

SOCIAL NATION: MIND THE 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 exist, 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

- ⊗ A microblogging platform which is a hybrid between Twitter and Facebook
- ⊗ 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

- ⊗ In addition to uploading video content, users can watch TV series, movies, and variety shows
- ⊗ Wide and dynamic range of native advertisements currently unavailable on YouTube



RED (Xiaohongshu)

- ⊗ A cross-border e-commerce platform that shoppers use to share content, ideas, bargains and shopping tips
- ⊗ Chinese consumers can reach global retailers directly by purchasing and setting up a warehouse in an e-commerce free-trade zone
- ⊗ Brands can leverage popular KOLs in RED



Douban

- ⊗ Both registered and unregistered users can access content
- ⊗ Encourages users to engage in communities by sharing user-generated 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



- ⊗ 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!