

Social Media Report

MARCH, 2016 - DECEMBER, 2017



LE CORDON BLEU®
PARIS

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2018 Social Media trends

- **Primacy of ephemeral content** > Instagram Stories drive upcoming Instagram trends.
> 250 millions of unique users watch Stories every day (173 millions for Snapchat), it represents 50% of Instagram daily active users.
- **Video consumption is constantly rising**, especially **live videos and social TV content**.
> Replay is one of the most consumed digital formats. The millennials don't wait a fix hour to watch a content (podcast boom).
> 81% of millennials report watching at least one hour of online video per day, or more, according to a study by Fluent, covered by AdWeek.
- **Data analysis**. Cross social media, CRM, shop data to know better prospects and customers.
- **Influencer marketing** makes major contributions to social media engagement.
> "Gen Z is two- to three times more likely to be influenced by social media than by sales or discounts — the only generation to value social media over price when it comes to making purchase decisions..."
> Trust declines, while peer influence rises : peers are now as credible as experts.
> 2018 will reward businesses that put their people—employees, advocates, customer communities, and influencers—at the center of their marketing strategy.
- **Messaging platforms** make companies accessible (use chatbots to personalize offer on social medias).
> Generations Y and Z privilege the contact via social platforms.
> 85% of all customer service interactions will be powered with AI bots by 2020.
- Social begins to overtake search engines.
- **Social selling**. Use social media in a 360 communication strategy to increase sales.
> focus on quality content, interactivity and impute sales teams.
- **Virtual reality** integration in real environment.

Sources:

<http://www.e-marketing.fr/Thematique/social-media-1096/Diaporamas/tendances-social-media-adop-ter-2018-322386/influence-reseaux-fonctionnalites-ephemeres-322387.htm#TKoj5wAJf7JGuUY3.97>

<https://www.planthat.com/top-social-media-trends-2018/>


Hootsuite Social Trends 2018 webinar

Methodology

Data was collected from Sprout Social, a platform to manage social media pages and obtain reports but also from Facebook, Twitter and Instagram analytics. Data was collected between November 2 and 30, 2017. The studied period is between March 1, 2016 and December 31, 2017. This report aims to present the evolution of Le Cordon Bleu Paris social media accounts (Facebook, Twitter and Instagram) and the trends and users behaviours on this social medias. Finally it will give recommendations about the way to use these platforms. I recommend that we update this report each semester and year to implement the next year social media strategy.

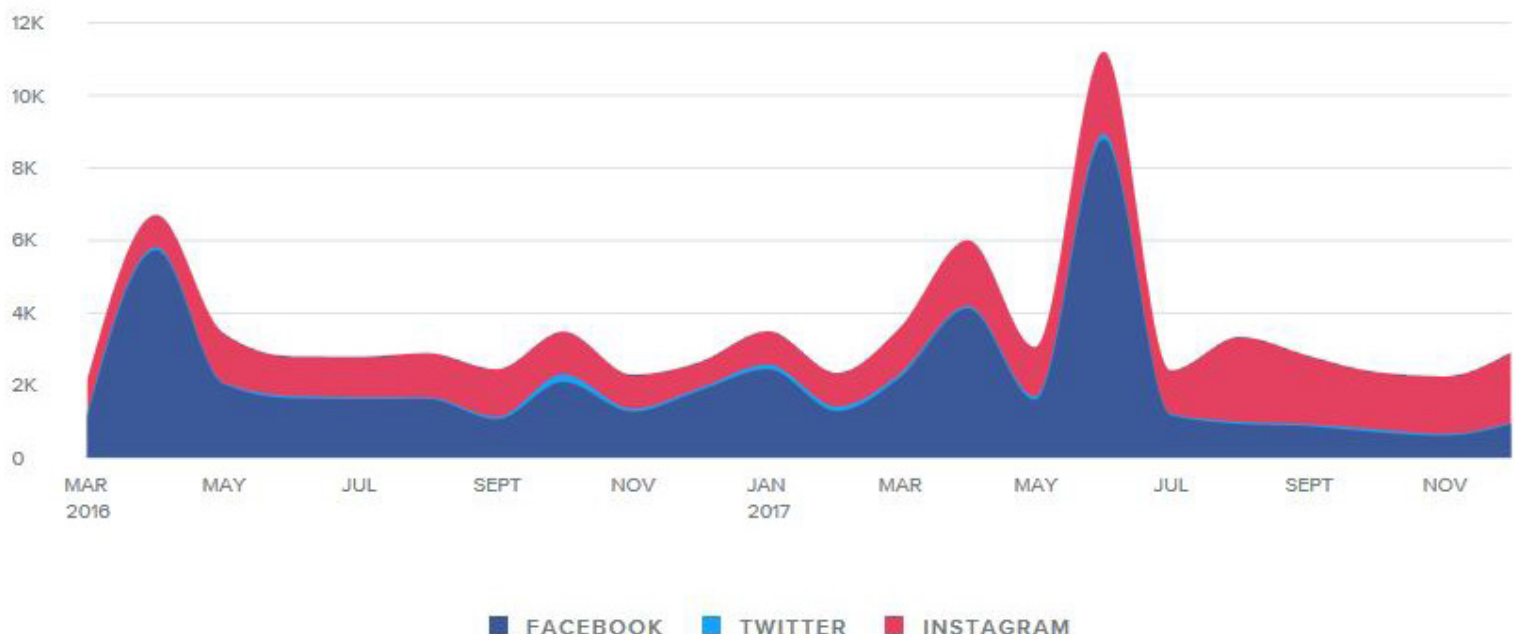
The main competitors analysed are : Ferrandi Paris, l'institut Paul Bocuse and Ecole Ferrière

Group report

| Profile/Page | Total Fans / Followers | Fan / Follower Increase | Messages Sent | Impressions | Impressions per Post | Engagements | Engagements per Post | Link Clicks |
|---|------------------------|-------------------------|---------------|-------------|----------------------|-------------|----------------------|-------------|
|  Le Cordon Bleu Paris @pariscordonbleu | 2,386 | 279.94% | 1,400 | 1,329,203 | 949 | 42,302 | 30.2 | 2,693 |
|  Le Cordon Bleu Paris Business Page | 104,685 | 76.53% | 793 | 36,640,680 | 46,205 | 240,400 | 303.2 | 299,232 |
|  Le Cordon Bleu Paris @lecordonbleuparis | 34,591 | 672.98% | 650 | – | – | 285,732 | 439.6 | – |

general data about Le Cordon Bleu Paris social media on December 31, 2017

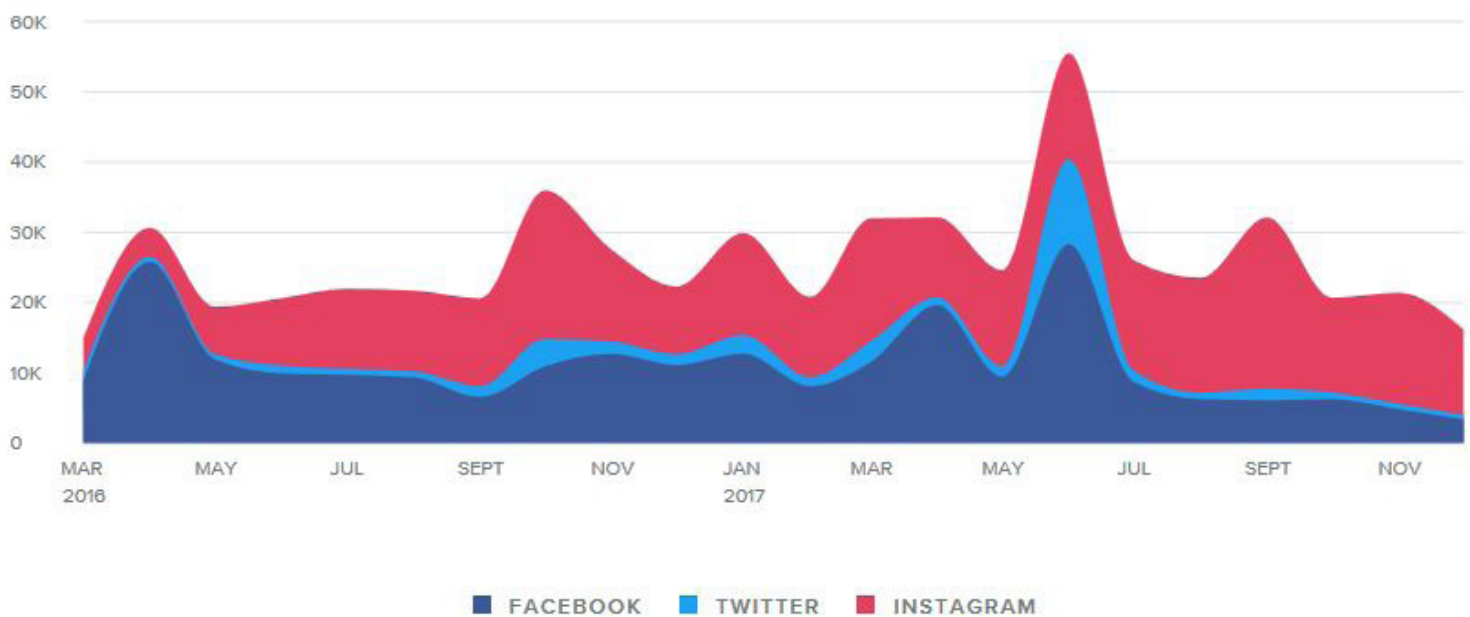
AUDIENCE GROWTH, BY MONTH



| Audience Growth Metrics | Totals | Change |
|-------------------------|----------------|-----------------|
| Total Fans | 141,662 | ▲ 120.0% |
| New Facebook Fans | 45,475 | ▲ 76.5% |
| New Twitter Followers | 1,758 | ▲ 279.9% |
| New Instagram Followers | 29,844 | ▲ 673.0% |
| Total Fans Gained | 77,077 | ▲ 120.0% |

Audience growth during the period

ENGAGEMENTS PER MONTH



| Engagement Metrics | Totals | Change |
|--------------------------|----------------|-----------------|
| Facebook Engagements | 240,400 | ▲ 337.2% |
| Twitter Engagements | 42,302 | ▲ 440.3% |
| Instagram Engagements | 285,732 | ▲ 3,474.3% |
| Total Engagements | 568,434 | ▲ 702.8% |

The number of engagements increased by

▲ 702.8%

since previous date range

| Received Messages Metrics | Totals | Change |
|--------------------------------|---------------|-----------------|
| Facebook Messages Received | 11,144 | ▲ 575.8% |
| Twitter Messages Received | 1,552 | ▲ 328.7% |
| Instagram Comments Received | 2,915 | ▲ 1,104.5% |
| Total Messages Received | 15,611 | ▲ 592.9% |

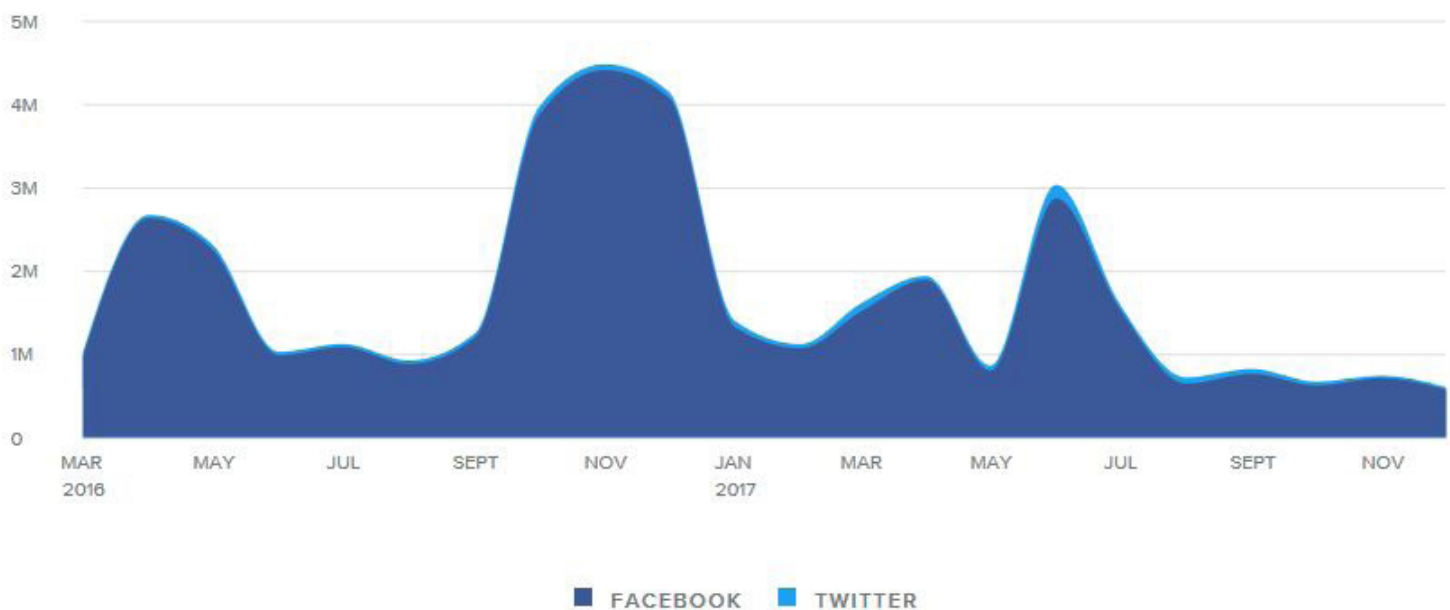
Details for messages (since previous date range):

+ 575% of Facebook messages received (it includes comments and private messages)

+ 328% of Twitter messages received (it includes mentions and direct messages)

+1104% of Instagram comments received (only comments – since 2017, we have prospects solicitations by private message on Instagram)

IMPRESSIONS PER MONTH



| Impressions Metrics | Totals | Change |
|--------------------------|-------------------|-----------------|
| Facebook Impressions | 36,640,680 | ▲ 141.1% |
| Twitter Impressions | 1,329,203 | ▲ 278.3% |
| Total Impressions | 37,969,883 | ▲ 144.2% |

Total Impressions increased by

▲144.2%

since previous date range

The number of **impressions** keep growing on Facebook and Twitter. Linked to the audience growth in **April** and **June** we observe more impressions. Besides, **November and December** are good moments to communicate because our content is seen a lot.

Detailed reports

In the following part we will focus on Facebook, Instagram and Twitter. For each social network, we will provide the following data:

- relevant KPI about Le Cordon Bleu Paris account between March 2016 and November 2017
- information about our audience on these platforms (gender, location, age, etc.)
- relevant information about our main competitors on these platforms
- key figures about the social media (daily active users, evolution, time spent on the social media, age, etc.)
- strategic and operationnal recommendations for 2018 to perform on the concerning social media



34 591
+ 673%



285 732
+3474,3%



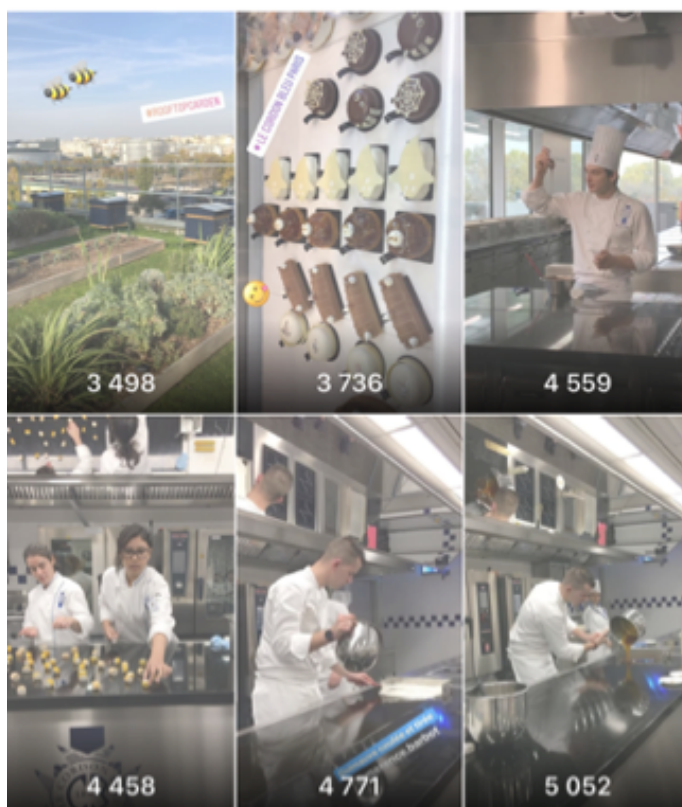
75 000
BY WEEK

KPI

- **34 591 followers** in December 2017 vs **4747** in March 2016 > **Followers increased by 673%**
- **693 publications** since the account creation
- April, June, August and December are the months with higher number of followers gained (no link between the number of photos posted and the community growth)
- The number of **engagements** (likes and comments) **increased by 3,474.3%** since previous date range
- Around **75 000 impressions** per week
- **Stories** generate between **3400 and 5100 views**
- Most engaged Hashtags are: #paris #lecordonbleu #lecordonbleuparis #chef #pastry #cuisine
- Photos of **chefs**, both external and internal chefs (Cedric Grolet, Soyoun Park, Fabrice Dannel, Maxence Barbot...) and **food (pastry and boulangerie)** have the best engagement



impressions by post between 10/16 and 10/17



impressions by story for the 14 past days (datas of Novembre 6, 2017)

@LeCordonBleuParis:

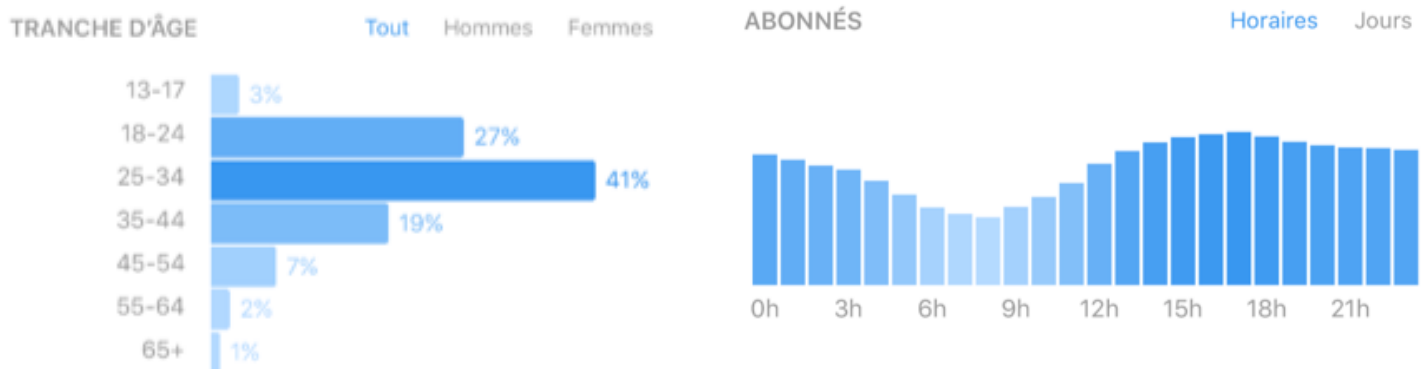
- 34K fans, 693 publications
- creation: June 1, 2015
- publications with 146 096 publications with #lecordonbleu / 9621 with #lecordonbleuparis / 103 431 with #lcb / 4952 with #lcbparis
- various photos (school, students, gastronomy, hospitality, events, chefs...)

| Instagram Profile | Total Followers | Follower Increase | Followers Gained | Media Sent | Comments Sent | Total Engagements | Engagements per Media | Engagements per Follower |
|---|-----------------|-------------------|------------------|------------|---------------|-------------------|-----------------------|--------------------------|
|  Le Cordon Bleu Paris | 34,591 | 673.0% | 29,844 | 650 | 340 | 285,732 | 439.6 | 8.26 |

data collected from Sprout Social on December 31, 2017

AUDIENCE

- 34% men and 66% **women**
- 41% have **between 25 and 34 years old** (27% have 18 – 24 yo), 71% of our fans have less than 34 years old
- 30% of our fans are coming from **Brazil**, 6% **France** and 5% **USA**
- Our fans are more active on **Tuesday, Thursday and Saturday** between 2pm and 7pm (**5pm** the best)



COMPETITORS

Institut Paul Bocuse:

- No Instagram account
- Few visibility ensured by the position on Instagram and users content > 248 publications with #institutbocuse

@FerrandiParis:

- 8000 fans, 79 posts
- Creation: October 8, 2013
- Mostly photos of dishes
- 15 691 publications with #ferrandi / 1375 with #ferrandiparis / 63 with #ferrandischool

@Ecole_Ferrieres:

- 912 fans, 378 publications
- Creation: December 5, 2014
- Various photos (school, students, gastronomy, hospitality, events, chefs...)
- 540 publications with #ecoleferrieres / 154 with #ferrieresschool
- Creation of other accounts (@chateaudeferrieres for the events and @ateliersferrieres for the workshops > creation on May 31, 2016 / 103 fans / 27 publications)

Other Le Cordon Bleu schools:

- @lecordonbleulondon > 27,4K fans, 815 publications
- @lecordonbleu_international > 13,5K fans, 254 publications
- @lecordonbleuaustralia > 10,9K fans, 612 publications
- @lecordonbleuottawa > 9070 fans, 601 publications
- @lecordonbleuintanbul > 12,4K fans, 493 publications
- @lecordonbleudusit > 12,6K fans, 1228 publications
- @lecordonbleu > 36,3K fans, not active since December 15, 2015

ABOUT IN

- Monthly active users 2017: **800 millions** (daily active: 500 millions)
- **Users under 25** spend an average of **32 minutes per day** on the app
- Instagram's audience doubled in just two years
- **41%** of Instagram users are between **16 and 24 years old** (35% between 25 and 34)
- **250 millions** of unique users watch **Stories every day** - creation of Insta stories in August 2016 (173 millions for Snapchat - creation of Snapchat stories in January 2015)

source:

<https://www.blogdumoderateur.com/chiffres-instagram/>

https://www.challenges.fr/high-tech/la-guerre-des-stories-entre-instagram-et-snapchat_513346

RECO

- Try to post on **Tuesday, Thursday and Saturday**, around 4 and 6pm
- Post more **videos** (at least 6 per month)
- **Stories** have a huge impact (around 3K and 5K views for each one) > keep posting **school life** through the stories
- Interact more with fans using new tools like "survey"
- Work more with **influencers** to grow our community faster (deal posts and stories)
- Work more closely with **external chefs** and **events** (Omnivore, Europain) to deal posts exchange
- Work more closely with **Instagram Top Influencers Engaged** identified by Sprout Social (as they already know us and interact with us)



104 685
+ 76,5%



240 400
+337,2%



36 640 680
+141,1%



1 400 000
+ 5030%

KPI

- **104 685 fans** in December 2017 vs 59 236 in March 2016 > total fan increased by **76,5%** since previous date range
- Posts which generate the most engagement : posts about the move to the new school + International Chefs Day
- **April, June and November:** months with the most **impressions and engagements**
> better performing publications : London wedding cake / G&M Grolet with video / video chef Labbé / guest chef Barbot / Chef Briffard rooftop
- **36 640 680 impressions** (25 685 994 organic & viral / 10 954 686 paid) > total impressions increased by **141.1%** since previous date range
- **1 400 000 videos views** > increased by 5030% since previous date range
- **240 400 total engagement** > increased by 337.2% since previous date range
- **299 232 click** onlinks
- 793 posts sent (140 photos, 70 videos, 578 posts)
- **2 times more users on mobile** than on desktop
- **Performance by publication type:** videos (8K average reach), shared videos (5K average reach), photos (5K average reach), links (3K shared videos)
- Best videos: art of bread baking (267.2K), glaçage prestige by Chef Deguignet (53.4K), gourmet recipe by Soyoun Park (49.9K), pastry demonstration by Cedric Grolet (23.6K)

Action Metrics

Totals

| | |
|-----------|---------|
| Reactions | 197,369 |
| Comments | 8,696 |
| Shares | 34,335 |

Total Engagements increased by

+337.2%
since previous date range

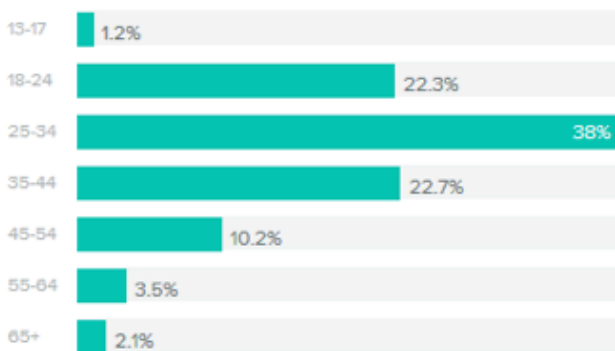
Total Engagements

240,400

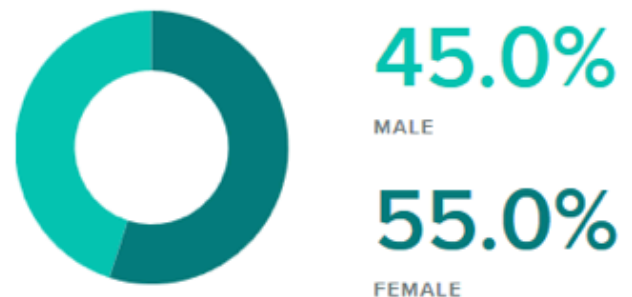
| Facebook Page | Total Fans | Fan Increase | Posts Sent | Impressions | Impressions per Post | Engagements | Engagements per Post | Link Clicks |
|---|------------|--------------|------------|-------------|----------------------|-------------|----------------------|-------------|
|  Le Cordon Bleu Paris | 104,685 | 76.53% | 793 | 36,640,680 | 46,205 | 240,400 | 303.2 | 299,232 |

- **45% male** and **55% female**
- **38%** have between **25 and 34 years old** (22.3% between 18 and 24 – 22.7% between 35 and 44)
- Main countries : **Brazil, USA, Mexico, France, Peru**
- Fans are more connected on **Wednesday** and **Thursday around 4pm**
- 6.22% of the website traffic on the period come from social medias (57 738 sessions)
- 28 brochures – 13 enrolments – 29 tours and demo booked
- Publications are more viral between 3pm and 6pm but impressions are still important until midnight

BY AGE



BY GENDER



COMPETITORS

- **Ferrandi Paris**, l'école française de gastronomie & de management hôtelier : 32K likes (20/11/2017)
- **Ferrières** Ecole de l'Excellence à la Française 4300 likes (20/11/2017)
- **Institut Paul Bocuse** 8454 likes (20/11/2017)
- **Ecole hôtelière de Lausanne** 102K (20/11/2017)
- **Glion** Institute of Higher Education 40K (20/11/2017)
- **Les Roches** Global Hospitality Education – Switzerland 55K (20/11/2017)

ABOUT FB

- **1.936 billion** monthly active users (33 millions in France) / **1.28 billion** daily active users (22 millions in France)
- **1.74 billion mensual active users on mobile** (26 millions in France)
- **1.3 billion of people** are using **Messenger** each month
- 47% of subscribers use Facebook during meal preparation
- Spend time on Facebook: **6h45 by month**

- Inactive fan pages: 70% of brand pages (less than one post by month)
- When they wake up, 48% of the 18-34 years old are connecting on Facebook
- Average age of users: **22 years old**

source:

<https://www.blogdumoderateur.com/chiffres-facebook/>

RECO

- Post between **3pm and 6pm** perform better (mostly **Wednesday** and **Thursday**)
- Optimize the posts for **mobile first**: post **short messages**, think about **visual experiences**
- Post more **narrative** and less commercial content such as live videos at the school, students and chefs realisations, practical, guest chefs, etc.
- **Key messages** on **April, June and November** because our audience is more attentive
- Keep posting more and more **videos**
- **Vary the formats** of the content posted: videos and images perform better
- **Decrease the number of links** used on posts
- Post content appreciated by **young people** (mostly generation Y and Z - 60% of our audience is between 18 and 34 years old)
- Do more **live posts** as our community can share the life of the school
- 1,3 billion of people use Facebook Messenger (almost 70% of monthly active users) > think about integration in the website, on our posts, way to deal with messages, etc
- Try to post in the morning, when audience wakes up > try different hours (ex : 1pm in France = 7am in USA and 10am in Brazil)



2386
+ 279,9%



42 302
+440,3%



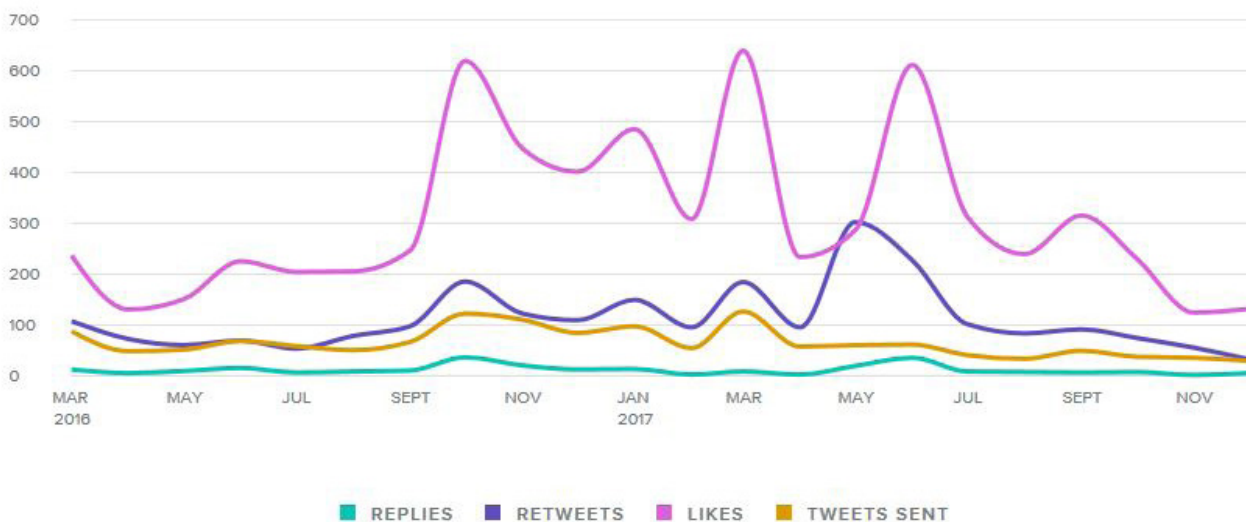
1 329 230
+ 278,3%



1490
+ 328,7%

KPI

- **2386 followers** in December 2017 vs **631** in March 2016 > **Followers increased by 279,9%**
- More followers and impressions between January and March and in June
- **1400 tweets sent** during the period > +118,3% since previous date range
- **1490 mentions** received > +328,7% since previous date range
- **1 329 230 impressions** > +278,3% since previous date range
- **42 302 total engagement** > engagement increased by **440.3%** since previous date range
- The tweets which generate the most impressions are: Twitter **campaign with CMN** for the **MuseumWeek**, **chef Shipra** demonstration and the 2017 **alumni awards**



| Engagement Metrics | Totals |
|--------------------------|---------------|
| Replies | 224 |
| Retweets | 2,418 |
| Retweets with Comments | 238 |
| Likes | 6,754 |
| Total Engagements | 42,302 |

The number of engagements increased by

+440.3%
since previous date range

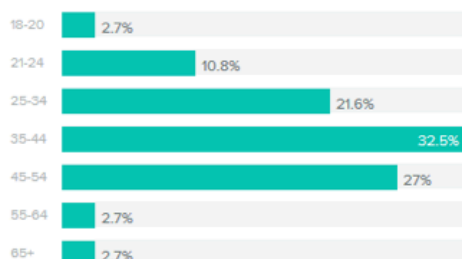
| Twitter Profile | Total Followers | Follower Increase | Tweets Sent | Impressions | Impressions per Follower | Engagements | Engagements per Follower | Retweets | Clicks |
|---|-----------------|-------------------|-------------|-------------|--------------------------|-------------|--------------------------|----------|--------|
|  Le Cordon Bleu Paris | 2,386 | 279.9% | 1,400 | 1,329,230 | 557.10 | 42,302 | 17.73 | 2,418 | 2,693 |

AUDIENCE

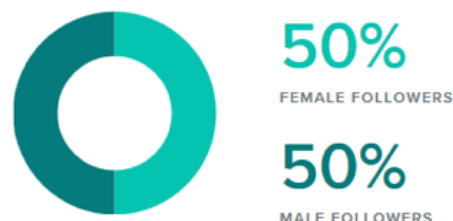
- The audience is composed by **adults and seniors** > more than **60%** of our audience is **between 35 and 54 years old**
- 32,5% of the followers are between 35 and 44 years old
- 50% male and female** – no gender distinction
- Language: **English (62%)** and **French (42%)**
- 37%** of our followers are coming from **France**, **10%** from **USA**, **13%** cumulated from **Mexico** and **Brazil**
- Interests:** 64% of our audience is interested in business and news, 54% in movie news and general info, 49% in politics and current events and 45% in books news and general info
- 40%** of the audience use **iOS** devices, **32% Android** devices and **88% desktop** and laptop computers (they use multiple devices but the computer stay major).

Twitter Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



COMPETITORS

- We stay **less followed than our main competitors @FerrandiParis and @InstitutPBo-cuse** in terms of number of followers, engagement and mentions > our twitter **account was created in the second part of 2015** and Ferrandi school is present on **major events** generating many tweets (Taste of Paris, Salon du Chocolat...)
- We observe that the communities have different size but the **number of followers gained during this year** was around 1000 for us (1800 and 1500 respectively for Bocuse and Ferrandi) > we have 18.15% share of votes compared to Ferrandi and 18.58% compare to Bocuse

- **Overall activity is going down** on Twitter, internet users are losing interest > «Twitter needs to make some big changes to stay relevant, as its growth is the slowest of all the major social media platforms.»
- **330 millions of monthly active users** in 2017 third trimester (+4% in 1 year) > low growth
- Tweets which contain a **photo** are **twice as shared as average**
- **170 minutes** is the average time spent each **month** on Twitter by user
- **44%** of the users **never sent a tweet**

Sources: <https://www.blogdumoderateur.com/chiffres-twitter/> chiffres Twitter 2017 par Le Blog du Modérateur

«Livre Blanc rôle des influenceurs sur les réseaux sociaux auprès des consommateurs»

RECO

- Use more the **programming tool** suggested by Sprout Social (Queue)
- Do less unique tweets but **more operations with other brands and tweets around events**
- Very low traffic conversion to the website, twitter is not a social network which aimed to generate conversions. The objectives: **reinforce links with professionals** (press, journalists), the gastronomy and tourism sectors and **sharing general information**
- Use **Twitter events calendar** to generate more visibility by a campaign system (ex: Christmas, Veterans Day, Thanksgiving, New Year) and use events popularity to gain followers and engagement
- Use the **trends by Twitter** : #MotivationMonday, #TravelTuesday, #FBF (Flashback Friday)

Summary for 2018 actions

- Do more **instant content** : stories (Instagram) and live (Facebook)
- Post **more videos** and adapt the size for each social media
 - videos and images perform better
 - 81% of millennials report watching at least one hour of online video per day, or more
- **Influencer marketing** makes major contributions to social media engagement
 - Influencers are now as credible as experts for generations Y and Z
 - work more closely with:
 - > **influencers** to grow our community faster (deal posts and stories before)
 - > **external chefs** and events (Omnivore, Europain) to deal posts
 - > **Instagram Top Influencers Engaged** identified by Sprout Social
- **Messaging platforms** make companies accessible (use chatbots to personalize offer on social medias).
 - generations Y and Z privilege the contact via social platforms
 - 85% of all customer service interactions will be powered with AI bots by 2020
 - 1.3 billion of people are using Messenger each month (70% of mensual active users)
 - Think about integration with the website, on our posts
 - how to integrate the sales team in the messaging process?
 - Professionnal Whatsapp account for the sales team (4th social network most regularly consulted), among those aged 25 to 34, 21.5% use it regularly
- Focus on **qualitative content, interactivity** and impute sales teams
 - Post content appreciate by **young people** :
 - Instagram:**
 - 41% of Instagram users are between 16 and 24 years old
 - 71% of our fans have less than 34 years old
 - post on Tuesday, Thursday and Saturday between 2pm and 7pm (5pm the best)
 - Facebook:**
 - 60.3% of Facebook users are between 18 and 34 years old
 - Average age of users: 22 years old
 - Post on Wednesday and Thursday around between 3 and 6pm (4pm is the best)
- **Optimize the posts for mobile first**
 - 2 times more users on mobile than on desktop
 - post short messages, think about visual experiences
- Post **more narative and less comercial content** such as live at the school, students and chefs realisations, practical, guest chefs, etc.
 - Dcrease the number of links used on posts