

The background is a dark blue gradient with a bright, glowing cyan light source in the center. Scattered around are various geometric shapes: small triangles in teal, purple, yellow, and red, and thin lines in teal and yellow. Some lines and triangles appear to be part of a larger, faint geometric structure.

Find a Gathering Place for the User



Who are they?



colleague



classmate



neighbor



You can also know who they are

Interest



Photography

Economy

Health

Travel

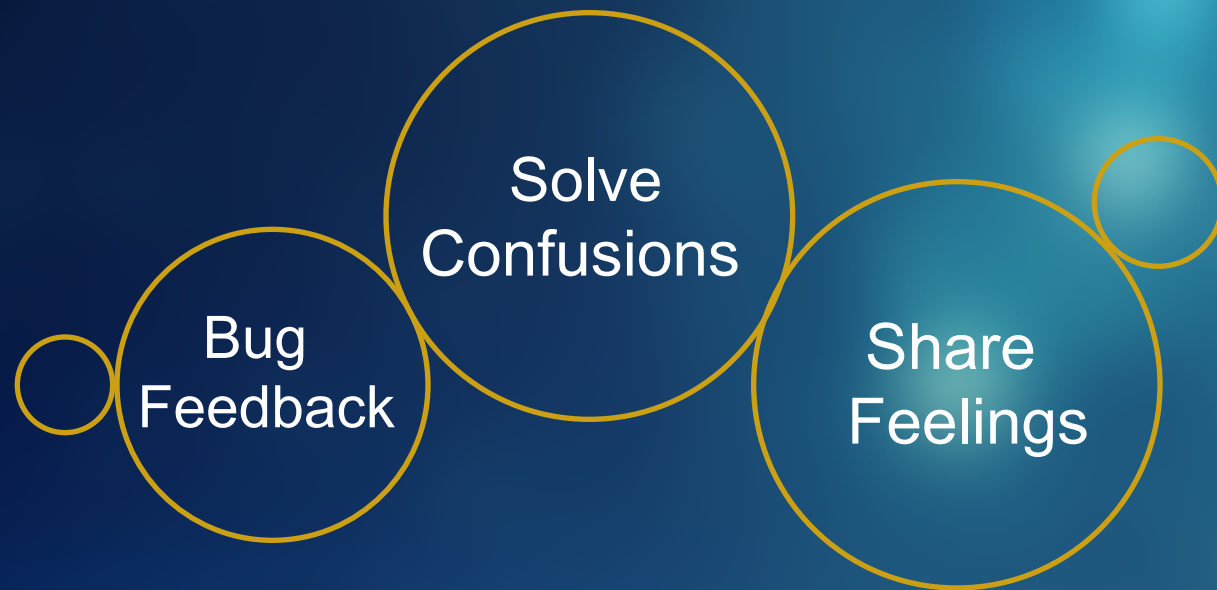
Sports

Entertainment

Game——Anipop

● Ave PV : 475k Ave UV: 77k

Num of Fans : 2.36m



people help each other



TV drama——Tornado Girl

- PV Peak: 2.18m DAU Peak: 200k
Page View Per Capita: 10 times
- Ave Amount of Interaction: nearly 20k

administrator

communicators

content source

The growth history of a TV drama's fans

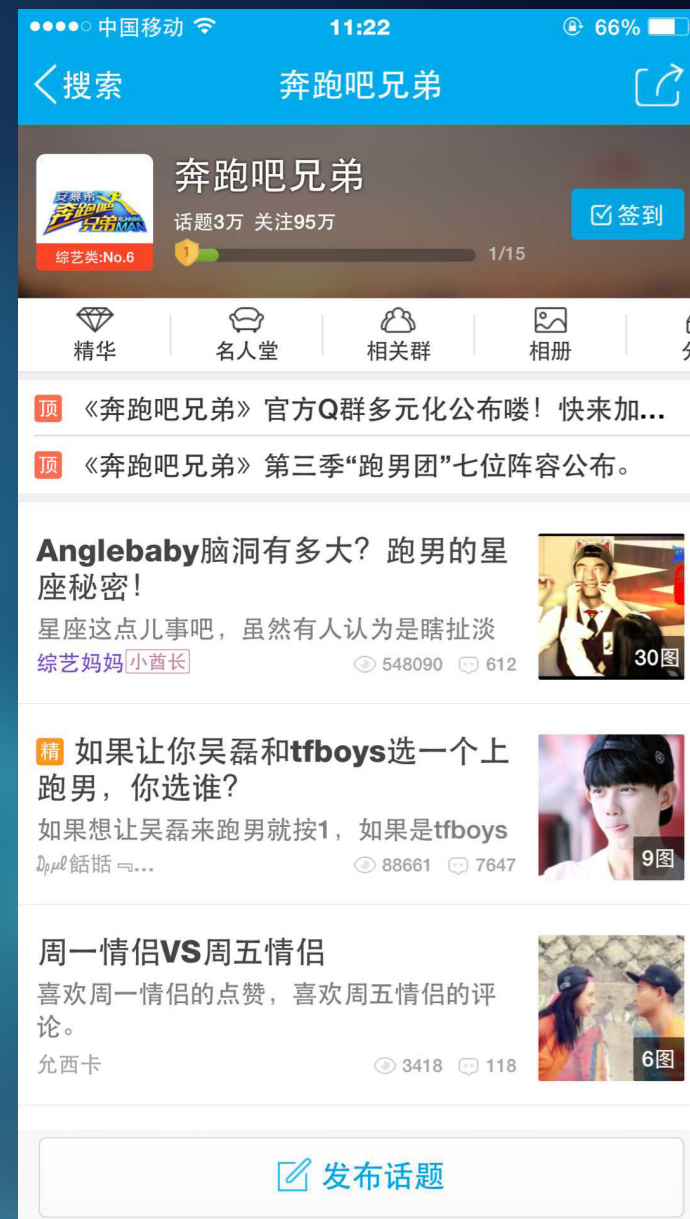
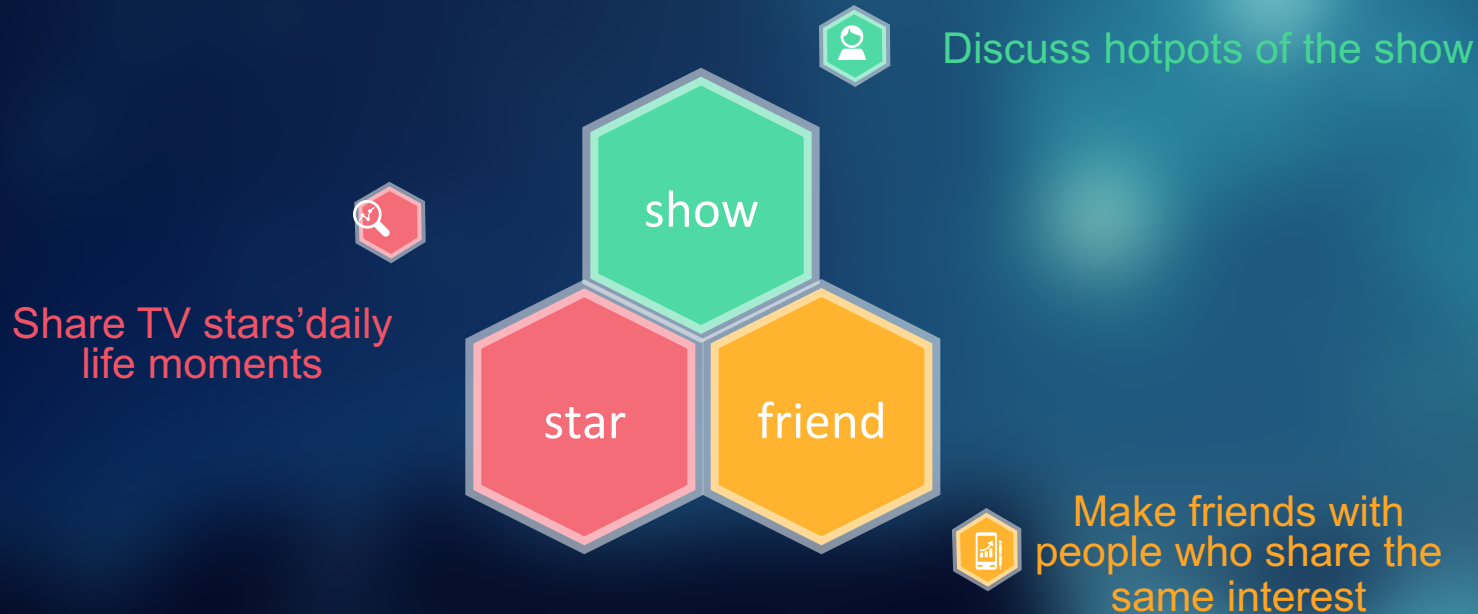


Variety Show——Running Man

● Ave PV: 260k Ave UV: 130k

Ave Posting Amount: 150

● Ave Amount of Interaction: nearly 20k

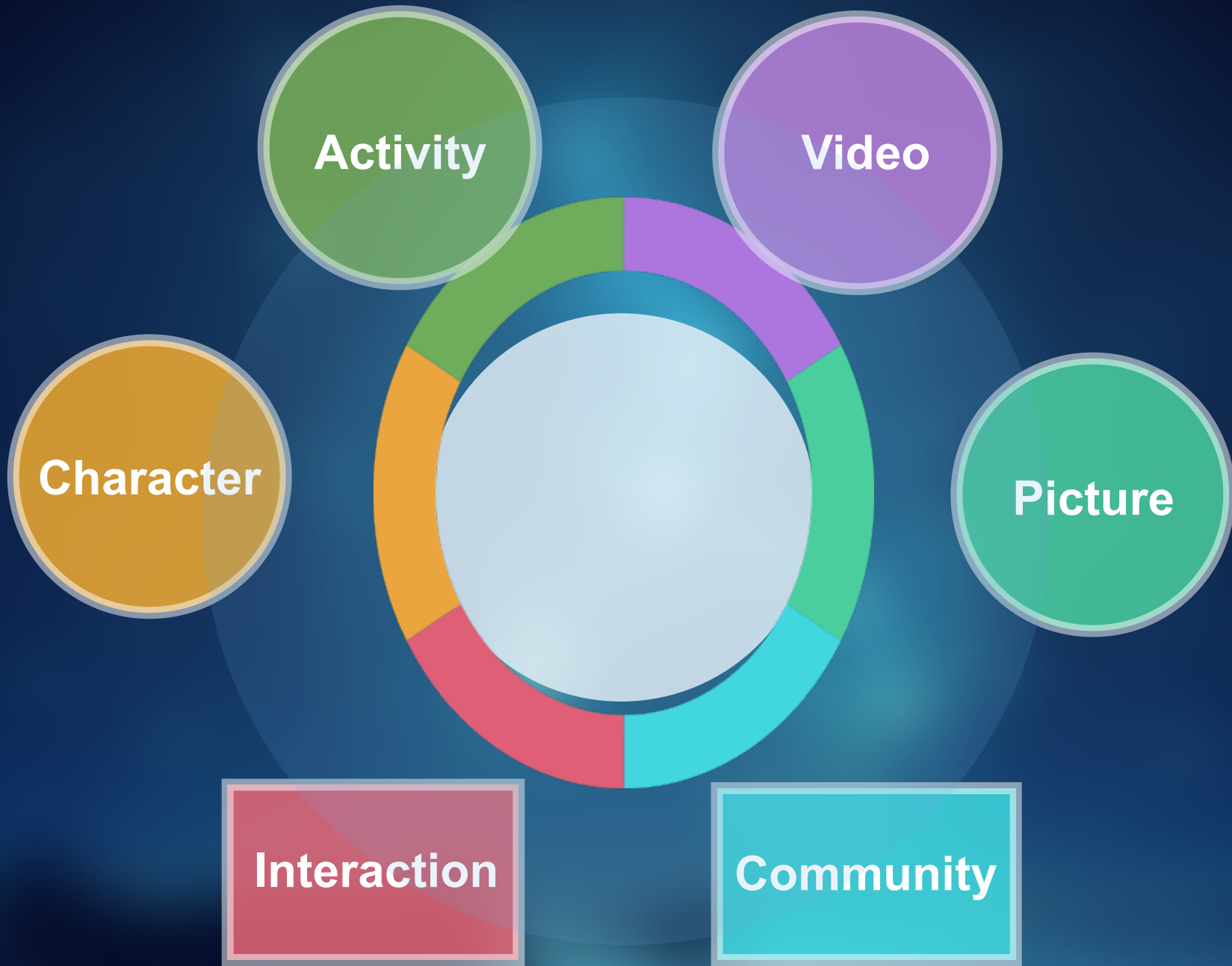


Value



perspective

image





Food

Self-driving

Adventure

Movie-watching

Group-buying

Beijing community

- Outdoor activities held once a week, parties held irregularly
- 500 people participated in the community's annual meeting and its first anniversary

5000

club member

20-80

num of participants
per time

120

activity times



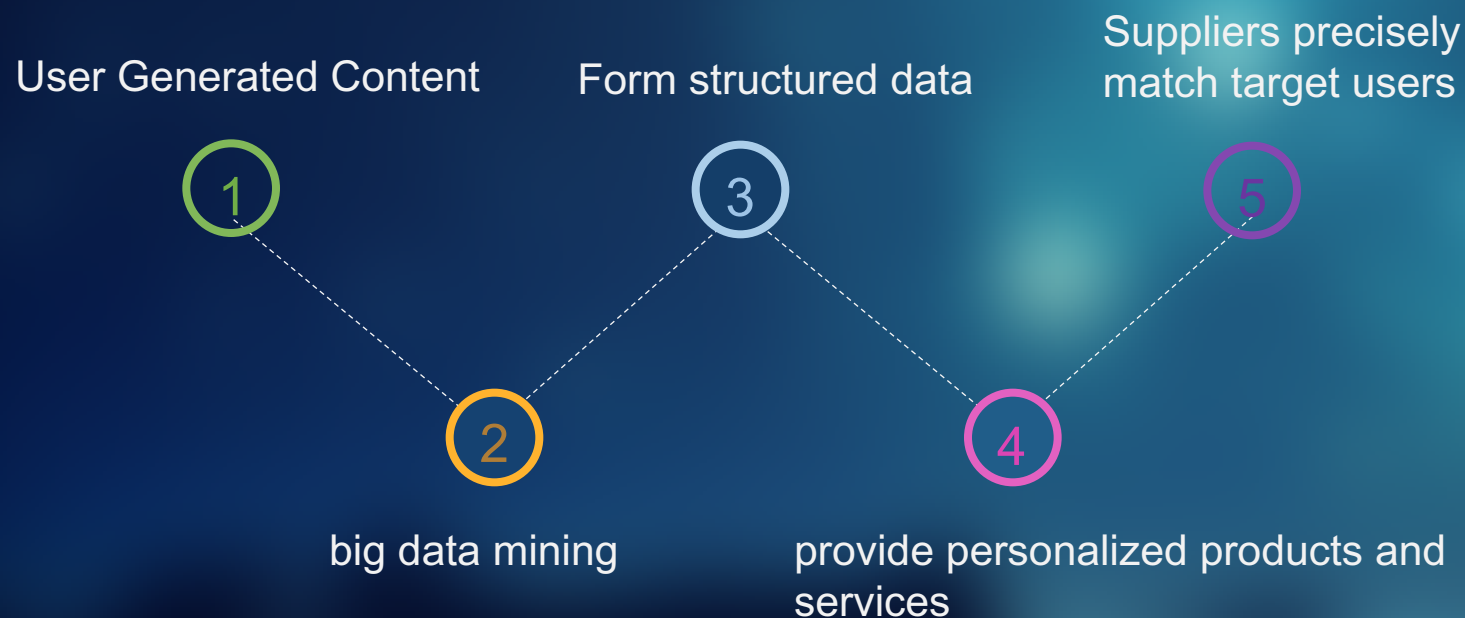
Yangcheng Evening Post

- Num of Users: 3m Num of fans on wechat: 1.6m



mafengwo.com

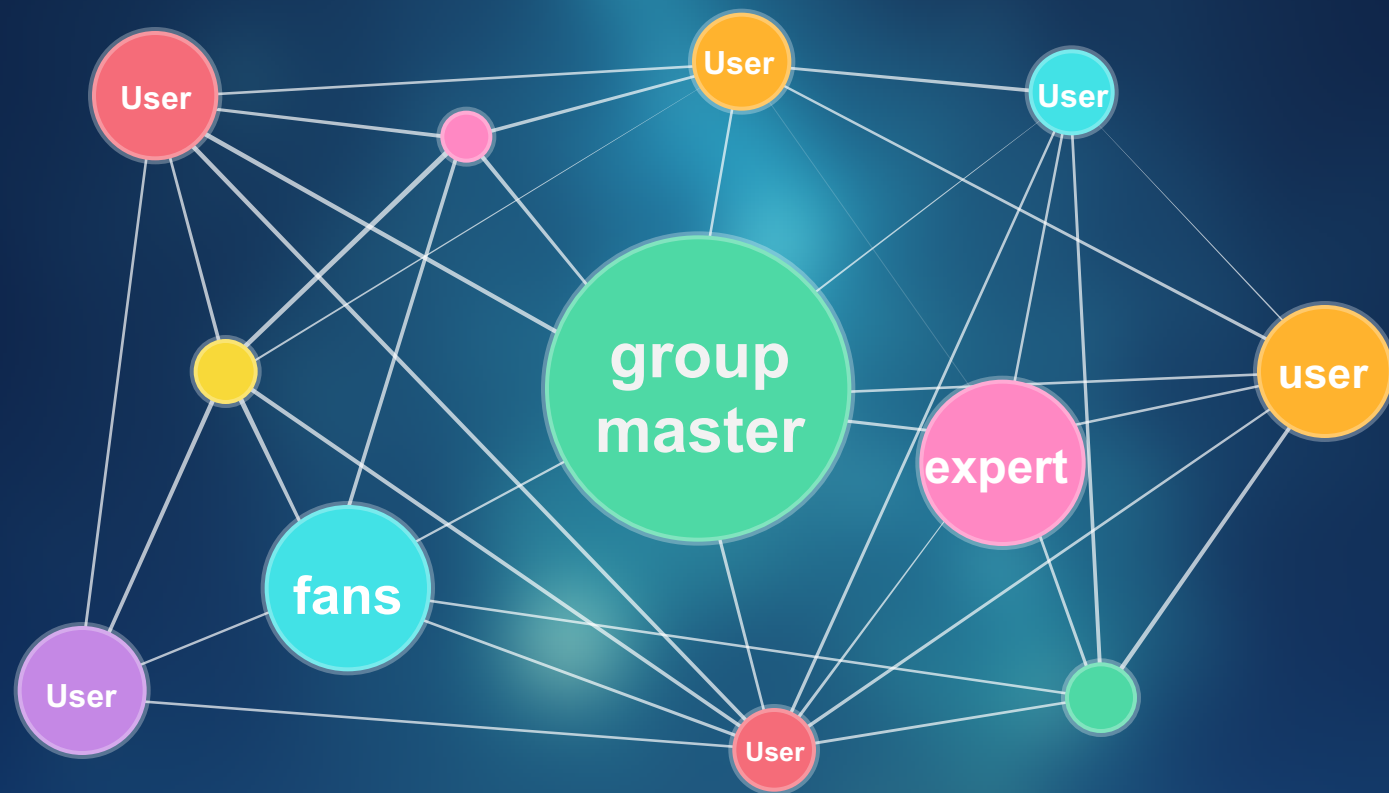
- Accumulated users: 80m Monthly active users: 60m
- Num of comment: 16m



Leader



stand out



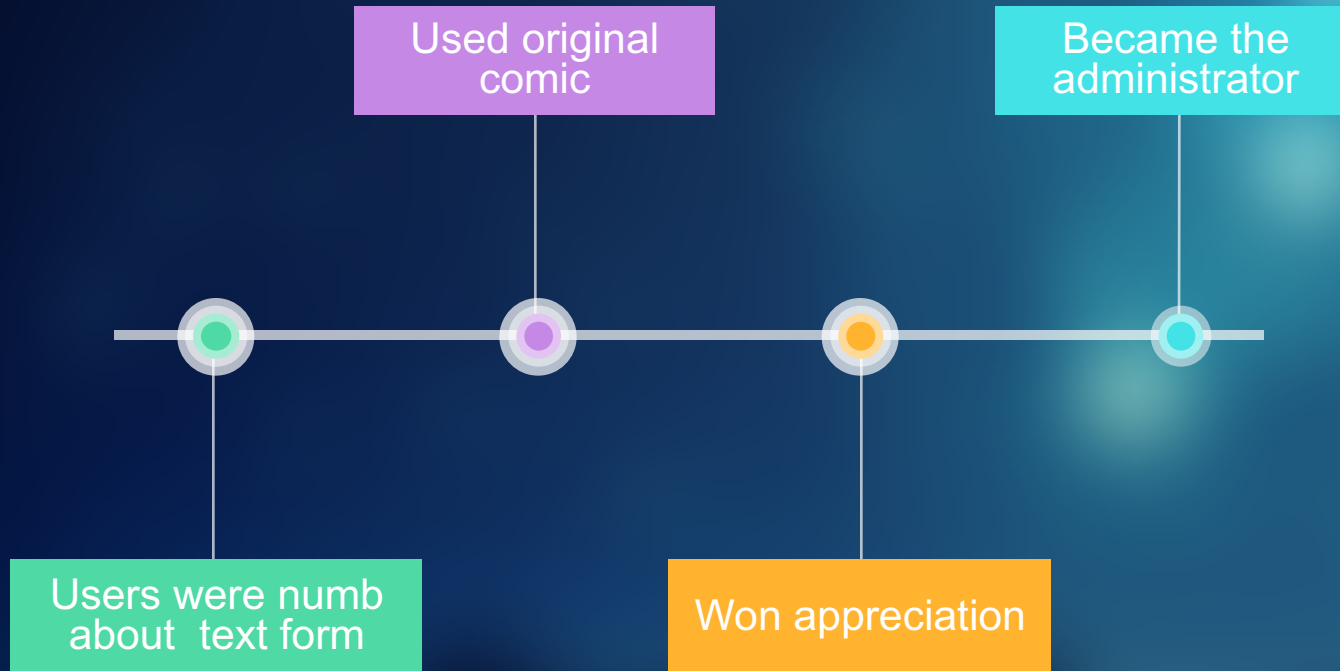
Character / Tangjiasanshao

- From an ordinary reader became one of the most well known professional writers in China.



Character / Chumanniang

- From a fan became an administrator



Character / Colin

- **Beginning** ordinary users of travel community, travel around the world , share his stories on his trip
- **Turning point** what he wrote loved by an editor who helped him publish a book
- **Status quo** big administrator of the travel community



Why using community to share stories community management as a administrator



Interest

Value

Leader

THANKYOU