

# Social Media

## *Industry Perspective*

Iida Hietala

April 21st, 2021

DASM spring 2021

JAN  
2021

# DIGITAL AROUND THE WORLD

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL  
POPULATION



**7.83**  
BILLION

URBANISATION:  
**56.4%**



UNIQUE MOBILE  
PHONE USERS



**5.22**  
BILLION

vs. POPULATION:  
**66.6%**

we  
are  
social

INTERNET  
USERS\*



**4.66**  
BILLION

vs. POPULATION:  
**59.5%**



ACTIVE SOCIAL  
MEDIA USERS\*



**4.20**  
BILLION

vs. POPULATION:  
**53.6%**

**SOURCES:** THE U.N.; LOCAL GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; APJII; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY EARNINGS REPORTS; MEDIASCOPE. **\*ADVISORIES:** INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** TO DATA PUBLISHED IN PREVIOUS REPORTS. SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **◆ COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

we  
are  
social



Hootsuite®

JAN  
2021

# GLOBAL SOCIAL MEDIA USERS OVER TIME

NUMBER OF GLOBAL SOCIAL MEDIA USERS\* BY YEAR (IN BILLIONS), WITH YEAR-ON-YEAR CHANGE

⚠️ SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS

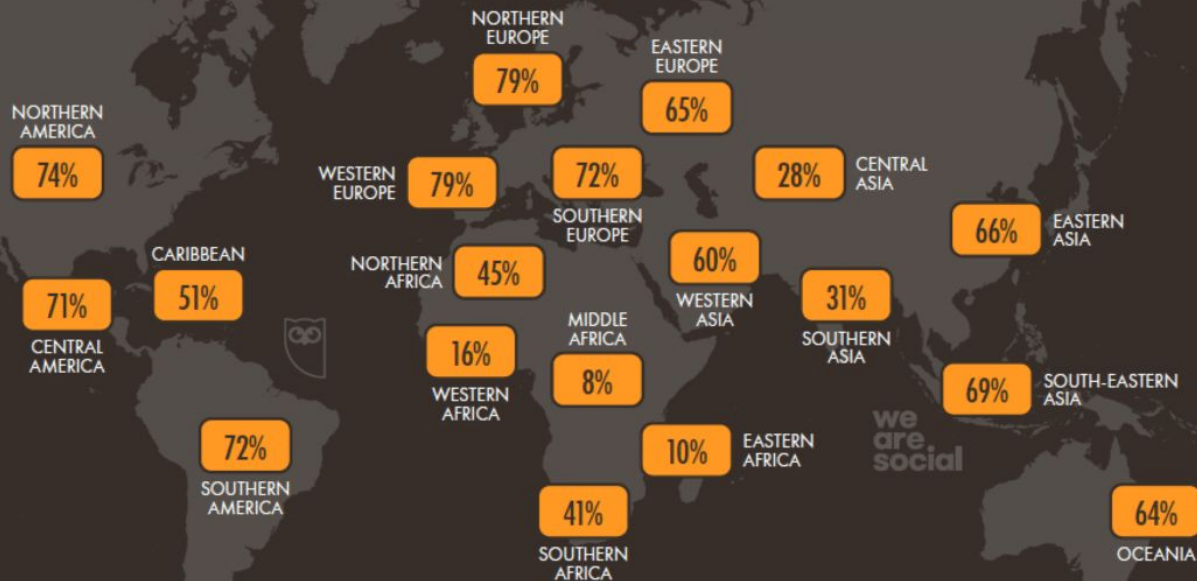


JAN  
2021

# SOCIAL MEDIA USERS vs. TOTAL POPULATION

THE NUMBER OF ACTIVE SOCIAL MEDIA USERS\* IN EACH REGION COMPARED TO TOTAL POPULATION

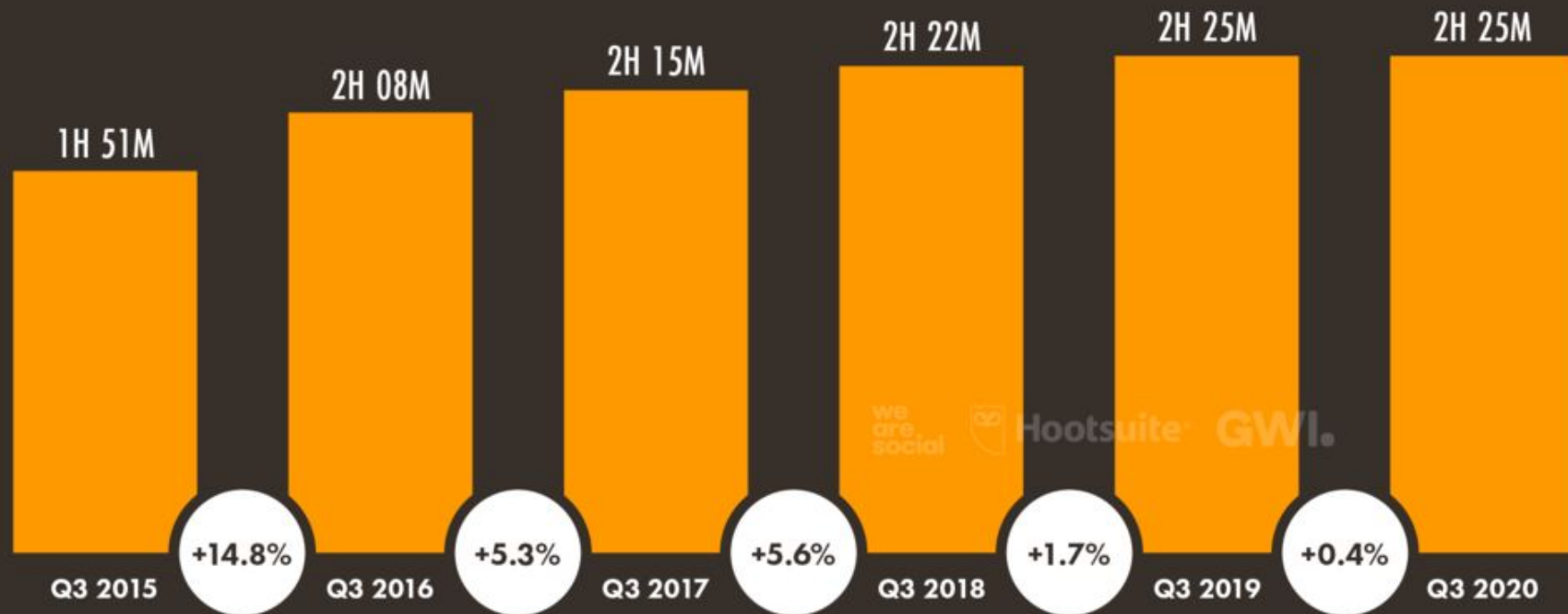
⚠️ THIS CHART INCLUDES DATA FROM NEW SOURCES, SO VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS



JAN  
2021

# EVOLUTION OF DAILY TIME SPENT USING SOCIAL MEDIA

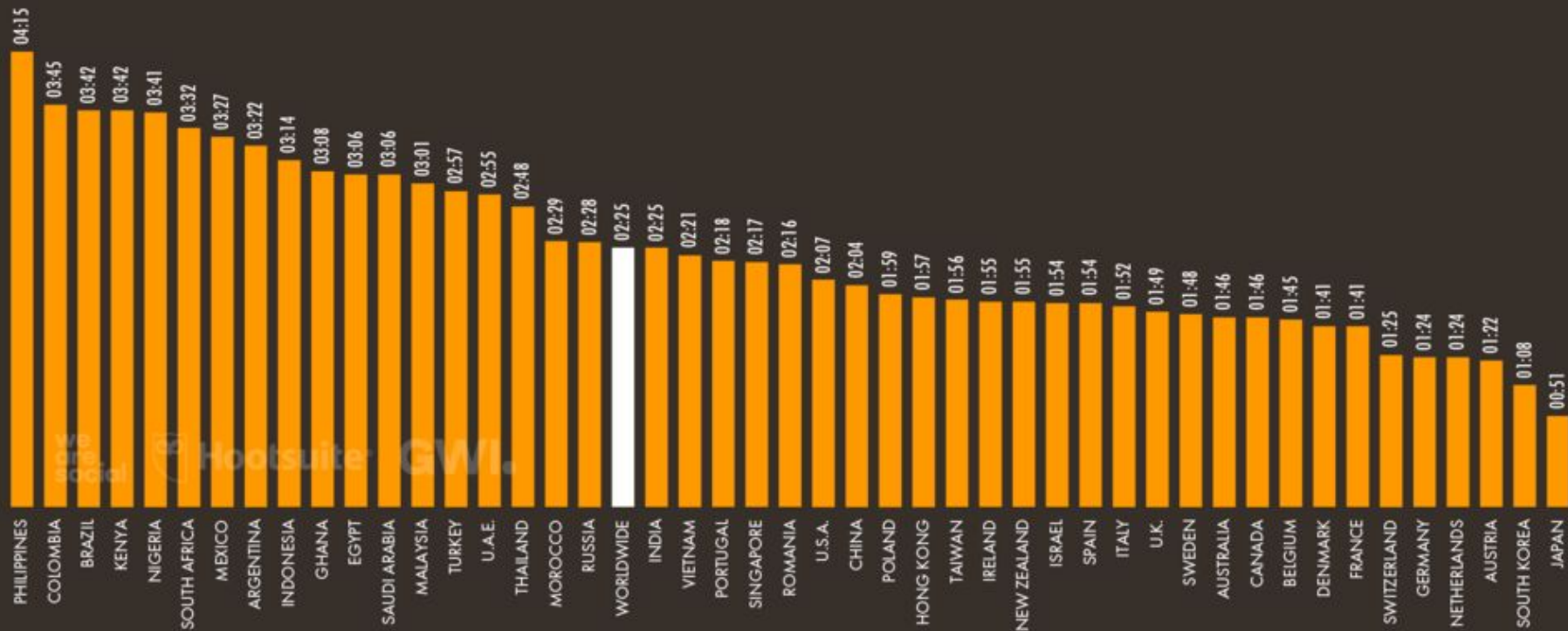
EVOLUTION IN THE AVERAGE AMOUNT OF TIME PER DAY THAT INTERNET USERS AGED 16 TO 64 SPEND USING SOCIAL MEDIA



JAN  
2021

# DAILY TIME SPENT USING SOCIAL MEDIA

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING SOCIAL MEDIA EACH DAY



**Top 100 - International Media Corporations**

1.	<b>AT&amp;T Inc. (Dallas/US)</b>	€ 144.590 billion
2.	<b>Alphabet Inc. (Mountain View/US)</b>	€ 115.850 billion
3.	<b>Comcast Corporation (Philadelphia/US)</b>	€ 80.020 billion
4.	<b>The Walt Disney Company (Burbank/US)</b>	€ 50.330 billion
5.	<b>Facebook, Inc. (Palo Alto/US)</b>	€ 47.280 billion
6.	<b>Tencent Holdings Ltd. (Shenzen/CN)</b>	€ 40.050 billion
7.	<b>Charter Comm. Inc. (St. Louis/US)</b>	€ 36.930 billion
8.	<b>News Corp. Ltd./21st Century Fox (New York/US)</b>	€ 33.380 billion
9.	<b>Apple Inc. (Cupertino/US)</b>	€ 31.490 billion
10.	<b>Sony Corporation (Tokyo/JP)</b>	€ 31.480 billion
11.	<b>Viacom Inc./CBS Corp. (New York/US)</b>	€ 23.250 billion
12.	<b>Altice Europe N.V./Altice USA, Inc. (Amsterdam/NL)</b>	€ 22.190 billion
13.	<b>Amazon.com, Inc. (Seattle/US)</b>	€ 20.560 billion
14.	<b>Liberty/Qurate Retail, Inc. (Englewood, CO/US)</b>	€ 18.710 billion
15.	<b>Cox Communications, Inc. (Atlanta/US)</b>	€ 17.780 billion
16.	<b>Bertelsmann SE &amp; Co. KGaA (Gütersloh/DE)</b>	€ 17.673 billion
17.	<b>Microsoft Corporation (Redmond/US)</b>	€ 14.700 billion
18.	<b>Vivendi S.A. (Paris/FR)</b>	€ 13.930 billion
19.	<b>Netflix (Los Gatos/US)</b>	€ 13.370 billion
20.	<b>Baidu Inc. (Beijing/CN)</b>	€ 12.600 billion
21.	<b>Dish Network Corporation (Englewood, CO/US)</b>	€ 11.530 billion
22.	<b>Rogers Comm. (Toronto/CA)</b>	€ 9.870 billion
23.	<b>The Hearst Corporation (New York/US)</b>	€ 9.650 billion
24.	<b>Discovery Inc. (Silver Spring/US)</b>	€ 8.940 billion
25.	<b>Bloomberg L.P. (New York/US)</b>	€ 8.467 billion

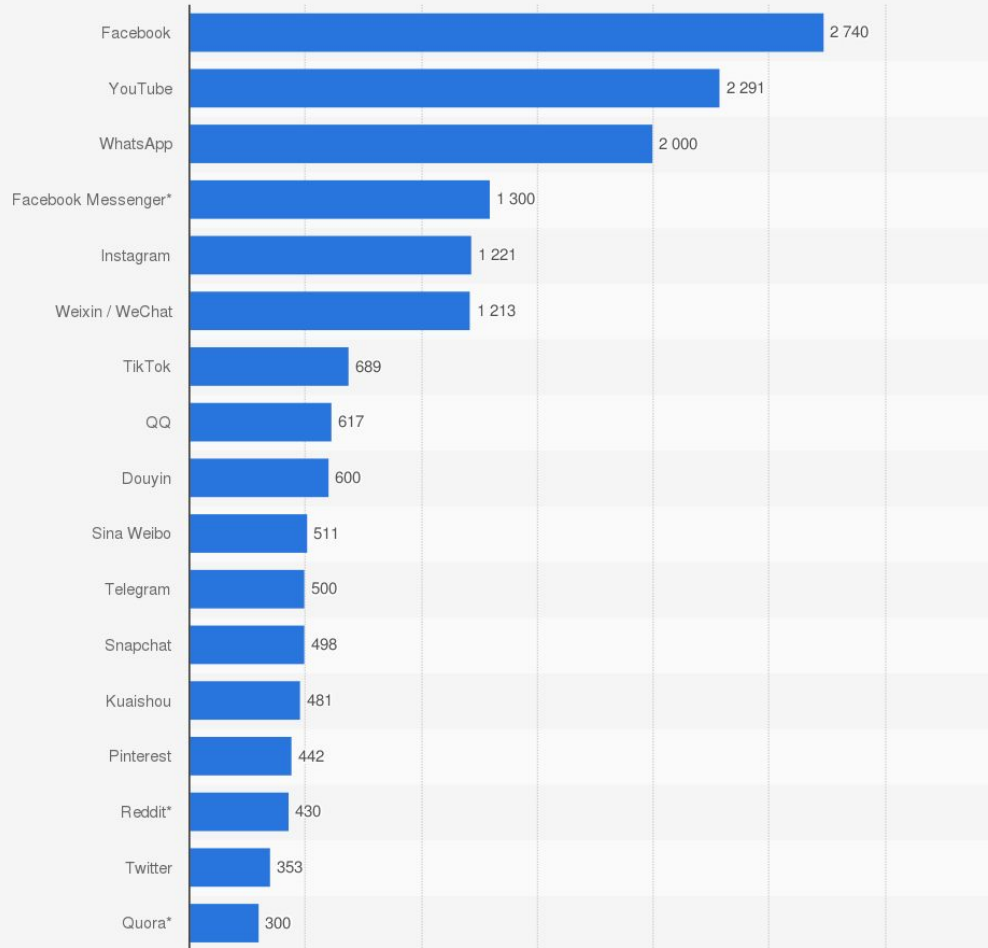
25.	<b>Bloomberg L.P. (New York/US)</b>	€ 8.467 billion
26.	<b>RELX Group (London/GB)</b>	€ 8.466 billion
27.	<b>Nintendo Company Ltd. (Kyoto/JP)</b>	€ 8.430 billion
28.	<b>NetEase (Beijing/CN)</b>	€ 8.270 billion
29.	<b>beIN Media Group (Doha/QA)</b>	€ 7.280 billion
30.	<b>Lagardère Media (Paris/FR)</b>	€ 7.258 billion
31.	<b>ARD (Berlin, München/DE)</b>	€ 6.609 billion
32.	<b>Verizon Media (New York/US)</b>	€ 6.520 billion
33.	<b>Activision Blizzard Inc. (Santa Monica/US)</b>	€ 6.350 billion
34.	<b>BBC (London/UK)</b>	€ 5.700 billion
35.	<b>Naspers (Cape Town/ZA)</b>	€ 5.640 billion
36.	<b>Nielsen Holdings plc (Haarlem/NL)</b>	€ 5.520 billion
37.	<b>Nippon Hoso Kyokai (Tokyo/JP)</b>	€ 5.500 billion
38.	<b>Shanghai Media Group (Shanghai/CN)</b>	€ 5.460 billion
39.	<b>iHeart Media (San Antonio/US)</b>	€ 5.360 billion
40.	<b>S&amp;P Global (New York/USA)</b>	€ 5.300 billion
41.	<b>Spotify AB (Stockholm/SE)</b>	€ 5.260 billion
42.	<b>Bandai Namco Holdings Inc. (Tokyo/JP)</b>	€ 5.200 billion
43.	<b>Fuji Media Holdings, Inc. (Tokyo/JP)</b>	€ 4.960 billion
44.	<b>Pearson plc (London/UK)</b>	€ 4.670 billion
45.	<b>Thomson Reuters Corporation (New York/US)</b>	€ 4.660 billion
46.	<b>Grupo Televisa (Mexico City/MX)</b>	€ 4.460 billion
47.	<b>Electronic Arts Inc. (Redwood City/US)</b>	€ 4.360 billion
48.	<b>Wolters Kluwer nv (Amsterdam/NL)</b>	€ 4.260 billion
49.	<b>ProSiebenSat.1 SE (Unterföhring/DE)</b>	€ 4.010 billion
50.	<b>ITV plc (London/UK)</b>	€ 3.630 billion



**Top 100 - International Media Corporations**

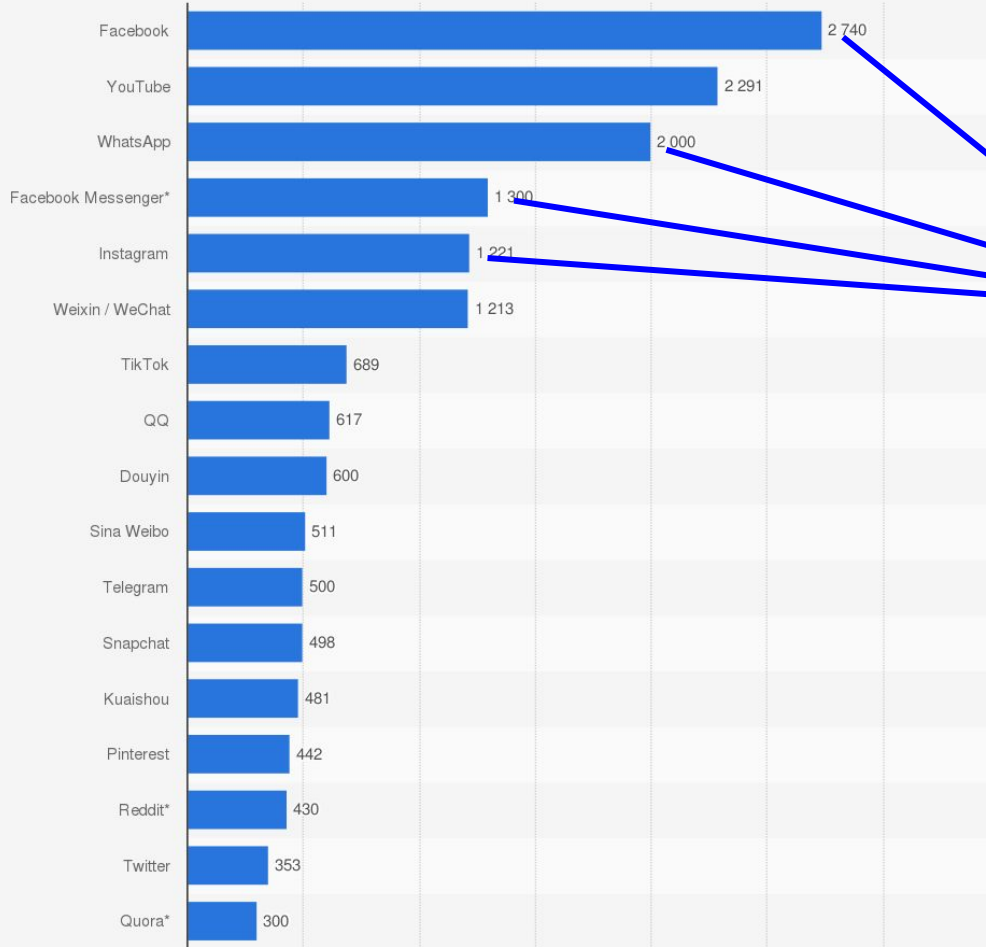
1.	<b>AT&amp;T Inc. (Dallas/US)</b>	€ 144.590 billion
2.	<b>Alphabet Inc. (Mountain View/US)</b>	€ 115.850 billion
3.	<b>Comcast Corporation (Philadelphia/US)</b>	€ 80.020 billion
4.	<b>The Walt Disney Company (Burbank/US)</b>	€ 50.330 billion
5.	<b>Facebook, Inc. (Palo Alto/US)</b>	€ 47.280 billion
6.	<b>Tencent Holdings Ltd. (Shenzen/CN)</b>	€ 40.050 billion
7.	<b>Charter Comm. Inc. (St. Louis/US)</b>	€ 36.930 billion
8.	<b>News Corp. Ltd./21st Century Fox (New York/US)</b>	€ 33.380 billion
9.	<b>Apple Inc. (Cupertino/US)</b>	€ 31.490 billion
10.	<b>Sony Corporation (Tokyo/JP)</b>	€ 31.480 billion
11.	<b>Viacom Inc./CBS Corp. (New York/US)</b>	€ 23.250 billion
12.	<b>Altice Europe N.V./Altice USA, Inc. (Amsterdam/NL)</b>	€ 22.190 billion
13.	<b>Amazon.com, Inc. (Seattle/US)</b>	€ 20.560 billion
14.	<b>Liberty/Qurate Retail, Inc. (Englewood, CO/US)</b>	€ 18.710 billion
15.	<b>Cox Communications, Inc. (Atlanta/US)</b>	€ 17.780 billion
16.	<b>Bertelsmann SE &amp; Co. KGaA (Gütersloh/DE)</b>	€ 17.673 billion
17.	<b>Microsoft Corporation (Redmond/US)</b>	€ 14.700 billion
18.	<b>Vivendi S.A. (Paris/FR)</b>	€ 13.930 billion
19.	<b>Netflix (Los Gatos/US)</b>	€ 13.370 billion
20.	<b>Baidu Inc. (Beijing/CN)</b>	€ 12.600 billion
21.	<b>Dish Network Corporation (Englewood, CO/US)</b>	€ 11.530 billion
22.	<b>Rogers Comm. (Toronto/CA)</b>	€ 9.870 billion
23.	<b>The Hearst Corporation (New York/US)</b>	€ 9.650 billion
24.	<b>Discovery Inc. (Silver Spring/US)</b>	€ 8.940 billion
25.	<b>Bloomberg L.P. (New York/US)</b>	€ 8.467 billion

## Most popular social networks worldwide as of January 2021, ranked by number of active users (in millions)



Number of active users in millions

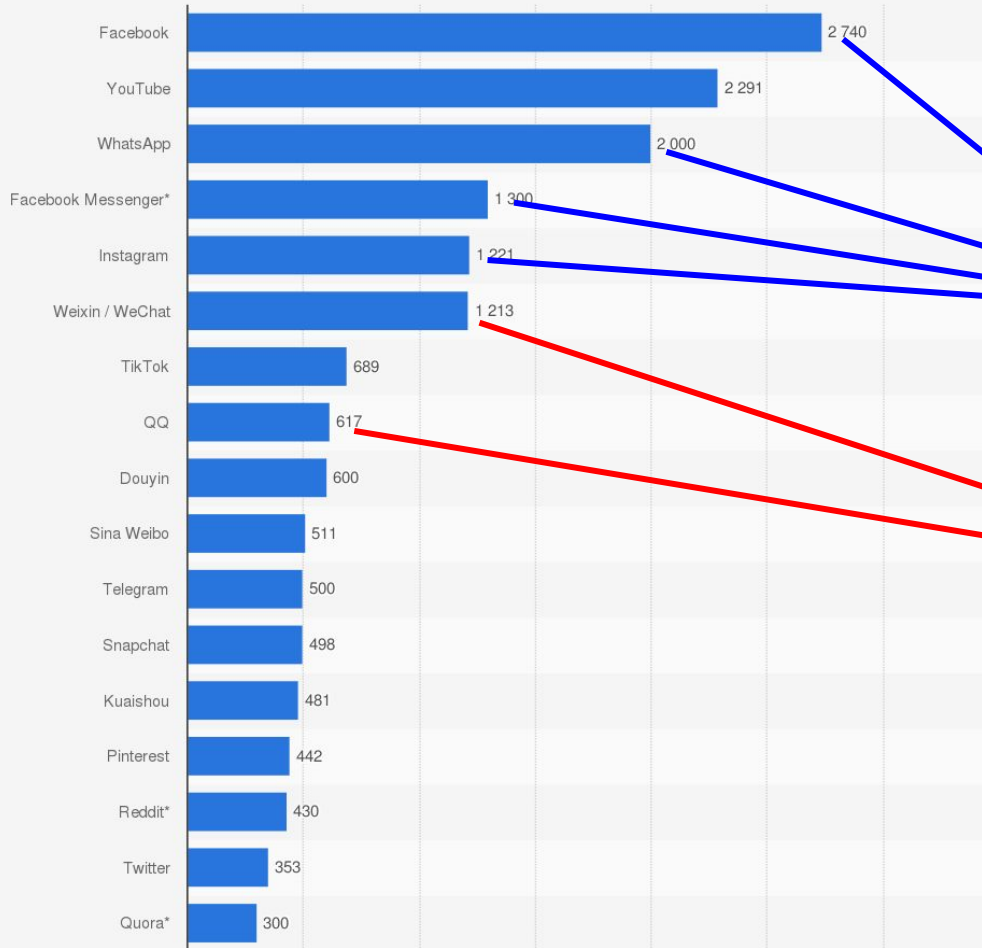
## Most popular social networks worldwide as of January 2021, ranked by number of active users (in millions)



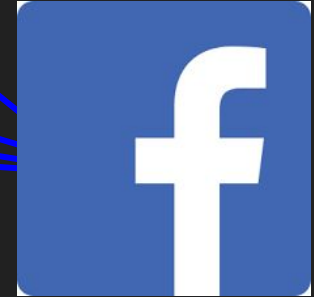
Number of active users in millions



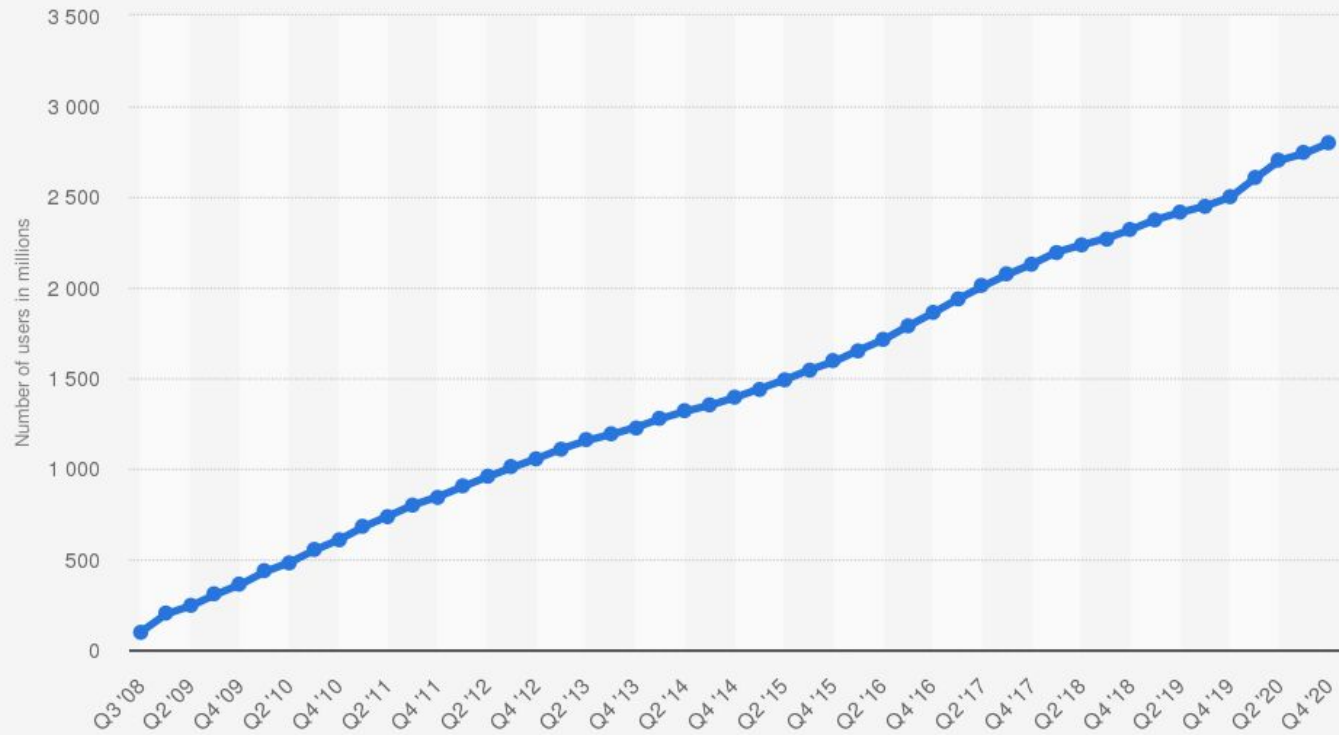
# Most popular social networks worldwide as of January 2021, ranked by number of active users (in millions)



Number of active users in millions



## Number of monthly active Facebook users worldwide as of 4th quarter 2020 (in millions)



### Source

Facebook  
© Statista 2021


### Additional Information:

Worldwide; Facebook; Q3 2008 to Q4 2020

JAN  
2021

# SOCIAL MEDIA PLATFORMS: USER OVERLAPS

PERCENTAGE OF USERS AGED 16 TO 64\* OF EACH SOCIAL MEDIA PLATFORM WHO USE OTHER SOCIAL MEDIA PLATFORMS

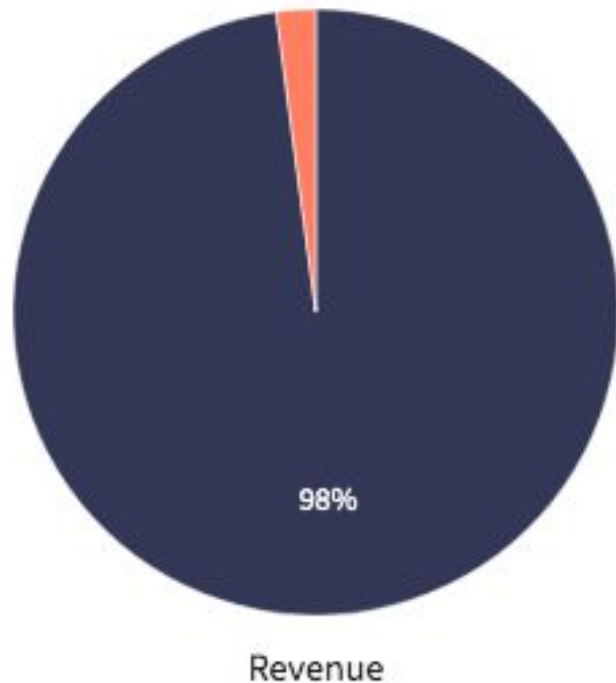
 THE PLATFORMS INCLUDED IN THE "WHO USE ANY OTHER PLATFORM" COLUMN HAVE CHANGED, SO VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS

	WHO USE ANY OTHER PLATFORM	WHO ALSO USE FACEBOOK	WHO ALSO USE YOUTUBE	WHO ALSO USE INSTAGRAM	WHO ALSO USE REDDIT	WHO ALSO USE SNAPCHAT	WHO ALSO USE TWITTER	WHO ALSO USE TIKTOK	WHO ALSO USE PINTEREST
FACEBOOK USERS	98.9%	100.0%	92.3%	74.8%	17.7%	29.6%	53.8%	35.8%	35.2%
YOUTUBE USERS	98.7%	81.4%	100.0%	72.9%	17.6%	28.9%	52.0%	34.6%	34.3%
INSTAGRAM USERS	99.8%	85.5%	94.5%	100.0%	20.6%	35.3%	60.7%	40.5%	39.6%
REDDIT USERS	100.0%	84.1%	94.7%	85.5%	100.0%	56.8%	76.1%	56.5%	64.3%
SNAPCHAT USERS	99.9%	85.3%	94.4%	89.0%	34.4%	100.0%	68.3%	57.9%	53.8%
TWITTER USERS	99.8%	86.9%	95.3%	85.7%	25.9%	38.2%	100.0%	42.5%	42.3%
TIKTOK USERS	99.7%	85.0%	93.3%	84.2%	28.2%	47.7%	62.5%	100.0%	47.0%
PINTEREST USERS	99.8%	85.5%	94.6%	84.1%	32.9%	45.3%	63.7%	48.1%	100.0%

SOURCE: GWI (Q3 2020). SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS. \*NOTES: ONLY INCLUDES USERS AGED 16 TO 64. DOES NOT INCLUDE USERS IN CHINA. PERCENTAGES REPRESENT THE USERS OF THE PLATFORM IDENTIFIED IN THE LEFT-HAND COLUMN WHO ALSO USE THE PLATFORM IDENTIFIED IN THE ROW AT THE TOP OF EACH COLUMN. PERCENTAGES IN THE "WHO USE ANY OTHER PLATFORM" COLUMN REPRESENT USERS WHO USE ANY OTHER SOCIAL MEDIA PLATFORM, INCLUDING PLATFORMS NOT LISTED IN THIS TABLE.

# Facebook Segment Breakdown

- Advertising
- Other revenue

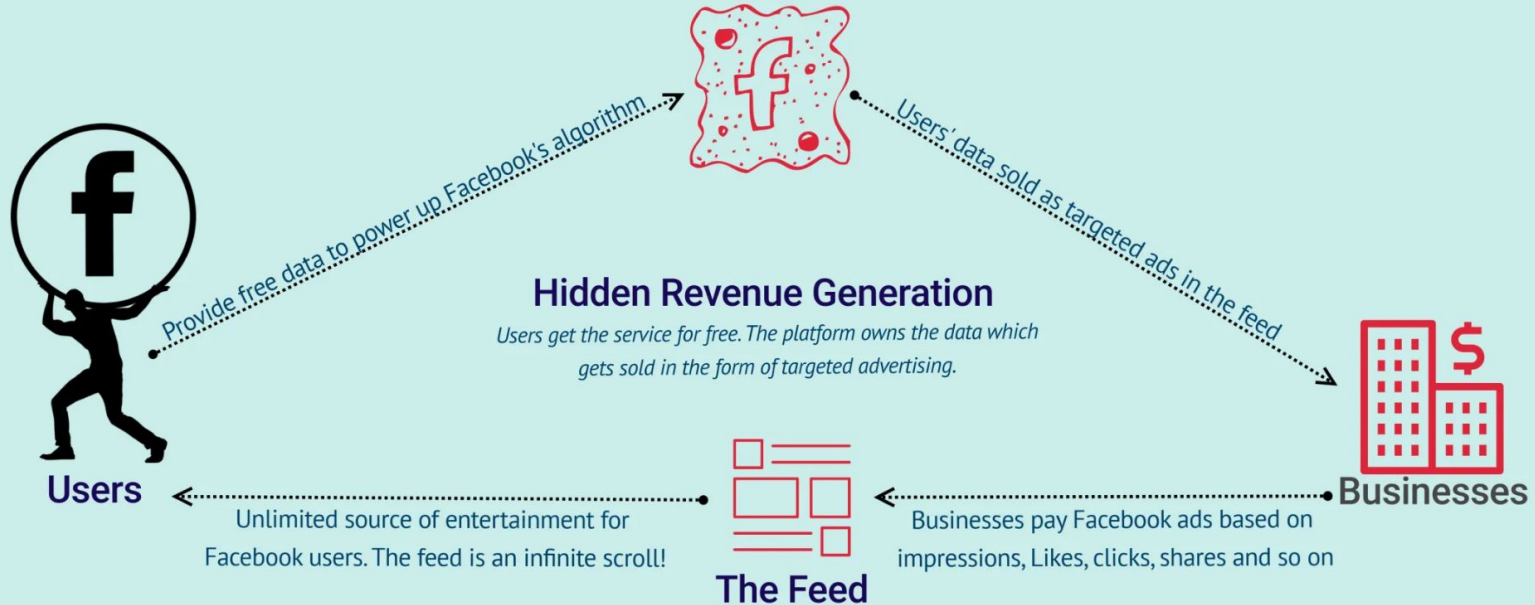


*Based on Facebook's FY 2020 ended December 31, 2020*

Chart: Matthew Johnston • Source: [Facebook 10-K](#)

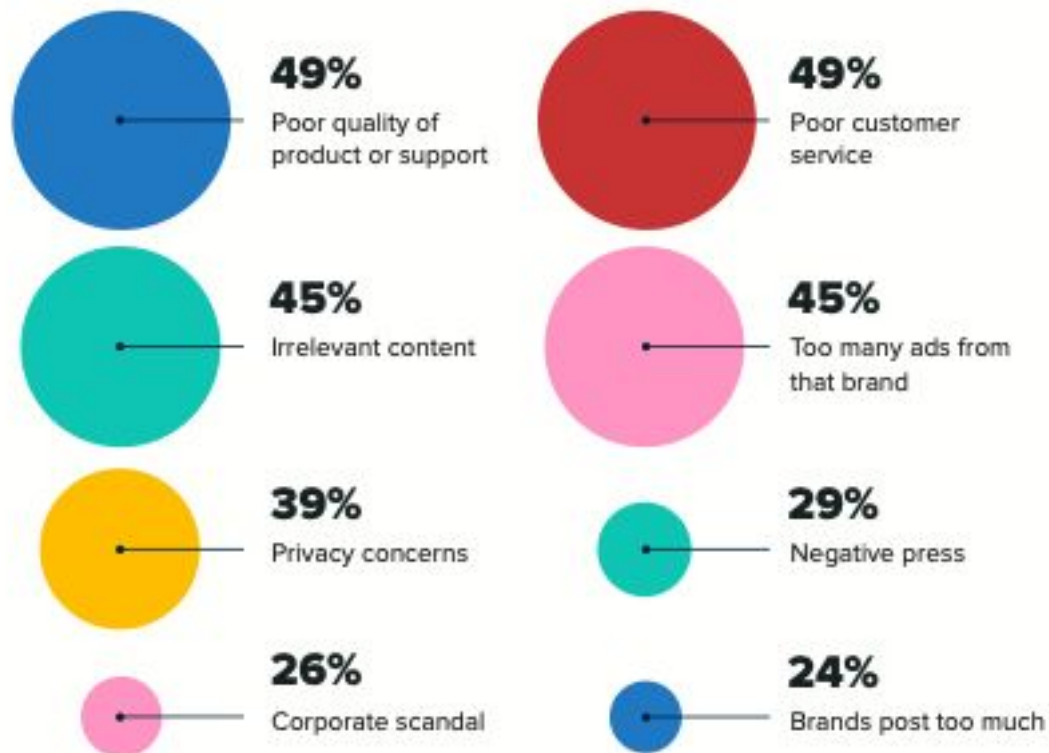
# Facebook Business Model In Action

**Facebook is an attention-based business model.** As such, its algorithms condense the attention of over 2.4 billion users as of June 2019. **Facebook advertising revenues accounted for \$31.9 billion or 98.66% of its total revenues.** Facebook Inc. has a product portfolio made of Instagram, Messenger, WhatsApp, and Oculus.





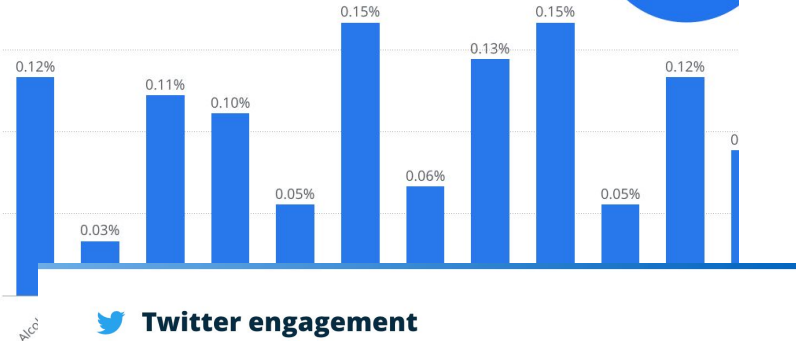
## Why consumers unfollow brands on social media



# f Facebook engagement

Engagement rate / post (by follower)

The median across all industries is **0.09%**

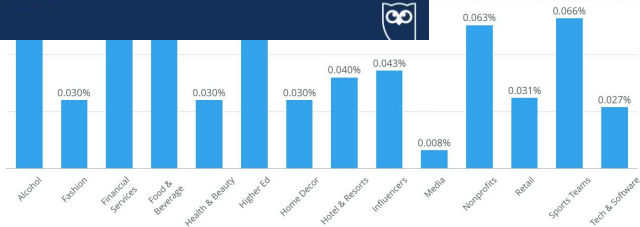


## Twitter engagement

Awareness Metrics Audience Growth Rate

$$\frac{\text{Net New Followers}}{\text{Total Audience}} \times 100 = \text{Growth Rate Percentage}$$

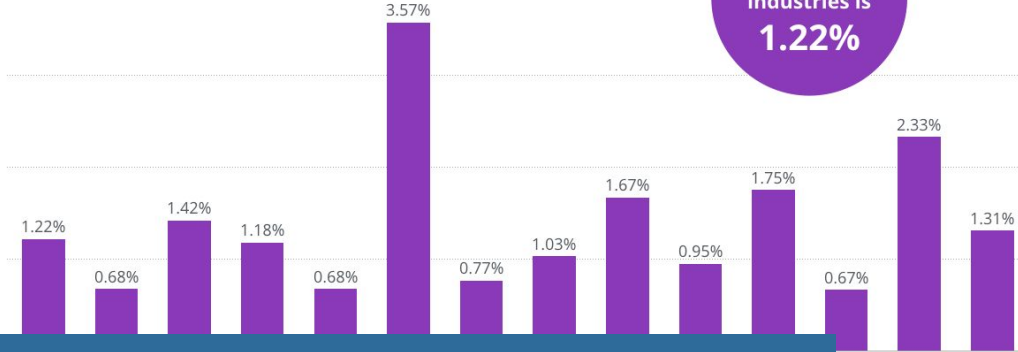
The median across all industries is **0.045%**



# Instagram engagement

Engagement rate / post (by follower)

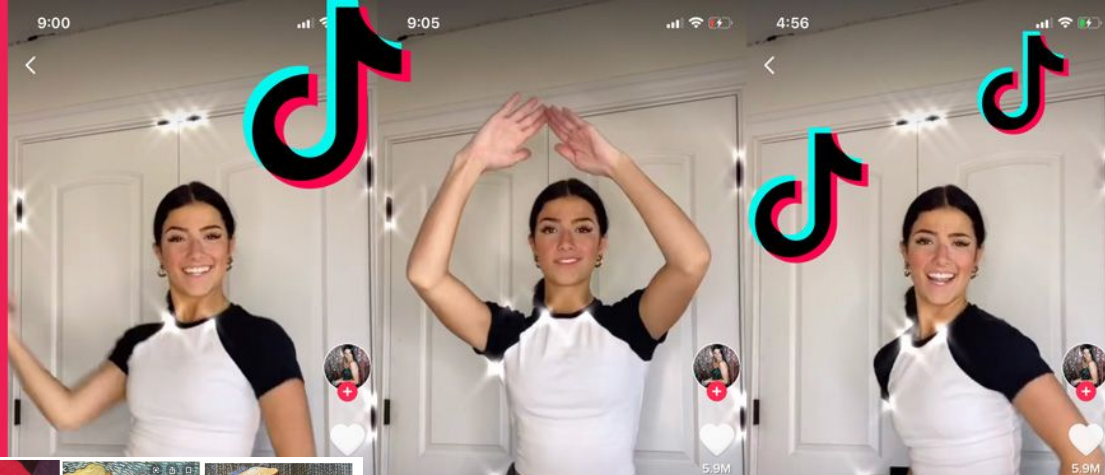
The median across all industries is **1.22%**



Conversion Metrics Conversion Rate

$$\frac{\text{Conversions}}{\text{Total Clicks}} \times 100 = \text{Conversion Rate Percentage}$$





charli d'amelio  
@charlidamelio

Stay home & do the #distancedance . Tag me & the hashtag in your video. P&G will donate to Feeding America & Matthew 25 for first 3M videos #pgpartner

🎵 Big Up's (feat. Yung Naej) - Jordyn, Nic Da Kid

5.9M likes · 179.7K comments

inhale, exhale, breathe  
rewind, stay at home! 💕



@charlidamelio · 3.24

Stay home & do the #distancedance. Tag me & the hashtag in your video. P&G will donate to Feeding America & Matt

Verouutiset  
Karkauspäivänä saat antaa lahjaksi keskihintaista hamekangasta ilman lahjaveroa:

200 m      290 m

JE SUIS CHARLIE

Verouutiset @Verouutiset · 26 huhtik. 2020  
Ryhmä Hau ja @Verouutiset ovat toimitavalmiina! Livevitamme tässä ketjussa TV2:ssa klo 8-19 alkavan Ryhmä Hau -jakson verotusneuvottelusta. #verohau

Verouutiset @Verouutiset  
Samppa, Roite, Vainu, Rekku, Tomi ja Kaja työskentelevät Rikun palveluksessa. Heidän mahdollisesti saamansa palkkia ja muu siihen rinnastettava tulo ovat veronalaista ansiotuloa. Jos pennut saavat palkan vaikkapa koirankekkeinä tai leluina, on sekin ansiotuloa. #verohau

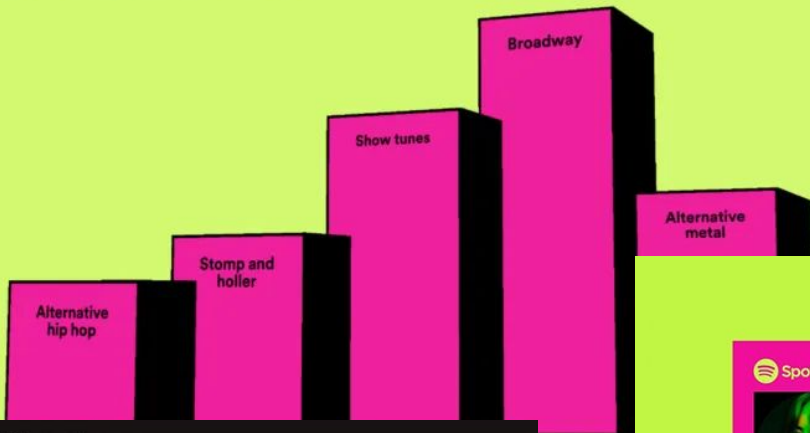
👍 267 8.20 - 26 huhtik. 2020

💬 21 ihmistä puhuu tästä

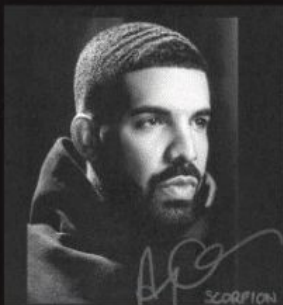


# You were genre-fluid.

You refused to let one sound define you.



## The music that defined your decade.



### Top Artists

- Drake
- Post Malone
- Eminem
- Lil Wayne
- Future

Minutes Listened

25,967

### Top Songs

- God's Plan
- Diplomatic Immunity
- Look Alive (feat....)
- Nice For What
- 8 Out Of 10

Top Genre

Hip Hop



### TOP ARTISTS

- Billie Eilish
- Shawn Mendes
- Kacey Musgraves
- Rosalía
- FKA twigs

MINUTES LISTENED

39,567

### TOP SONGS

- If I Can't Have You
- Lose You to Love Me
- Hollywood's Bleeding
- cellophane
- Yo x Tu, Tu x Mi

TOP GENRE

Pop

### TOP ARTISTS

- Migos
- Nicki Minaj
- Drake
- H.E.R.
- Tyler, The Creator

### TOP SONGS

- EARQUAKE
- Lover
- Charcoal Baby
- Summertime in Paris
- SICKO MODE

TOP GENRE

Hip-Hop







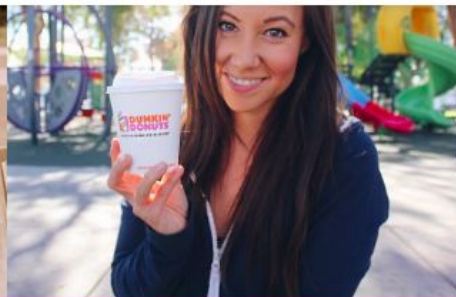
## Dunkin' drove in-store purchases for its new espresso line.



### The Solution:

Heartbeat selected a highly targeted group of coffee-loving ambassadors to create word-of-mouth endorsements across the United States. Each ambassador was required to purchase a Dunkin' espresso beverage in-store and try it out for themselves. This made for great content and authentic recommendations to their friends and followers.





### The Results:

Dunkin saw a major lift in awareness and in-store purchases for their espresso line, proving that Heartbeat Ambassadors have the ability to mobilize their followers on behalf of the brands they recommend. The content aligned with Dunkin's overall branding and marketing goals, and they were able to repurpose the content on social ads and other marketing initiatives.

9%

Avg. Engagement Rate

1.5m

Total Reach

300

User Generated Posts







“

### Ambassador Highlight:

I tried the new Caramel Craze Latte and it's so tasty! If you're a crazy coffee lady like me, head to [@dunkin](#) and try their new Signature Lattes available in Blueberry Crisp, Cocoa Mocha and Caramel Craze! You'll thank me later!

[@everydayraightay](#)

7.9% Engagement | 7,115 Followers | 1,199 Likes

REQUEST A DEMO



## HOW IT WORKS



### DISCOVER & APPLY

Discover brands and apply to post for them on TikTok or Instagram.



### POST ON TIKTOK OR INSTAGRAM

Once selected we'll send you posting instructions for your campaign. [Check out #hbtsp.](#)



### GET PAID

Brands send free product or payment for content.

LOCK IN YOUR



## FREQUENTLY ASKED QUESTIONS

How is pay rate calculated?

At Heartbeat, your pay rate is determined by number of followers, engagement rate, and number of completed Heartbeat campaigns. Lock in your pay rate [here](#).

How do I sign up for campaigns?



How do you decide who to select for campaigns?



How long does it take to get paid after a campaign?



# When something online is free, you're not the customer, you're the product.

Jonathan Zittrain  
Professor of Internet Law  
Harvard University

