

26th World Gas Conference

1 – 5 June 2015, Paris, France



SP 14 Gas Communication

i-gas Marketing

David Konvalina

Czech Gas Association

Is it worth thinking about online presence and social media?

Total population



7.21 billion

+1.6%

Active internet users



3.01 billion

+21%

Active social media accounts



2.078 billion

+12%

Active mobile social accounts

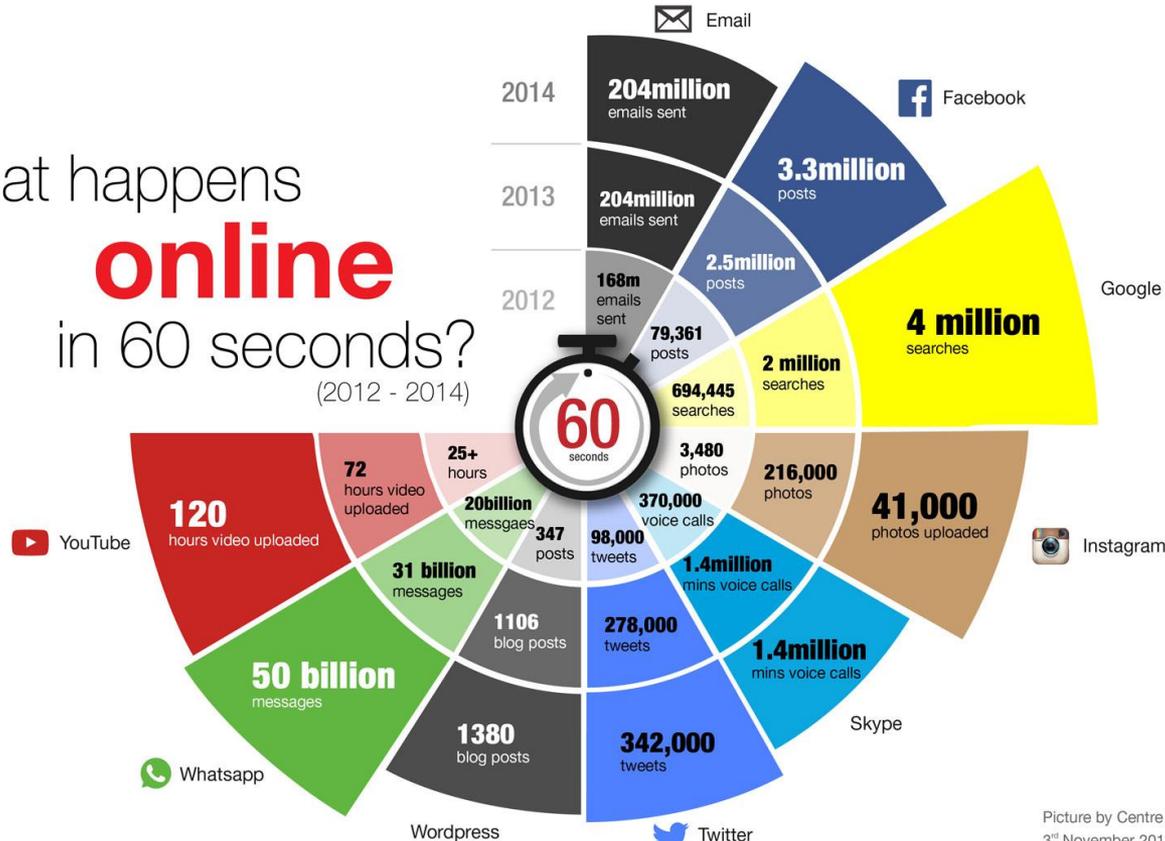


1.685 billion

+23%

Digital world: Where is the limit?

What happens
online
 in 60 seconds?
 (2012 - 2014)



TAKE AWAY:

Debates incl. energy policy are going digital and on social media

Are we, as GAS INDUSTRY, doing enough in online space?

- Company level
- Industry level
- IGU



NO!!!

Do you like this???

2011

International Gas Union
News, Views and Knowledge on Gas - World Wide

Navigation:
About IGU
WGC 2012
Committees 09-12
IGU General
Projects
Gas Addresses
WGC2012
WGL 17
COOP 14 Dec 2010
IGU Publications
WGC 2009
Members
Council&EC
Memberial Gas
Forum
Links
Knowledge
Database
Contact

Log in:
Login Name:
Password:
Log in

News:
Regulatory
Issues of Global
Significance for the
Gas Industry
09-Mar-2011
New: Facts &
Figures about Natural
Gas
08-Mar-2011

International Gas Union
News, Views and Knowledge on Gas - World Wide

IGU Interactive Maps - Mapping the world of gas
29th World Gas Conference (WGC), 4-8 June 2012, Kuala Lumpur, Malaysia
24th WGC, 5-9 October 2009, Buenos Aires, Argentina

2013 Q3

IGU
INTERNATIONAL GAS UNION
UNION INTERNATIONALE DE L'INDUSTRIE DU GAZ

Home About IGU IGU Events Gas Knowhow Members login

IGU acts in favour of gas as an integral part of a sustainable global energy future.

Gas messages

IGU is one of the group of seven organisations forming Gas Naturally.
The aim of Gas Naturally is to inform about the use of natural gas.
For more information click on the logo below!

Latest Information
IGU Magazine October 2013

2013 Q2

International Gas Union(IGU):The Voice of the Natural Gas Industry
News, Views and Knowledge on Natural Gas - World Wide

INTERNATIONAL GAS UNION
UNION INTERNATIONALE DE L'INDUSTRIE DU GAZ

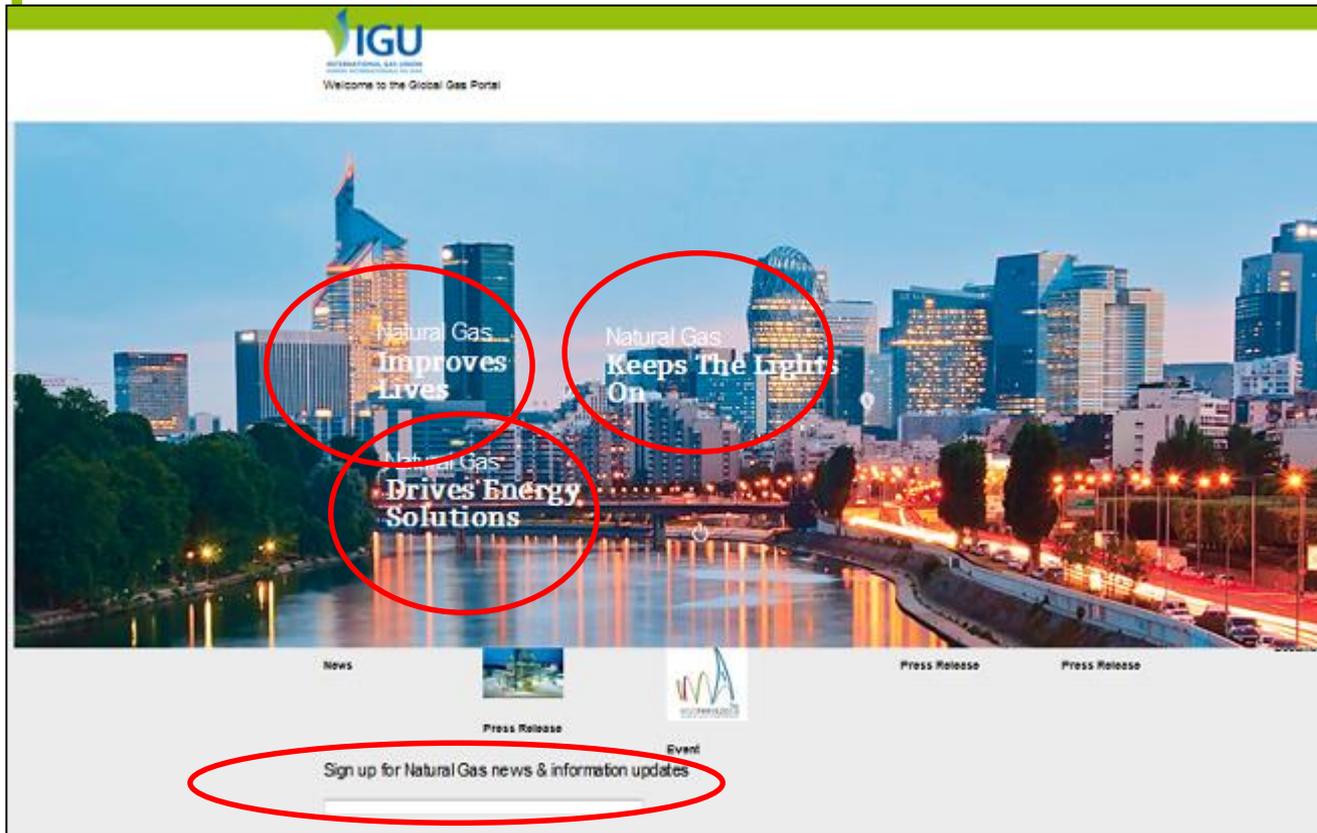
Home About IGU IGU Members Links Contact

INTERNATIONAL GAS UNION
UNION INTERNATIONALE DE L'INDUSTRIE DU GAZ

NEWS:
World Gas Conference 2012 Proceedings
14-Mar-2011
WGL 17 Conference 11-Dec-2012
LNG 17 conference 21-Nov-2011
More news...

EVENTS:
International Petroleum Technology Conference
20-Mar-2013
WGC 2012 Houston, Texas 14-Apr-2013
ESAT/OC 2013 Paris 30-Mar-2013
IGU Natural Energy Forum - Commercial Gas - Gas Council
Next IGU 26...

...but we can see improvement recently



- Modern design
- Positive messages
- News sign-up

Let's look on the „competitors“

International Atomic Energy Agency (IAEA)

David Hlavní stránka Vyhledat přátele

International Atomic Energy Agency (IAEA) Organizace serving peace and security

To se mi líbí + Sledovat Zpráva

Timeline Informace Fotky Události Videa Twitter To se mi líbí

Toto se líbí více lidem (134 tis.)

Pozvat přátele k označení této stránky jako To se...

INFORMACE

International Atomic Energy Agency (IAEA) 1 hod ·

Are you experienced in software development and systems engineering and enterprise information security architecture? We are looking for a lead administrator for Windows-based systems.

Applications from qualified women and candidates from developing

- International Atomic Energy Agency
- Atoms for peace
- 134,000 friends

IGU facebook profile almost dead...

International Gas Union (IGU)

David Hlavní stránka Vyhledat přátele

IGU
INTERNATIONAL GAS UNION
UNION INTERNATIONALE DU GAZ

International Gas Union (IGU)
Nezisková organizace

To se mi líbí + Sledovat Zpráva

Timeline Informace Fotky To se mi líbí Video

Toto se líbí více lidem (1.340)

Pozvat přátele k označení této stránky jako To se...

INFORMACE

With more than 100 companies and organisations as members worldwide, IGU's mission is to act as spokesman for the international gas industry

<http://www.igu.org/>

International Gas Union (IGU)
27. říjen 2014 ·

Republic of Korea elected to hold the IGU Presidency 2018-2021
<http://www.igu.org/.../republic-korea-elected-hold-igu-presid...>

Zobrazit překlad

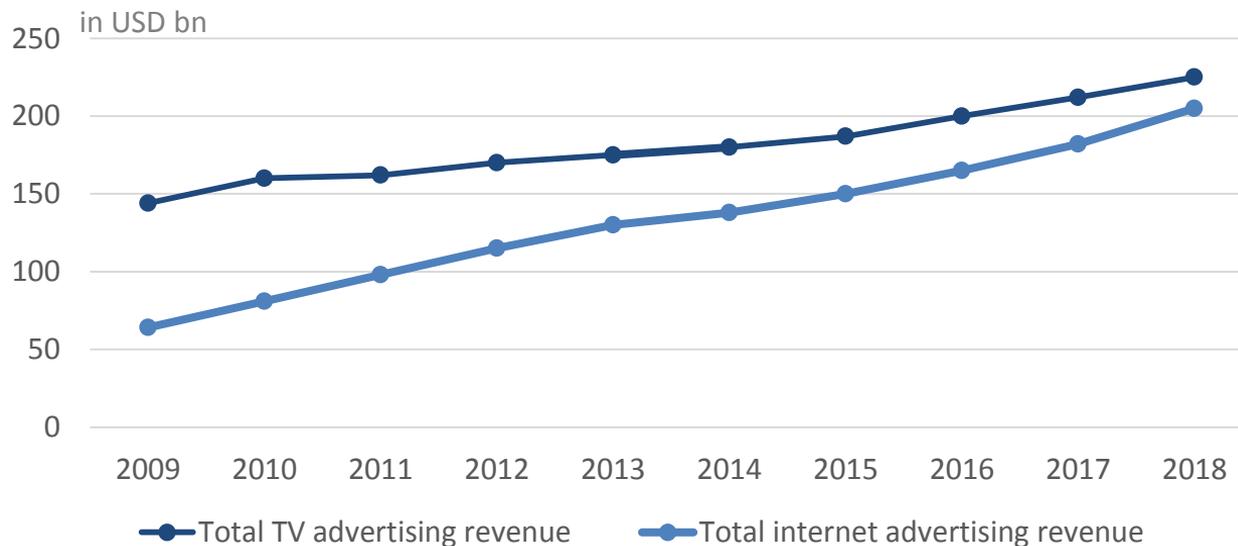
Republic of Korea elected to hold the IGU Presidency 2018-2021 | IGU

October 21, 2014The International Gas Union at its Council meeting in Berlin on 16 October 2014 elected the Republic of Korea to hold the IGU Presidency 2018-2021 and to be the host of the World Gas Conference in 2021. Mr Seokhyo Jang, CEO and President of KOGAS, was elected as the incoming Presiden

- Last message in October 2014
- 1,340 likes

What can we expect in the future?

Internet advertising to dramatically close the gap on TV advertising



It's time for action!

- Define communication strategy
- Deliver positive messages
- Run digital campaigns
- Actively work with social media

...action in triennium 2015 - 2018