



CEE CELGENE PATIENTS' PARTNERS SUMMIT



8-9 June

2019
Warsaw, Poland

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Title: Strengthening your web presence – how to create engaging content.

Agenda

- A few words about today's Internet user
- Communication as art.
 - the essence of the message
 - creation
 - audience
- Digital production and broadly defined content – examples
- The practical part – let's boost your creativity

OK... all set for those numbers? Digital around the world in 2019.



4.388 bn

internet users



5.112 bn

unique mobile users



3.484 bn

active social media users



3.256 bn

mobile social media users

- There are **5.11 billion** unique mobile users in the world today, up 100 million (2 percent) in the past year.
- There are **4.39 billion** internet users in 2019, an increase of 366 million (9 percent) versus January 2018.
- There are **3.48 billion** social media users in 2019, with the worldwide total growing by 288 million (9 percent) since this time last year.
- **3.26 billion** people use social media on mobile devices in January 2019, with growth of 297 million new users representing a year-on-year increase of more than 10 percent



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Those numbers are impressive, aren't they?





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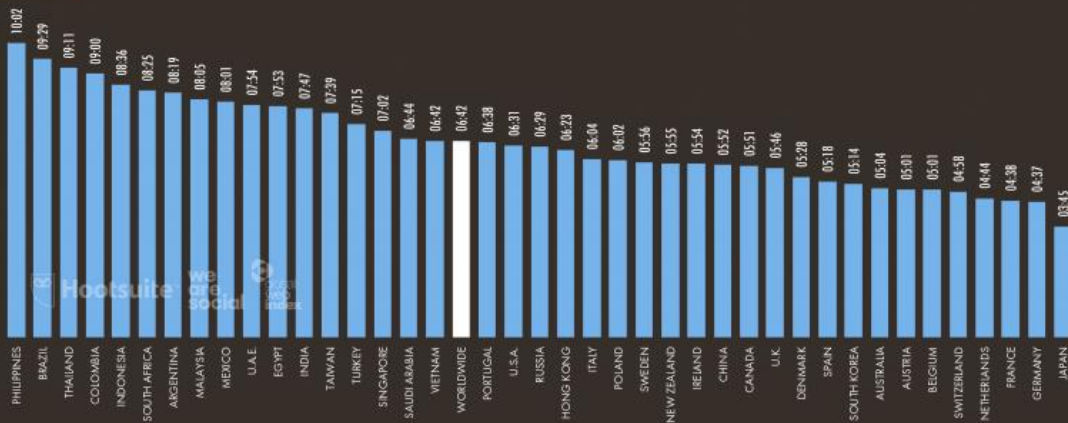
Let's keep moving!



JAN 2019

TIME PER DAY SPENT USING THE INTERNET

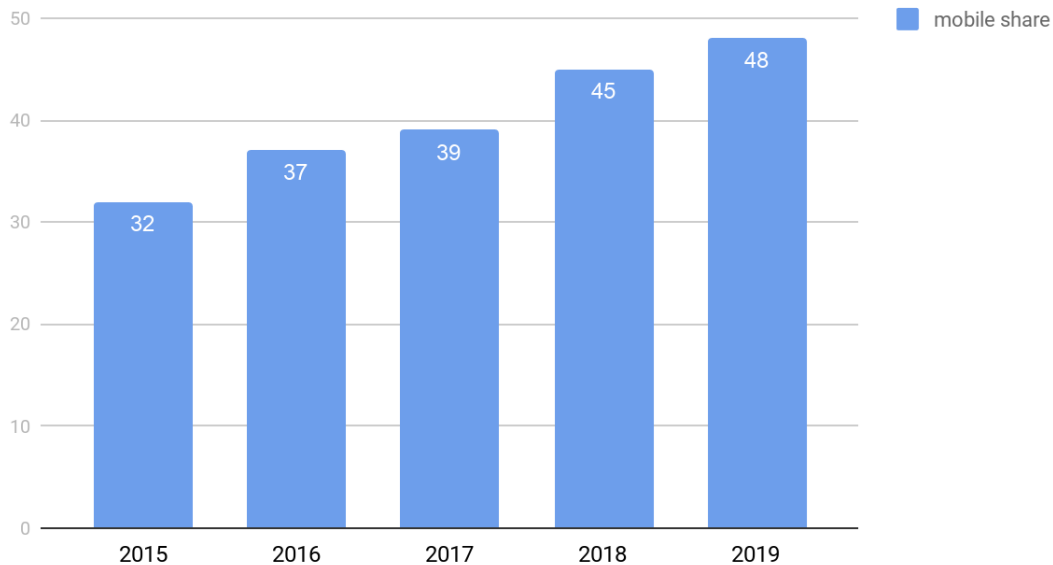
AVERAGE AMOUNT OF TIME PER DAY SPENT USING THE INTERNET VIA ANY DEVICE, IN HOURS AND MINUTES [SURVEY BASED]



40

SOURCE: GLOBALEWEBINDEX (Q2 & Q3 2018); FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 18-64.

Mobile share of total internet time





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Fun fact!





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Despite the year-on-year drop, our online time quickly adds up. An average of more than 6½ hours a day equates to a total of more than 100 days of online time each year for every internet user. If we extend that average across the total internet user base of almost 4.4 billion users, we find that humanity will spend a collective total of more than 1.2 billion years online in 2019.



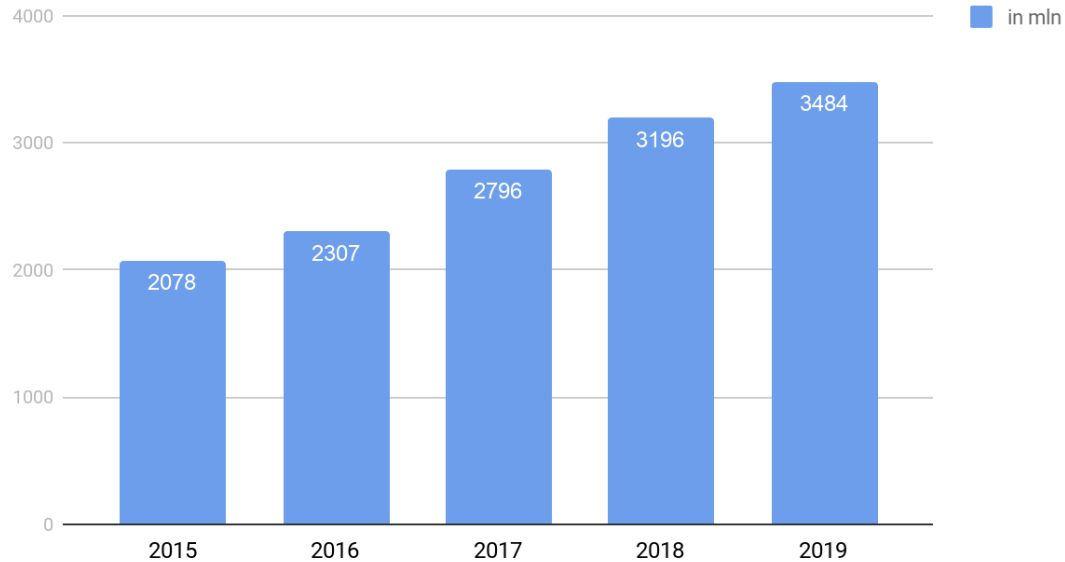


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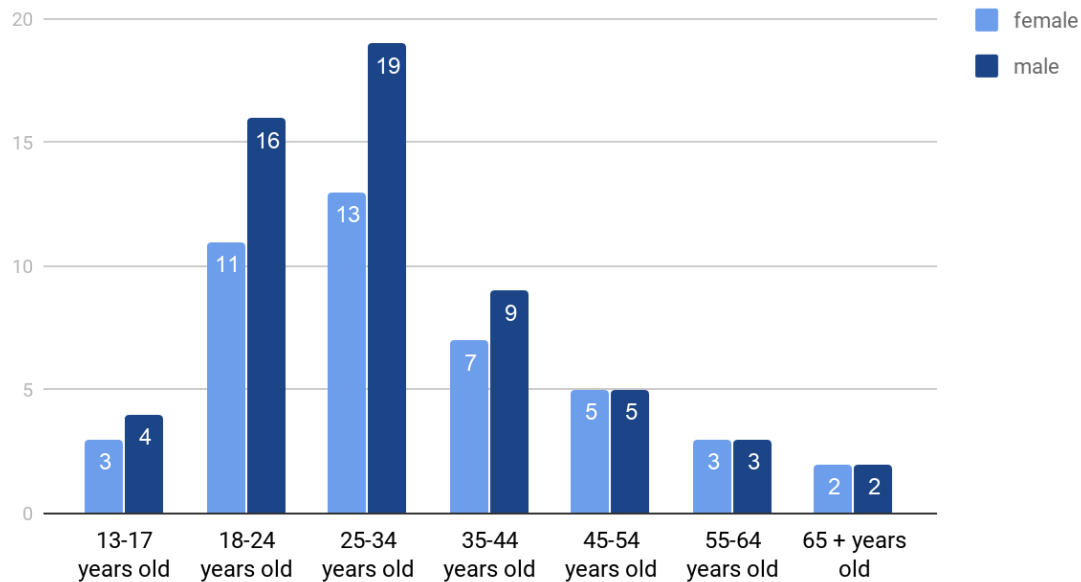
Just awesome!



Social media users over time



Social media audience profile





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OK, that's enough data.





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Web presence is the sum of your actions and interactions online that result in how someone find and evaluate you on the web.



But most off all web presence is about good communication.



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And what is good communication?





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Here's the checklist for those of you who are interested...



- Define 'engaging'
- Create with intent
- Make it *too* valuable
- Stay creative
- Lean into your strengths and passions
- Create action-oriented content



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Define your target audience!





Daftcode

3,319 followers
2h

Better asset utilization improves productivity! It can also help reduce operational costs e.g. by optimizing the number of forklifts. 📊🔧

Check out the case study created by [Indoorway](#) which shows the potential of real-time asset monitoring. ⚡

#leanmanufacturing #IoT #industry



Forklift Utilization in the Automotive Industry (Case Study)

blog.indoorway.com



👍 Like 💬 Comment

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Daftcode

Published by Karol Kucharski 🌐 · 1 June at 16:28 · 🌐

Although each of us is still a child sometimes, as adults we already have the might to help those in need. 🙏

This year, on the occasion of Children's Day, we decided to do something different – we're visiting Centrum Rehabilitacji, Edukacji i Opieki TPD Helenów.

With the strong Daftcoders team we're doing some cleanup work on the premises of the complex. 🌿🔧

Brushes and shovels in hand! 🙌



3,795
People reached

1,288
Engagements

Boost Post



source: youtube.com
<https://www.youtube.com/watch?v=olPj2kh-SD0>



source: youtube.com
<https://www.youtube.com/watch?v=WYP9AGtLvRg>



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Thank you!

