# SOCIAL NATION: MINDITHE GAP

A guide for brands coming to China

The social networking landscape in China is vastly unlike what we are used to compared to the rest of the connected world. While some similarities exists, the majority of China's social media platforms function very differently from those frequently used in the Western world.

Brands looking to establish presence on Chinese social media platforms should first consider the differences in how social content is developed, shared and consumed in China.

### **SOCIAL MEDIA MUST-HAVES**



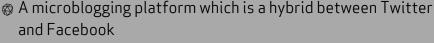
#### WeChat



- An integrated app with features allowing users to pay bills, book appointments and shop online through native e-commerce stores
- © Verified brands have advanced access to features including user locations, third party apps, conduct surveys, receive payments and more



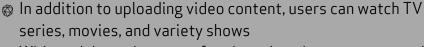
#### Sina Weibo

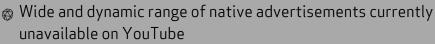


- Additional capabilities such as multimedia sharing, anonymous chatting, threaded conversations and verified accounts
- © Good for leveraging influencer relations and often used by brands, celebrities and KOLs



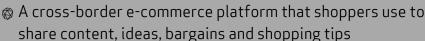
#### Youku

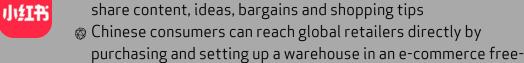


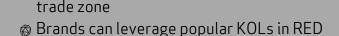




# RED (Xiaohongshu)









## Douban



© Encourages users to engage in communities by sharing usergenerated content

# **OTHER PLATFORMS**

# bilibili



- An online entertainment world covering a wide array of videos, live broadcasting and mobile games
- © Pioneered the "bullet chatting" feature, a live commenting function that has transformed the viewing experience by
- displaying thoughts and feelings of like-minded audiences

  Suitable for brands who want to reach Generation Z and

  Millennial target audiences



# LinkedIn

- $\ \ \otimes$  One of the only western platforms accessible in China
- China is one of LinkedIn's fastest-growing markets with 40 million monthly active users and counting

# SOCIAL MEDIA CONTENT IN CHINA



Content creation trumps content consumption



Be vigilant about local market nuances



Prioritize influencer relations and word of mouth marketing



Shopping is heavily embedded in social media and consumer behaviour



Create light-weight mobile-first content for multiple social platforms

Want more insights for your social media strategy, get in touch with hellochina@teamlewis.com!

