



Statistical Capacity Building (StatCaB) Programme  
[2019-STATCAB-63001]

'Effective Written Communication Techniques'  
INSTAT of Albania  
18-19 March 2019



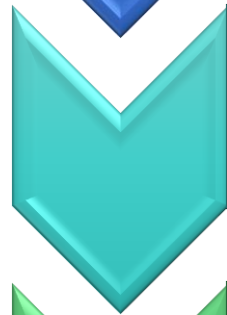
# Day 2| Session 4

## Leveraging Social Media as a Communication Tool





- **INTRODUCTION**



- **SOCIAL MEDIA FANSTATSTICS**

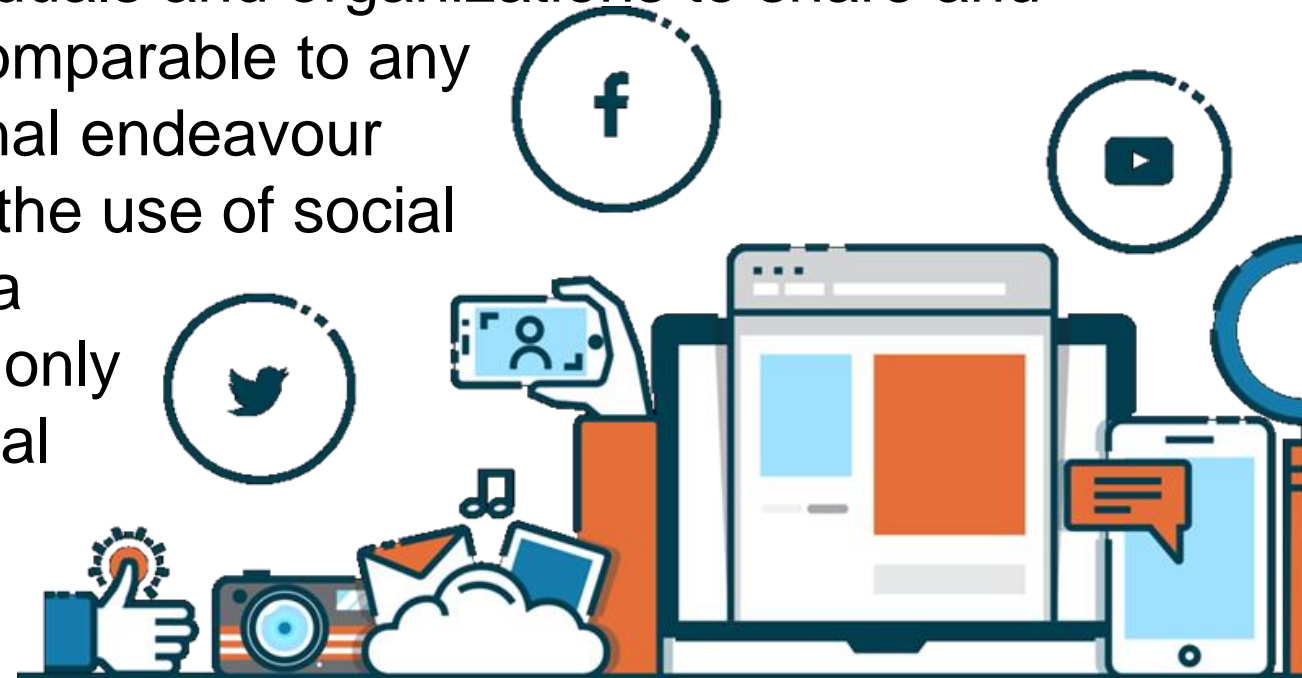


- **PROS OF SOCIAL MEDIA**



- **CONS OF SOCIAL MEDIA**

- 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.



- 
- A dense, circular arrangement of numerous colorful icons. The icons represent a wide variety of concepts: technology (laptop, smartphone, tablet, Wi-Fi symbol, satellite dish), communication (microphone, speech bubble, envelope, link icon, megaphone), media and entertainment (music notes, headphones, camera, film strip, game controller), health and safety (heart, first aid kit, magnifying glass over a cross), nature and environment (bird, house, leaf, recycling symbol), and everyday objects (fork, knife, cup, calendar, lightbulb). The icons are stylized and vibrant, set against a plain white background.





# Social Media Statistics



2.32B  
monthly active  
Daily: 1.52 billion



321M  
monthly active  
Daily: 126 million



610M  
registered members



1.0B  
monthly active  
Daily: 500 million  
Stories: 500 million daily



186M  
daily active



1.3B  
monthly active



250M  
monthly active

UPDATED FEBRUARY 2019

Source: <https://chrissniderdesign.com/blog/resources/social-media-statistics/>



[www.dosm.gov.my](http://www.dosm.gov.my)



@StatsMalaysia



## Daily Active Social Media Users



**3.2 billion**

social media users –  
which equates to **about 42% of the population.**

(Emarsys, 2019)



## Social media users by generation



**90.4%**  
Millennials



**77.5%**  
Gen X



**48.2%**  
Baby Boomers



(Emarketer, 2019)

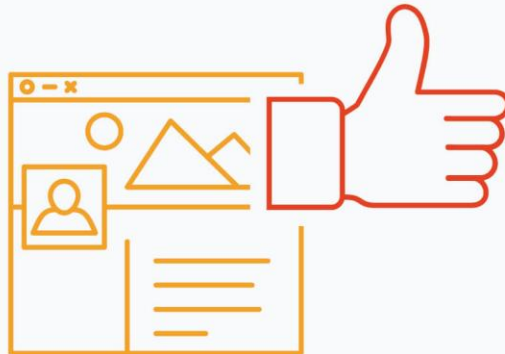


## Facebook is the Market Leader

Facebook remains the  
**most widely used social  
media platform**; roughly  
two-thirds of U.S. adults -

**68%**

now report that they are  
Facebook users.  
(Pewinternet, 2018)



## Time spent on social media per day

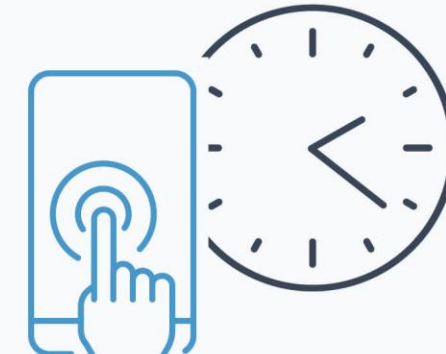
An average of

**2:22**

hours minutes

per day is spent on **social  
networks and messaging.**

(Globalwebindex, 2018)





## 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)

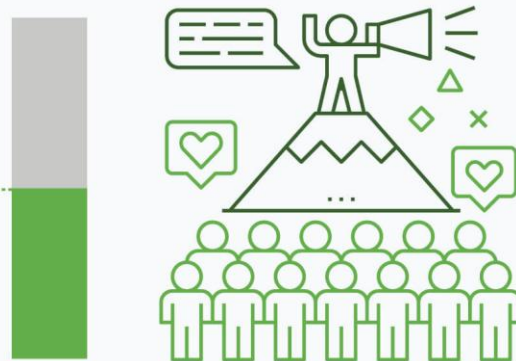


## Influencers Help Build Brand Trust

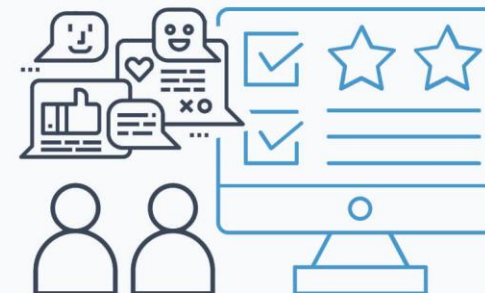
**49%**

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)



## 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 everyday  
by global internet users



Youtube, Instagram, and Snapchat  
are the most popular social media  
platforms among

**Teens**

Source: <https://blog.statusbrew.com/social-media-statistics-2019/>



## Twitter Marketing Stats



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



**74%**  
of Twitter users say that they  
utilize the network to get their news



**85%**  
of SMB Twitter users say Twitter is  
essential for customer service



**93%**  
of Twitter video views happen  
on mobile devices

## 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



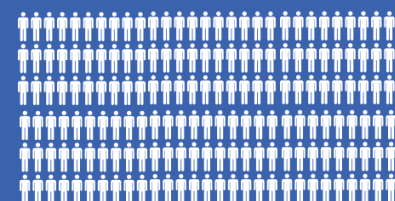
**100 Million**  
hours of video is watched by  
Facebook users alone each day



**85%**  
of Facebook video 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 follow 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%** users were  
**female & 49.6%**



Global spending on Instagram influencer  
marketing reached  
**5.67 Billion**  
U.S dollars in 2018



**400 Million**  
users use Instagram  
stories every day





Facebook

Monthly Active Users: **2.2 Billion**    Daily Active Users: **1.4 Billion**    Founded: **2004**

Photos uploaded daily: **300 Million**    Video views daily: **8 Billion**    Rank: **#1**



YouTube

Monthly Active Users: **1.5 Billion**    Daily Active Users: **30 Million**    Founded: **2005**

Video views daily: **5 Billion**    Average visit length: **40 min.**    Rank: **#2**



Instagram

Monthly Active Users: **800 Million**    Daily Active Users: **500 Million**    Founded: **2010**

Photos uploaded daily: **95 Million**    Stories daily: **250 Million**    Rank: **#3**



WhatsApp

Monthly Active Users: **700 Million**    Daily Active Users: **320 Million**    Founded: **2009**

New users daily: **1 Million**    Messages sent daily: **43 Billion**    Rank: **#4**



Google+

Monthly Active Users: **395 Million**    Total Registered Users: **2 Billion**    Founded: **2011**

U.S. based users: **55%**    Ages 15-34 users: **28%**    Rank: **#5**



Twitter

Monthly Active Users: **330 Million**    Daily Active Users: **100 Million**    Founded: **2006**

Tweets published daily: **140 Million**    New accounts daily: **460,000**    Rank: **#6**



- 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



Source: <https://www.business.gov.au/marketing/social-media/pros-and-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



Source: <https://www.business.gov.au/marketing/social-media/pros-and-cons-of-social-media>



# Welcoming 62<sup>nd</sup> ISI WORLD STATISTICS CONGRESS 2019



18 - 23 AUGUST 2019 ■ KUALA LUMPUR



# THANK YOU



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POPULATION & HOUSING  
CENSUS MALAYSIA **2020**

Your Data Is Our Future



[www.dosm.gov.my](http://www.dosm.gov.my)



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