

TRENDS AND PATTERNS IN SOCIAL MEDIA USAGE

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WORLD 2021: KEY DATA

JAN
2022

ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES



TOTAL
POPULATION



we
are
social

7.91
BILLION

URBANISATION
57.0%

UNIQUE MOBILE
PHONE USERS



5.31
BILLION

vs. POPULATION
67.1%

INTERNET
USERS



4.95
BILLION

vs. POPULATION
62.5%

ACTIVE SOCIAL
MEDIA USERS



4.62
BILLION

vs. POPULATION
58.4%

WORLD 2021: KEY DATA

JAN
2022

OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE



TOTAL
INTERNET
USERS



4.95
BILLION

INTERNET USERS AS
A PERCENTAGE OF
TOTAL POPULATION



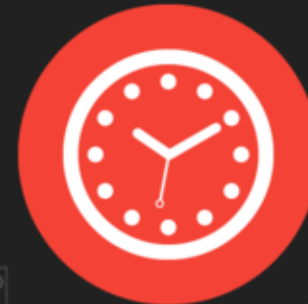
62.5%

YEAR-ON-YEAR CHANGE
IN THE NUMBER OF
INTERNET USERS



+4.0%
+192 MILLION

AVERAGE DAILY TIME SPENT
USING THE INTERNET BY
EACH INTERNET USER



6H 58M
+1.0% (+4M)

PERCENTAGE OF USERS
ACCESSING THE INTERNET
VIA MOBILE PHONES



92.1%

WORLD 2021: KEY DATA

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DEVICES USED TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH KIND OF DEVICE TO ACCESS THE INTERNET



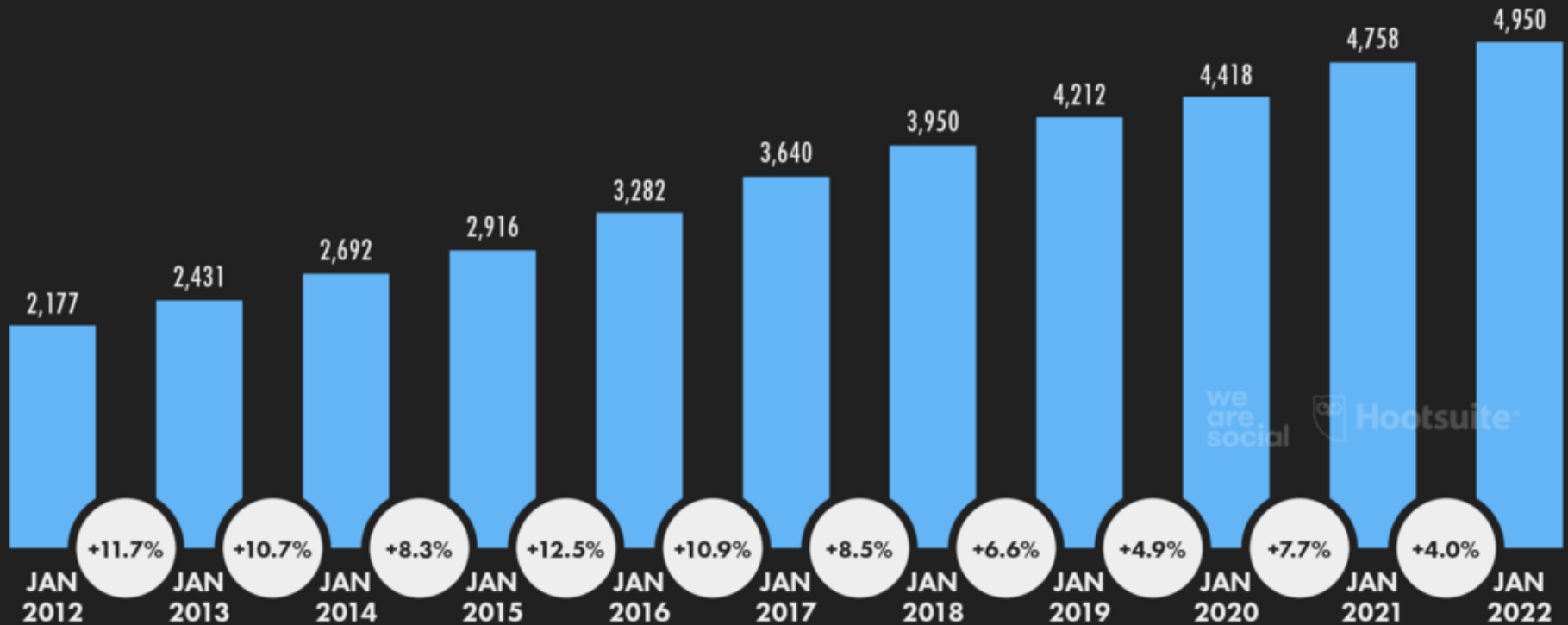
SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTES:** "MOBILE PHONE (ANY)" INCLUDES USERS WHO ACCESS VIA A SMARTPHONE OR A FEATURE PHONE. "LAPTOP OR DESKTOP (ANY)" INCLUDES USERS WHO ACCESS VIA THEIR OWN COMPUTER OR A COMPUTER PROVIDED BY THEIR EMPLOYER. PERCENTAGE CHANGE VALUES REFLECT RELATIVE CHANGE. "BPS" VALUES SHOW THE CHANGE IN BASIS POINTS, AND REFLECT ABSOLUTE CHANGE.

WORLD 2021: TRENDS

JAN
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INTERNET USERS OVER TIME

NUMBER OF INTERNET USERS (IN MILLIONS) AND YEAR-ON-YEAR CHANGE



we
are
social

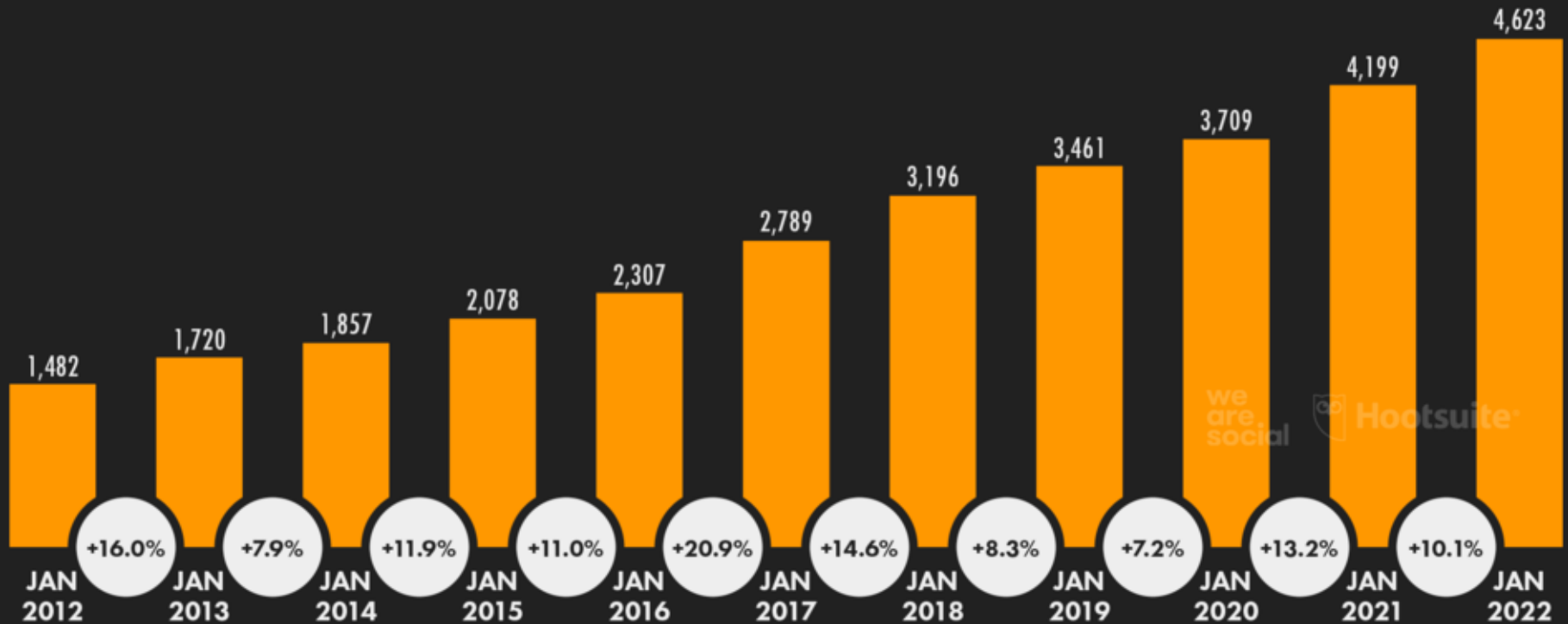
Hootsuite

WORLD 2021: TRENDS

JAN
2022

SOCIAL MEDIA USERS OVER TIME

NUMBER OF SOCIAL MEDIA USERS (IN MILLIONS) AND YEAR-ON-YEAR CHANGE [NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS]



WORLD 2021: SOCIAL MEDIA

JAN
2022

OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



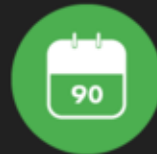
NUMBER OF SOCIAL MEDIA USERS



4.62
BILLION



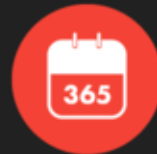
QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USERS



+1.7%
+77 MILLION

we are social

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USERS



+10.1%
+424 MILLION



AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA



2H 27M
+1.4% (+2M)

GWJ.

AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH



7.5

SOCIAL MEDIA USERS vs. TOTAL POPULATION



58.4%



SOCIAL MEDIA USERS vs. POPULATION AGE 13+



74.8%



SOCIAL MEDIA USERS vs. TOTAL INTERNET USERS



93.4%



FEMALE SOCIAL MEDIA USERS vs. TOTAL SOCIAL MEDIA USERS



46.1%

we are social

MALE SOCIAL MEDIA USERS vs. TOTAL SOCIAL MEDIA USERS



53.9%

SOURCES: KEPIOS ANALYSIS, COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC, TECHRASA, OCDH, U.N.; U.S. CENSUS BUREAU. DATA FOR **TIME SPENT** AND **AVERAGE NUMBER OF PLATFORMS:** GWJ (Q3 2021). SEE [GWJ.COM](https://www.gwj.com) FOR MORE DETAILS. **NOTE:** AVERAGE PLATFORMS FIGURE INCLUDES DATA FOR YOUTUBE. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS.

WORLD 2021: SOCIAL MEDIA

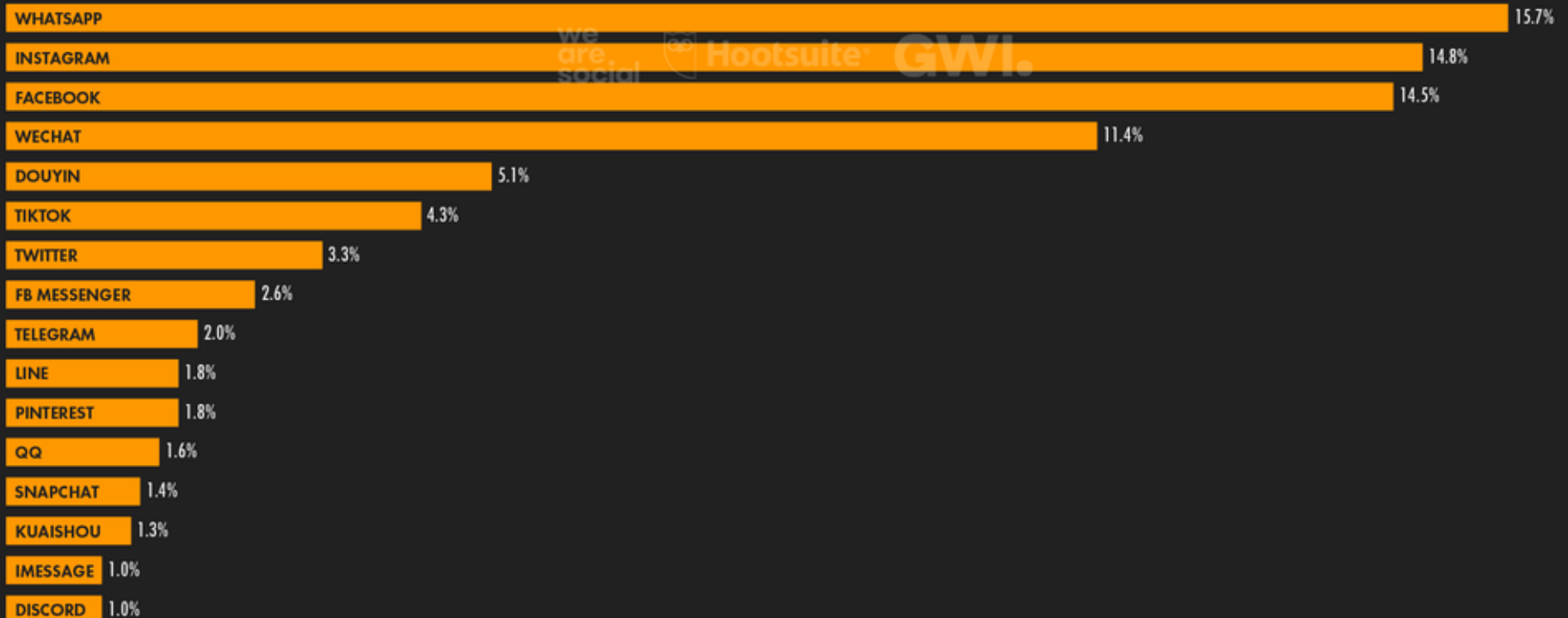
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FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM



GLOBAL OVERVIEW



we are social | Hootsuite | GWI.

WORLD 2021: SOCIAL MEDIA

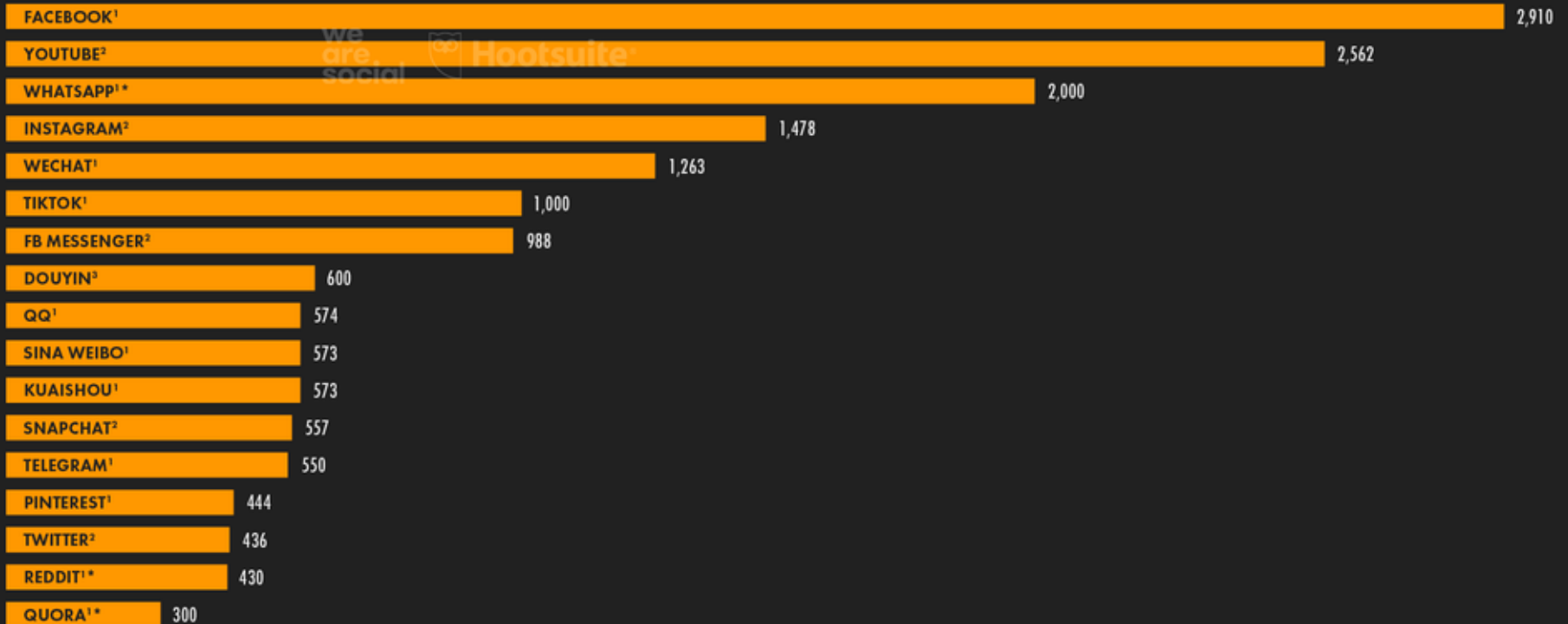
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THE WORLD'S MOST-USED SOCIAL PLATFORMS

RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS)



GLOBAL OVERVIEW



WORLD 2021: SOCIAL MEDIA

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FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM



GLOBAL OVERVIEW

FAVOURITE SOCIAL MEDIA PLATFORMS AMONGST FEMALE INTERNET USERS

| SOCIAL PLATFORM | AGE 16-24 | AGE 25-34 | AGE 35-44 | AGE 45-54 | AGE 55-64 |
|-----------------|-----------|-----------|-----------|-----------|-----------|
| WHATSAPP | 12.0% | 14.0% | 15.1% | 17.2% | 20.4% |
| INSTAGRAM | 25.6% | 17.8% | 12.7% | 9.9% | 6.9% |
| FACEBOOK | 7.3% | 13.0% | 15.7% | 18.0% | 19.2% |
| WECHAT | 8.5% | 12.9% | 14.5% | 13.0% | 8.7% |
| DOUYIN | 4.1% | 5.9% | 5.8% | 4.6% | 3.6% |
| TIKTOK | 8.9% | 5.2% | 3.8% | 3.3% | 1.5% |
| TWITTER | 4.8% | 2.6% | 2.3% | 2.1% | 1.9% |
| FB MESSENGER | 2.1% | 2.5% | 2.7% | 2.7% | 3.7% |
| TELEGRAM | 1.4% | 1.4% | 1.4% | 1.0% | 1.2% |
| LINE | 0.9% | 1.3% | 2.4% | 2.8% | 4.4% |

FAVOURITE SOCIAL MEDIA PLATFORMS AMONGST MALE INTERNET USERS

| SOCIAL PLATFORM | AGE 16-24 | AGE 25-34 | AGE 35-44 | AGE 45-54 | AGE 55-64 |
|-----------------|-----------|-----------|-----------|-----------|-----------|
| WHATSAPP | 14.5% | 15.7% | 16.9% | 19.3% | 19.6% |
| INSTAGRAM | 22.8% | 13.8% | 8.7% | 6.3% | 4.2% |
| FACEBOOK | 11.1% | 15.9% | 17.7% | 17.9% | 18.9% |
| WECHAT | 7.5% | 12.0% | 14.2% | 12.1% | 10.9% |
| DOUYIN | 4.1% | 5.6% | 6.3% | 5.1% | 4.2% |
| TIKTOK | 5.4% | 3.5% | 2.7% | 2.5% | 1.5% |
| TWITTER | 3.7% | 3.6% | 3.4% | 3.5% | 3.1% |
| FB MESSENGER | 2.1% | 2.7% | 2.6% | 2.6% | 3.0% |
| TELEGRAM | 3.1% | 2.7% | 2.3% | 1.9% | 1.7% |
| LINE | 1.0% | 1.2% | 1.9% | 2.7% | 3.8% |

WORLD 2021: SOCIAL MEDIA

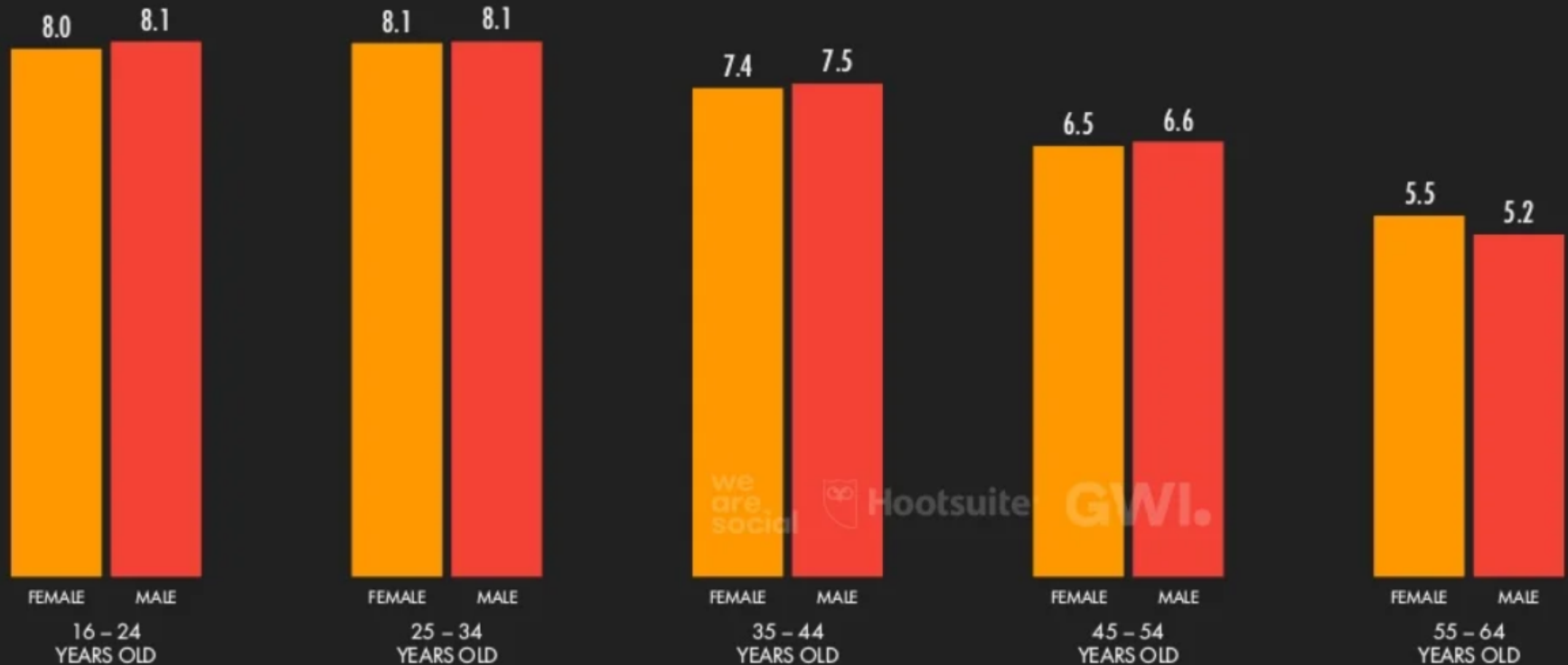
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AVERAGE NUMBER OF SOCIAL PLATFORMS USED

AVERAGE NUMBER OF SOCIAL MEDIA PLATFORMS THAT INTERNET USERS USE ACTIVELY EACH MONTH



GLOBAL OVERVIEW



WORLD, 2021

- Mobile access has become the primary one.
- *Meta* (formerly *Facebook*) dominates the market.
- *WhatsApp* is the absolute favourite messaging platform.
- As a *true* social media (not merely messaging) platform, *Instagram* became the second favourite.
- *Instagram* is the definite winner in the 16-24 age group.

WORLD, 2021

- *TikTok* is growing rapidly, with more than 1 billion users, expected 1.5 billion by the end of 2022.
- *TikTok* is becoming slightly more popular than Instagram in the Z generation users (born: 1997-2012).
- *TikTok* is the most engaging, but not the favourite app.
- The audience of social media platforms overlap, younger people are active on no less than 8 platforms.

REGIONAL DIFFERENCES

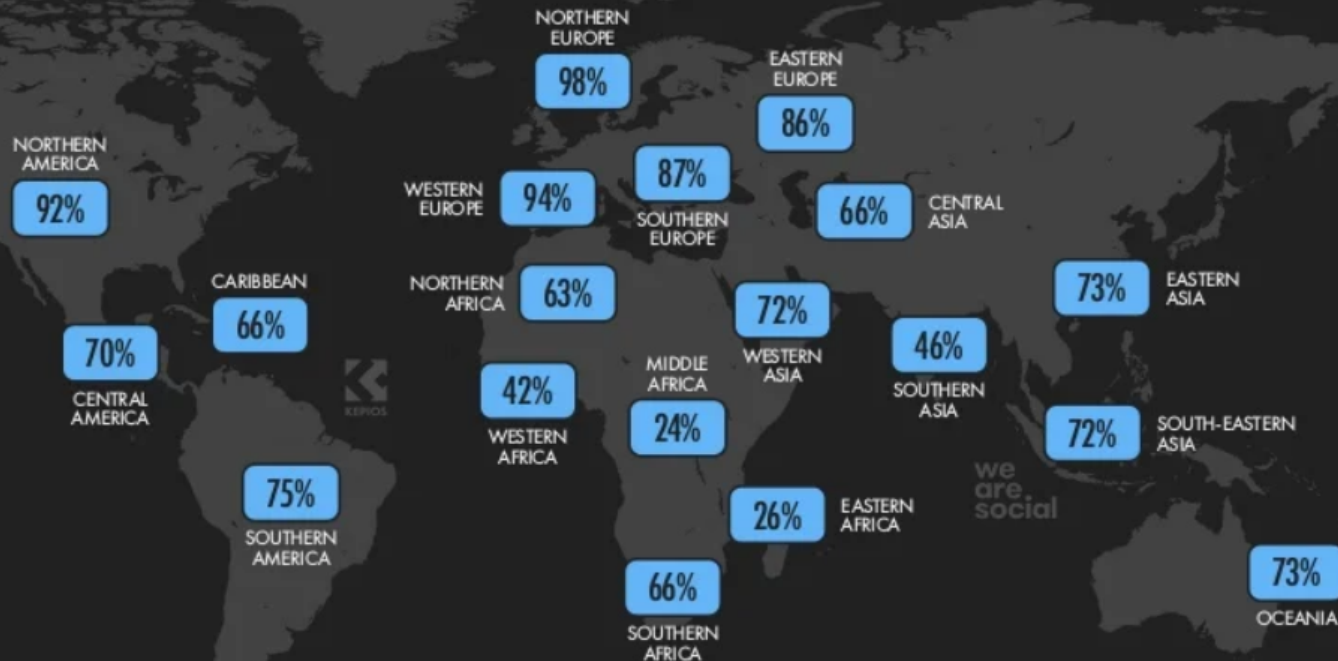
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INTERNET ADOPTION

INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION



GLOBAL OVERVIEW

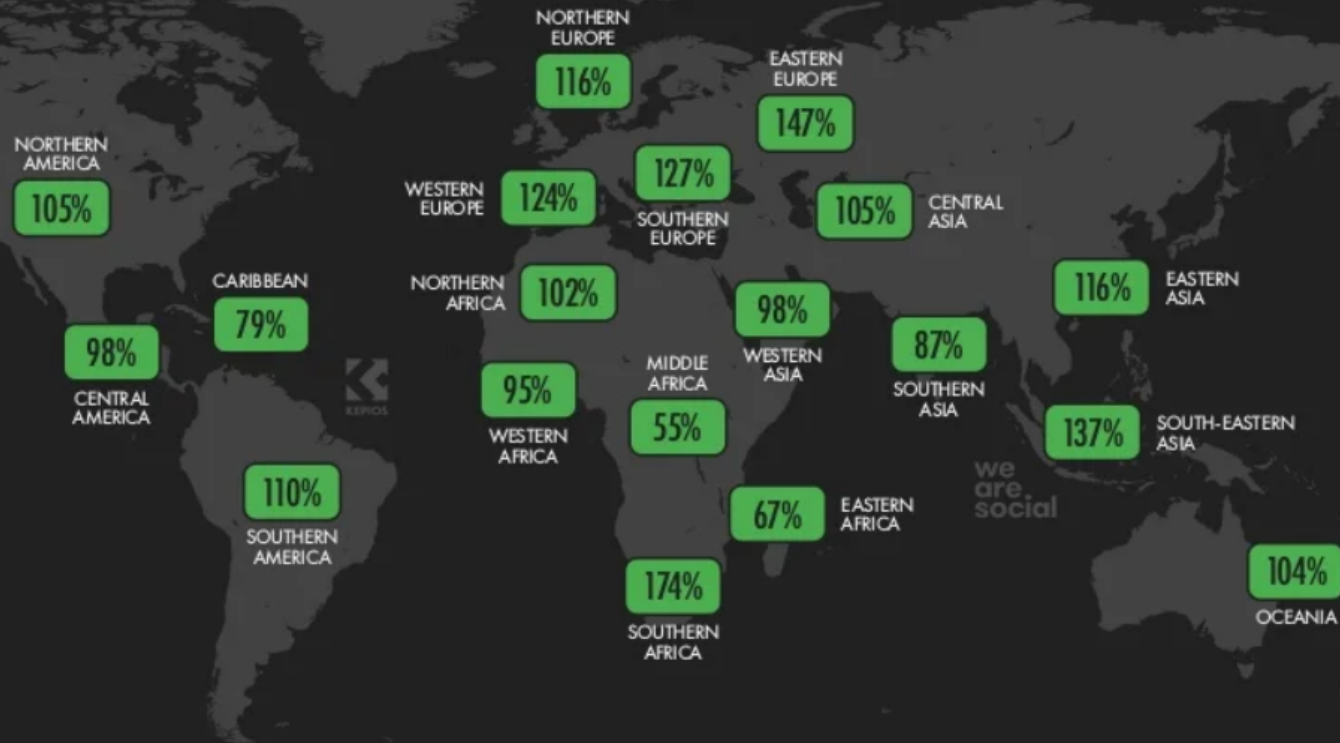


REGIONAL DIFFERENCES

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2022

MOBILE CONNECTIVITY

CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION

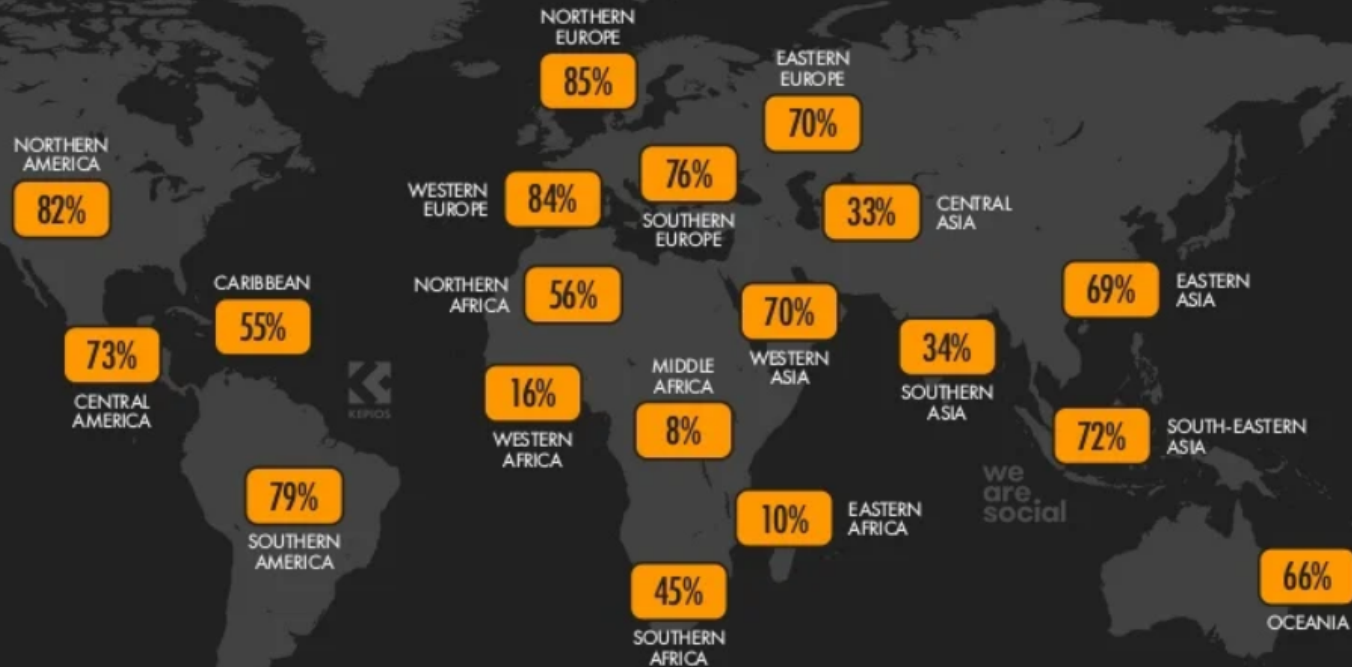


REGIONAL DIFFERENCES

FEB
2022

SOCIAL MEDIA USERS vs. TOTAL POPULATION

ACTIVE SOCIAL MEDIA USERS AS A PERCENTAGE OF THE TOTAL POPULATION (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; TECHRASA; OGDH. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS.
NOTES: DOES NOT INCLUDE DATA FOR SUDAN OR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEO SCHEME. **COMPARABILITY:** SOURCE, BASE, AND METHODOLOGY CHANGES, INCLUDING SIGNIFICANT SOURCE DATA REVISIONS AND CHANGES IN REPORTING APPROACHES. VALUES ARE **NOT COMPARABLE** WITH THOSE PUBLISHED IN PREVIOUS REPORTS. FIGURES FOR LOCAL AND REGIONAL SOCIAL MEDIA USE RELY ON DIFFERENT DATASETS TO GLOBAL FIGURES.

REGIONAL DIFFERENCES

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SOCIAL MEDIA: AUDIENCE GENDER BALANCE

FEMALE AND MALE ACTIVE SOCIAL MEDIA USERS AS A PERCENTAGE OF TOTAL SOCIAL MEDIA USERS



GLOBAL OVERVIEW



FEMALE GLOBAL AVERAGE: 46.1%
 MALE GLOBAL AVERAGE: 53.9%

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** DOES NOT INCLUDE DATA FOR CUBA, IRAN, SUDAN, OR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. **COMPARABILITY:** SOURCE, BASE, AND METHODOLOGY CHANGES, INCLUDING SIGNIFICANT SOURCE DATA REVISIONS AND CHANGES IN REPORTING APPROACHES. VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS. FIGURES FOR LOCAL AND REGIONAL SOCIAL MEDIA USE RELY ON DIFFERENT DATASETS TO GLOBAL FIGURES.

ADVERTISING REACH VS THE TOTAL POPULATION

| Country | Facebook | YouTube | Instagram | TikTok | Messenger | LinkedIn | SnapChat | Twitter | Pinterest |
|----------|----------|---------|-----------|---------|-----------|----------|----------|---------|-----------|
| Austria | 36,46 % | 81,44 % | 34,81 % | 19,34 % | 21,55 % | 18,78 % | 20,44 % | 7,79 % | 18,45 % |
| Bulgaria | 52,40 % | 62,88 % | 25,47 % | No data | 42,94 % | 13,97 % | 10,70 % | 3,90 % | No data |
| Czechia | 45,20 % | 75,02 % | 33,55 % | 13,61 % | 39,14 % | 18,64 % | 9,09 % | 7,33 % | 13,79 % |
| Germany | 34,59 % | 78,72 % | 31,01 % | 20,26 % | 20,28 % | 14,31 % | 18,31 % | 6,92 % | 20,94 % |
| Hungary | 58,73 % | 75,57 % | 28,59 % | 22,56 % | 50,94 % | 12,47 % | 11,43 % | 4,66 % | 15,38 % |
| Poland | 46,73 % | 72,01 % | 28,33 % | 20,39 % | 41,83 % | 12,18 % | 12,97 % | 5,43 % | 11,20 % |
| Romania | 51,89 % | 69,71 % | 28,30 % | 33,39 % | 42,71 % | 16,77 % | 13,89 % | 3,76 % | 9,28 % |
| Slovakia | 47,62 % | 74,36 % | 28,39 % | No data | 42,12 % | 11,54 % | 9,07 % | 3,55 % | 12,51 % |
| UK | 51,28 % | 84,27 % | 46,45 % | 31,91 % | 39,94 % | 49,74 % | 30,21 % | 26,92 % | 12,82 % |
| USA | 53,82 % | 73,97 % | 47,86 % | 39,23 % | 2,02 % | 53,91 % | 32,08 % | 23,03 % | 25,86 % |

RECOMMANDATIONS

- Create immersive and synergical experience on social media by employing multiple tools (static content, videos, gifs, poll, etc.), tailored to the social media channel and the audience segment.
- Do not try to squeeze everything in an ad, use less text and gain more success.
- Rely on short and even shorter videos (5-15 seconds), prioritise mobile friendly, primarily vertical (stories, reels, TikTok videos, etc.) and square formats.

RECOMMENDATIONS

- Use mobile friendly landing pages for offering detailed information.
- Be creative, but do not lose your target for the sake of artistic expression. Advertising might be outstandingly aesthetic or original, but it must be efficient.
- Gamify if the product is compatible (via funny videos, memes, polls, etc.).

RECOMMENDATIONS

- Besides one-to-many, one-to-one communication and in-group is increasingly based on social media, maintain a reliable messenger service, group communication platform (or similar.)
- Get familiar with the digitally native Z generation (born 1997-2012), who lead the transformation of the social media with an average of 3 daily hours of social media usage.

RECOMMENDATIONS

- Plan your campaign carefully based on reliable country and target group data.
- Always keep in mind the gender and age skew, for example *TikTok* is mostly preferred by younger women.
- *Facebook* is somewhat aging, but *Meta* is still THE leading conglomerate, especially in the former communist bloc of Central and Eastern Europe, never plan a campaign without *Facebook*, *Instagram* or *Messenger* ads.

RECOMMENDATIONS

- *Messenger* is the number one messaging service in Eastern Europe, whereas *WhatsApp* in Western Europe.
- *YouTube* has the highest single reach, larger campaign definitely need it.
- For the youngest audience group use *Instagram* and increasingly *TikTok*. In Eastern Europe the latter especially popular in Romania.

RECOMMENDATIONS

- *LinkedIn* has a relatively low adoption rate, but its great for advertising certain cultural products, for its user base entails a more professional segment and an active, well educated and relatively young population.
- Twitter has a high market share in the UK and the United States, but quite low adoption rates in Central and Eastern Europe, here it might be a good choice only for very specialized audiences (like academics, journalists).

RECOMMENDATIONS

- Don't get misguided by social media penetration figures, services or products might have niche audiences much easier to reach with a relatively unpopular platform.
- Try to get influencers on your side.
- Never forget the "antiquated" conventional media: radio, posters, flyers, booklets are still a great way to reach your audience.
- Don't lose physical touch with your community, especially after these frustrating isolation years, organize on site events, talks, discussions.

RECOMMENDED DATA SOURCES

EASIER

- <https://datareportal.com>
- <https://www.gwi.com/reports>
- <http://www.mediafactbook.ro>

HARDER

- <https://ec.europa.eu/eurostat>

**THANKS FOR YOUR KIND
ATTENTION!**

Levente Székedi

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