

Hello :)

I'm Dominique

Ex Journalist

Writer

Consultant

Trainer

Associate University professor

Video mobile, podcast

MOOC & online class

Dad of twins (😱)

Learning Chinese



who are you, what do you do
and **one word** to qualify
your relationship with social
media

hands up if you...

are on Facebook?

are on Twitter?

are on LinkedIn?

are on Instagram?

Anyone has made money
thanks to Social media?

These are **just tools**.

But now, **companies & clients are using them to find you**, to check what you are doing and how you can help them to solve their problems.

And if you are not on these social media channels...

**Thanks to social media,
I find all my clients.**

Though I never send cold messages to
contact a potential client.

I'm going to tell you how I do that.

**It's not magic.
It's just a kind of methodology
and common sense.**

by the way, if I'm here today it's because
of social media:

I have trained one of your colleague in
France (Sylvaine Bouquere), and she
asked me if I wanted to come here and
give a talk.

TOTAL
POPULATION



we
are
social

7.524
BILLION

URBANISATION:
54%

INTERNET
USERS



3.819
BILLION

PENETRATION:
51%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

3.028
BILLION

PENETRATION:
40%

UNIQUE
MOBILE USERS



5.052
BILLION

PENETRATION:
67%

ACTIVE MOBILE
SOCIAL USERS



2.780
BILLION

PENETRATION:
37%

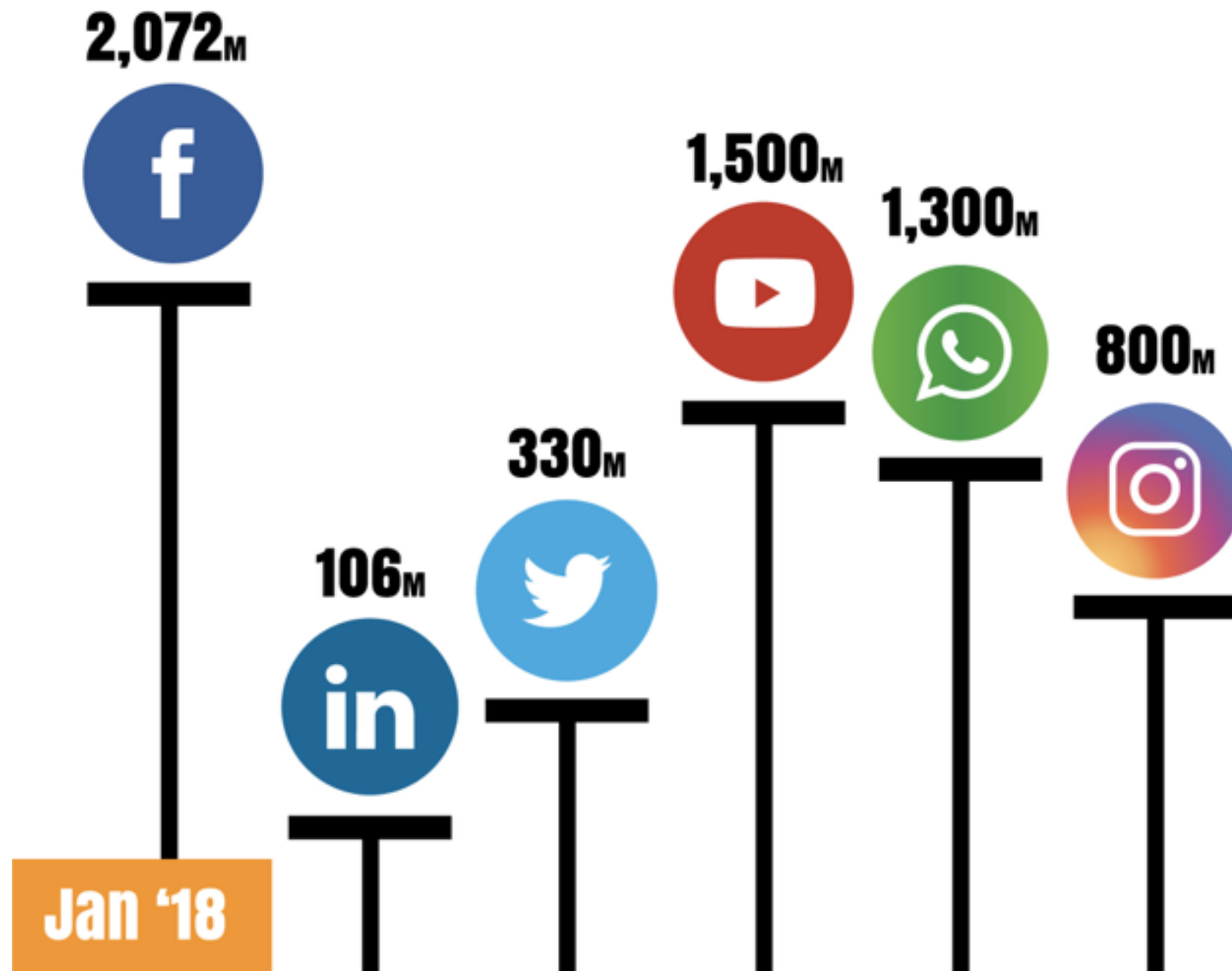


SOURCES: POPULATION: UNITED NATIONS, U.S. CENSUS BUREAU; INTERNET: INTERNET WORLDSTATS, ITO, INTERNETLIVESTATS, CIA WORLD FACTBOOK, FACEBOOK, NATIONAL REGULATORY AUTHORITIES; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK, TENCENT, MICROSOFT, LINE, INTERNET.UZ, KAKAO, NOKIA, NIKO, AG, HILL, CAPSULE, BUREAU, EMAIL, WEB, DING, EXTRAPOLATION OF THE DATA; MOBILE: GIGA-INTelligence, EXTRAPOLATION OF ERICSSON AND ERICSSON DATA.



Hootsuite we
are
social

Social Media Totals



Be there

Open Accounts & Learn

- **Open accounts on all social media**, even though you don't plan to use it now nor publish
- **You learn from people who publish** and how they use them
- **Your clients are there** yet, and your next clients too!



Dominique Dufour


@blog_communaute

Helping u to become #freelance:
bit.ly/2Gw5Pmf #MOJO Trainer Social
media Content / MOOC
Author/Writer/University Prof 🚴 ⚽
Learning Chinese 🇨🇳

📍 Paris

dominique-dufour.com


📅 Inscrit en décembre 2008



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Notifications 8 Statistiques Outils de publi...



J'aime déjà

Déjà abonné(e)

Partager

...


Créer une publication

En direct

Évènement

Offre

Emploi

 Écrire une publication...

**Tell who
you are,
and what
are the
problems
you are
solving**

Instagram

Rechercher



dominiquedufour

Modifier le profil

838 publications 1 208 abonnés 1 647 abonnements

Dominique Dufour

🔥 100% #Freelance

🎓 Prof

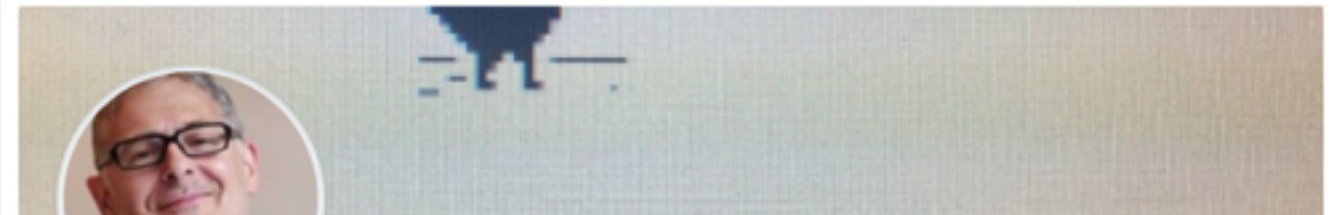
🎧 Le #Podcast du Freelance

🎤 Auteur | MOOC

💡 Consultant/Trainer social media

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Dominique Dufour 杜多


Créateur du Podcast du Freelance

Région de Paris, France

Ajouter une section au profil

Plus...

 Dominique Dufour

 University of Technology,
Sydney

 Voir les coordonnées

 Voir les relations (+ de 500)

**Check what's
going on**

15 minutes a day to...

- check what's going on in your industry
- check what your clients are publishing
- look for a potential client
- free tools to help you (tweetdeck, google alerts, mention,...)

Your audience

who are they?

- follow them on social media - what social media are they using?
- what are they doing?
- what are saying, publishing, sharing,...? I use to contact my client when they say that they sign a big contract

Your Plan

Your Plan

- **What are your objectives?**
Visibility? Get client? New subscribers to your newsletter,...?
- **What are you going to share?**
What are you going to tell on social media? What's your story?

Your tools

What tools?

- a Facebook page?
- a twitter? a blog? instagram? podcast?
- If you don't know which one, just check where is your target, and be there with them

Your content

Content is key

- Yesterday, holding the information was key. Now sharing it makes you the king.
- Content proves your expertise to all (including your clients and potential clients)
- It enhances your credibility and visibility - remember if no one knows you are an expert, no one would call you

What can you tell to your audience ?



**the Super Easy
Russian Puppets
Methodology**

**1. You define your main topics of content -
what you can share to your audience?
Stories about what?**

Topic 1

Topic 2

Topic 3

Topic 4

**2. Then you list all the sub topics within the major
topic (1-4)**

Topic 1

sub topic 1
sub topic 2
sub topic 3

Topic 2

sub topic 1
sub topic 2
sub topic 3

Topic 2

sub topic 1
sub topic 2
sub topic 3

3. You transfer your topic into your calendar

Mon	tues	wed	thurs	friday	sat	sun
topic 1		topic 2		topic 3		topic 4
sub topic 2		sub topic 1		sub topic 3		sub topic 1

Et voilà !



share your expertise
with short videos



Tell what you are doing



FlashTweet ⚡ @FlashTweet · 33 min

9 [#RealiteVirtuelle] Bientôt de l'odeur dans les casques #VR, grâce à l'électricité buff.ly/2CRI2wI v/ @Reavirtuellecom

#FlashTweet

#DigitalTransformation #VirtualReality #AR #AugmentedReality #HTCVive
#OculusQuest #OculusRift #Startup #Innovation



4



1



FlashTweet ⚡ @FlashTweet · 38 min

8 [#IntelligenceArtificielle] @Nvidia veut révolutionner l'IRM grâce à l'IA mais sans remplacer l'humain buff.ly/2Et25BV v/ @LUusineDigitale



FLASH  TWEET
FETE SES 3 ANS

Tweets

80,4 k

Abonnements

4 083

Abonnés

48,5 k

J'aime

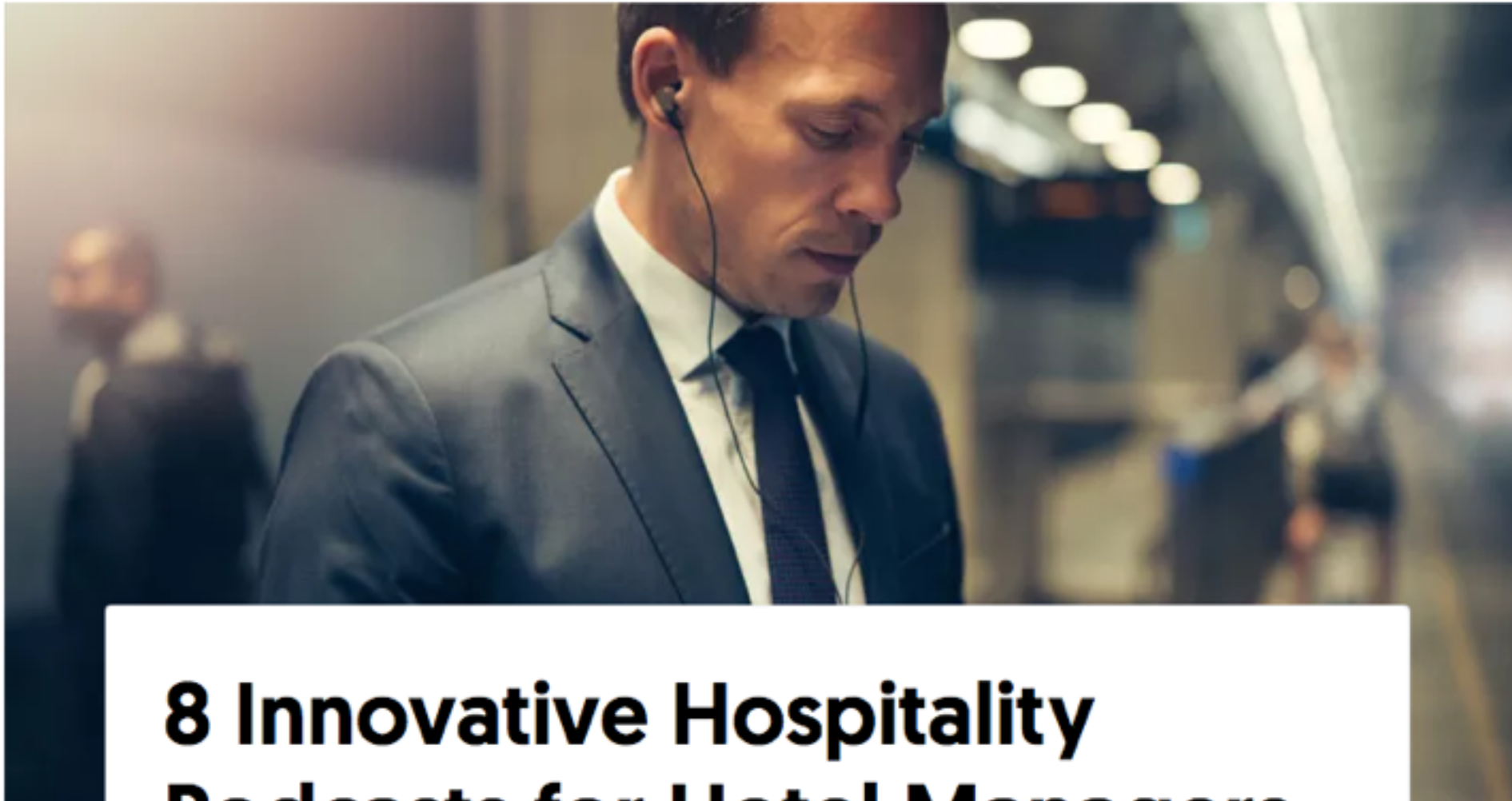
69,7 k

Listes

6

Moments

81



8 Innovative Hospitality Podcasts for Hotel Managers & Executives

By Social Tables

make interviews and talk about problems

| TRAVEL AGENTS

Culture Trip launches print magazine for its millennial audience

Posted by [Lee Hayhurst](#) on Oct 18th, 2018 at 12:37

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in

G+

culture trip

HE CURIOUS

ISSUE

 ixaris

Travel Megatrends 2020 Report

Why payments is at the centre
of travel's digital re-invention

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Dominique Dufour 杜多

Créateur du Podcast du Freelance

5 mois • Modifié



Que font les écoles pour préparer leurs étudiants au freelancing ? Pas grand chose, alors que le nombre de freelances augmente, et qu'il va dépasser le nombre de salariés.

Par la force des choses pour certains, par choix pour d'autres, beaucoup d'étudiants seront freelances. Sans préparation, ils risquent de galérer. Si on peut l'éviter, pourquoi s'en priver ?

Voici quelques idées :

- monter des workshops & leur donner les clés du freelancing
- faire venir d'anciens étudiants pour partager réussites et galères
- coacher et accompagner les étudiants qui ont un projet d'indépendance et/ou d'entrepreneuriat
- encourager les élèves dans cette voie si leurs projets / mémoires de fin d'étude présentent un fort potentiel
- organiser des meetups & rencontrer des communautés de coworkers

Evidemment, j'ai contacté des écoles pour leur proposer certains de ces dispositifs, isolés et/ou assemblés. Certaines m'ont répondu favorablement, et nous sommes en train de préparer des choses pour la rentrée. Idem dans mon Master où nous allons encourager la fibre entrepreneuriale avec 2 de mes complices, [Ylan de Raspide](#) et [Florie Bodin](#)

Mais bon, y'a du boulot.

PS : si vous êtes à la tête d'une école et que vous êtes encore en train de me lire, appelez-moi :)

**Got 3 clients
after that
post.
Took me 5
minutes to
write it.**



Dominique Dufour 杜多

Créateur du Podcast du Freelance

9 mois

26 freelances = 26 conseils pour booster votre activité d'indépendant.
Un ebook gratuit à télécharger, réalisé avec des freelances au top 🙌

➡ <https://lnkd.in/e7vTMQ3>

Un grand merci à **Joseph Donyo Isabelle Prigent Chesnel Anais Bon Yann Cainjo Michèle Lewi THIERRY GOEMANS Emmanuelle FITON HELLIER Emmanuel Brunet Mona DE SA Louise Racine Clémence Devienne Liana Delapierre - uptimis Didier ROLS Céline Lieffroy Floriane Resmond Clotilde Vaissaire - Agard Sophie Duême Poupak Sepehri Hadrien Krasker Mathieu Bouckenhove Celia Granger Perrine Carpentier Ylan de Raspide Anne-Cécile Tolian Gwenn Houedry M. Schoen Caroline Nguyen**



The 26 freelancers
shared it,
exposing my
content to their
network.
**Thousands of
people.** And among
them 45 people
subscribed to my
online class.
**Thousands of
euros.**

Be active

How to be active?

- Don't go on social media when your activity is slowing down. On the contrary, use your energy when you work on big projects to tell your story. Clients like to work with successful people.
- Build you calendar and stick to it. Publish.
- You can also share & comment, because when you do so people notice you
- Check your feeds of news on social media, then add some likes and comments.

**Be yourself,
be helpful**

be you, it's enough work

- On social media, what people look for is your trueness, who you really are
- When 2 trainers training people on the same topic compete, who would be picked? The true one, the kind one, the one who shares and who is active.
- Your price is not the first criteria for clients: clients are OK to pay more to work with someone who is worth working with.



Gary Vaynerchuk • Abonné

PDG de VaynerMedia, Associé chez Vayner/RSE, élu 4 fois Meilleur Auteur p...
8 mois

It's not just hustle.

-

It's not just sales.

... voir plus

[Voir la traduction](#)

kindness is the best asset



Help people on
social media
because you can.

It's the boomerang
effect: you never know
how you would get
some return.

Sometimes you have
nothing, sometimes you
have a lot.

Measure your effort?
Yeah, you can but don't
be obsessed with datas

Target the long term

- It takes time, you can't do anything about it. Acknowledge it.
- Give yourself time in your agenda.
Tip: book some time in your week (1 or 2 hours in a row), or 15 minutes a day everyday
- It develops your creativity and your ability to make things happen - with social media there are no more technical barriers. No excuse.

Start Now!

Who has shared today?

- Did you tell your client you were here?
- Did you add some people on LinkedIn since you arrived?
- Did you take some pictures? Video?
- Did you write something about this conference on LinkedIn, Twitter?

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