

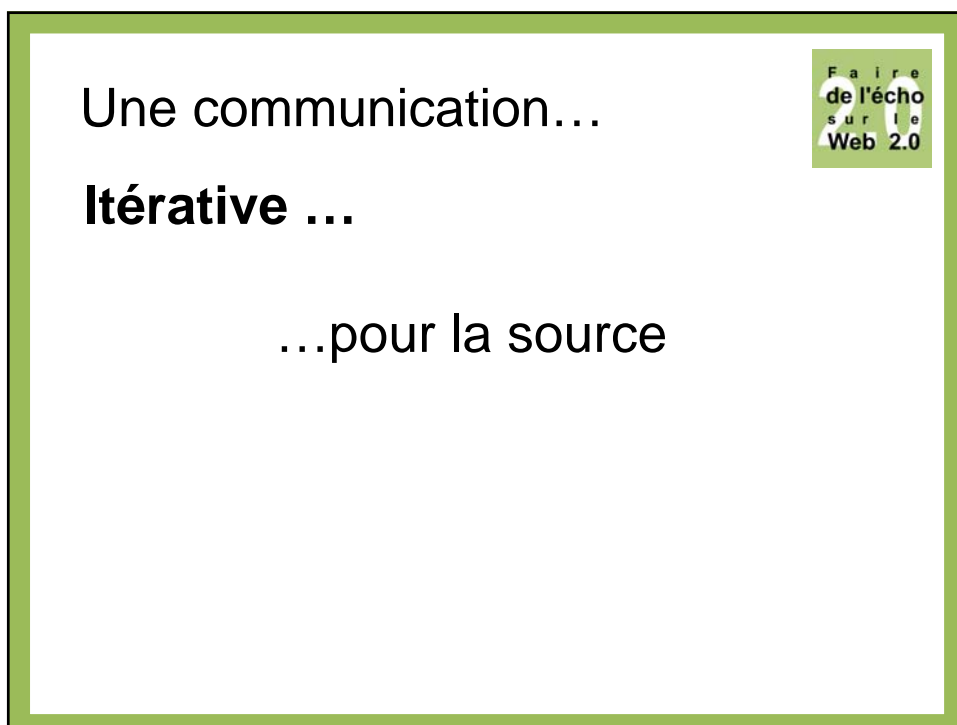
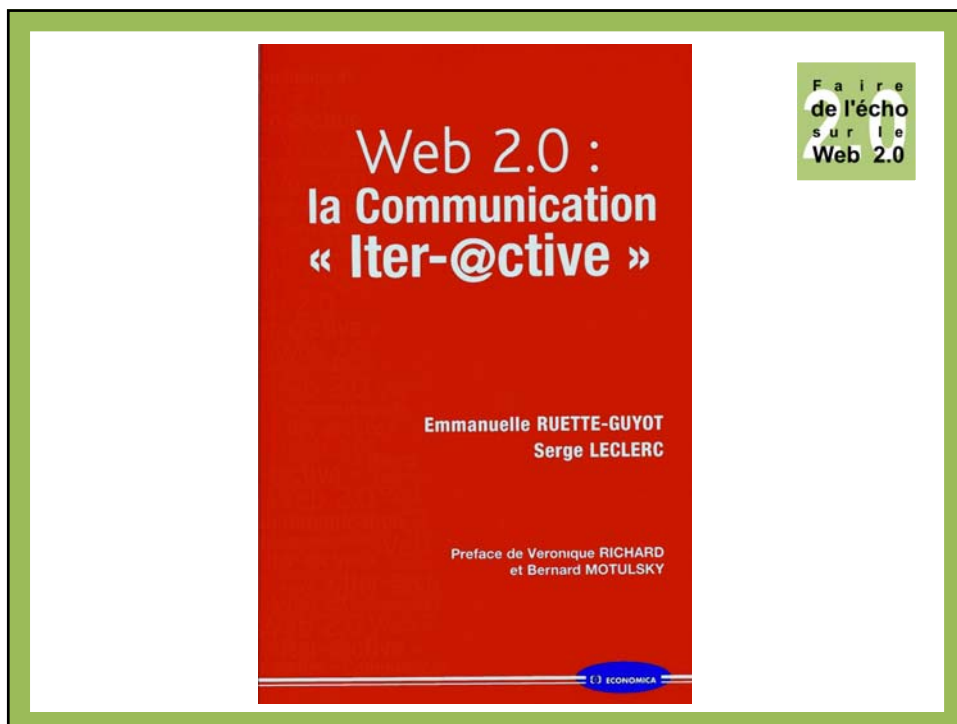
Cette présentation a été effectuée le 23 novembre 2010, au cours de la journée « Faire de l'écho sur le Web 2.0 » dans le cadre des 14es Journées annuelles de santé publique (JASP 2010). L'ensemble des présentations est disponible sur le site Web des JASP, à l'adresse <http://www.inspq.qc.ca/archives>.



The logo consists of a white square with a thin black border, centered on a dark green background. Inside the white square, the text 'Faire de l'écho sur le Web 2.0' is written in a black, sans-serif font. The word 'Faire' is at the top, 'de l'écho' is in the middle, 'sur le' is below it, and 'Web 2.0' is at the bottom. The numbers '20' are significantly larger than the other text, with the '0' overlapping the 'e' in 'sur le'.

Atelier méthodologique
Journées annuelles de santé publique 2010
23 novembre 2010

La nouvelle communication



Une communication...



Itérative ...

...parce qu'en constant
ajustement au fil de la
conversation avec l'utilisateur

Une communication...



Active...

...pour l'utilisateur

Une communication...



Active...

...parce qu'elle engage sa participation dans la production ou la diffusion du contenu

Quels objectifs?

Engager les influenceurs

Faire de l'écho sur le Web 2.0

Engager les influenceurs

Faire de l'écho sur le Web 2.0

Engager les influenceurs

Resources:

- [Fact Sheets](#)
- [Links](#)
- [Videos](#)
- [Buttons, Badges & Banners](#)
- [Testing Widget](#)
- [Flash](#)

[« Previous Resource](#)

[Next Resource »](#)

Buttons, Badges, and Banners

Promote HIV awareness by adding *Nine And a Half Minutes* Web buttons, badges, and banners to your Website—just copy the html code below and paste it into your site.

Silhouette Badge for Public and MySpace Sites (300 * 250)



Copy This Code:

```
<a href="http://www.actagainstaids.org/?s_cid=actagainstaids_046" title="Every 9&frac12; minutes someone in the US is infected with HIV. Act Against AIDS. Be the Solution: NineAndaHalfMinutes.org">
```

[Share on MySpace!](#)

Engager les influenceurs

APPS FOR HEALTHY KIDS [FAQ](#) | [Login](#) | [Register](#) [FOLLOW US ON twitter](#)

LET'S MOVE! **USDA**

Home | **Apps and Winners** | Submit Application | Resources | Partners

Let's Move! for the Apps for Healthy Kids competition.

\$60,000 in prizes to create innovative, fun and engaging software tools and games that encourage children directly or through their parents to make more nutritious food choices and be more physically active.

CHALLENGE SUPPORTERS

51 322

38 089 ADULTS | **13 223** KIDS

[I support this tool](#)

[Why Click?](#)

Promote this challenge: [Email](#) [Digg](#) [Twitter](#) [Facebook](#) [MySpace](#)

Recent Support & Congrats:

Chelsea N. from Esireka, CA

Barbara S. from San Antonio, TX

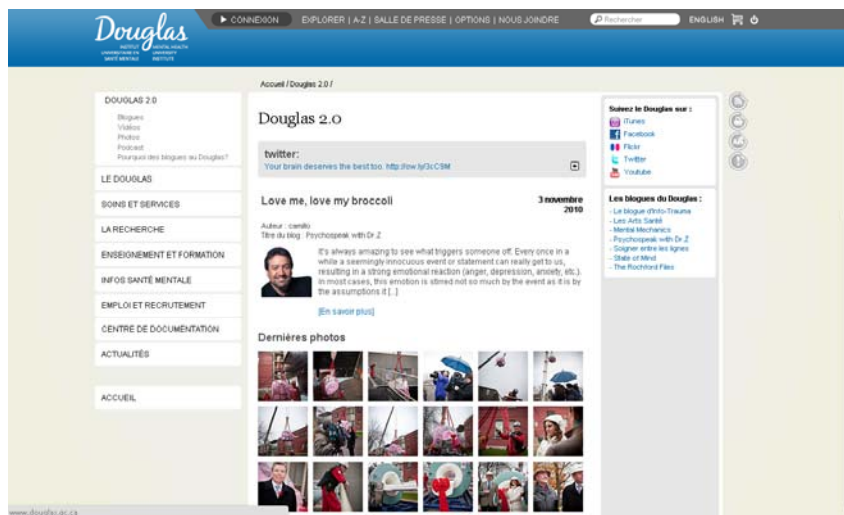
Ursula S. from Hillside, NJ

Andrew p. from us1town

All 12 prizes are in! Please view them and write your congratulatory notes [here](#). Thank you to all the app-makers and those who contributed their support by promoting the challenge.

Faire tomber les tabous

Faire
de l'écho
sur le
Web 2.0



Faire tomber les tabous

Faire
de l'écho
sur le
Web 2.0



Collaborer, co-cr  er

Faire
de l'  cho
sur le
Web 2.0

The screenshot displays a Twitter feed for the account @grippemontreal. The tweets are in French and discuss the '1 re phase du projet Grippemontreal'. A line graph titled 'Nombre total de participants' shows the number of participants per week, starting at around 300 and rising to nearly 600. The Facebook page on the left shows the profile for 'GRIPE MONTREAL' with contact information and a list of people who like the page.

Se rapprocher, s'humaniser

Faire
de l'  cho
sur le
Web 2.0

The screenshot shows a Facebook profile for 'Directeur de sant   publique de Montr  al' (Richard Lessard) and a Twitter feed for the account @Santepub_Mtl. The Facebook profile includes a photo of the doctor and his bio. The Twitter feed shows tweets from @Santepub_Mtl, including one about a monograph and another about media reactions.

Recruter

Faire de l'écho sur le Web 2.0

LinkedIn Type de compte : standard Serge Leclerc Ajouter des relations

Accueil Profil Contacts Groupes Carrières Boîte de réception 41 Plus Entreprises

Entreprises **aqess**

Association
Au service de ses membres

L'association québécoise d'établissements de santé et de services sociaux est le porte-parole de quelque 135 établissements, soit l'ensemble des centres hospitaliers, des centres de santé et de services sociaux (CSSS) et des centres hospitaliers.

aqess a 1 personne qui la suit

Suivre l'entreprise

Comment vous êtes connecté(e) à aqess

- 0 relation de 1er niveau
- 1 employé dans vos relations de 2e niveau
- 1 employé sur LinkedIn

Votre réseau (1) **Employés (1)**

Directeur des communications et des affaires associatives, AQESS
Alain Leclerc, Région de Montréal

Comment êtes-vous connecté ? (0 relations en commun)

Outil LinkedIn

Des experts du monde entier à l'écoute

Posez votre question.

Réponses

Activité de aqess sur LinkedIn

Alain Leclerc a mis à jour le descriptif de l'entreprise il y a 5 jours

aqess dans la presse

Santé - Bientôt des sondages avec les patients hospitalisés
Canal, 14 nov. 2010

Mobiliser les citoyens

Faire de l'écho sur le Web 2.0

JeSigneEnLigne.com

Plus les signataires + Afficher

English

SIGNEZ LA CHARTE Découvrez la Charte Statistiques Tendances internationales Vox pop Liens utiles

La Charte québécoise pour une image corporelle saine et diversifiée

ON AIME LA VIE

Québec

Soutenir le changement

Faire
de l'écho
sur le
Web 2.0

The screenshot shows the Facebook page for QuitNow.ca. The page header includes the Facebook logo, search bar, and navigation links (Accueil, Profil, Compte). The main content area features a post from the BC Lung Association and several user comments. Three callout boxes are overlaid on the page:

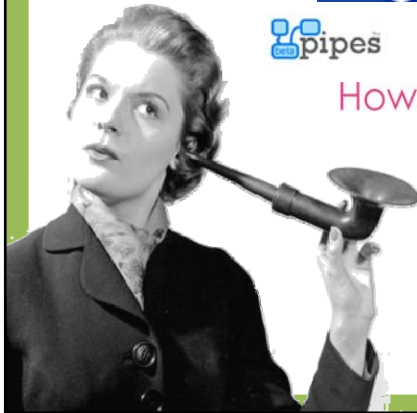
- Shauna Haase-Derkoch:** « Juste pour vérifier...Que recommandez-vous comme première étape? »
- Brian Jones:** « J'ai utilisé le patch et j'en suis maintenant à ma 10ème semaine sans fumer après 35 ans. Vous avez besoin de volonté pour réussir, mais c'est faisable. Bonne chance »
- QuitNow:** « Shauna, si vous pensez à arrêter de fumer, je vous suggère de consulter la section «se préparer à arrêter» du site QuitNow.ca. Il est parfois utile de déterminer à l'avance une date pour arrêter ainsi que les moyens à prendre pour vous aider à tenir le coup - comme le patch, que Brian a tellement apprécié... »

Une démarche en 4 étapes

1. Écouter

Faire de l'écho sur le Web 2.0

Écouter les webacteurs avec les outils de monitoring du web 2.0



1. Écouter

Faire de l'écho sur le Web 2.0



email: password: [Login](#) [register / forgot?](#)

[Home](#) [Groups](#) [Follow @grader](#) [HubSpot](#)

Analyze and Improve Your Blog

Enter your Blog's URL:

Your Email:

Enter your e-mail address to receive the final report.

Send me occasional tips from HubSpot. We won't sell, rent or share your email address. [Privacy policy](#)

1. Écouter

Faire
de l'écho
sur le
Web 2.0

 [register / forgot?](#)

[Home](#) [Groups](#) [Follow @grader](#) [HubSpot](#)

HubSpot's Blog Grader

Report for www.michelleblanc.com

November 22, 2010 at 02:33 pm



Embed this Badge



I. Grade Summary

Blog Grade: 99

Your blog grade is an analysis of various components such as technical features, content and engagement. See below for details and recommendations.

Rank: 4,068

You ranked 4,068 out of the approximately 561,073 other blogs that we've graded.

Estimated Traffic Rank: N/A

The blog www.michelleblanc.com does not have enough unique visitors to produce a rank yet

SEO Authority: 5.69

Measures the global link authority of a web page. Link authority is a calculation of the number of inbound links and the power of those links. It is conceptually similar to measures such as Google PageRank, basically analyzing the links back to your blog. This data is provided by SEOmoz and ranges between 1 and 10 (with 10 being the highest)

1. Écouter

Faire
de l'écho
sur le
Web 2.0

 [register / forgot?](#)

[Home](#) [Groups](#) [Follow @grader](#) [HubSpot](#)

HubSpot's Blog Grader

Report for petitzucchini.wordpress.com

November 22, 2010 at 03:41 pm



Embed this Badge



I. Grade Summary

Blog Grade: 89

Your blog grade is an analysis of various components such as technical features, content and engagement. See below for details and recommendations.

Rank: 64,002

You ranked 64,002 out of the approximately 561,073 other blogs that we've graded.

Estimated Traffic Rank: N/A

The blog petitzucchini.wordpress.com is not hosted on its own domain. You should be blogging under your own domain. [Learn More](#)

SEO Authority: 3.74

Measures the global link authority of a web page. Link authority is a calculation of the number of inbound links and the power of those links. It is conceptually similar to measures such as Google PageRank, basically analyzing the links back to your blog. This data is provided by SEOmoz and ranges between 1 and 10 (with 10 being the highest)

1. Écouter

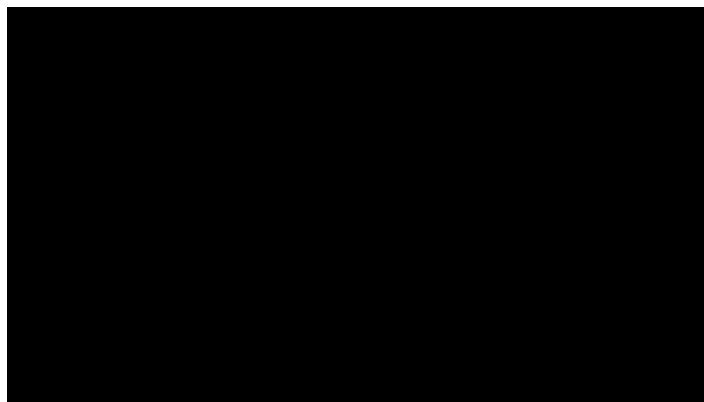
Faire
de l'écho
sur le
Web 2.0

The screenshot shows the BlogPulse website interface. At the top, there's a navigation bar with the BlogPulse logo and the Incite logo. Below the navigation bar, there are several sections:

- TODAY'S HIGHLIGHTS:** A section titled "New 'Harry Potter' Movie Opens Today" with a line graph showing the "Percent of All Blog Posts" over time. The graph shows a significant spike in activity starting around September 24th, coinciding with the movie's release.
- SEARCH BLOGOSPHERE:** A search interface with fields for "Travel Search Terms" and "Display Label", and a "Date Range" dropdown set to "last 30 days".
- BLOGPULSE STATS:** A summary of overall activity, including "Total identified blogs: 151,004,887", "New blogs in last 24 hours: 42,758", and "Blog posts indexed in last 24 hours: 766,876".
- TOP LINKS:** A list of the most popular links appearing in today's blogs.
- KEY PEOPLE:** A list of prominently featured people in today's blog buzz, including Harry Potter, Lady Gaga, Mr. Ning Shi Long, Julia Becker, and Michael Jackson.
- BLOGPULSE LIVE:** A real-time view of the most popular topics that bloggers are writing about, with a small line graph showing the percentage of posts by topic over time.

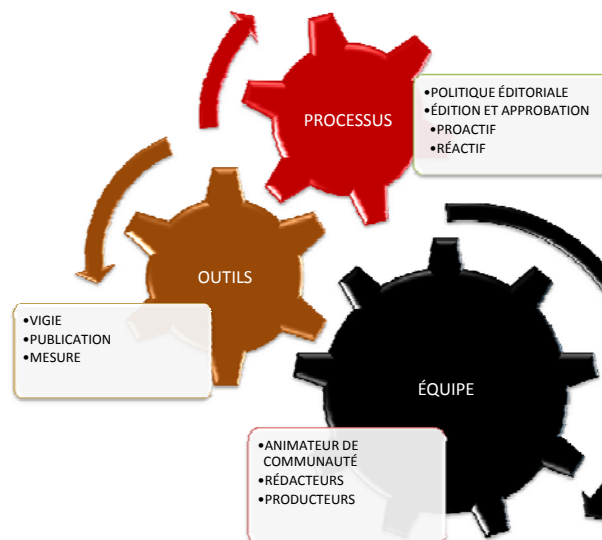
1. Écouter

Faire
de l'écho
sur le
Web 2.0



2. S'organiser pour relever le défi

Faire
de l'écho
sur le
Web 2.0



Pourquoi une politique?

Faire
de l'écho
sur le
Web 2.0

- ∞ LA FRONTIÈRE BOUGE ENTRE VIE PROFESSIONNELLE ET VIE PERSONNELLE
- ∞ LA DÉMOCRATISATION DES MOYENS DE PRODUCTION ET DE DIFFUSION MULTIPLIE LES OCCASIONS DE DÉRAPPAGE
- ∞ DES NOUVELLES QUESTIONS SE POSENT SUR CE QUE LES ORGANISATIONS DOIVENT AUTORISER VS SANCTIONNER

Pourquoi une politique?



- ∞ PROTÉGER L'ORGANISATION EN DÉFINISSANT LES LIMITES DE CE QUI EST ACCEPTABLE
- ∞ RASSURER/SENSIBILISER LA DIRECTION DE L'ORGANISATION
- ∞ RASSURER ET SOUTENIR LES EMPLOYÉS ACTIFS DANS LES MÉDIAS SOCIAUX

Pourquoi une politique?



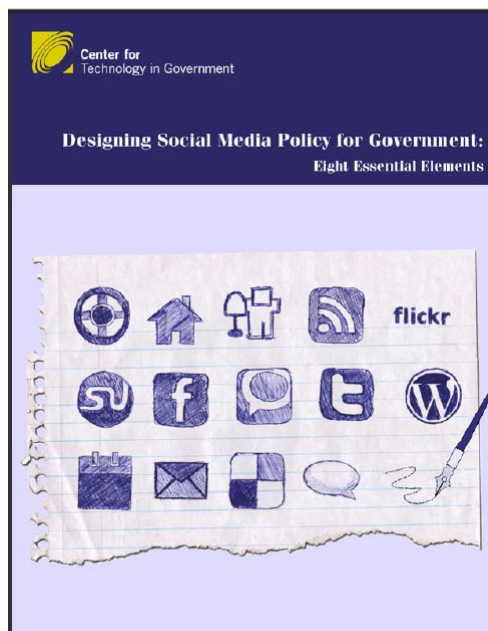
- ∞ POLITIQUES INTERNES
 - ∞ ENCADREMENT DE LA PRÉSENCE DE L'ORGANISATION DANS LES MÉDIAS SOCIAUX
 - ∞ QUI EST RESPONSABLE, COMMENT SE PRENNENT LES DÉCISIONS
- ∞ ENCADREMENT DES COMPORTEMENTS DES EMPLOYÉS DANS LES MÉDIAS SOCIAUX
 - ∞ CE QU'ILS SONT OU NE SONT PAS AUTORISÉS À FAIRE

Pourquoi une politique?

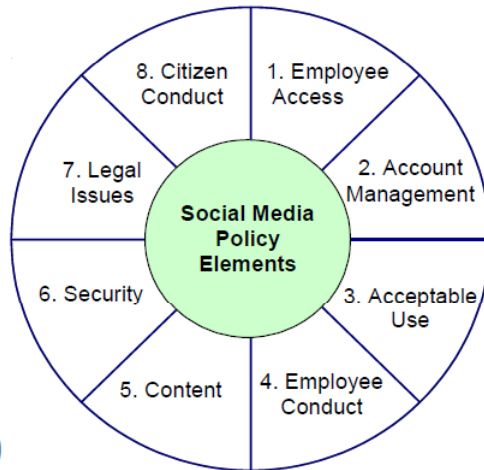
Faire
de l'écho
sur le
Web 2.0

∞ POLITIQUES EXTERNES

- ∞ ENCADREMENT DES COMPORTEMENTS DES PUBLICS
DANS LES MÉDIAS SOCIAUX DE L'ORGANISATION
- ∞ CE QU'ILS PEUVENT OU NE PEUVENT PAS FAIRE



Faire
de l'écho
sur le
Web 2.0



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[Server News](#)
[Thursday Blog Group](#)
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[How To Guides](#)
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blogging basics
[Customizing Your Blog](#)
themes and sidebar widgets
[Extending Your Blog](#)
using plugins

Already a blogger?

Username:

Password:

Remember me

[Login >](#)

[Project Info](#)
[Terms of Use](#)
[Privacy Policy](#)
[Legal FAQ](#)

Brought to you by



3. Établir votre stratégie... de conversation

Faire
de l'écho
sur le
Web 2.0



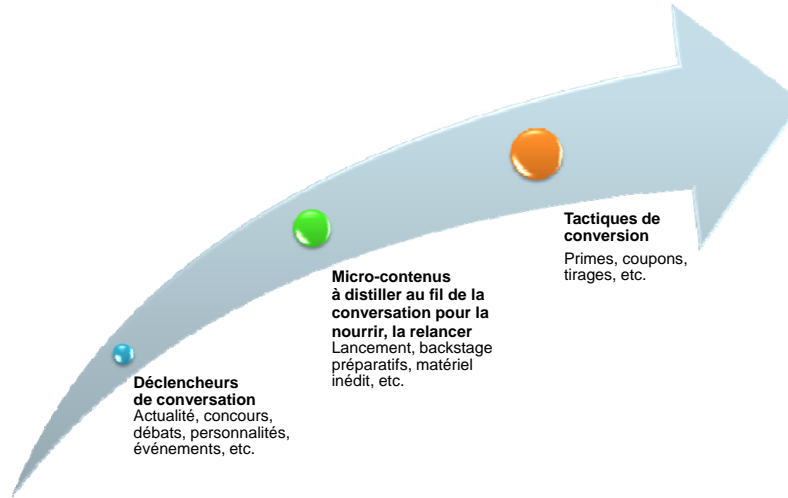
3. Établir votre stratégie... de conversation

Faire
de l'écho
sur le
Web 2.0



3. Établir votre stratégie... de conversation

Faire de l'écho sur le Web 2.0



3. Établir votre stratégie... de conversation

Faire de l'écho sur le Web 2.0

quitnow.ca
1-877-455-2233

quitnow @quitnowbc
Final reminder for Early Bird Draw of \$500 for registering with QuitNow & WIN. Check FB for winner tomorrow. Draw 8AM so still time!
15 Nov

quitnowbc @quitnowbc
Party season is here. Plan ahead to avoid slips, go with support buddy, avoid alcohol, drink cold water, call 1-877-455-2233 for help.
15 Nov

quitnowbc @quitnowbc
RT @Smok4Free: @Mikes whose mothers smoke while pregnant & babies exposed to 2nd hand smoke after birth, more likely to die from SIDS.
15 Nov

Northern Health Northern Health
Quitting Smoking (the Social Way) - What did day 6 bring for Eryn's challenge? Find out:
<http://quittingthesocialway.blogspot.com/>
18 Nov

quitnow @quitnowbc
Quitting Smoking (the social way) - Part One

quitnow @quitnowbc
Quitting Smoking (the social way) - Part Two

quitnow @quitnowbc
Quitting Smoking (the social way) - Part Three

quitnow @quitnowbc
Quitting Smoking (the social way) - Part Four

quitnow @quitnowbc
Quitting Smoking (the social way) - Part Five

quitnow @quitnowbc
Quitting Smoking (the social way) - Part Six

quitnow @quitnowbc
Quitting Smoking (the social way) - Part Seven

quitnow @quitnowbc
Quitting Smoking (the social way) - Part Eight

quitnow @quitnowbc
Quitting Smoking (the social way) - Part Nine

quitnow @quitnowbc
Quitting Smoking (the social way) - Part Ten

quitnow @quitnowbc
Quitting Smoking (the social way) - Part Eleven

quitnow @quitnowbc
Quitting Smoking (the social way) - Part Twelve

quitnow @quitnowbc
Quitting Smoking (the social way) - Part Thirteen

quitnow @quitnowbc
Quitting Smoking (the social way) - Part Fourteen

quitnow @quitnowbc
Quitting Smoking (the social way) - Part Fifteen

quitnow @quitnowbc
Quitting Smoking (the social way) - Part Sixteen

quitnow @quitnowbc
Quitting Smoking (the social way) - Part Seventeen

quitnow @quitnowbc
Quitting Smoking (the social way) - Part Eighteen

quitnow @quitnowbc
Quitting Smoking (the social way) - Part Nineteen

quitnow @quitnowbc
Quitting Smoking (the social way) - Part Twenty

4. Mesurer

3 TYPES D'INDICATEUR



4. Mesurer

Measured Voice

Manage and Measure Your Social Media Outreach

Save time by pre-scheduling your Facebook and Twitter messages

Craft great messages in a distraction free environment and schedule them to post to Facebook or Twitter at any time.

Gather great ideas from your team

Work with your team effortlessly in one simple place—assign user roles to train new writers and stay on message.

Discover useful insights with custom reports

Measure your success with reports that track your followers, fans, retweets, likes, comments and clicks.

Draft	Place a comma before and or but introducing an independent clause.	Unapprove Edit Delete	Written by William 2 Edits	Posting to @strunkwhite
Approved 8 Sep 2010 1:00 pm	Form the possessive singular of nouns with 's.	Unapprove Edit Delete	Written by E.B. 2 Edits	Posting to @strunkwhite
Approved 9 Sep 2010 1:00 pm	In a series of three or more terms with a single conjunction, use a comma after each term except the last.	Unapprove Edit Delete	Written by E.B. 4 Edits	Posting to @strunkwhite
Unapproved 10 Sep 2010 1:00 pm	Enclose parenthetical expressions between commas.	Approve Edit Delete	Written by William 2 Edits	Posting to @strunkwhite

4. Mesurer

Faire de l'écho sur le Web 2.0

Measured Voice

Welcome back, Serge. Logout
My Campaigns

Test 2 - Messages Report [Return to Campaign](#)

Messages sent between: 10/23/2010 - 11/23/2010

Select accounts: @eclercserge communication-iteractivo

Update Report

Export CSV

Time	Message	Clicks	Retweets	%	Followers	Likes	%	Comments	%	Fans	Accounts
3 Nov 2010 9:55 am	Créer des rendez-vous pour stimuler la fréquentation d'une page Facebook. http://bit.ly/a2tv8p	3	0	0.00	189	0	0.00	0	0.00	0	@eclercserge

affect strategies

SOCIAL OOMPH Boost Your Productivity

ArthurB1956 Arthur J. Benlioglu, La Palma, California USA
Web's leading video mail solution. Spam free, no downloads and yours FREE. Over 750+ sign-ups and 20+ per month. Web: <http://BB1956.net/>
Joined: 2008-07-02, Following: 67,677, Followers: 68,307, Updates: 3,556

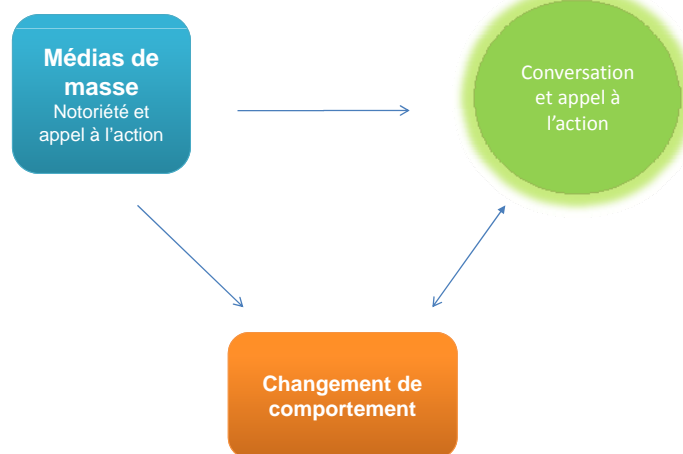
WHO IS NOT FOLLOWING YOU BACK? - Monday, November 22nd
Want to know who is not following you back? Use the super-easy view that Follower-Lub provides you. Easily unfollow those you don't want to follow. Try it now! Follower-Lub.com (same owner as SocialOomph)

Base Features	Free	Professional
Schedule tweets — Plan, set & forget [more]	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Track keywords — Empower yourself [more]	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Extended Twitter profiles — Promote yourself [more]	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Save and reuse drafts — Save hours of typing [more]	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Send DMs to new followers — Automate [more]	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
ddt.bz URL shortening — Track your clicks [more]	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Médias sociaux et médias de masse

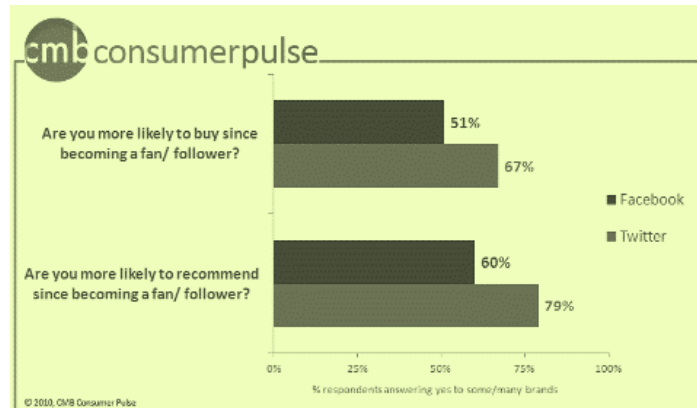
Le changement par la conversation

Faire
de l'écho
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Le changement par la conversation

Faire de l'écho sur le Web 2.0



Étude sur les médias sociaux, Canada, US et RU, Impact Recherche, février 2010

MS vs Pub: conversion +30%

Faire de l'écho sur le Web 2.0

facebook Search

Ford Explorer In addition to all of the events we have scheduled on our Reveal tab -- we'll also have Barb Samardzich (VP of Powertrain Engineering) at 2 PM Eastern and David Mondragon (President and CEO, Ford of Canada) at 6:30 PM Eastern here on our Facebook wall to answer your questions - look for them at those times! 2 hours ago

Wall Info **Reveal** Ford Explorer Sweepstakes Tour >>

LIVE FACEBOOK REVEAL 2011 FORD EXPLORER
JULY 26, 2010

12:01a 7:40a 10:00a 11:30a 11:54a 1:30p 2:45p 3:00p

Reveal Timeline For the first time ever, Ford is revealing a new vehicle on Facebook. Join us throughout the day for exclusive video, photos, and live chats with the Ford Explorer team.

12:01 am EDT

WATCH
Pre-Reveal with Mike Rowe

Catch up with Mike Rowe and the Ford Team, including CEO Alan Mulally, the night before the Explorer reveal.

Like

Watch on YouTube

Mike Rowe