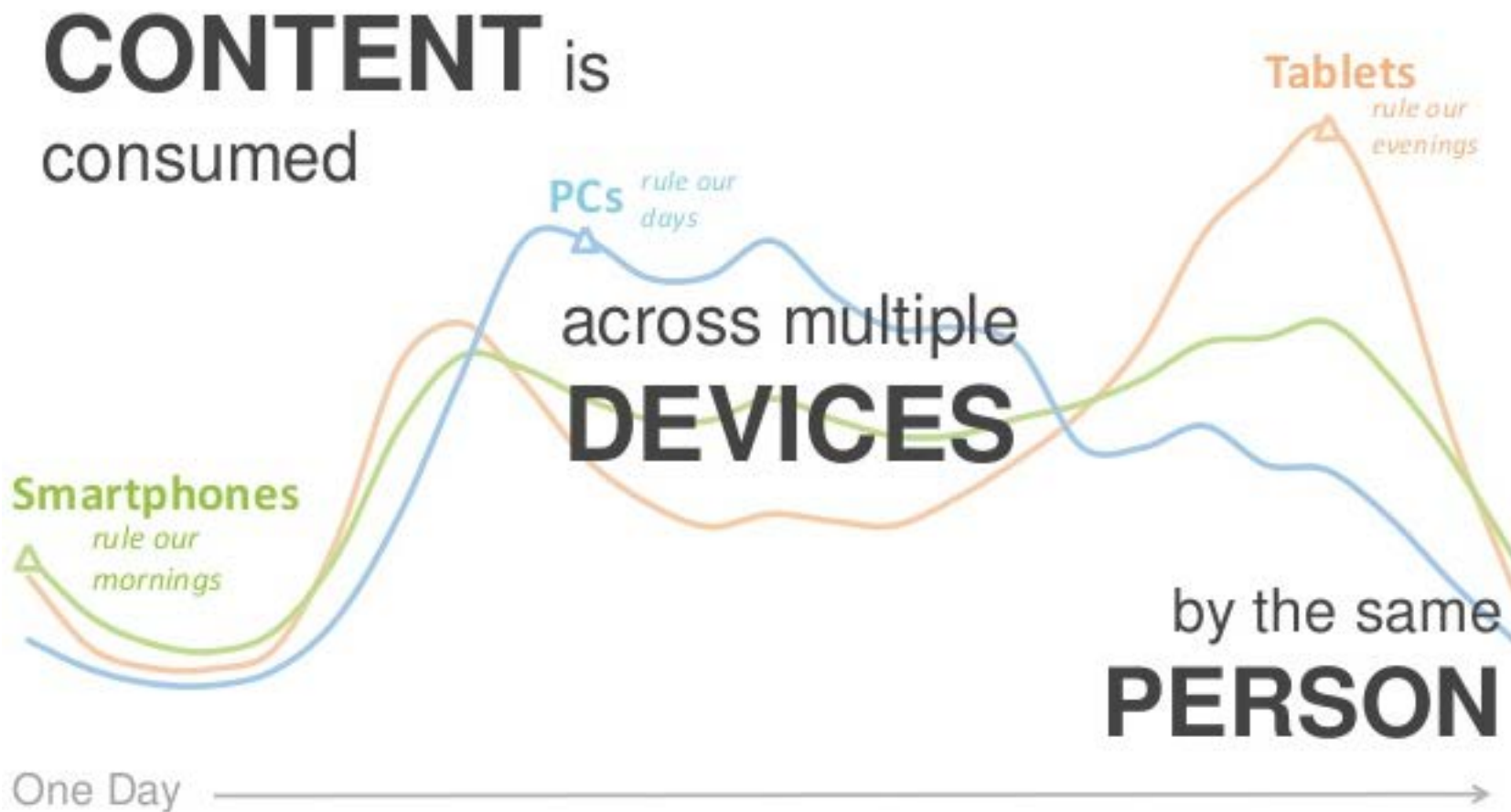
Source: The Huffington Post Canada survey conducted by Abacus Data, Nov 20, 2012

Aperçu des médias sociaux au Canada, vers 2014



La moitié de toutes les vidéos vues au Canada proviennent de YouTube, et les personnes de moins de 35 ans en sont les plus grands utilisateurs.

Aperçu des médias sociaux au Canada, vers 2014



Quel a été l'impact sur le secteur public?

Le secteur public doit maintenant se pencher sérieusement sur les questions suivantes :

- Communication efficace avec les citoyens (éducation et sensibilisation du public, communications quotidiennes, communications en cas de crise);
- Communications avec les employés;
- Facilitation d'une plus grande collaboration/innovation;
- Protection de la vie privée et sécurité;
- Augmentation de la transparence.



Les médias sociaux et le public intergénérationnel



Qui constituent les quatre générations?

Veterans: Ages 65+

- Have strong faith in institutions and top-down leadership
- Value hard work and rule-based decision making
- Tend to be loyal and many in this generation have stayed with a single employer for their entire careers
- Are not likely to question authority or initiate conflict in their workplace
- As children of the Great Depression, this generation values stability and fiscal responsibility
- The least tech-savvy of the generations

Boomers: 45–65

- Respectful of differences and well educated by traditional methods
- Digital immigrants who have learned to adapt to technology
- Work for them defines value
- Driven to overwork; live to work
- Need to assert their individuality, but view teams as effective
- Influenced by WWII post-economic boom



Qui constituent les quatre générations?

Veterans: Ages 65+

- Have strong faith in institutions and top-down leadership
- Value hard work and rule-based decision making
- Tend to be loyal and many in this generation have stayed with a single employer for their entire careers
- Are not likely to question authority or initiate conflict in their workplace
- As children of the Great Depression, this generation values stability and fiscal responsibility
- The least tech-savvy of the generations

Boomers: 45–65

- Respectful of differences and well educated by traditional methods
- Digital immigrants who have learned to adapt to technology
- Work for them defines value
- Driven to overwork; live to work
- Need to assert their individuality, but view teams as effective
- Influenced by WWII post-economic boom



Gen X: 30–45

- Open minded and sensitive to diversity
- Educated by traditional methods supplemented by the Internet
- Digital natives. Comfortable with the Internet, prefer, and embrace the Internet and technology to help control their lives
- Work to live, they will work with others in a team and also be comfortable working alone. Most effective, one task at a time
- Influenced by corporate and government failures, increased divorce and violence rates

Millennials: Under 30

- Are referred to as “digital natives” who are information fluent and connected 24/7
- Have the ability to multitask and engage in multiple activities simultaneously
- Expect speed and change and have a low tolerance for things that do not make sense. View face time and politics as a waste of time
- Value teamwork and collaborative efforts; are responsive to mutual guidance and mentorship
- Thrive on flexibility at work and require the opportunity to pursue new challenges
- Will stay when offered ongoing opportunities to grow and learn new things; loyalty must go both ways



Gen X: 30–45

- Open minded and sensitive to diversity
- Educated by traditional methods supplemented by the Internet
- Digital natives. Comfortable with the Internet, prefer, and embrace the Internet and technology to help control their lives
- Work to live, they will work with others in a team and also be comfortable working alone. Most effective, one task at a time
- Influenced by corporate and government failures, increased divorce and violence rates

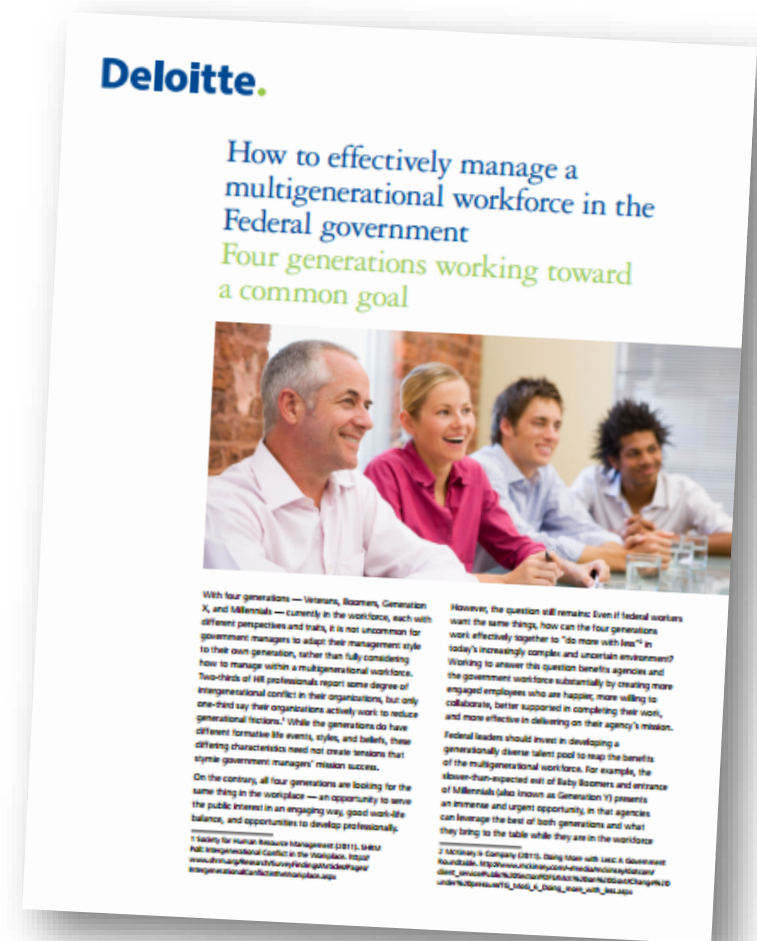
Millennials: Under 30

- Are referred to as “digital natives” who are information fluent and connected 24/7
- Have the ability to multitask and engage in multiple activities simultaneously
- Expect speed and change and have a low tolerance for things that do not make sense. View face time and politics as a waste of time
- Value teamwork and collaborative efforts; are responsive to mutual guidance and mentorship
- Thrive on flexibility at work and require the opportunity to pursue new challenges
- Will stay when offered ongoing opportunities to grow and learn new things; loyalty must go both ways

Quel est l'impact sur les communications?

Pour soutenir les meilleures pratiques de gestion de la main-d'œuvre intergénérationnelle, les communications doivent :

1. Être polyvalentes;
2. Favoriser la collaboration et le partage des connaissances;
3. Être adaptées à une infrastructure moderne (au moyen d'appareils, de médias et de plateformes multiples).



Bel exemple : Communications internes

- Système de prestation de soins de santé du nord du Texas desservant 6,2 millions de patients;
- Données recueillies sur la composition de la main-d'œuvre permettant de gérer la main-d'œuvre intergénérationnelle;
- Création d'une chaîne YouTube personnalisée;
- Création et construction d'une communauté au moyen de réseaux sociaux et de blogues;
- Amélioration de l'engagement des employés et des interactions de l'équipe;
- Embauche d'un effectif diversifié au moyen de sources en ligne.



Texas Health
Resources

Healing Hands. Caring Hearts.SM

Bel exemple : Communications internes

Texas Health Resources 1-877-THR-WELL

ESPAÑOL

SEARCH

About Us Find a Physician Careers Hospital Services News Health Info Maps and Directions Phone Directory Contact Us

What's your well-being score?

78

Find out now

Key Services Locations News Classes and Events

Heart and Vascular
Cancer
Orthopedics
Women and Infants
Neurosciences
Digestive Health
Behavioral Health
Weight Loss

More Services

What's Your Well-Being Score?

Your Well-Being Score -- Te...

See where you stand!

Take the Gallup-Healthways 5TM assessment to measure the whole you, and find your well-being score. It's free, and based on five inter-related elements that comprise your degree of well-being.

Texas Health is advancing the science of well-being.

Learn More

QUALITY & SAFETY REPORT
A Transparent Report Card to the Community

LEARN YOUR HEART AGE

BREAST CANCER RISK ASSESSMENT

Electronic Health Record
MYCARE
PATIENT PORTAL

Online Tools Locations Helpful Info Links

Bel exemple : Communications internes



The image shows a screenshot of a YouTube video player. The video content is a green background with the Texas Health Resources logo on the left, which consists of a white circular emblem with a stylized 'TH' inside. To the right of the logo, the text 'Texas Health Resources' is written in white, with 'Resources' on a second line. Below this, a thin white horizontal line is followed by the tagline 'Healing Hands. Caring Hearts. SM' in white. The video player interface at the bottom shows a progress bar at 0:09 / 1:49, a volume icon, and control icons for play, settings, and full screen. Below the video player, the video title 'Welcome to Texas Health Resources' is displayed. Underneath the title is the channel name 'Texas Health Resources' with its logo, a red 'Subscribe' button with '1,136' subscribers, and a view count of '3,524'. There are also icons for likes and dislikes, both showing '0'.

Bel exemple : Communications internes

The image shows a screenshot of the Facebook page for Texas Health Resources. The page header includes the Facebook logo, the name "Texas Health Resources", and navigation options like "Home". The cover photo shows two women smiling, with a "YOUR WELLBEING SCORE .com" logo in the top right corner. The profile picture is a green and blue logo. The page name is "Texas Health Resources" with the subtitle "Health Care Administration · Hospital". Below the name are buttons for "Like", "Follow", "Message", and a menu icon. The "Timeline" tab is selected. On the left, there are sections for "PEOPLE" (6,691 likes, 2,490 visits), "ABOUT" (Texas Health Resources is the health care system of choice in North Texas...), and "PHOTOS". On the right, there is a "Create Page" button and a "Recent" list. The main content area shows a post from Texas Health Resources shared a link: "The first human case of West Nile has been confirmed in Tarrant County for this year. Learn how to protect yourself against mosquito bites and illness www.areyouawellbeing.com/?p=1418". Below the link is a photo of a mosquito trap.

Bel exemple : Communications internes

WE WON!
Texas Health Dallas, Fort Worth, Plano and Flower Mound named
"Best Place to Have a Baby"
in Dallas, Tarrant, Collin and Denton counties.

 TWEETS 4,881 FOLLOWING 1,353 FOLLOWERS 6,227 [Follow](#)

TexasHealthResources
@texashealth

Texas Health Resources is the health care system of choice in North Texas, improving health and well-being in our communities. Account managed by @erickson_tom
Arlington, Texas · texashealth.org

TexasHealthResources @texashealth · 4h
Is a Standing Desk Better for Your Back? areyouawellbeing.com/?p=1429
#backpain #neckpain #wellbeing pic.twitter.com/N63VgflV1

TexasHealthResources @texashealth · 4h
Tomato and Mozzarella Skewers Recipe - easy summer appetizer!
pinterest.com/pin/2381982677...

TexasHealthResources @texashealth · Aug 5
Grilled Corn on the Cob Recipe - a summer favorite that's heart healthy and gluten free!
pinterest.com/pin/2381982677...


Results for **Texas Health Resources** [Save](#)

Top / All

 **All Jobs** @All_Jobs_ · 8h
#Arlington #Job ADMISSIONS SPECIALIST-CALL CNTR Job - **Texas Health Resources** - Arlington, TX: ADMISSION... botly.info/D7sq
#Jobs


People · [View all](#)


 **Texas.gov** @texasgov [Follow](#)

 **TexasHealthResou...** @texashealth [Follow](#)

 and more

 **Arlington Local** @Arlington_Buzzz · 9h
Find this #Job &More ADMISSIONS SPECIALIST-CALL CNTR Job - **Texas Health Resources** - Arlington, TX goo.gl/3Vt3aT

 **Jobs Frisco TX** @JobsFriscoTX · 10h
Plano, TX - ADMISSIONS SPECIALIST-1ST SHIFT Job - **Texas Health Resources**: giving nurses and health care profes... bit.ly/1mli3cB

 **Nurse Super Jobs Q** @NurseSuperJobsQ · 12h
Nurse Manager = RN II: Pediatric clinic at **Texas Health Resources** (Texas) bit.ly/kVA1zd

Que se passe-t-il si vous ne vous engagez pas sur le plan social?

Ce sont les types de choses que vous devez envisager :

- Les intervenants potentiels ne s'engageront peut-être pas avec vous.
- Manque possible d'information ou de recherche disponibles;
- Occasions perdues d'interagir et de créer des liens;
- Impact sur l'optimisation des moteurs de recherche;
- Perception d'un manque d'intérêt chez les cohortes plus jeunes;
- Mauvaise orientation en fonction des perspectives futures.

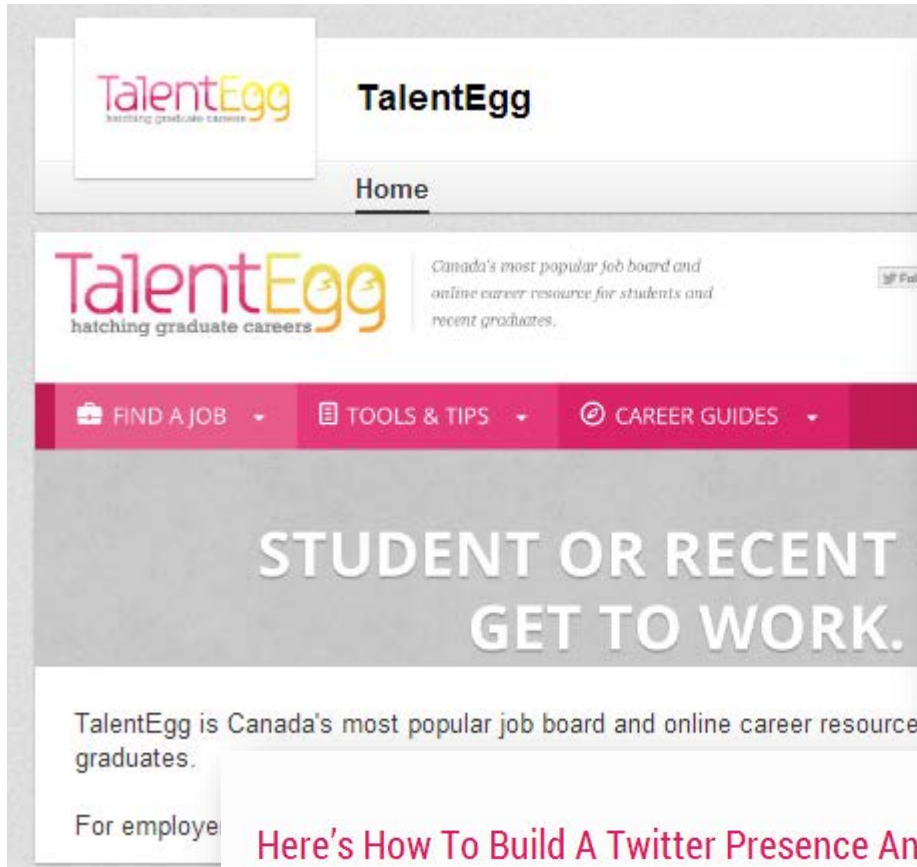


Tendances clés à surveiller dans le secteur public

1 Médias sociaux comme canal de diffusion de contenu à des publics cibles

The image shows a screenshot of the Toronto Hydro Twitter profile. The profile header includes the Toronto Hydro logo (a green starburst) and a banner image of four teal birds perched on a wire. The profile statistics are: TWEETS 4,616, PHOTOS/VIDEOS 304, FOLLOWING 166, FOLLOWERS 51.5K, and FAVORITES 38. The bio states: "TO REPORT AN OUTAGE CALL 416-542-8000 | Tweets about energy conservation & major outages. We tweet during business hours & severe emergencies." The location is Toronto, and the website is torontohydro.com. A tweet from Toronto Hydro (@TorontoHydro) is highlighted, dated August 12, 2014, at 3:36 PM. The tweet text is: "Power outage in High Park area. Bloor south to Queensway & High Park east to Roncesvalles. Crews have been dispatched. #darkto". The tweet has 10 retweets and 3 favorites. The profile also shows 19 followers you know and 304 photos and videos.

2 Médias sociaux comme outil de recrutement

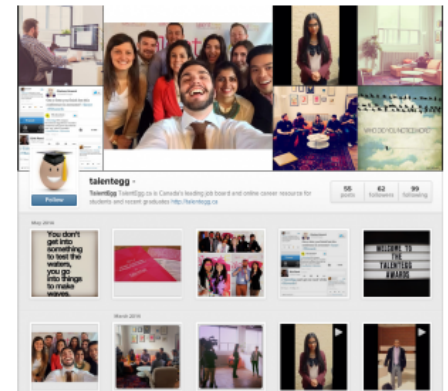


How Instagram can support your employer brand

You've heard the expression: a picture is worth a thousand words.

When you're trying to connect with Gen Y, that picture is priceless.

Instagram is the fastest growing social media site, with 200 million active monthly users worldwide (90% of whom are under the age of 35). With 15 times the interaction rate of Facebook and 38 times the interaction rate of Twitter, the mobile image-sharing app is quickly becoming the essential social platform for reaching and engaging Gen Y.



Here's How To Build A Twitter Presence And Boost Your Job Search

What industry are you working in, or do you aspire to work in? Twitter can help!



3 LinkedIn comme moyen de construire des communautés d'intérêts spéciaux

The screenshot shows a LinkedIn group page for "Canadian Business Women in International Trade || Femmes d'affaires canadiennes en commerce mondial". The group has 1,158 members and is a subgroup of "The Canadian Trade Commissioner Service (TCS) - Le Service des...". The page features a navigation bar with "Discussions", "Promotions", "Jobs", "Members", and "Search". A post by Zoe Hawa, Trade Commissioner - Business Women in International Trade, is highlighted. The post title is "Announcement from Canadian Business Women in International Trade (BWIT) || A femmes d'affaires canadiennes". The post content includes "Manager's Choice" and "Zoe Hawa". A pop-up window displays a post by Miriam E. Lopez-Arbour titled "WBENC and WEConnect International have joined forces!". The pop-up content includes "WBENC introduces the new unique logo for women-owned businesses." and "To learn more || Pour des plus amples renseignements (anglais seulement) http://womenownedlogo.com/". The pop-up also shows comments from Josie L. Mousseau and Miriam Paton.

Canadian Business Women in International Trade || Femmes d'affaires canadiennes en commerce mondial
1,158 members Member i ↗
a subgroup of **The Canadian Trade Commissioner Service (TCS) - Le Service des...**
Discussions Promotions Jobs Members Search

Announcement from Canadian Business Women in International Trade (BWIT) || A femmes d'affaires canadiennes
Manager's Choice
Zoe Hawa
Trade Commissioner - Business Women in International Trade, Foreign Affairs, Trade and Development Canada
New Available... BWIT 2014 News Letter! With information on opportunities through the productive sector, success...
Like (1) • Follow • 26 days ago

WBENC and WEConnect International have joined forces!
Miriam E. Lopez-Arbour
WBENC introduces the new unique logo for women-owned businesses.
To learn more || Pour des plus amples renseignements (anglais seulement)
<http://womenownedlogo.com/>
Home womenownedlogo.com
The Women's Business Enterprise National Council (WBENC), WEConnect International and Walmart have joined forces to establish a unique logo for retail packaging of products from women-owned businesses. This new logo will bring consumer...
Like • Comment (7) • Follow • 1 month ago

See all 7 comments

Josie L. Mousseau The WBENC Conference and the Trade Fair are both excellent platforms for Canadian businesswomen to explore opportunities as diverse ...
1 month ago

Miriam Paton I attended this event as a Canadian WBE from Toronto. This is my second year attending the WBENC Conference and Trade Fair. I find it to be ...
1 month ago

Josie L. Mousseau Thanks for your comment on the WBENC Conference Miriam. Glad that you found it to be a valuable experience. DFATD is proud to support ...
1 month ago

Start a discussion or share something with the group...
Your Activity



Quelle est la prochaine étape que vous devriez envisager?

Quelle est la prochaine étape que vous devriez envisager?

1. Vos publics prioritaires sont-ils actuellement bien servis par vos canaux de médias sociaux?
2. Et vos publics prioritaires de l'avenir le seront-ils également?
3. Quelles sont les possibilités d'optimiser l'utilisation de vos médias sociaux actuels?



Avez-vous des questions?

NOUS VOUS REMERCIONS.

Coordonnées :

M^{me} Ruth Bastedo

Associée principale, Environics Communications Inc.

rbastedo@environicspr.com

416-969-2671

@rutbas

ca.linkedin.com/in/rbastedo/