

ANIMATION NUMÉRIQUE DE
TERRITOIRE



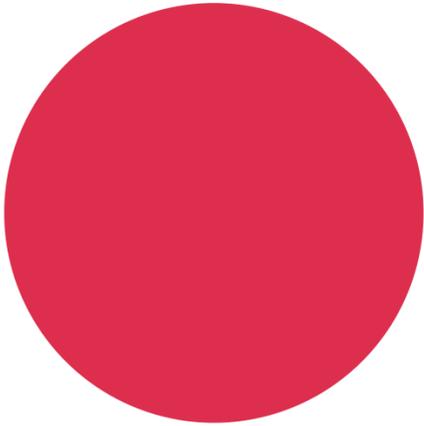
Esteban Bustamante - Loris Benedini

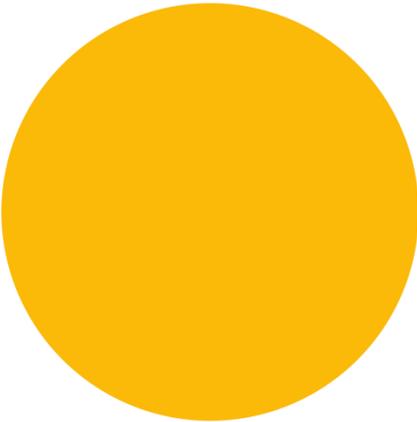


ANIMATEURS NUMÉRIQUES
DE TERRITOIRE - HAINAUT



QUELQUES CHIFFRES



- 
- Chaque seconde, 8 nouvelles personnes se connectent à internet pour la première fois dans le monde
 - 93% des décisions d'achat sont influencées par les réseaux sociaux !
 - 1 minute sur 7 sur internet est passée sur Facebook
 - 4 milliards de personnes ont un mobile, et seulement 3.5 milliards ... une brosse à dents !

EN BELGIQUE

JAN
2020

BELGIUM

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND THE STATE OF MOBILE, INTERNET, AND SOCIAL MEDIA USE



TOTAL
POPULATION



11.56
MILLION

URBANISATION:

98%

MOBILE PHONE
CONNECTIONS



10.81
MILLION

vs. POPULATION:

93%

INTERNET
USERS



10.41
MILLION

PENETRATION:

90%

ACTIVE SOCIAL
MEDIA USERS



7.50
MILLION

PENETRATION:

65%

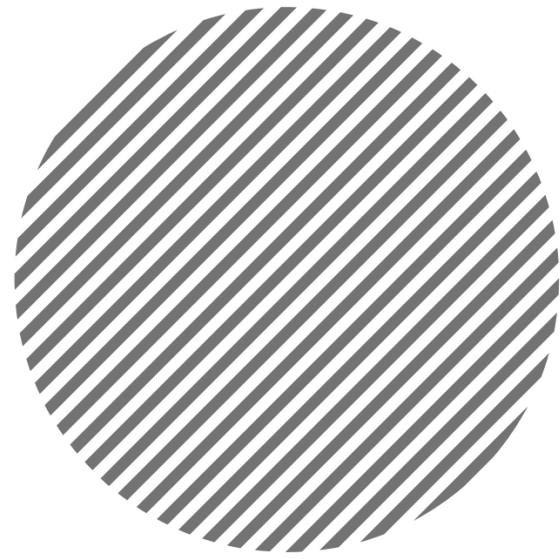
30

SOURCES: POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

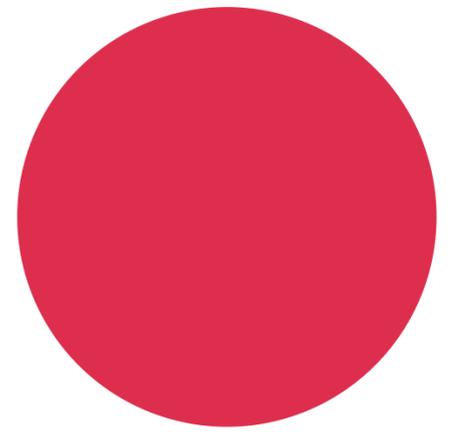
we
are
social



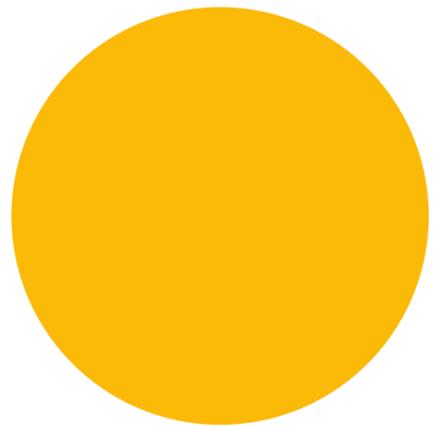
Hootsuite®

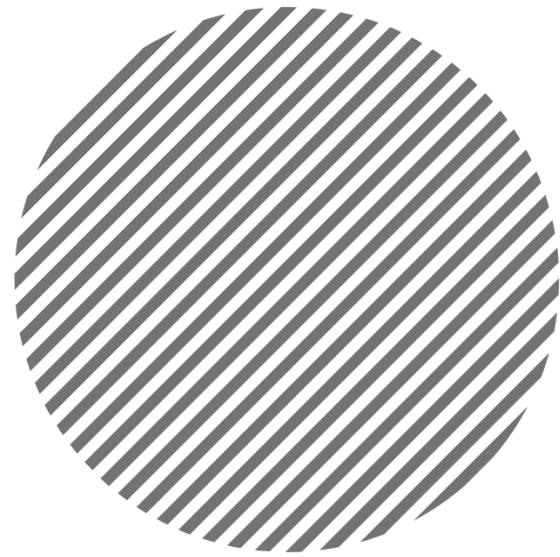


EN 2020 :

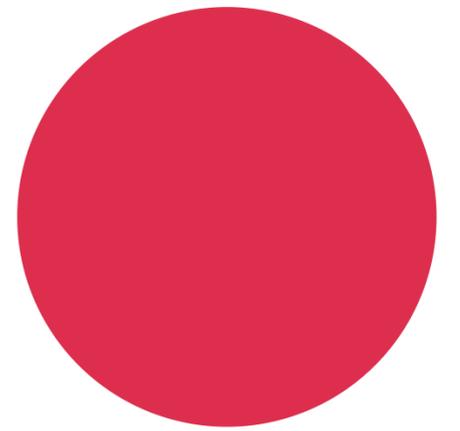


Facebook reste le maître à bord

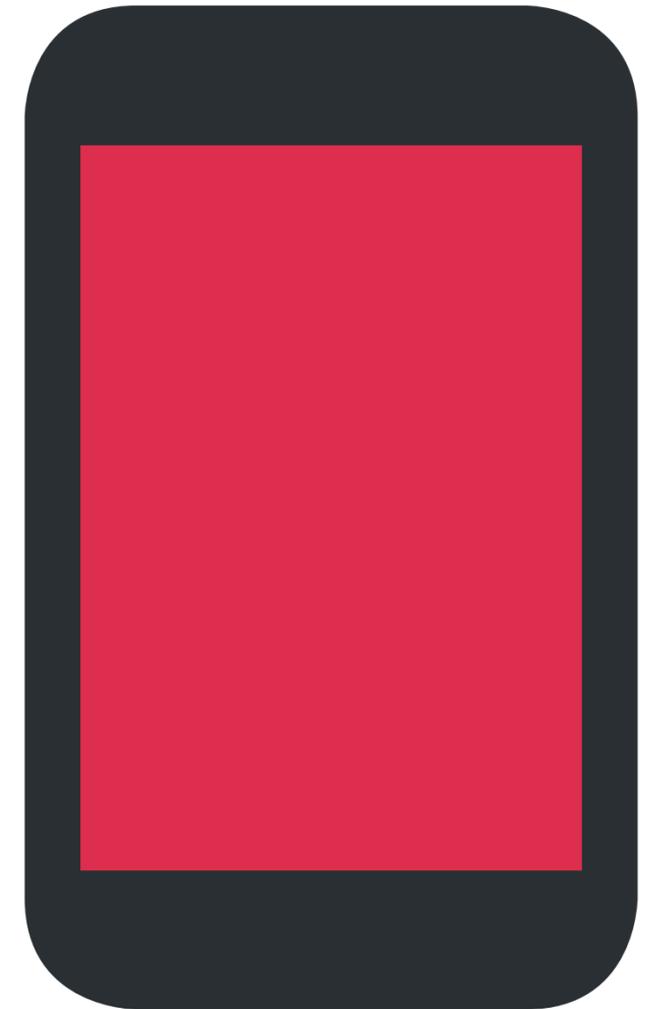
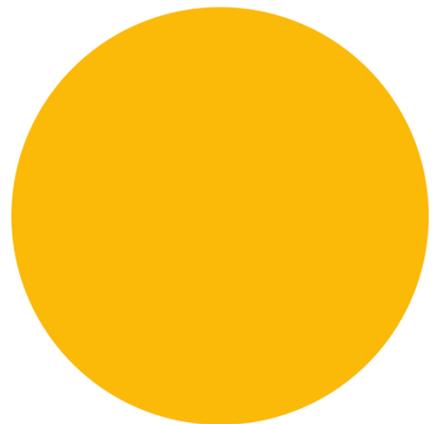


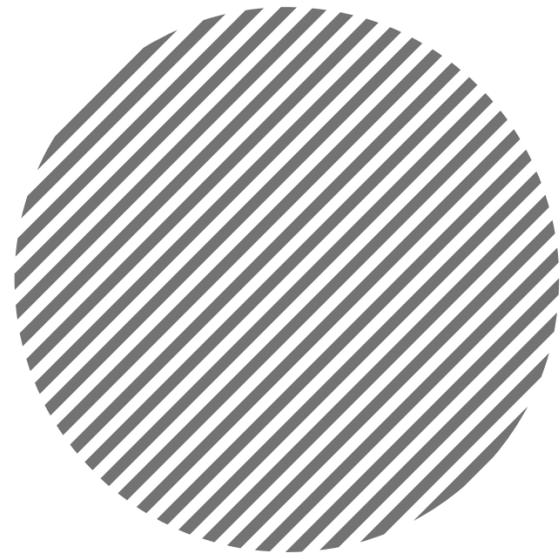


EN 2020

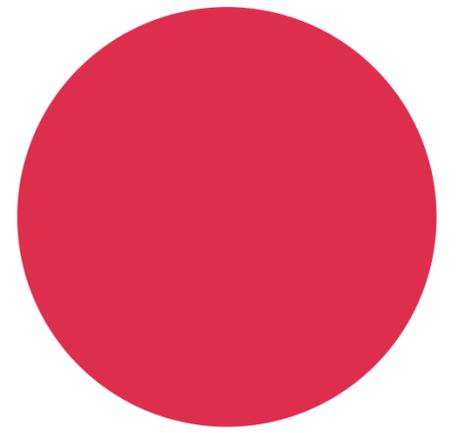


Ere du mobile !

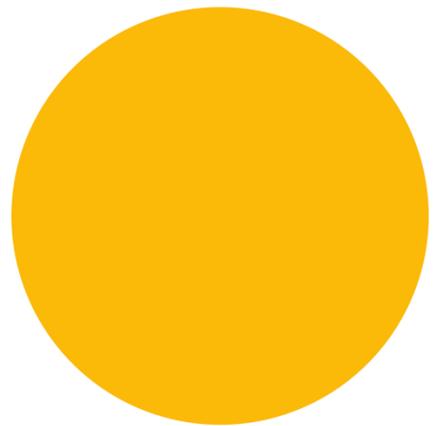


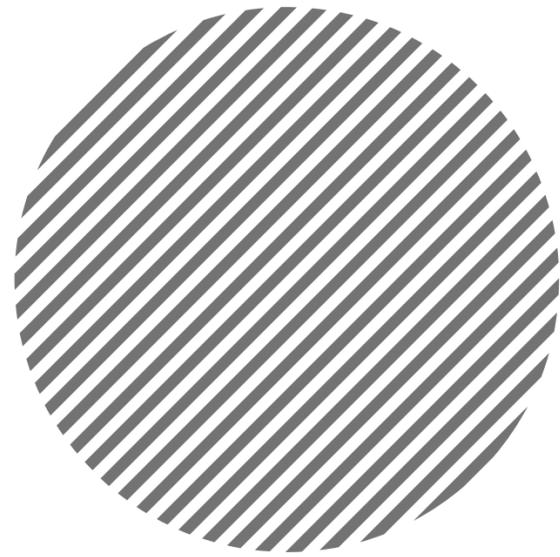


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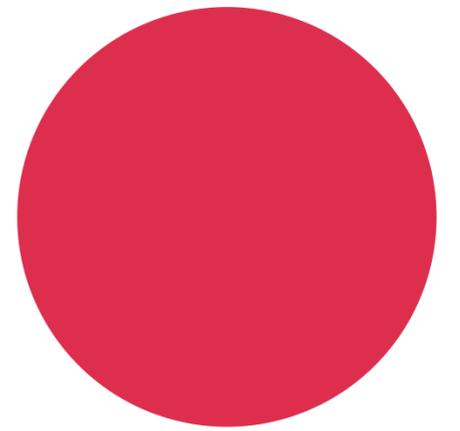


Emergence
de Tik Tok

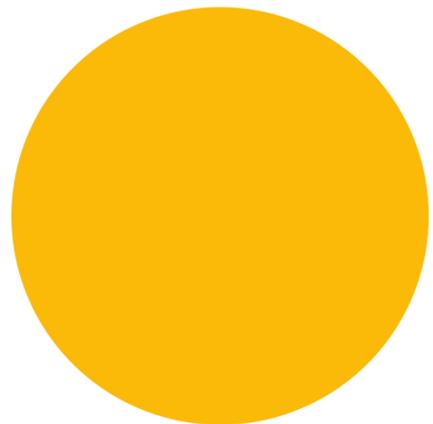


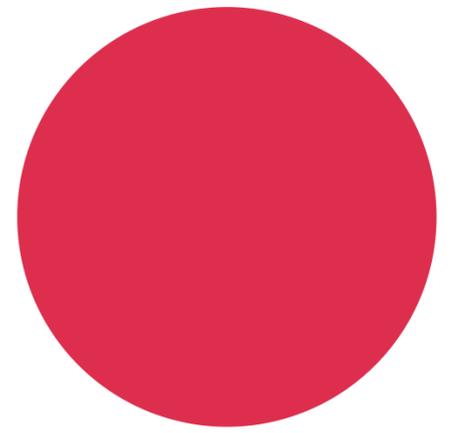
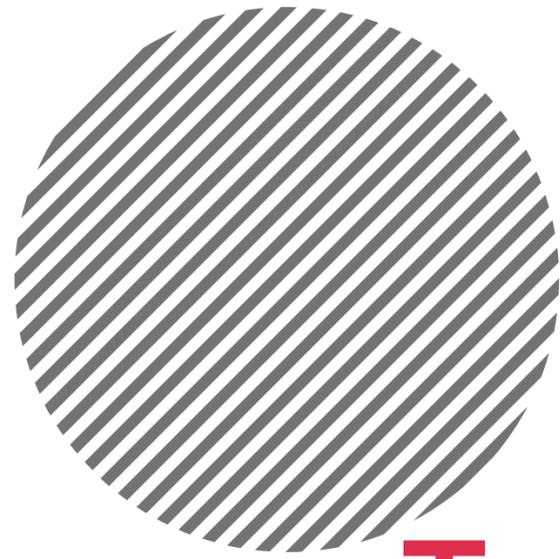


EN 2020

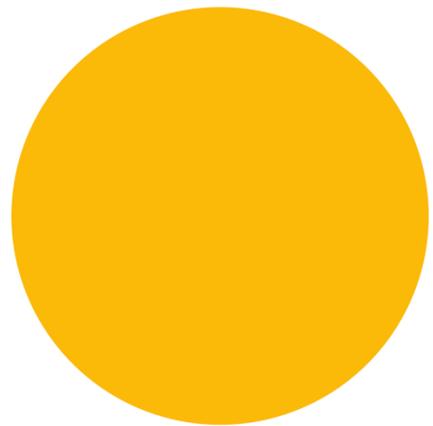


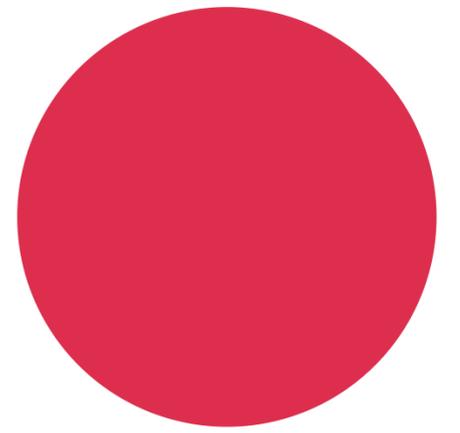
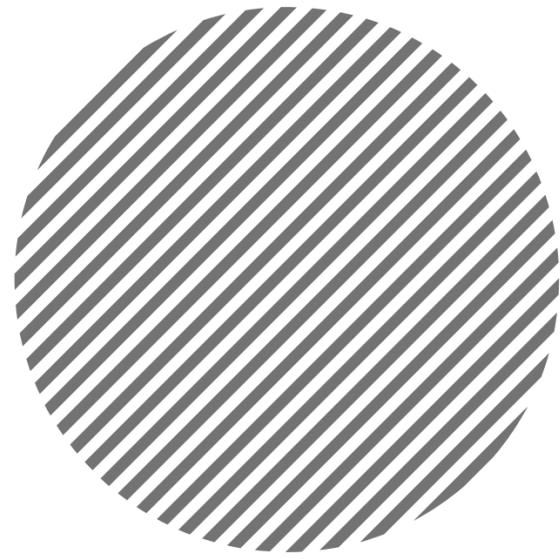
- Majorité de temps passé sur smartphone
- Sites web *responsive* !
- Contenus essentiellement visuels
- Format vertical
- Instagram, Snapchat, Tik Tok, Whatsapp ... Pensez *mobile* !



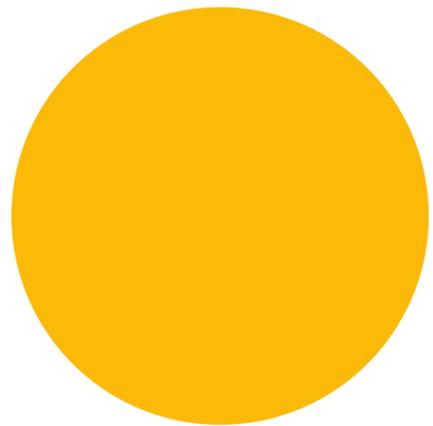


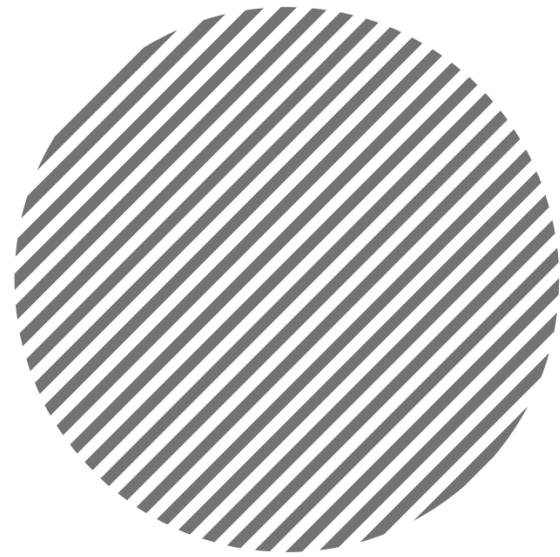
**Tout va plus vite ... Et beaucoup
d'opérateurs sont perdus et ont
loupé le virage du numérique**



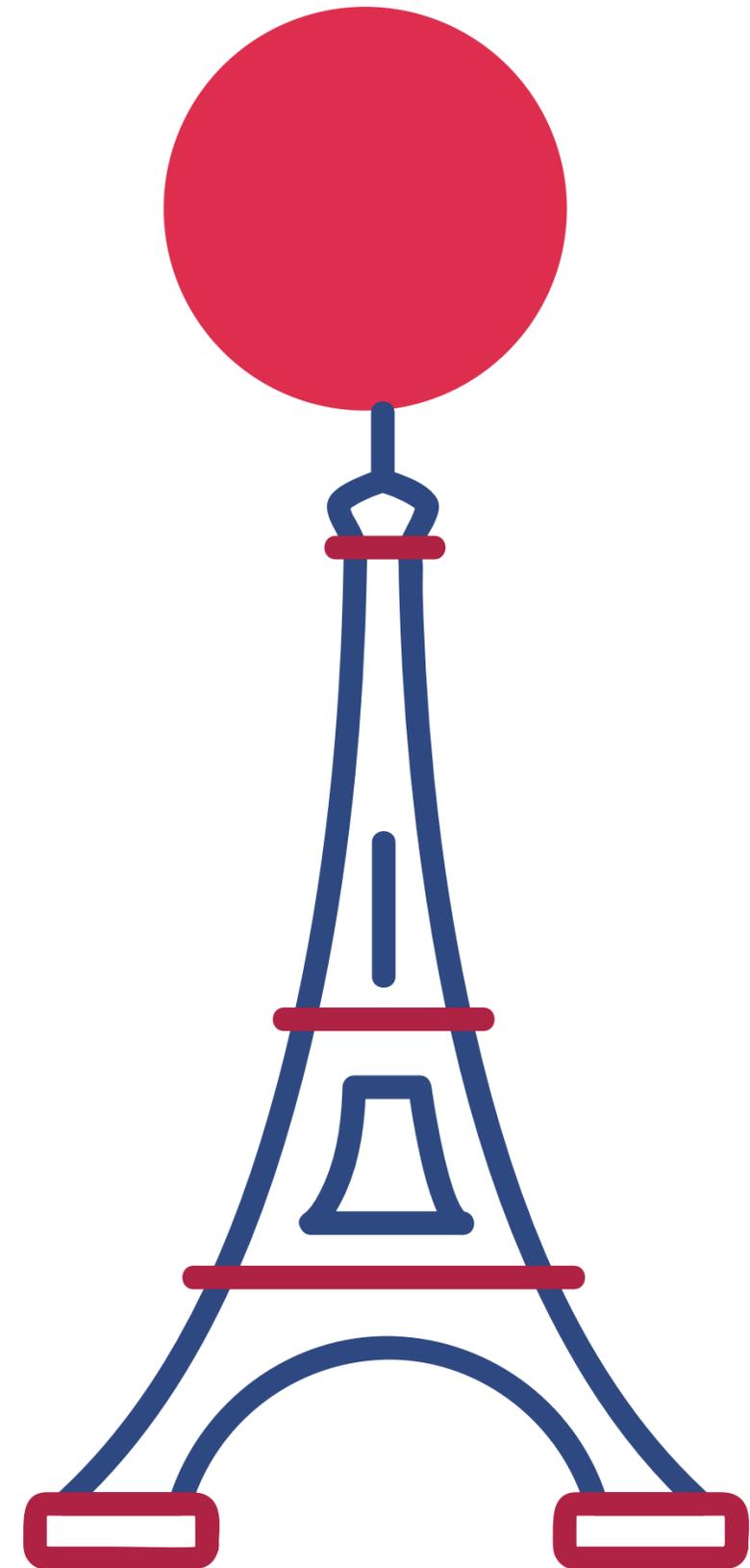
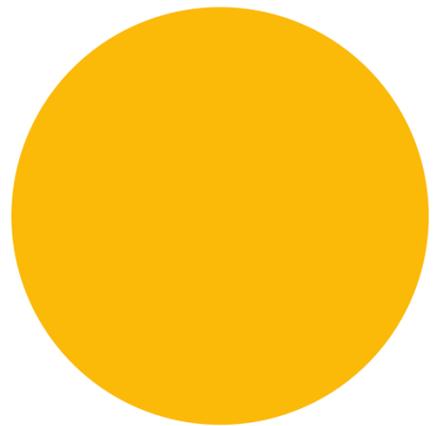


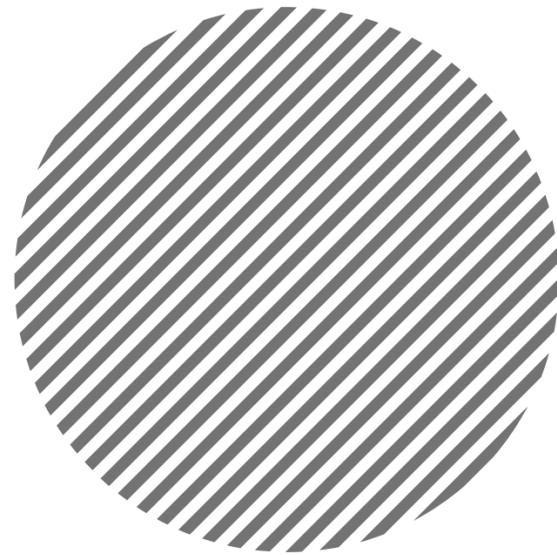
ANIMATEUR NUMÉRIQUE DE TERRITOIRE ?



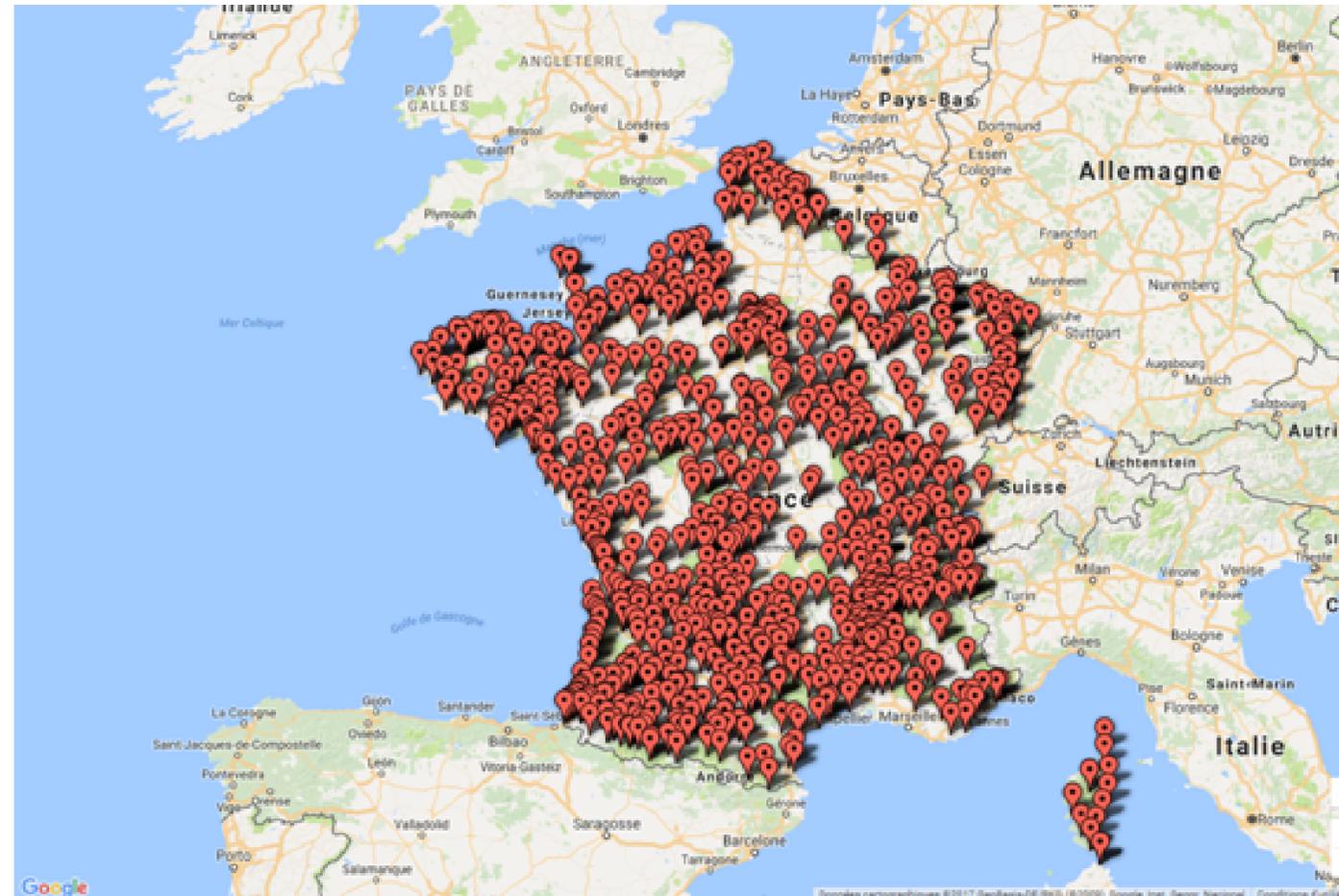
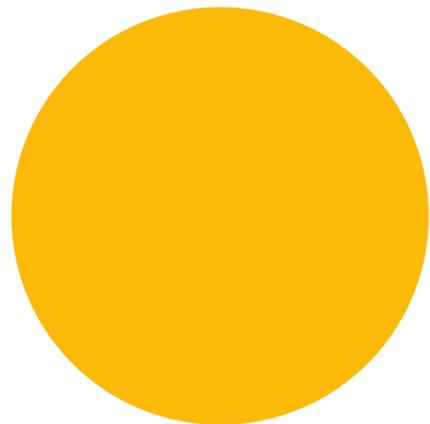
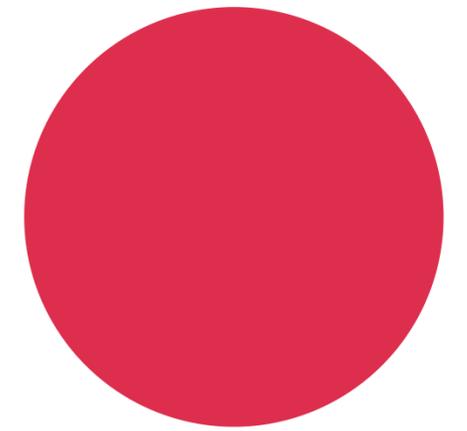


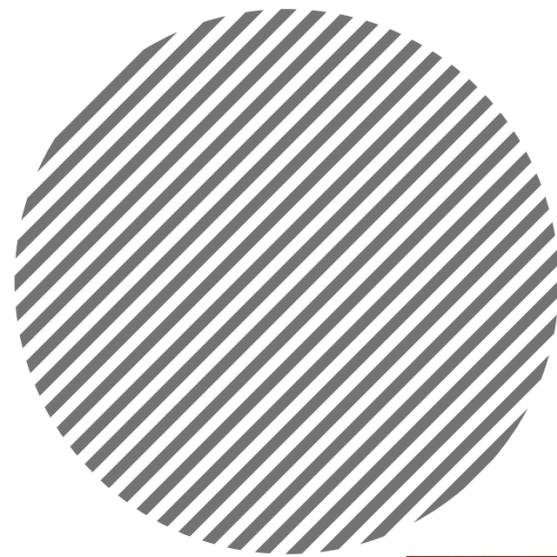
L'animation
numérique de
territoire vient de
France !



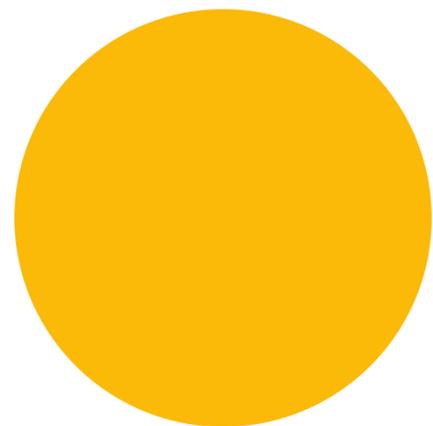
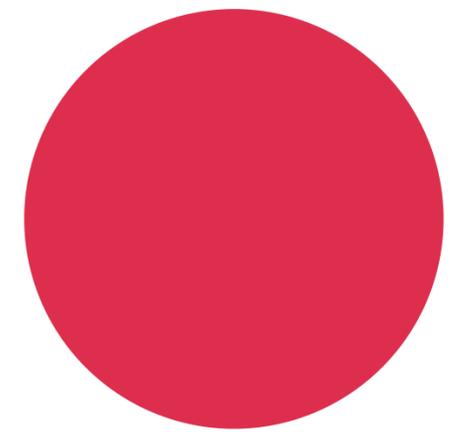


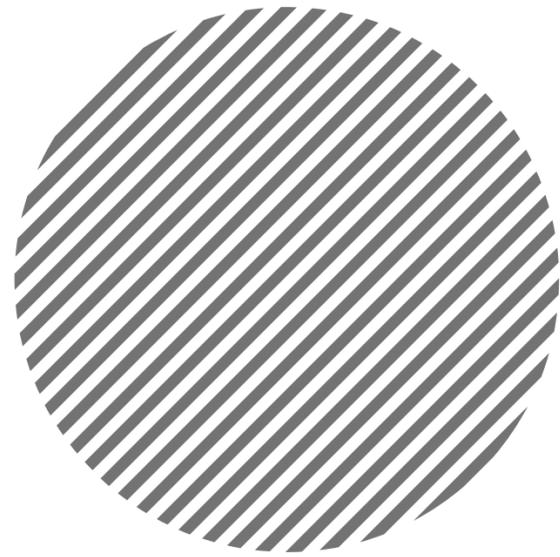
En 2020 : + de 1300
ANT !



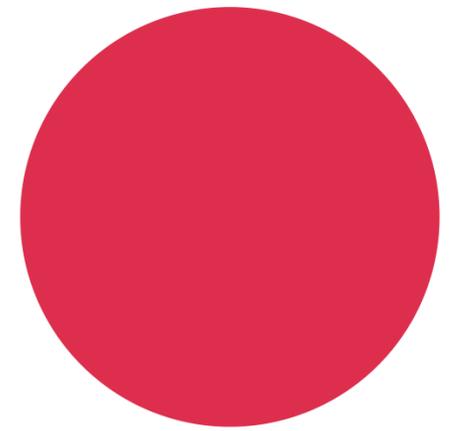


LES ORIGINES

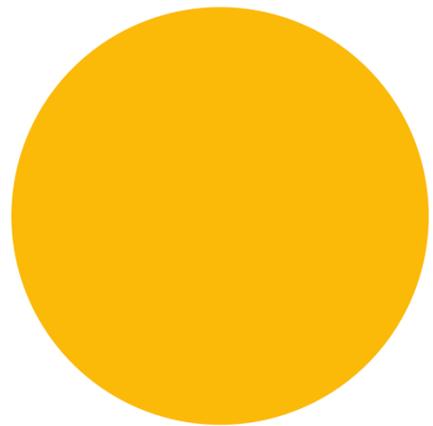




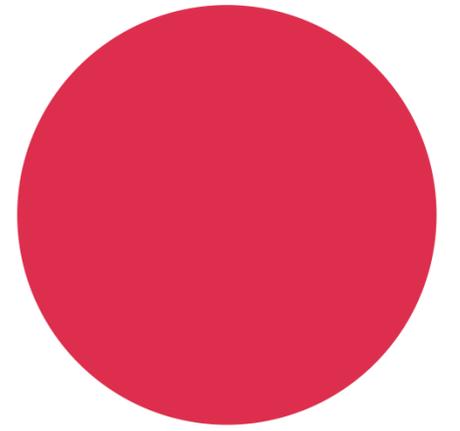
EN BELGIQUE



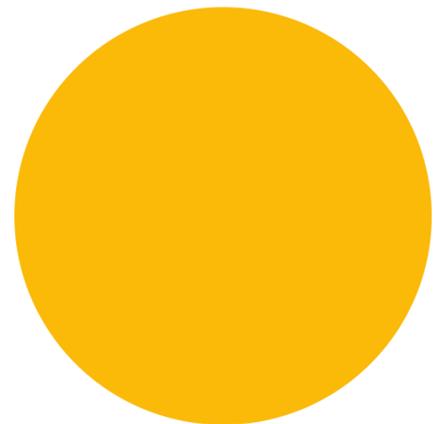
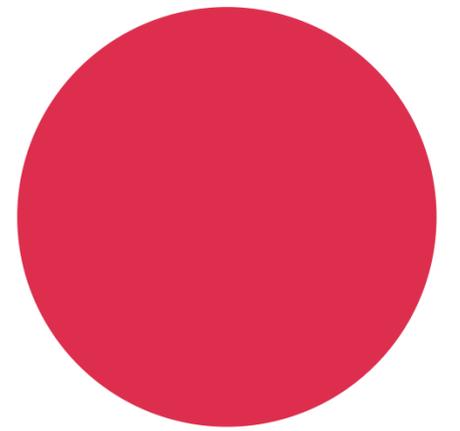
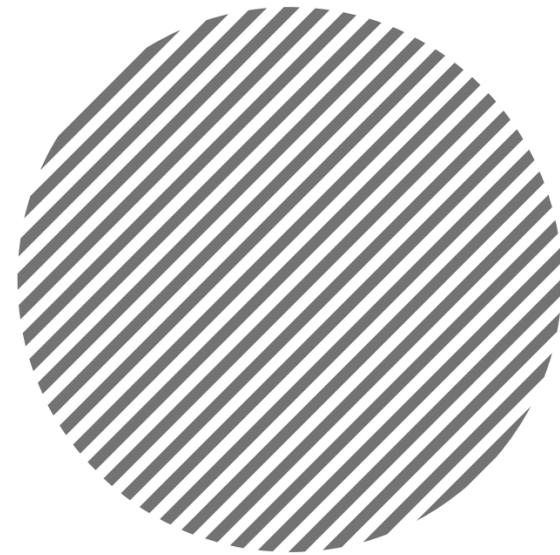
Depuis 2016 !

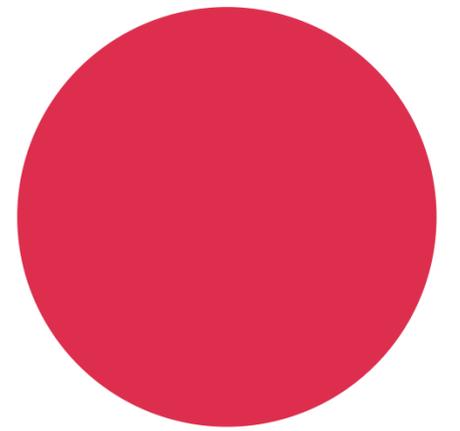
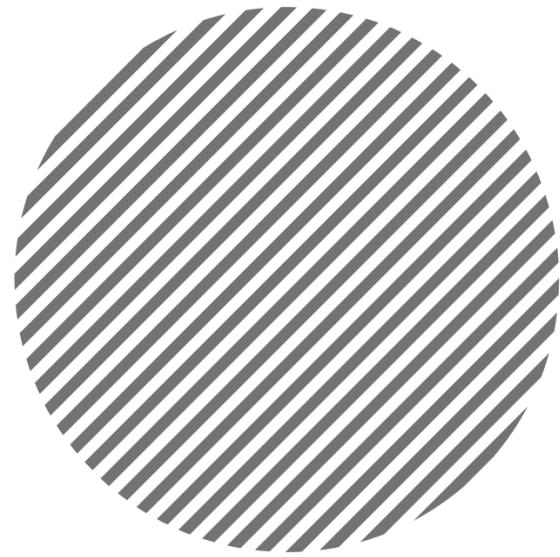


PAS TOUT SEUL !



1 ANT PAR PROVINCE (SAUF HAINAUT)



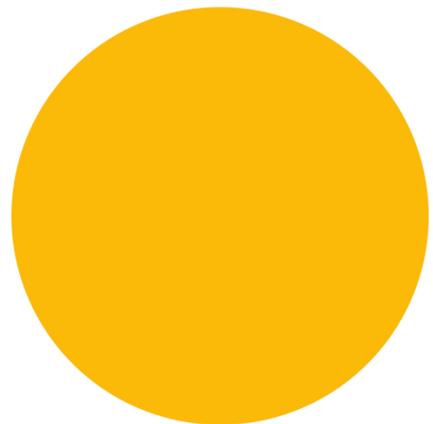


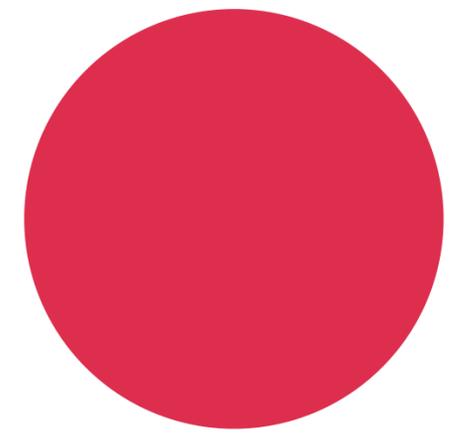
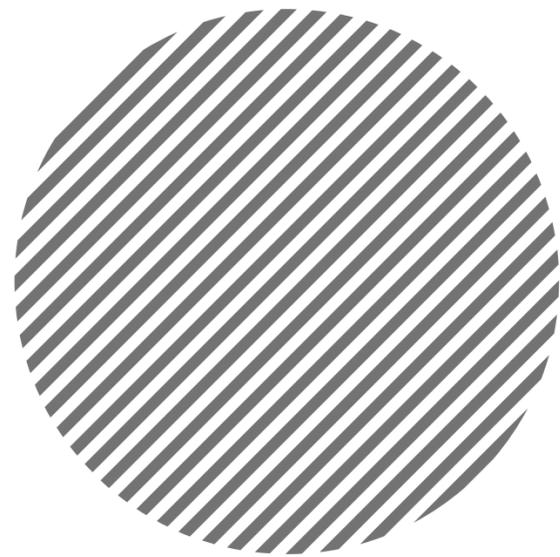
SUIVEZ-NOUS !



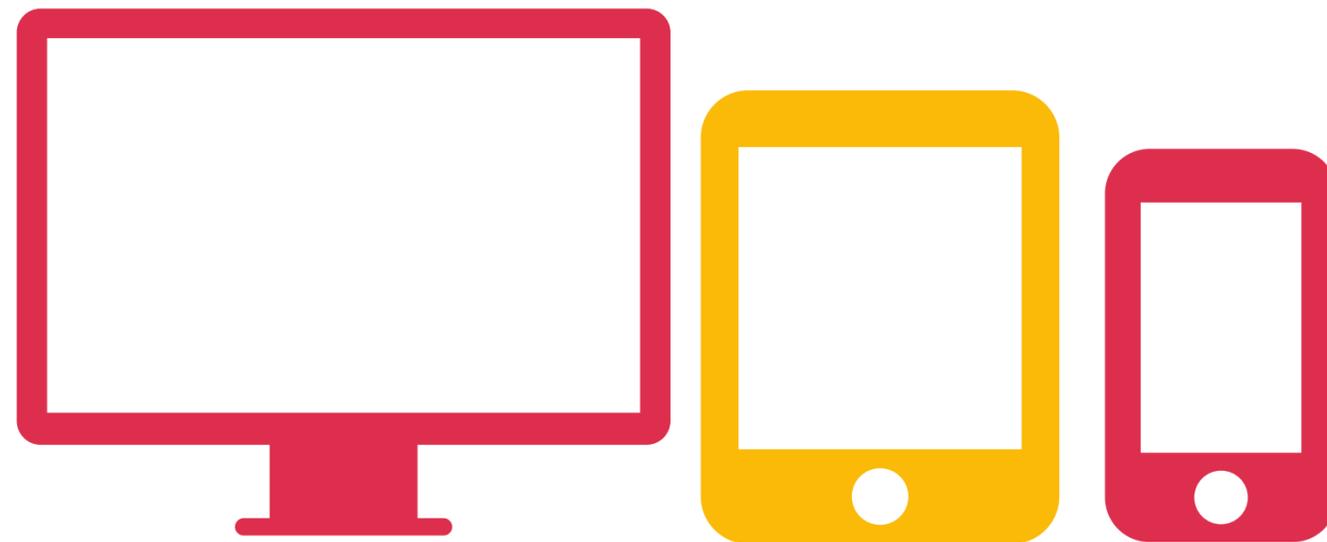
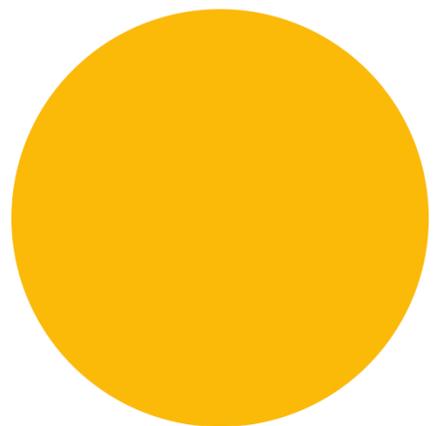
VisitHainaut

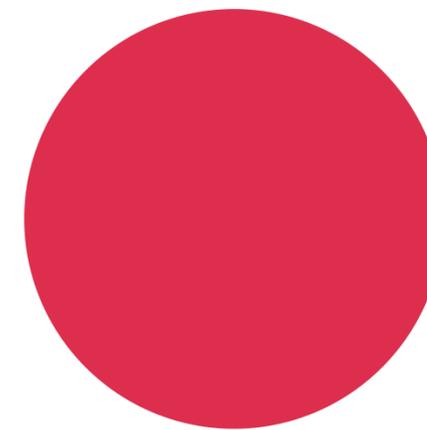
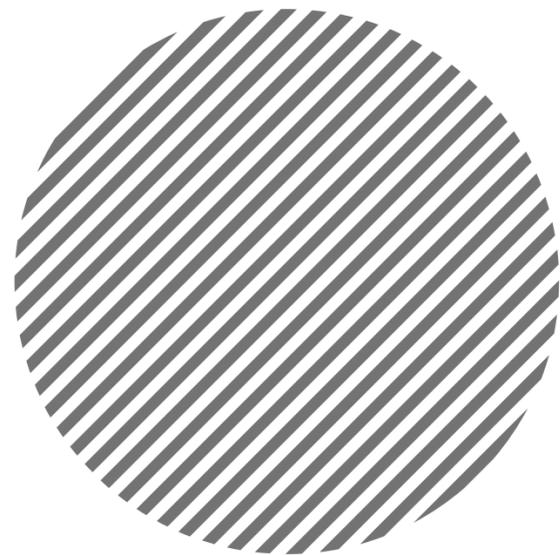
ANT Visit Hainaut



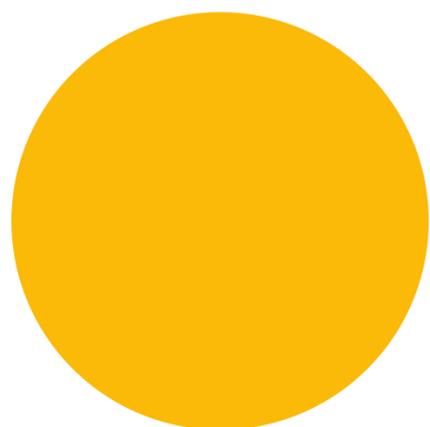


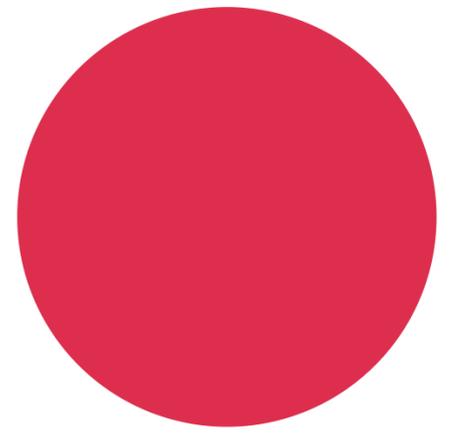
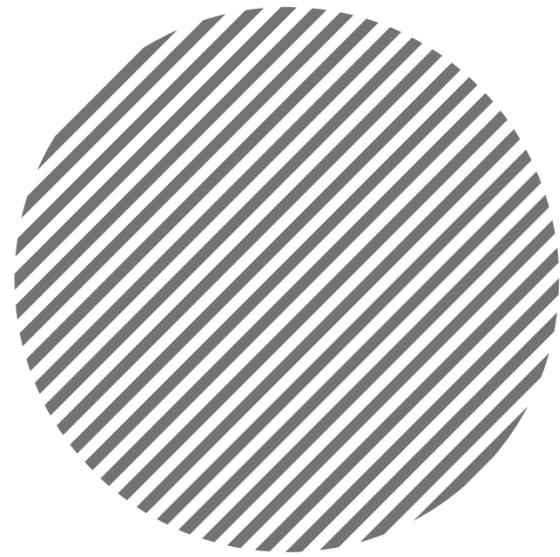
A QUOI ÇA SERT, UN ANT ?



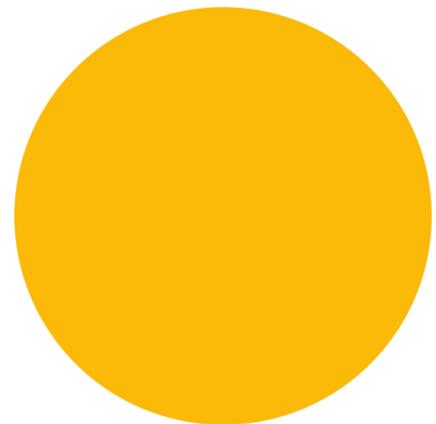


A QUOI ÇA SERT, UN ANT ?

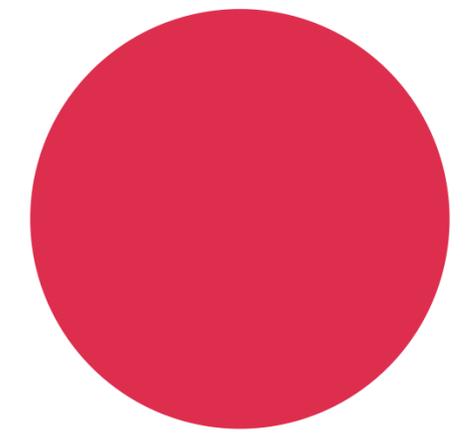
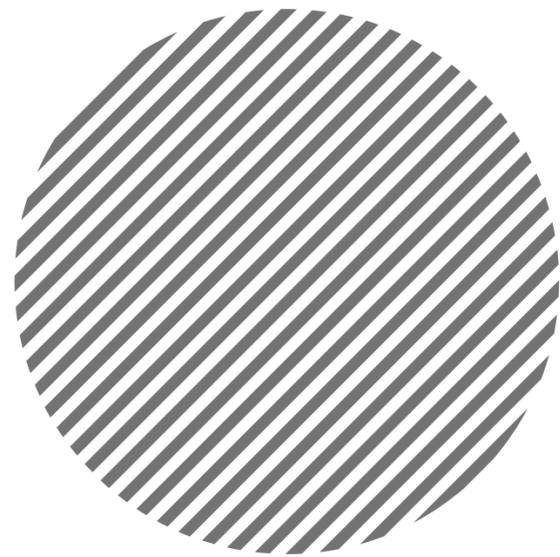




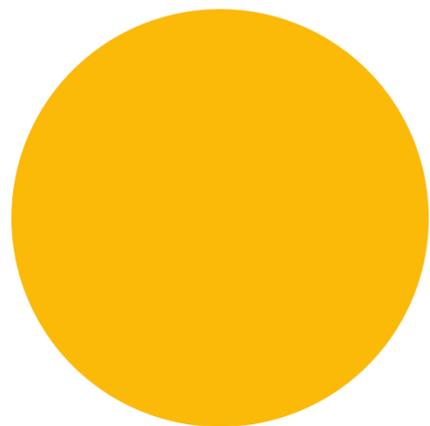
ACCOMPAGNER LES PROS DU
TOURISME

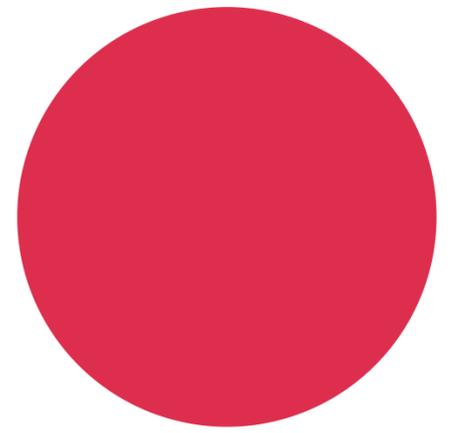
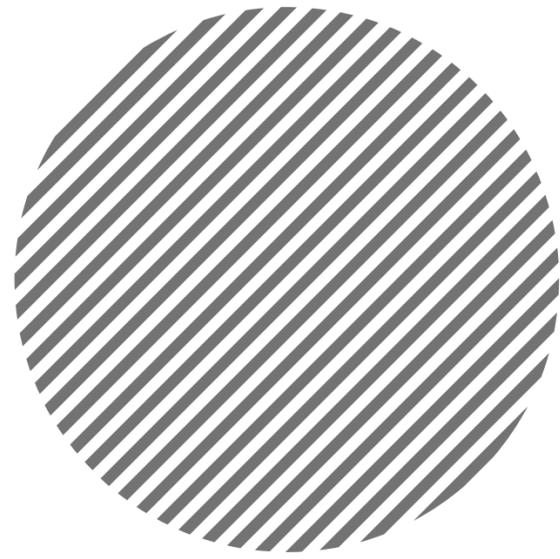


WE WANT YOU!

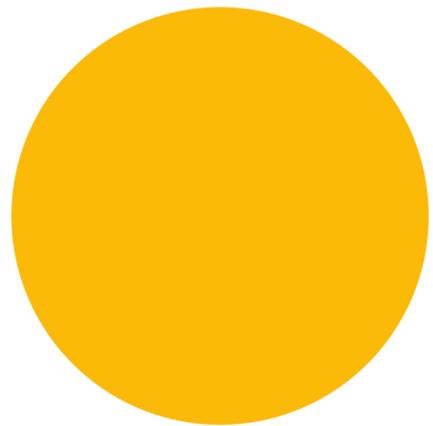


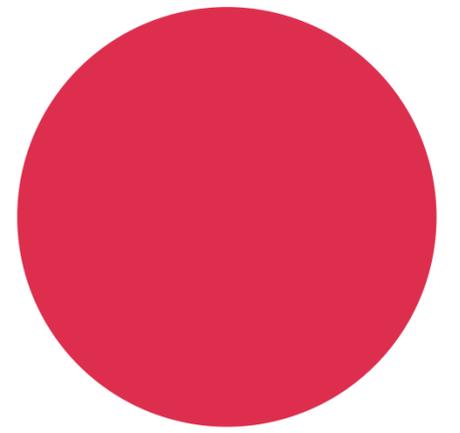
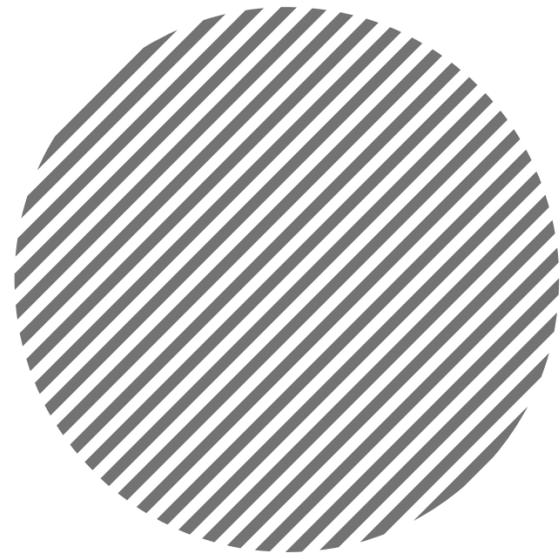
ÉTABLIR UN DIAGNOSTIC



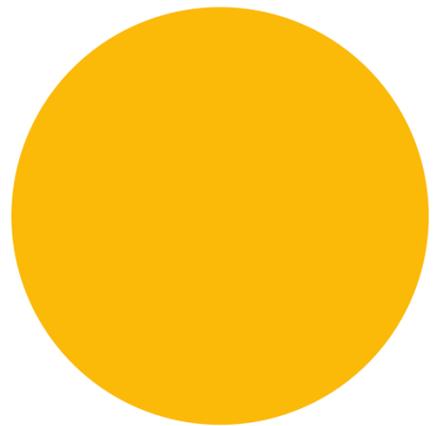


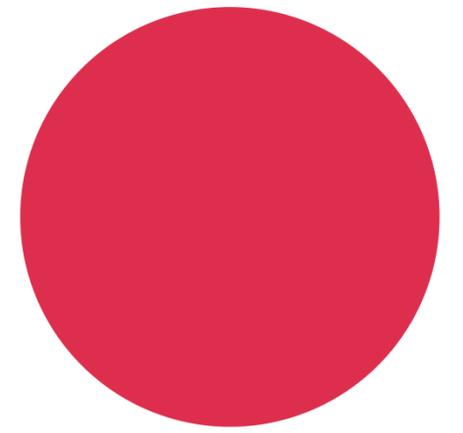
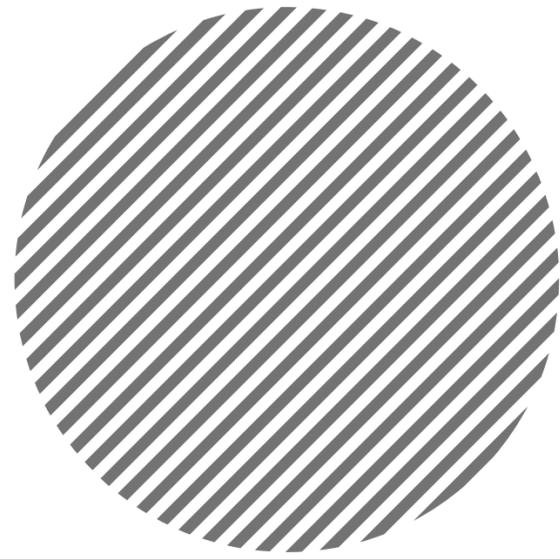
FAIRE DES RECOMMANDATIONS



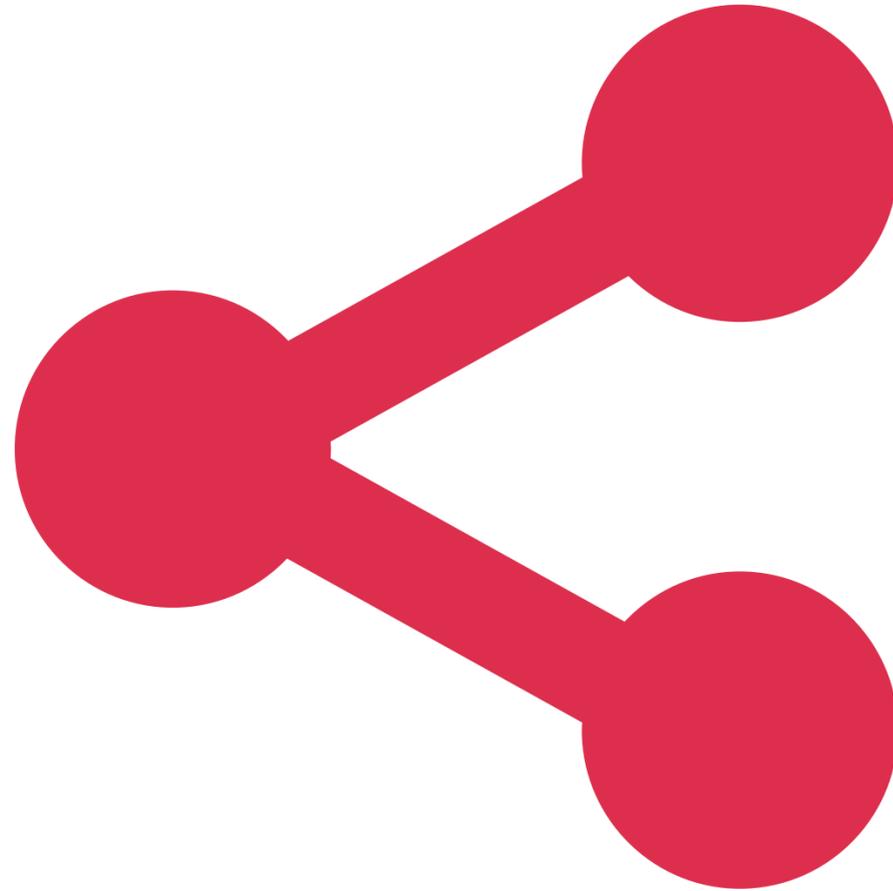
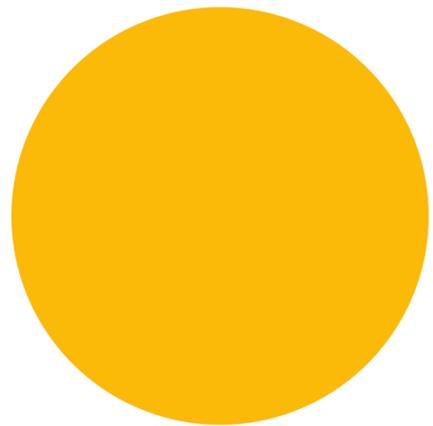


FAIRE DE LA VEILLE

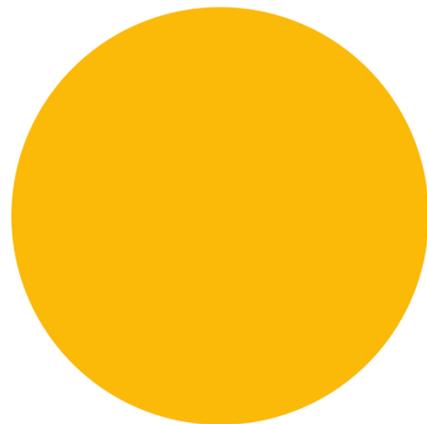
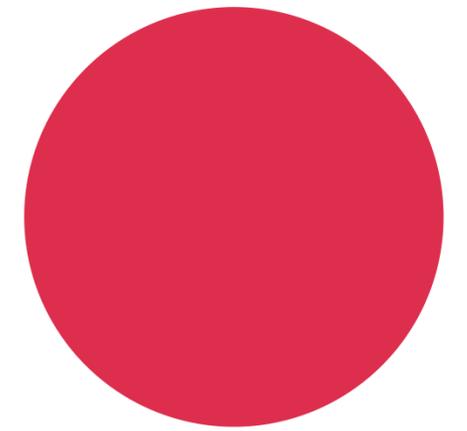
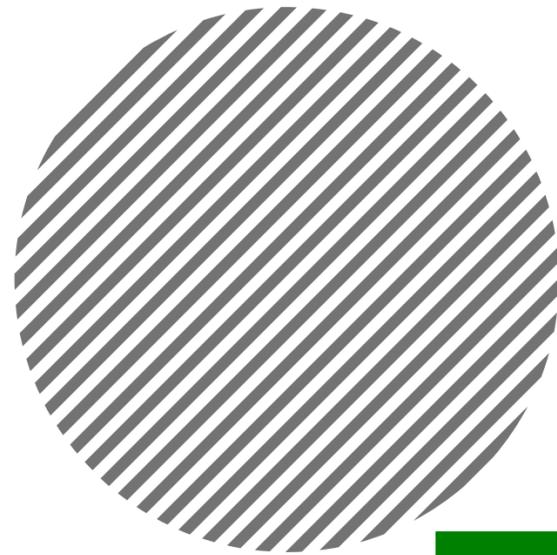




ET LA PARTAGER !



AIDE À LA REFONTE D'UN SITE



COMMANDO MUSEUM

Créé en 1980, le "COMMANDO MUSEUM" illustre l'histoire des Commandos belges depuis 1942, année de leur création en Grande-Bretagne, jusqu'à nos jours.

Het "COMMANDO MUSEUM", opgericht in 1980, illustreert de geschiedenis van de Belgische Commando's vanaf hun oprichting in Groot-Brittannië in 1942 tot op heden.

Created in 1980, the "COMMANDO MUSEUM" illustrates the history of the Belgian Commandos since 1942, year of their creation of the Great Britain, till now.

A partir de janvier 2017 - Vanaf januari 2017

MUSEE OUVERT TOUS LES SAMEDIS DE 13.00 à 18.00 Hrs
MUSEUM OPEN ELKE ZATERDAG VAN 13.00 tot 1800 Uur

MUSEE OUVERT pour les groupes (min. 10 personnes) tous les autres jours sur rendez-vous.
Voir page 01 "Origines, accès et buts du Musée".
Fermé le dimanche et jours fériés.
ENTREE TOUJOURS GRATUITE.

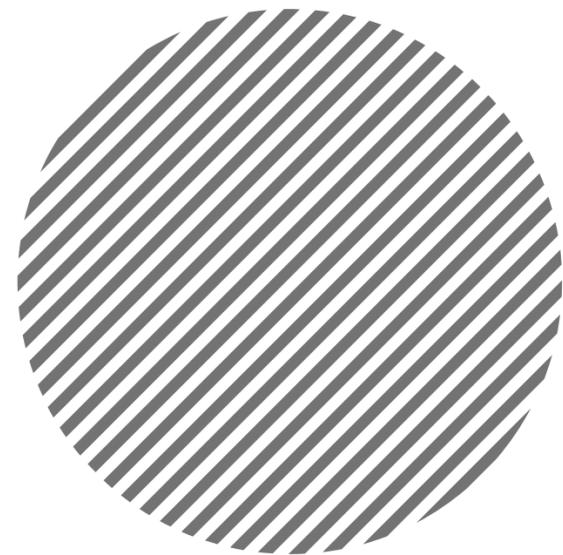
MUSEUM OPEN voor de groepen (min. 10 personen) alle andere dagen op afspraak.
Zie Blz 01 "Oorsprong, toegang en doelen van het Museum".
Gesloten op Zondagen en Feestdagen.
BEZOEK ALTIJD GRATIS.

 **BIENVENUE**

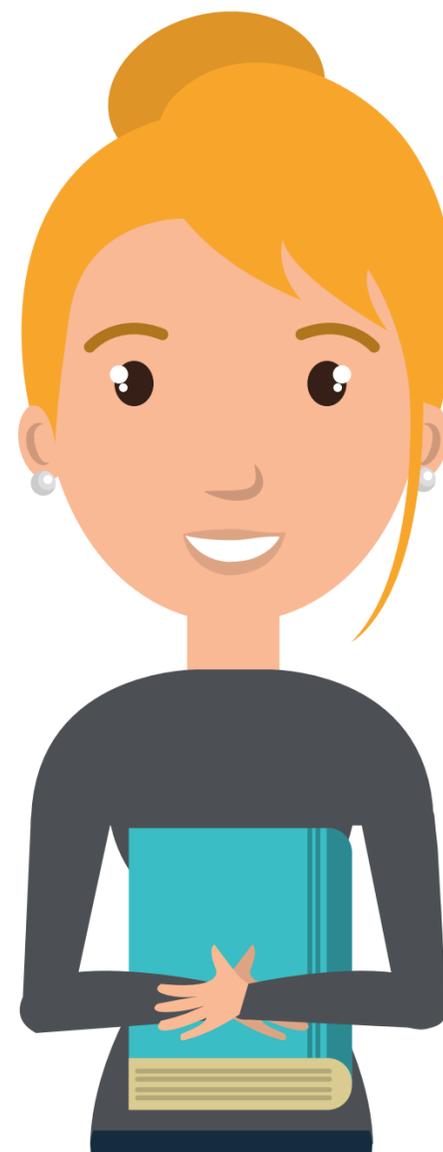
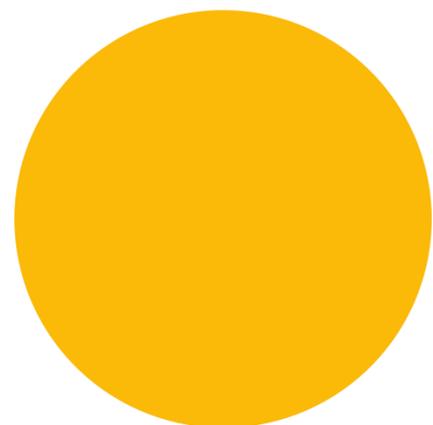
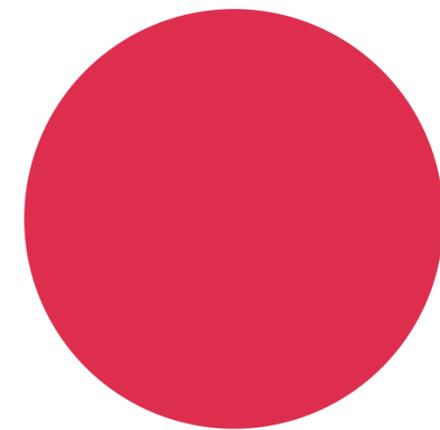
 

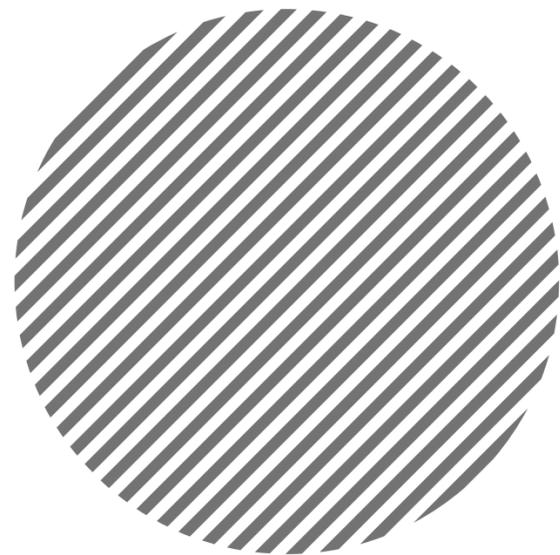

Vous écoutez la Marche des Commandos
U beluistert de Mars der Commando's
You listen to the March of the Commandos

visite en FRANÇAIS **bezoek in het NEDERLANDS** **ENGLISH Tour**

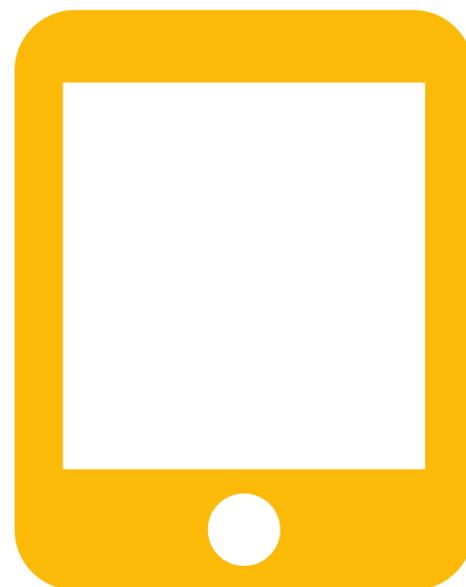
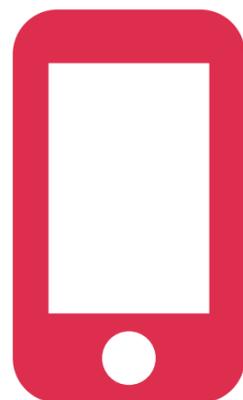
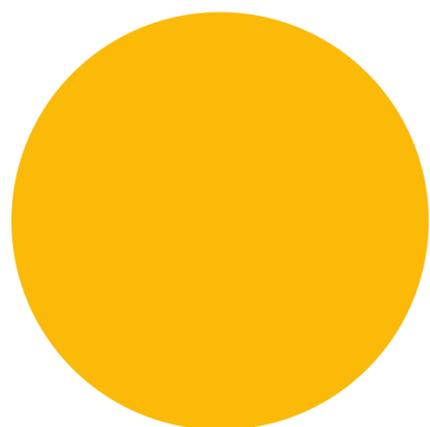
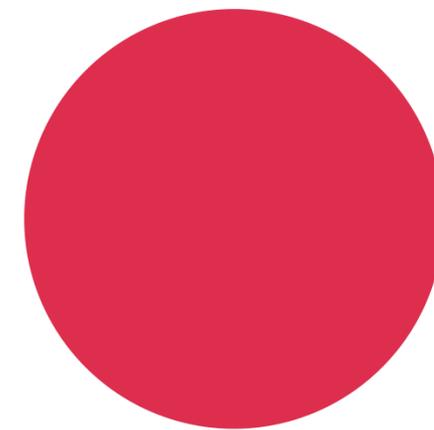


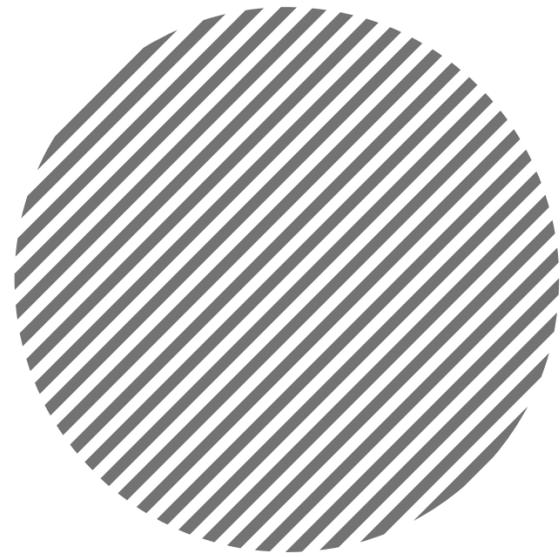
FORMER LES OPÉRATEURS



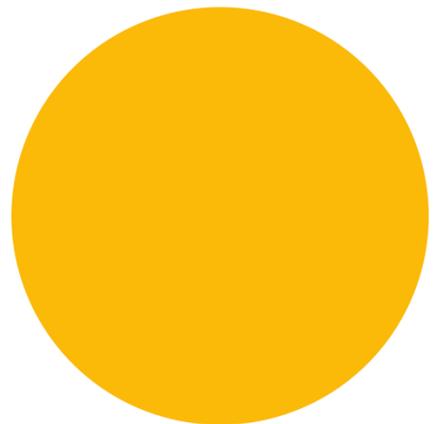
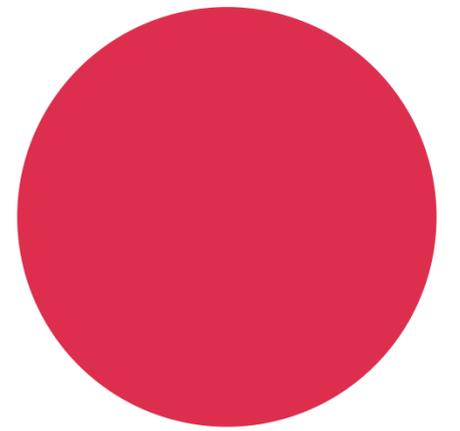


SENSIBILISER AUX OUTILS NUMÉRIQUES

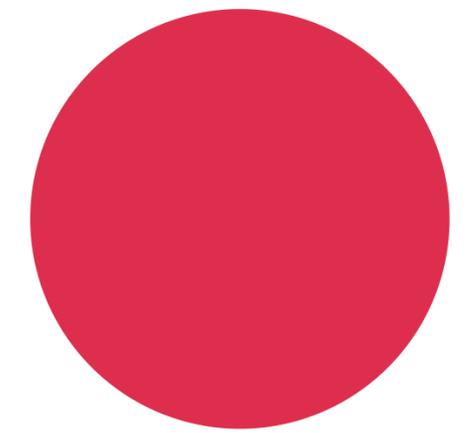
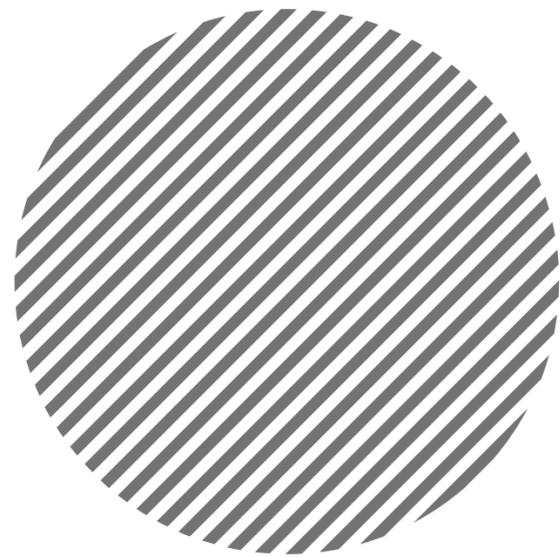




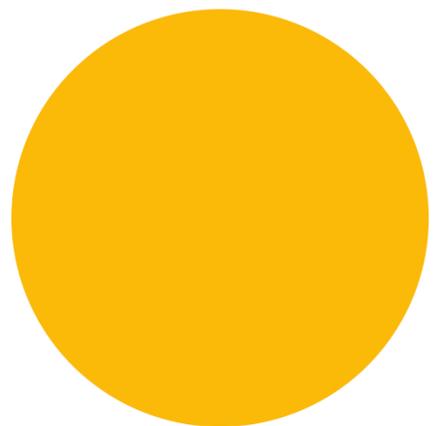
TOUT ÇA, GRATUITEMENT !

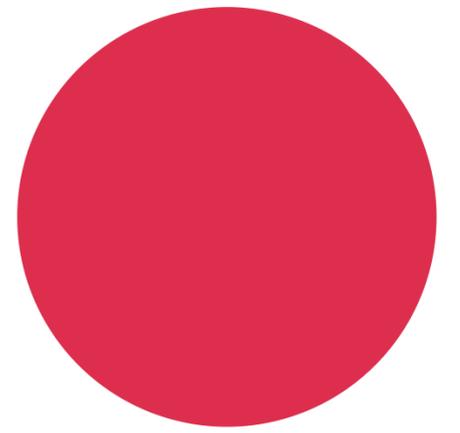
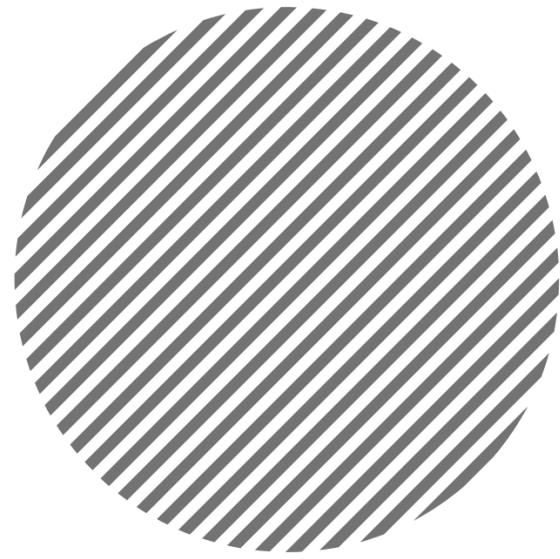


OFFERT PAR LE
CGT ET LA
PROVINCE DE
HAINAUT

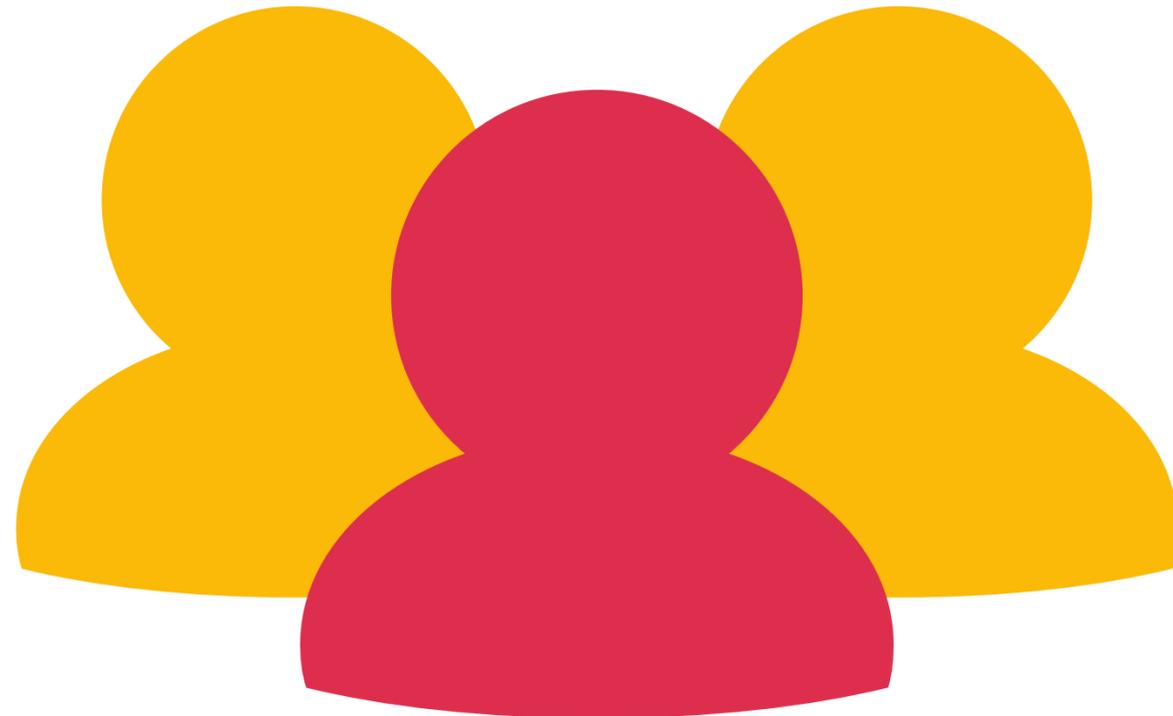
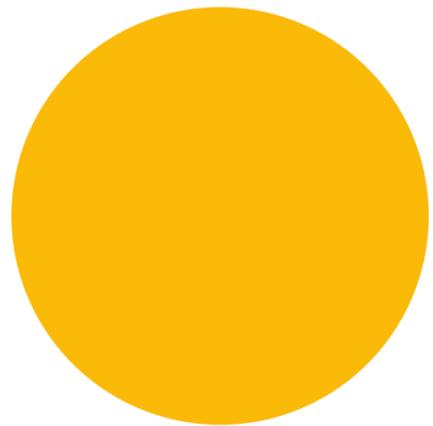


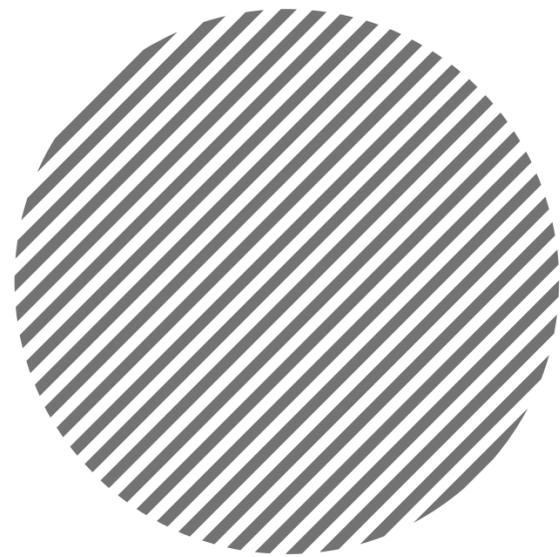
AU QUOTIDIEN, CONCRÈTEMENT,
ÇA DONNE QUOI ?



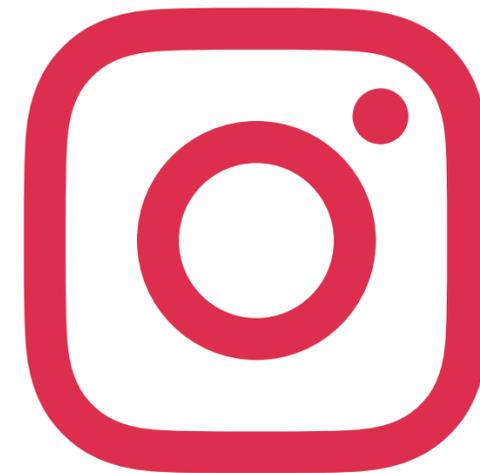
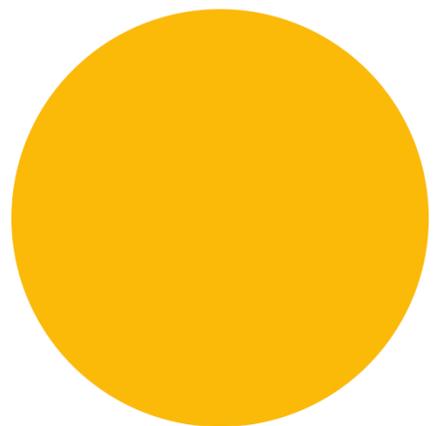
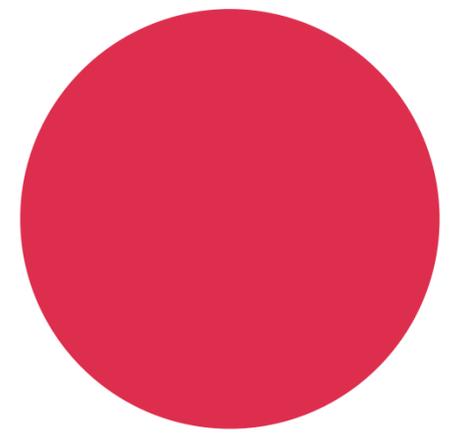


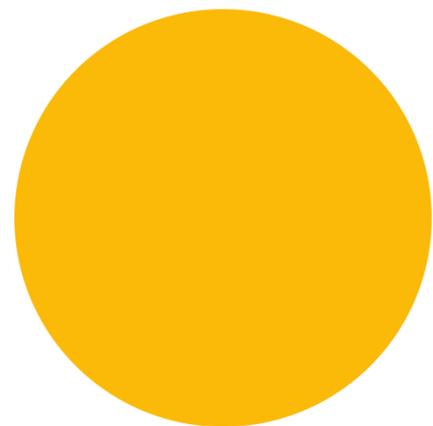
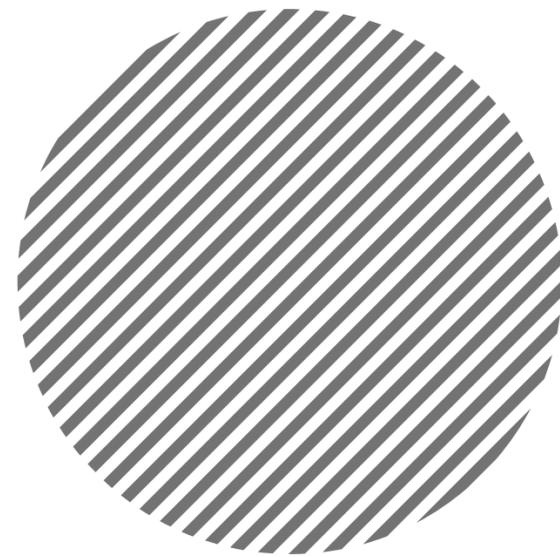
ACCOMPAGNEMENTS INDIVIDUELS CHEZ L'OPÉRATEUR





AU PRÉALABLE : ANALYSE DE LA PRÉSENCE EN LIGNE



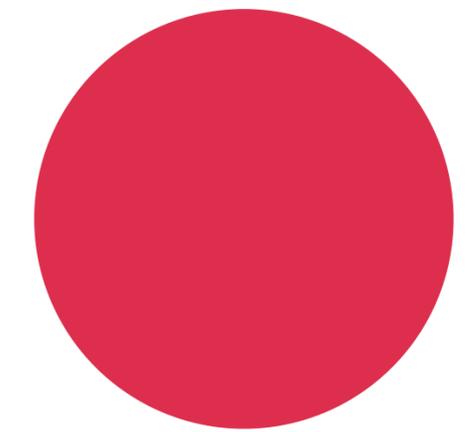
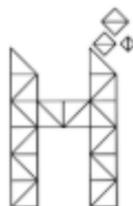


DIAGNOSTIC ET
RECOMMANDATIONS
OFFICE DU TOURISME - THUIN

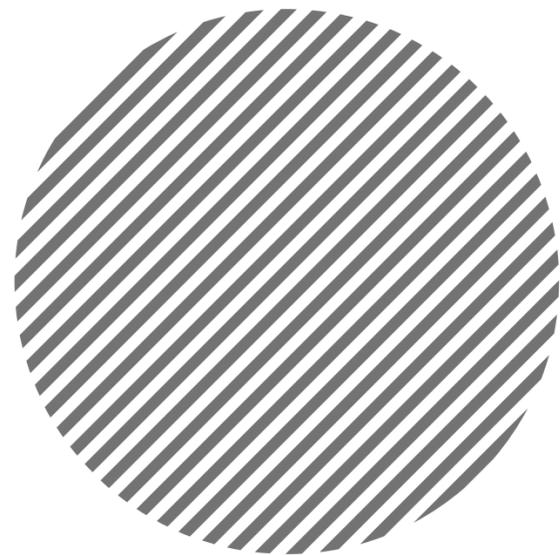


LORIS BENEDINI
ANIMATEUR NUMÉRIQUE DE
TERRITOIRE - VISIT HAINAUT

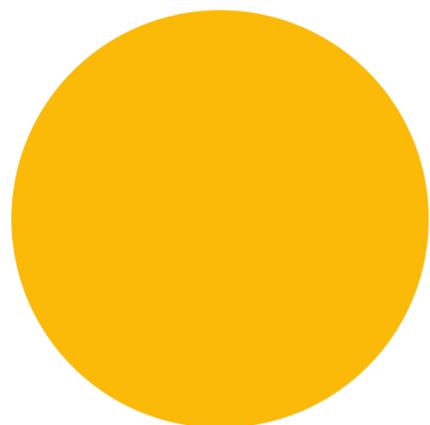
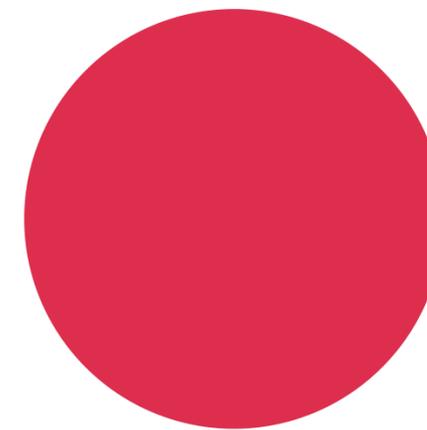

✉ Loris@visithainaut.be
☎ 0479/ss.88.92
👉 Visithainaut.be

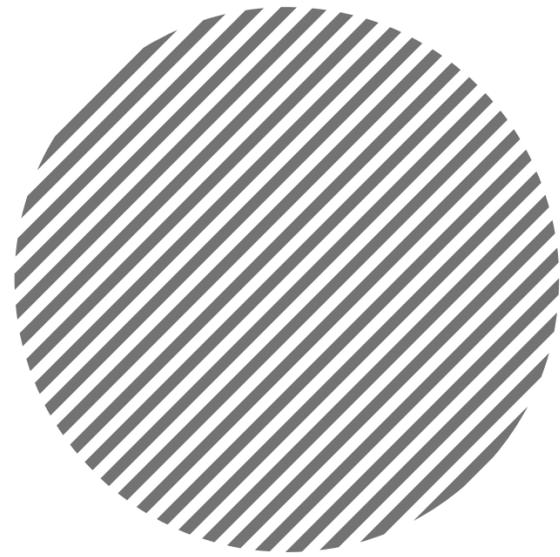


ET REMISE D'UNE
BROCHURE À
L'OPÉRATEUR

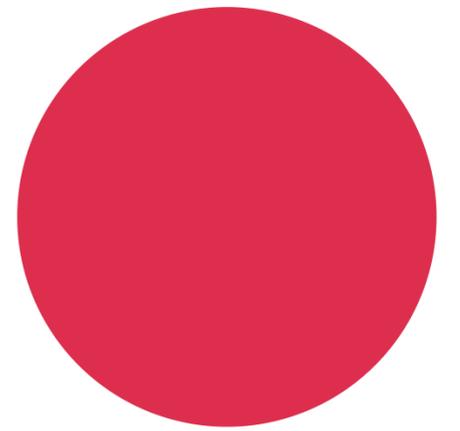


ATELIERS THÉMATIQUES

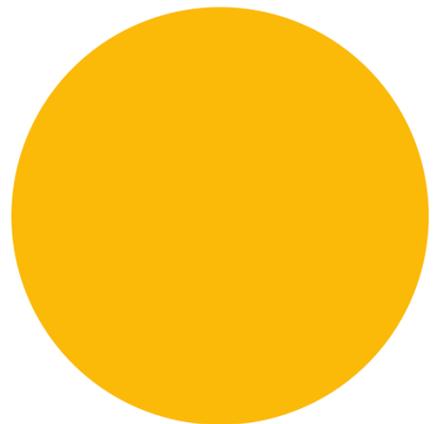




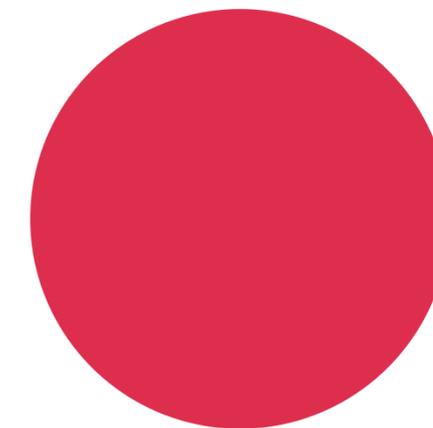
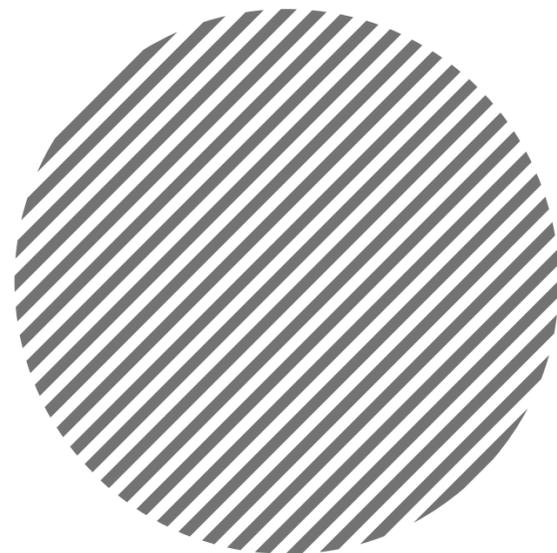
ATELIERS THÉMATIQUES



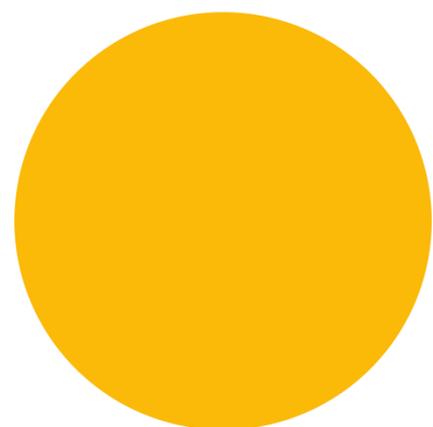
ATELIER DE 2-3H DE MINIMUM
3 PERSONNES, CHEZ L'OPÉRATEUR

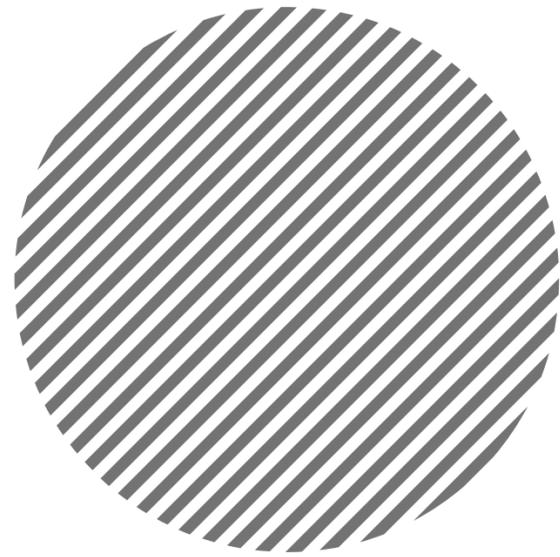


SUIVIS D'ÉTUDIANTS

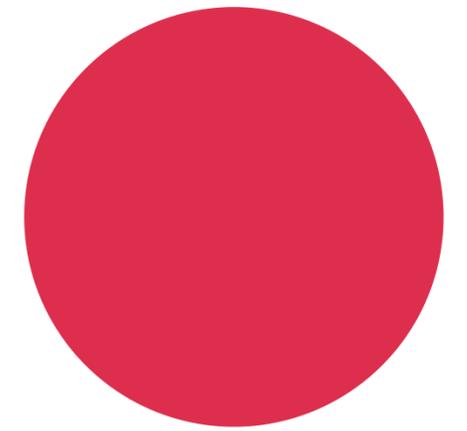


- TOURNAI
- SAINT-GHISLAIN
- CHARLEROI
- LA LOUVIÈRE

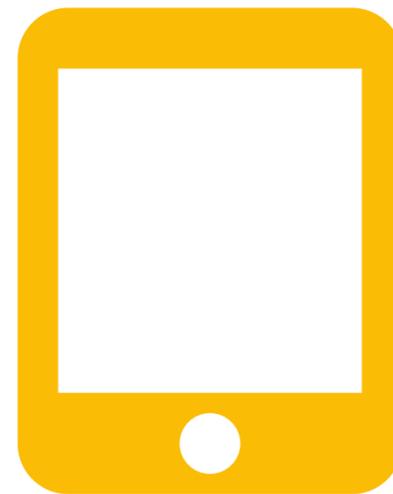
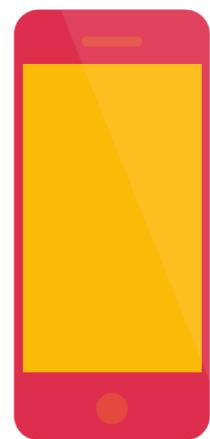
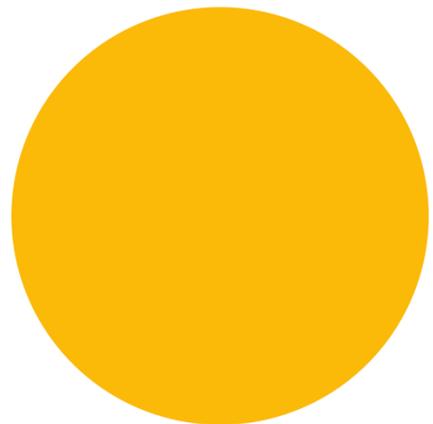


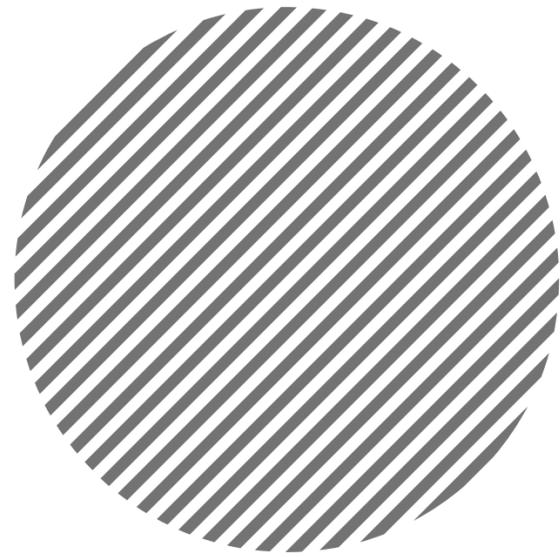


TOURNAI

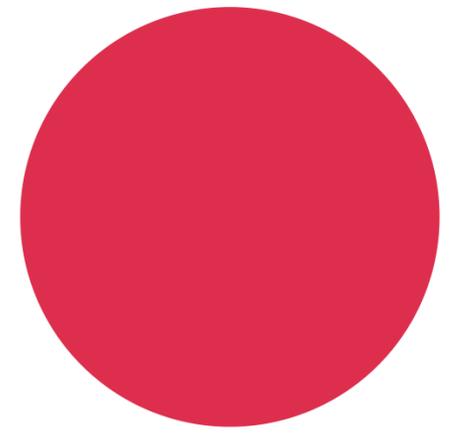


TRAVAIL DE GROUPES D'ÉTUDIANTS : ANALYSER LA PRÉSENCE EN
LIGNE D'OPÉRATEURS ET PROPOSITION DE SOLUTIONS
NUMÉRIQUES

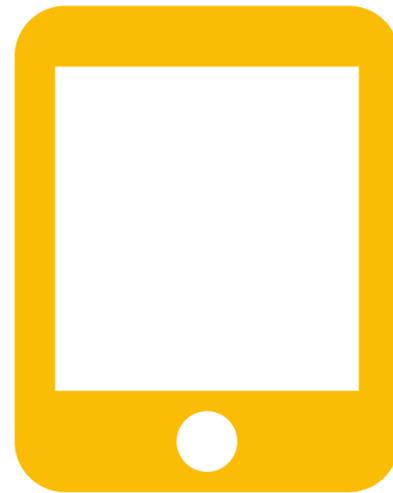
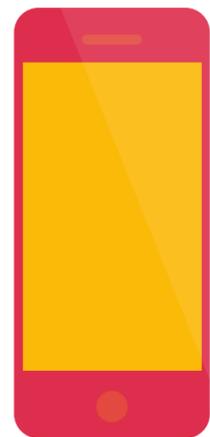
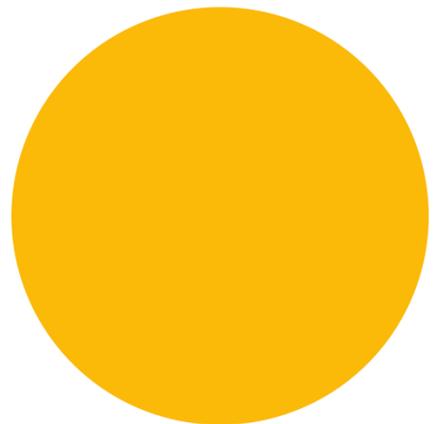


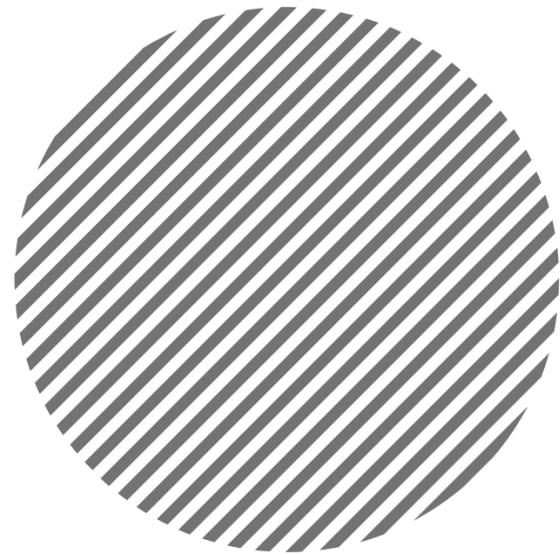


SAINT GHISLAIN ET CHARLEROI

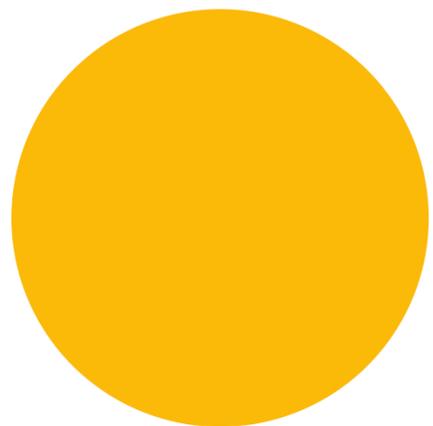
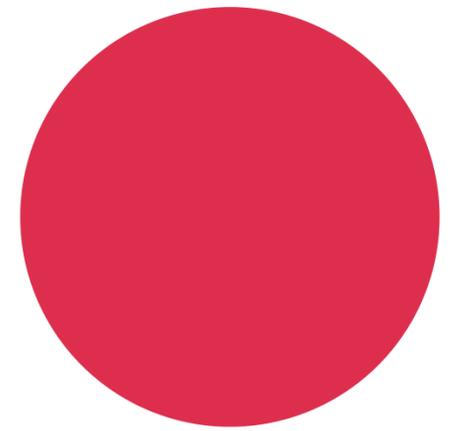


- ATELIERS FACEBOOK, INSTAGRAM, SEO, COMMUNITY MANAGEMENT
- EXAMENS DE JUIN : QUESTIONS ET CORRECTION DES COPIES

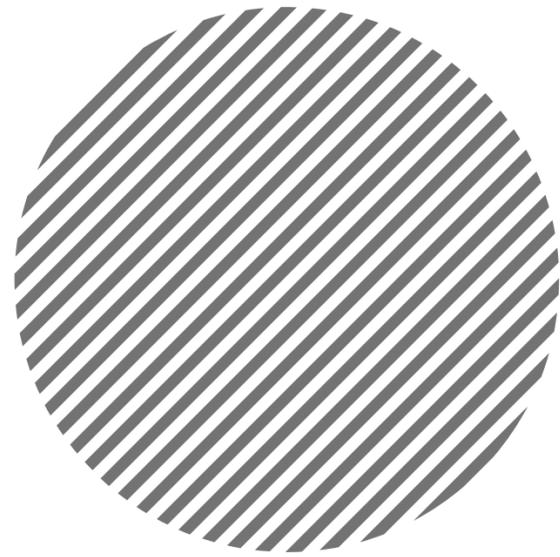




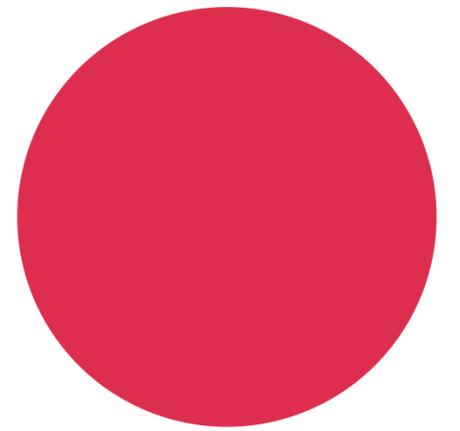
AUTRES TRAVAUX



AIDE À DISTANCE POUR
L'OPÉRATEUR

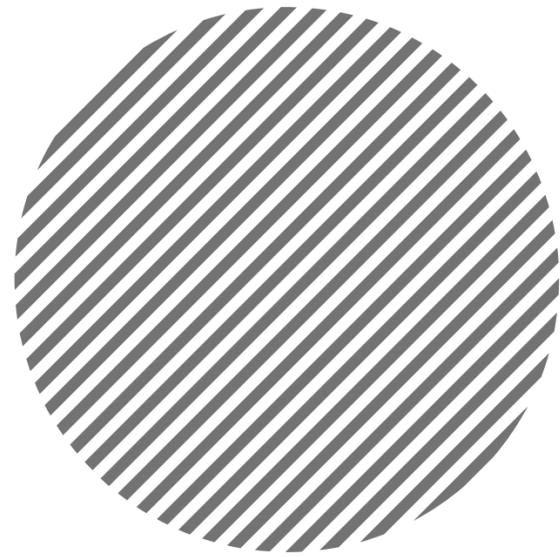


... ET LE NOUVEAU GROS PROJET

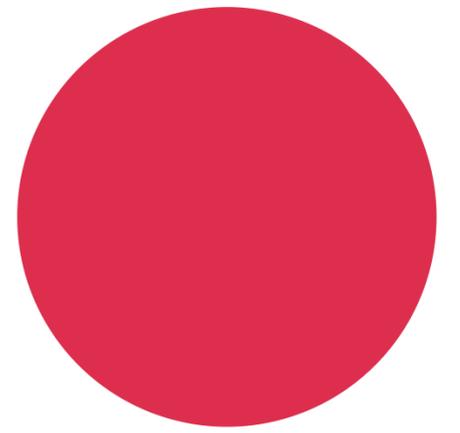


Wallonie
Belgique
Tourisme





RELAIS DE TERRAIN POUR WBT



TUTORIELS

LES LISTES !

TUTORIEL POUR UTILISER

MAILCHIMP

Par Loris Benédini
Animateur numérique - Chargé de
communication numérique - Visit
Hainaut

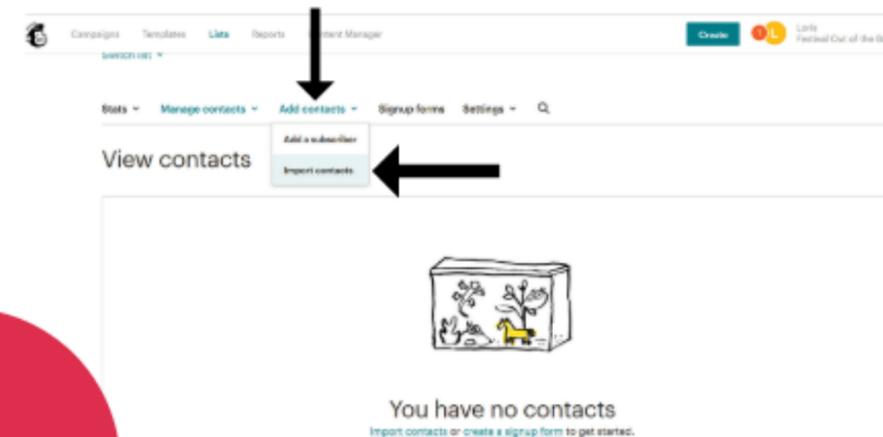
Un service offert par la Fédération du Tourisme
de la Province de Hainaut



Et voilà votre liste créée ! Si vous voulez ajouter des contacts à
cette liste, cliquez sur le nom de la liste :

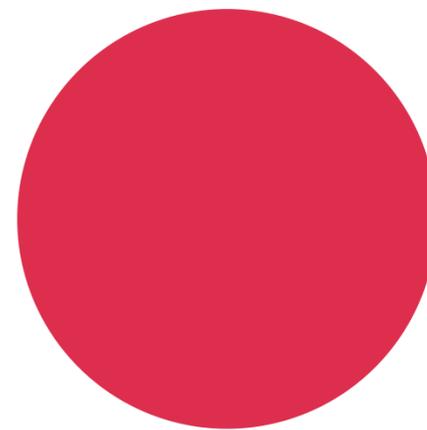
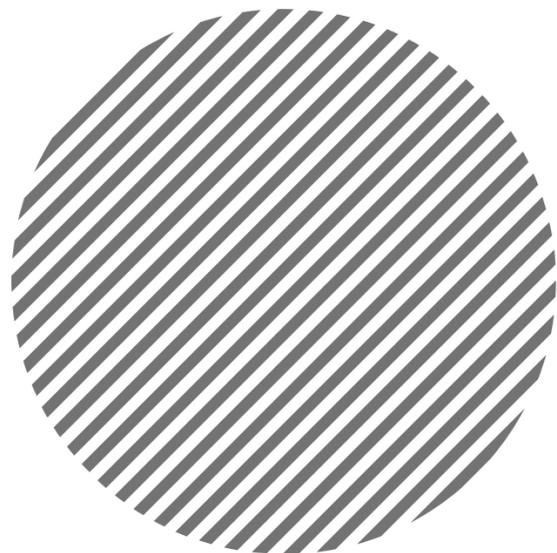
Lists	Subscribers	Opens	Clicks	Actions
<input type="checkbox"/> Copy of Festival Out of the Books Created Feb 27, 2019 4:59 am	0	0.0%	0.0%	+ Add + Status
<input type="checkbox"/> Evocation Created Feb 17, 2019 3:01 pm	67	28.8%	7.6%	+ Add + Status
<input type="checkbox"/> Festival Out of the Books Created Jan 31, 2019 9:21 am	155	62.2%	14.7%	+ Add + Status

Ensuite, cette page apparaît. Cliquez sur "Add contacts", puis
sur "Import contacts"



VISIT HAINAUT
Visithainaut.be
Rue des Clercs, 31, 7000 Mons

DIAGNOSTICS SUR UNE THÉMATIQUE PRÉCISE



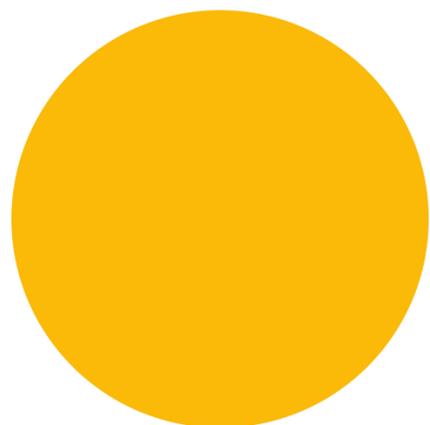
DIAGNOSTIC DE LA PAGE LINKEDIN DE L'
**OFFICE DU TOURISME DE
THUIN**

L'ANIMATION NUMÉRIQUE DE TERRITOIRE EN HAINAUT

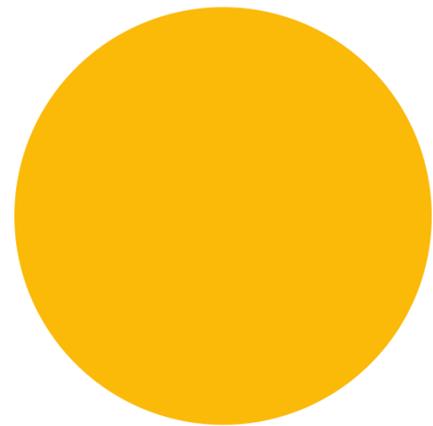
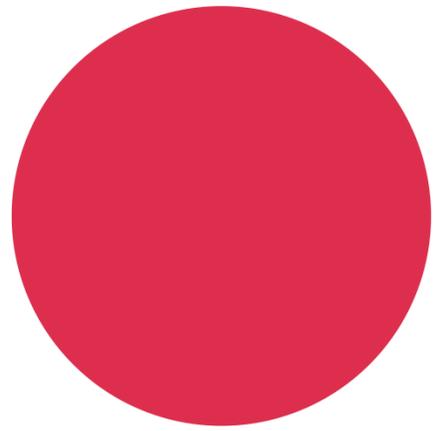
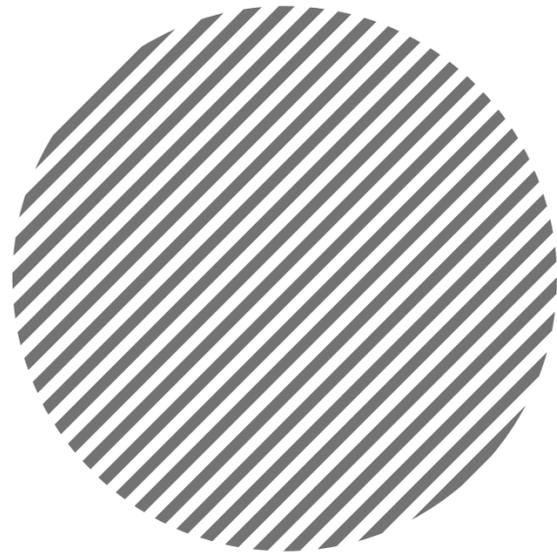


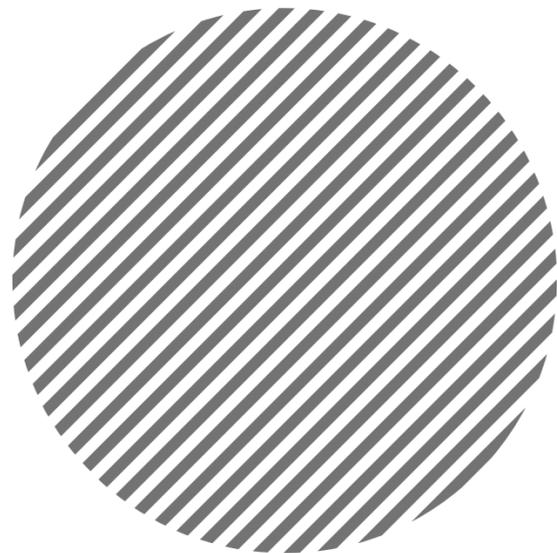
VISIT HAINAUT

Loris Benedini - Animateur Numérique de
Territoire du Hainaut

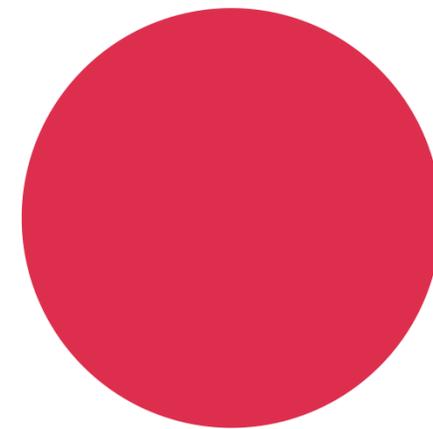


AIDE À LA CONFECTION DE PLANS DE COMMUNICATION

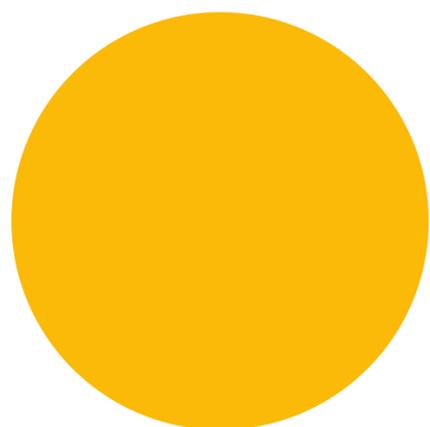


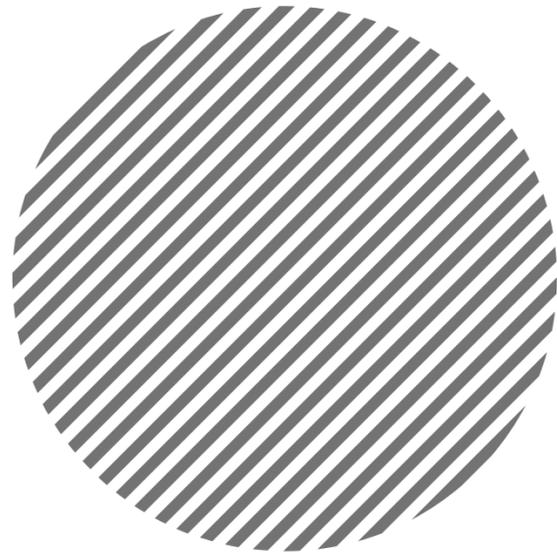


L'OBJECTIF PRINCIPAL :

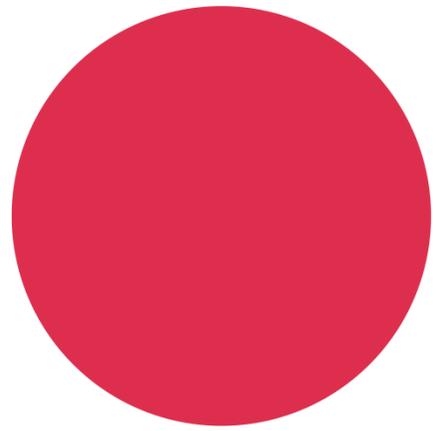


L'AUTONOMIE DES OPÉRATEURS !

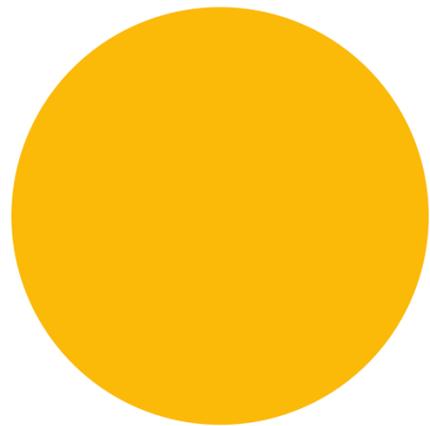




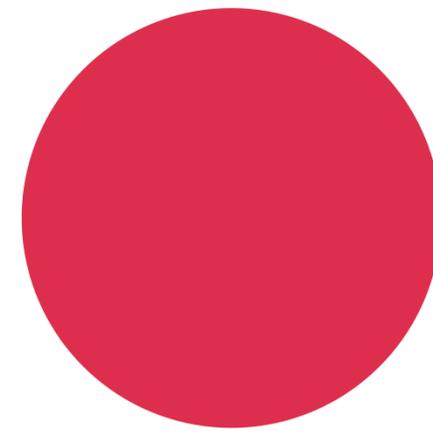
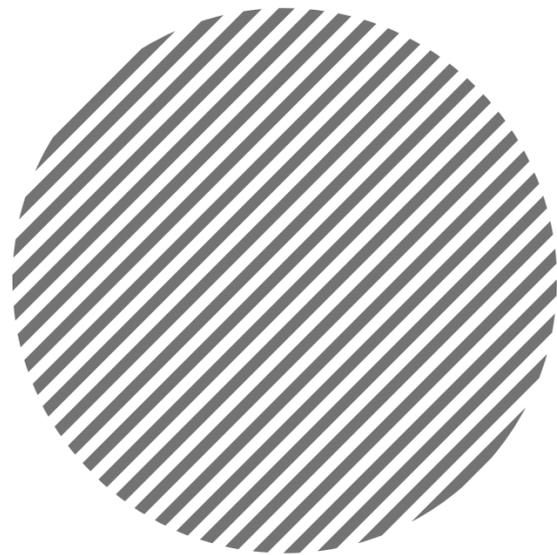
Depuis 2016



- PLUS DE 110 OPÉRATEURS RENCONTRÉS EN ACCOMPAGNEMENT
- PLUS DE 90 OPÉRATEURS RENCONTRÉS LORS D'ATELIERS + LES ÉTUDIANTS
- COLLABORATION AVEC 4 HAUTES ÉCOLES
- ... SANS COMPTER LES PROJETS INTERNES DANS NOTRE FÉDÉ (COMMUNITY MANAGEMENT, REFONTE SITE WEB, ...)



Depuis Juillet 2019



WELCOME TO THE **TEAM**

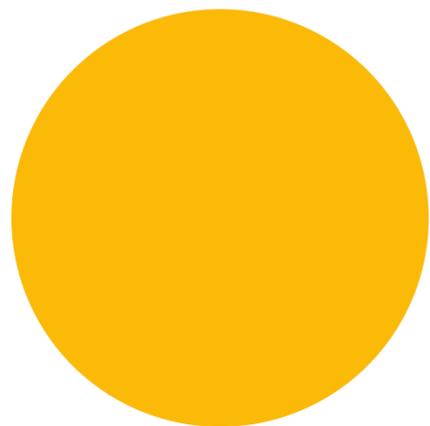


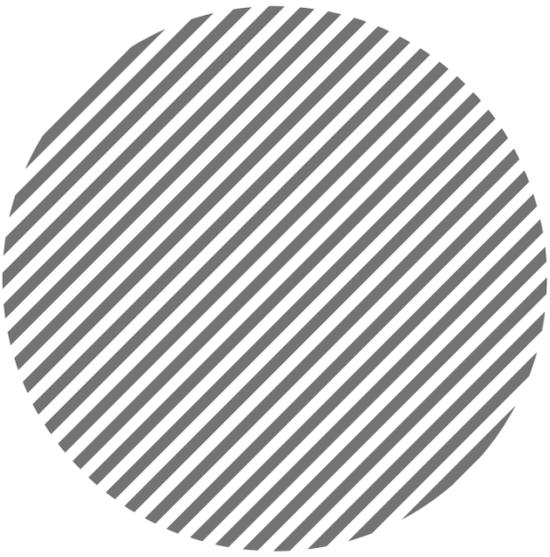
ESTEBAN (LE NOUVEAU)

LORIS (LE VIEUX)

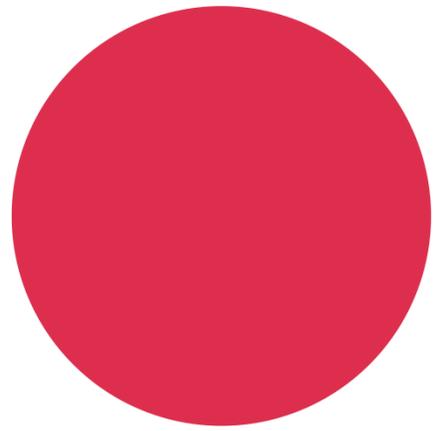


AU VU DE LA DEMANDE
CROISSANTE, UNE ÉQUIPE
DE 2 ANT !

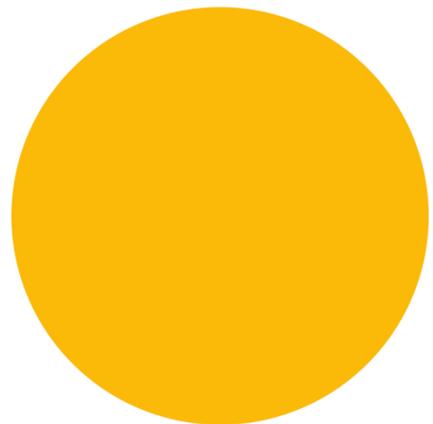


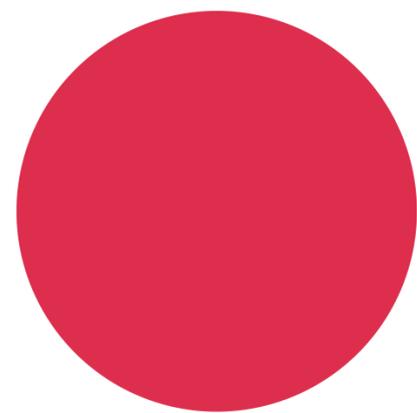
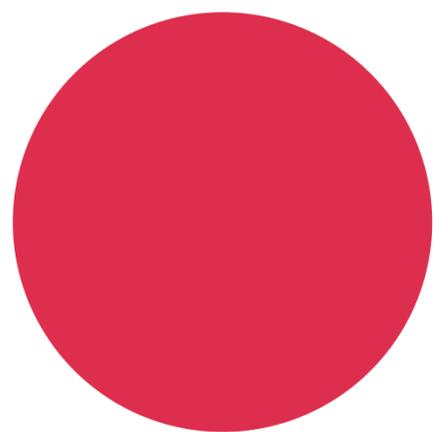
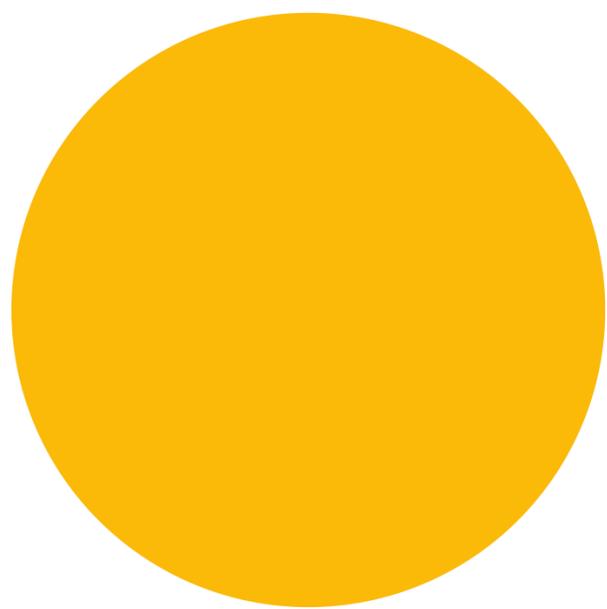


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