Day 2 | Session 4
Leveraging Social Media as a Communication Tool
• Social media provides anyone connected to the internet the opportunity to connect with resources anywhere at any time (Knackmuhs, 2012)
• In today's world, social media has become a powerful force, uniting people locally, nationally, and internationally on a level unprecedented by previous technological advancements.
• Social networking sites allow individuals and organizations to share and exchange information at a rate incomparable to any traditional promotional or educational endeavour
• For companies and organizations, the use of social networking platforms has become a necessity to communicate with not only the average person, but professional communities as well.
• The internet has 4.2 billion users
• There are 3.397 billion active social media users
• On average, people have 5.54 social media accounts
• The average daily time spent on social is 116 minutes a day
• 91% of retail brands use 2 or more social media channels
• 81% of all small and medium businesses use some kind of social platform

Social Media Statistics

- Facebook: 2.32B monthly active, Daily: 1.52 billion
- Twitter: 321M monthly active, Daily: 126 million
- LinkedIn: 610M registered members
- Instagram: 1.0B monthly active, Daily: 500 million, Stories: 500 million daily
- Snapchat: 186M daily active
- WhatsApp: 1.3B monthly active
- Pinterest: 250M monthly active

Updated February 2019

Source: https://chrissniderdesign.com/blog/resources/social-media-statistics/
Source: https://www.oberlo.com/blog/social-media-marketing-statistics
Customers Are Using Social Media

54% of Social Browsers use social media to research products. (GlobalWebIndex, 2018)

The Power of Social Media Marketing

73% of marketers believe social media marketing has been “somewhat effective” or “very effective” for their business. (Buffer, 2019)

Influencers Help Build Brand Trust

49% of consumers depend on Influencer recommendations on social media. (Fourcommunications, 2018)

The Impact of Positive Customer Experience

71% of consumers who have had a positive experience with a brand on social media are likely to recommend the brand to their friends and family. (Forbes, 2018)

Source: https://www.oberlo.com/blog/social-media-marketing-statistics
General Social Media Marketing Stats

- There are approximately 3.04 Billion active social media users worldwide.
- The total number of active mobile social media users is almost 3.04 Billion.
- 90% of social media users try to reach out to brands or retailers.
- In the United States, 77% of people own at least one social media profile.
- 135 minutes are spent on social media every day by global internet users.
- Youtube, Instagram, and Snapchat are the most popular social media platforms among Teens.
- 74% of Twitter users say that they utilize the response to get their message read.
- 85% of Twitter users say Twitter is essential for customer service.
- 93% of Twitter video views happen on mobile devices.
- As of quarter 3 of 2018, Twitter has 326 Million monthly active users.
- Users spend an average of 1 Minute of the day on Twitter.
- 80% of Twitter users access the network on mobile platforms.

Facebook Marketing Stats

- Facebook is the most popular search query worldwide.
- Users spend an average of 35 minutes of the day on Facebook.
- There are 155 Friends of an average Facebook user.
- There exist more than 70 Million businesses that own a Facebook page.
- Facebook has more than 5 Million advertisers as of 2017.
- 95.8% of social media marketers believe Facebook produces the best ROI.
- On Facebook, 42% of customer service responses happen in first 60 minutes.
- 100 Million hours of video is watched by Facebook users alone each day.
- 85% of Facebook videos is watched without sound.

Instagram Marketing Stats

- Instagram is one of the biggest social media giants on the market right now with more than 1 billion monthly active users and over 25 million active business accounts.
- 80% of Instagrammers are able to grow a business on Instagram.
- More than 500 Million users are active daily on Instagram worldwide.
- Instagram is dominant mostly amongst younger users below the age of 35.
- Of all the Instagram users, 50.4% were female & 49.6% were male.
- 400 Million users use Instagram stories every day.

Pros of Social Media

- Reduced marketing costs
- Increased sales
- Increased traffic to your website
- Improved ranking on search engines
- Greater customer engagement
- Greater access to international markets
- Opportunity for customer feedback
- Opportunity to conduct market research about your customers
- Improved networking opportunities with customers and other businesses
- Overcomes the barriers of time and space

Cons of Social Media

• Not having a clear marketing or social media strategy may result in reduced benefits for your business
• Additional resources may be needed to manage your online presence
• Social media is immediate and needs daily monitoring
• If you don't actively manage your social media presence, you may not see any real benefits
• Risk of unwanted or inappropriate behaviour on your site, including bullying and harassment
• Greater exposure online has the potential to attract risks. Risks can include negative feedback, information leaks or hacking
