

# Junqo

## OVERVIEW

To grow the user base and receive feedback we need engaging and consistent content. To share content, we used 3 platforms. LinkedIn for professional content, mainly targeting schools and companies. Instagram and TikTok for viral content, mainly targeting students.

## EDITORIAL CALENDAR

### LinkedIn

<https://www.linkedin.com/company/junqo/posts/?feedView=all>

“Nous vous présentons Junqo” : January 2025

[https://fr.linkedin.com/posts/junqo\\_cest-avec-une-immense-fierte%C3%A9-que-nous-activity-7267624020643090442-Yw9r](https://fr.linkedin.com/posts/junqo_cest-avec-une-immense-fierte%C3%A9-que-nous-activity-7267624020643090442-Yw9r)

“Participer à notre étude de marché” : January 2025

[https://fr.linkedin.com/posts/junqo\\_faciliter-laccompagnement-des-stages-%C3%A9tudiants-activity-7267820611400347648-jkNi](https://fr.linkedin.com/posts/junqo_faciliter-laccompagnement-des-stages-%C3%A9tudiants-activity-7267820611400347648-jkNi)

“Présentation de l'équipe” : March 2025

[https://fr.linkedin.com/posts/junqo\\_teamjunqo-innovation-collaboration-activity-7299379502726475776-A4No](https://fr.linkedin.com/posts/junqo_teamjunqo-innovation-collaboration-activity-7299379502726475776-A4No)

“Votre avis compte” : April 2025

[https://fr.linkedin.com/posts/junqo\\_etude-de-march%C3%A9-junqo-activity-7310753467734581249-1RDn](https://fr.linkedin.com/posts/junqo_etude-de-march%C3%A9-junqo-activity-7310753467734581249-1RDn)

“Nous avons besoin de votre aide” : April 2025

[https://fr.linkedin.com/posts/junqo\\_etude-de-march%C3%A9-recrutement-activity-7312072950273208320-tus9](https://fr.linkedin.com/posts/junqo_etude-de-march%C3%A9-recrutement-activity-7312072950273208320-tus9)

## **Instagram & Tiktok**

[https://www.instagram.com/junqo\\_officiel](https://www.instagram.com/junqo_officiel)

[https://www.tiktok.com/@junqo\\_officiel](https://www.tiktok.com/@junqo_officiel)

“Dieu quand il a vu que les dinosaures n’utiliseront pas Junqo”: 11 April 2025

<https://www.instagram.com/p/DIRWsjaN6WT/?hl=fr>

[https://www.tiktok.com/@junqo\\_officiel/video/7491706505058602262](https://www.tiktok.com/@junqo_officiel/video/7491706505058602262)

“ “Moi je préfère LinkedIn” POV Junqo”: 13 april 2025

<https://www.instagram.com/p/DIYVN2aACAE/?hl=fr>

[https://www.tiktok.com/@junqo\\_officiel/video/7492712695737683222](https://www.tiktok.com/@junqo_officiel/video/7492712695737683222)

“Men when she uses Junqo”: 25 april 2025

<https://www.instagram.com/p/DLTR3z7NuFe/?hl=fr>

[https://www.tiktok.com/@junqo\\_officiel/video/7519643986106060054](https://www.tiktok.com/@junqo_officiel/video/7519643986106060054)

“POV tu cherche un stage mais t’as pas encore installé Junqo”: 25 april 2025

<https://www.instagram.com/p/DLTR7put6Cv/?hl=fr>

[https://www.tiktok.com/@junqo\\_officiel/video/7519646323839126806](https://www.tiktok.com/@junqo_officiel/video/7519646323839126806)

“POV tu cherche une alternance mais t’as pas encore installé Junqo”: 25 april 2025

<https://www.instagram.com/p/DLTR93zNNqW/?hl=fr>

[https://www.tiktok.com/@junqo\\_officiel/video/7519646597160897814](https://www.tiktok.com/@junqo_officiel/video/7519646597160897814)

“POV tu cherche un stage et t’installés Junqo”: 25 april 2025

<https://www.instagram.com/p/DLTSADyNlqV/?hl=fr>

[https://www.tiktok.com/@junqo\\_officiel/video/7519647999144873238](https://www.tiktok.com/@junqo_officiel/video/7519647999144873238)

“POV tu cherche une alternance et t’installés Junqo”: 25 april 2025

<https://www.instagram.com/p/DLTSGH6NWWF/?hl=fr>

[https://www.tiktok.com/@junqo\\_officiel/video/7519648173464276246](https://www.tiktok.com/@junqo_officiel/video/7519648173464276246)

“Toi après avoir trouvé ton stage grâce à junqo”: 25 april 2025

[https://www.tiktok.com/@junqo\\_officiel/video/7519659823579827478](https://www.tiktok.com/@junqo_officiel/video/7519659823579827478)

“Toi qui retourne a l’école apres avoir eut le meilleur stage du monde”: 25 april 2025

[https://www.tiktok.com/@junqo\\_officiel/video/7519661575381241110](https://www.tiktok.com/@junqo_officiel/video/7519661575381241110)

## **CONTENT STRATEGY**

To engage students and young people, the app’s content strategy will center around meme-driven communication that blends humor with relatable academic and social experiences. By creating highly shareable, memes tailored to the language and humor of Gen Z, the app can organically spread through social platforms without relying on paid ads. This approach turns

everyday internet culture into a tool for brand visibility, using humor and relatability as the main drivers of attention and engagement.

## PERFORMANCE ANALYSIS

### Linkedin

- 10+ subscribers
- 100+ views

### Instagram & Tiktok

Combined estimates:

- 10,000+ views
- 200+ likes
- 30+ followers