



THE SOCIAL MEDIA MATRIX

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Understanding Social Media



Social Media are technologies that facilitate creation, and sharing of information via virtual communities.



The World is Social



**JAN
2018**

DIGITAL AROUND THE WORLD IN 2018

KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL
POPULATION



7.593
BILLION

URBANISATION:
55%

INTERNET
USERS



4.021
BILLION

PENETRATION:
53%

ACTIVE SOCIAL
MEDIA USERS



3.196
BILLION

PENETRATION:
42%

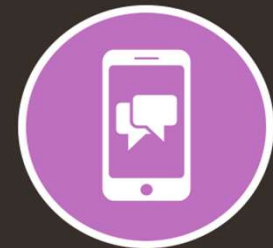
UNIQUE
MOBILE USERS



5.135
BILLION

PENETRATION:
68%

ACTIVE MOBILE
SOCIAL USERS



2.958
BILLION

PENETRATION:
39%

7

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; **INTERNET:** INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; **SOCIAL MEDIA AND MOBILE SOCIAL MEDIA:** FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; **MOBILE:** GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).



Hootsuite™

**we
are
social**

It's a Whole New World



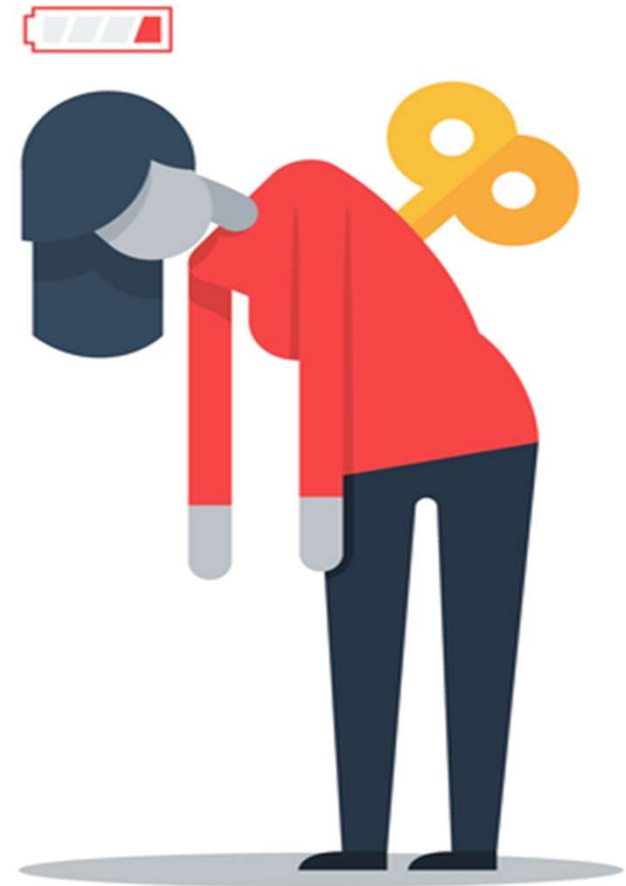
- Awareness
- Communication
- Your story/Share your opinion
- If you are not paying for it, you are the product.
- Business



Why Embrace?



- To share expertise
- To be human
- To connect with your people
- To communicate
- To stay relevant



In the Marketplace?



Organizations and professionals who do not participate in social media communication risk missing out on business and development opportunities.



What are the Opportunities?



- New channels of collaboration and innovation
- Unique touch points to engage communities and develop new ideas.
- Allows you to tap into the brainpower and energy of the online community (brainstorms)



Africa & Social Media



- At the core of the African culture is the idea of community.
 - Commerce
 - Communication
 - Conversation (from trends to memes)
 - Collaboration (among creators)

Social Media in 2018



- More visual content
- Rise of Dark Social
- Organic Reach is Dead



Social Media in 2018



This is because we are
'visually wired'



almost

50%

of your brain
is involved in

**visual
processing** ^[5]



70%

of all your

**sensory
receptors**

are in your eyes ^[4]



we can get
the sense of a

**visual
scene**

in less than
1/10 of a second ^[6]



Social Media in Numbers

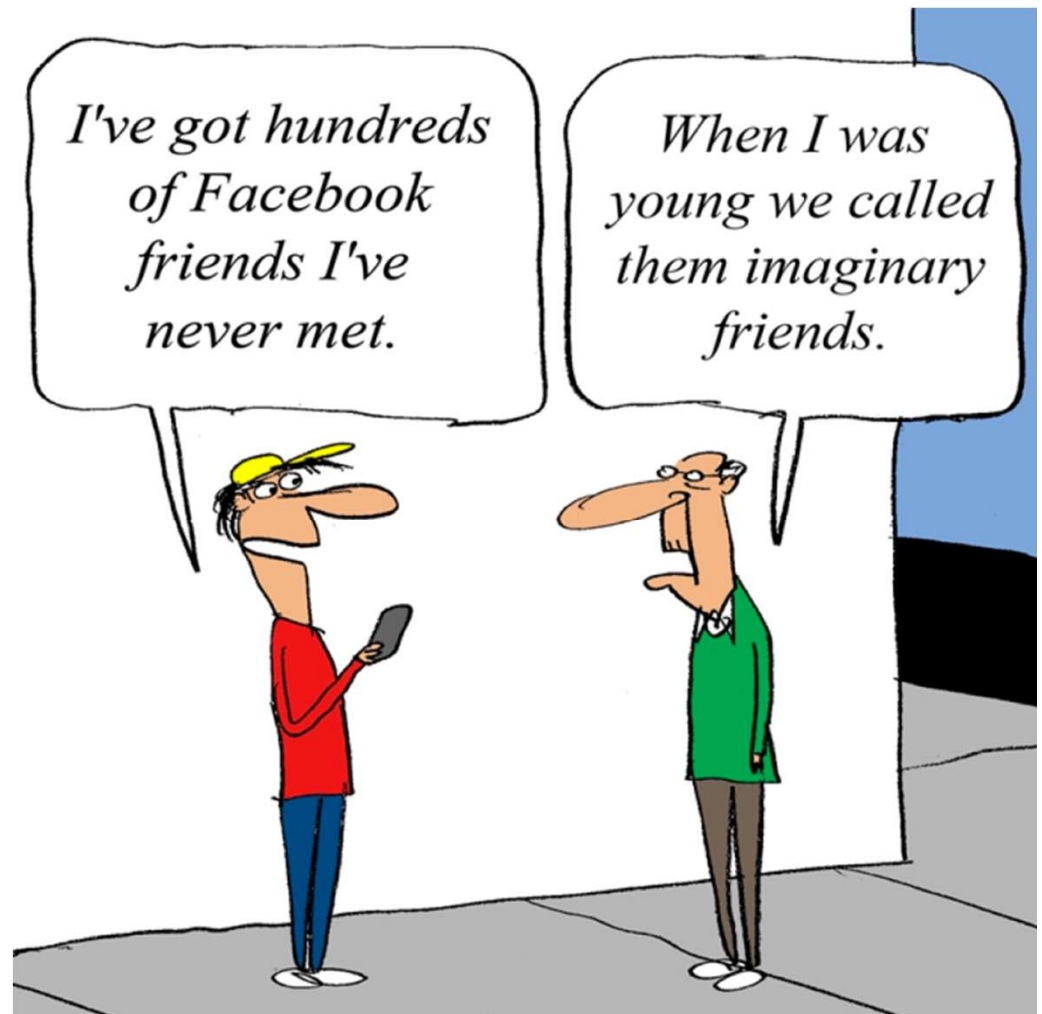


- \$40 billion was spent on social network advertising in 2016.
- Social media advertising budgets doubled from \$16 billion in 2014 to \$31 billion in 2016

Fun Facts



- Users spend an average of 1.7 seconds when looking at a piece of content online.
- People look at videos 5 times longer than static content on both Facebook and Instagram





“The best moments
of my life don’t make it
to social media.”

-Myself



ANY
QUESTIONS?



Shukran

