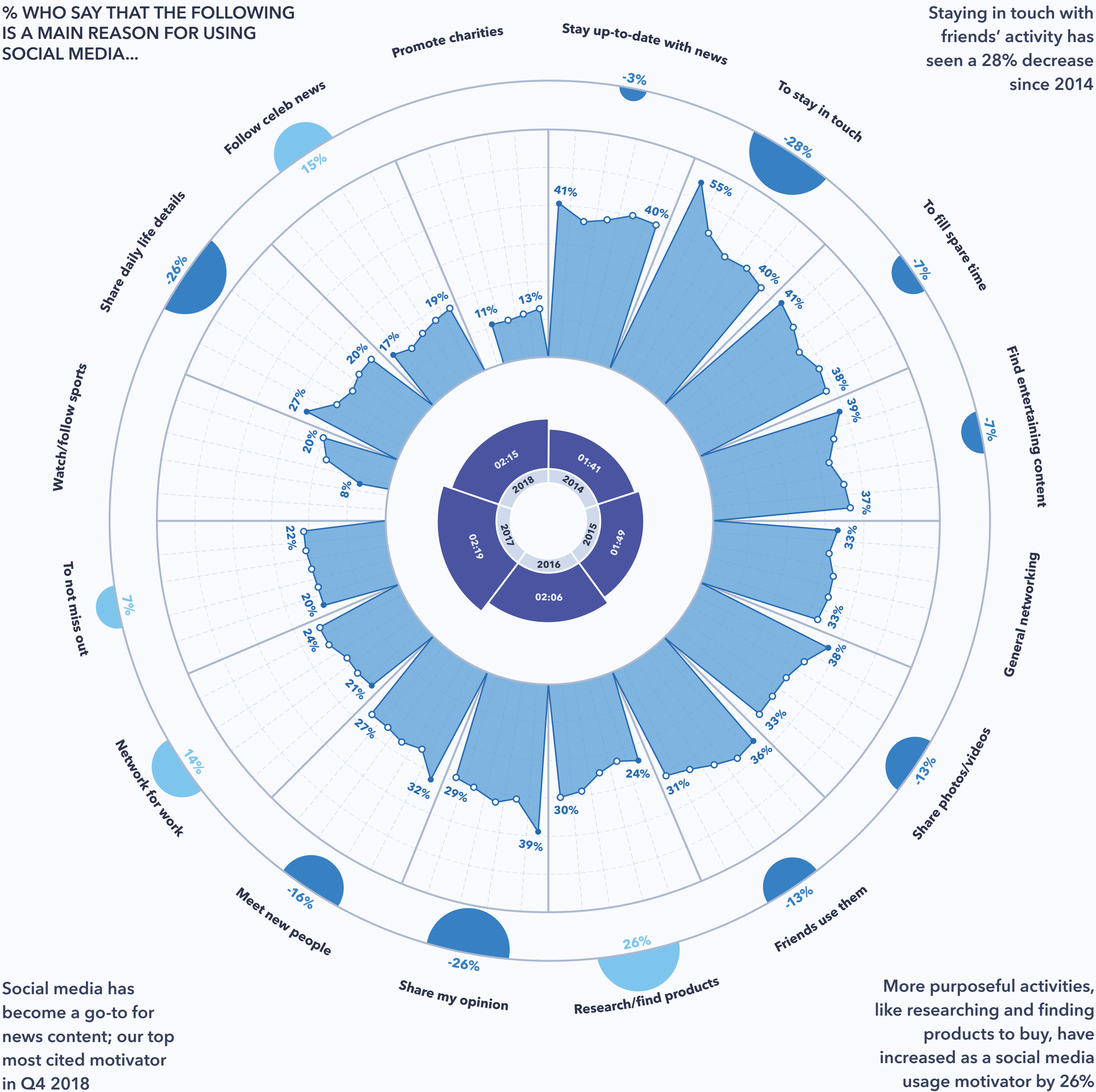


Social Media Motivations Over Time

% WHO SAY THAT THE FOLLOWING IS A MAIN REASON FOR USING SOCIAL MEDIA...



TO NETWORK, SHARE OR BE ENTERTAINED: WHY DIFFERENT AUDIENCES ARE GOING ON SOCIAL

% of audience who say the following are main reasons for using social media



CONTENT

AVERAGE OF:

- 'to find funny or entertaining content'
- 'to stay up to date with news'
- 'to watch/follow sports events'



FRIENDS

AVERAGE OF:

- 'because a lot of my friends are on them'
- 'general networking with other people'
- 'to meet new people'

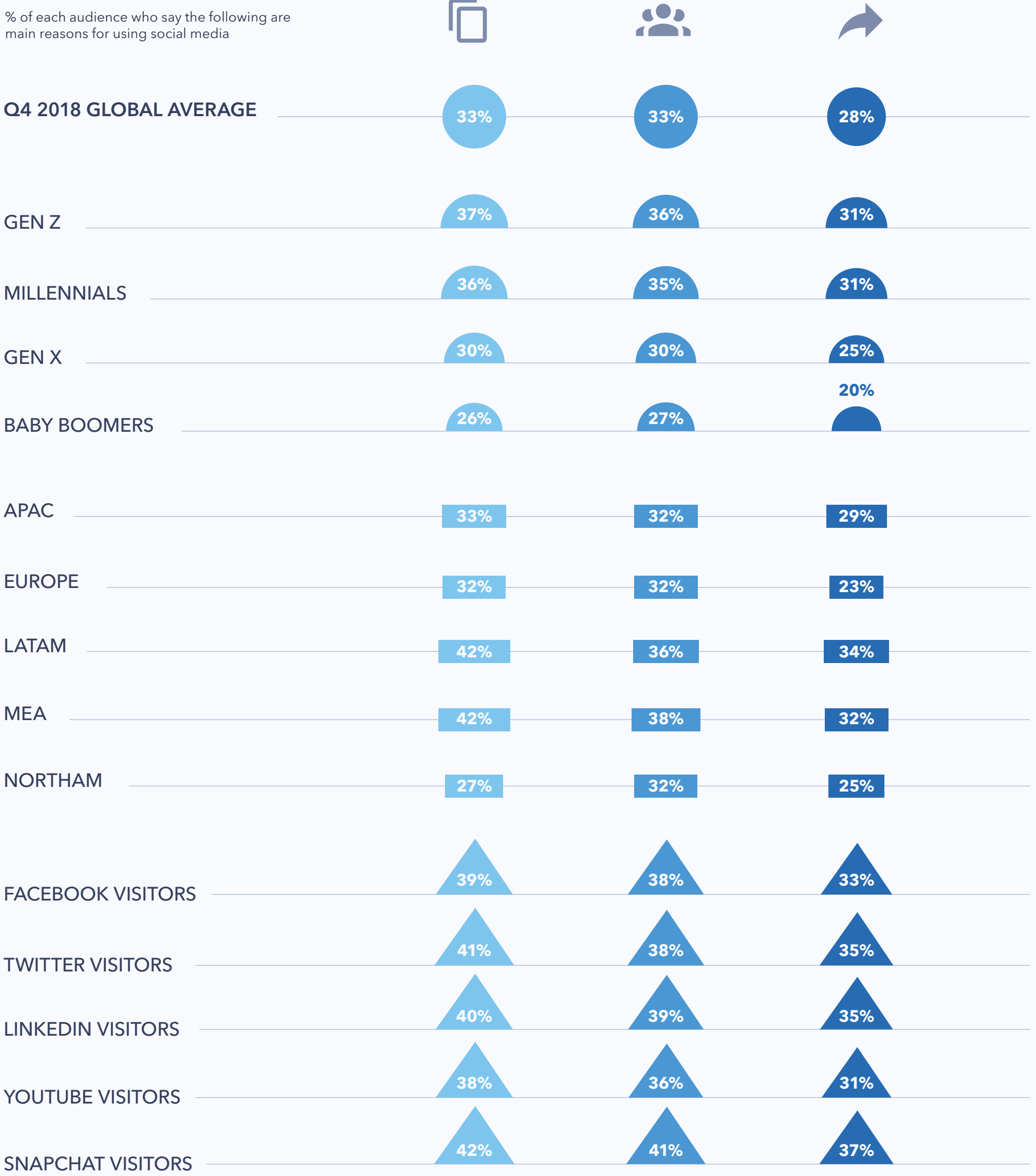


SHARE

AVERAGE OF:

- 'to share details of my daily life'
- 'to share my opinion'
- 'to share photos or videos with others'

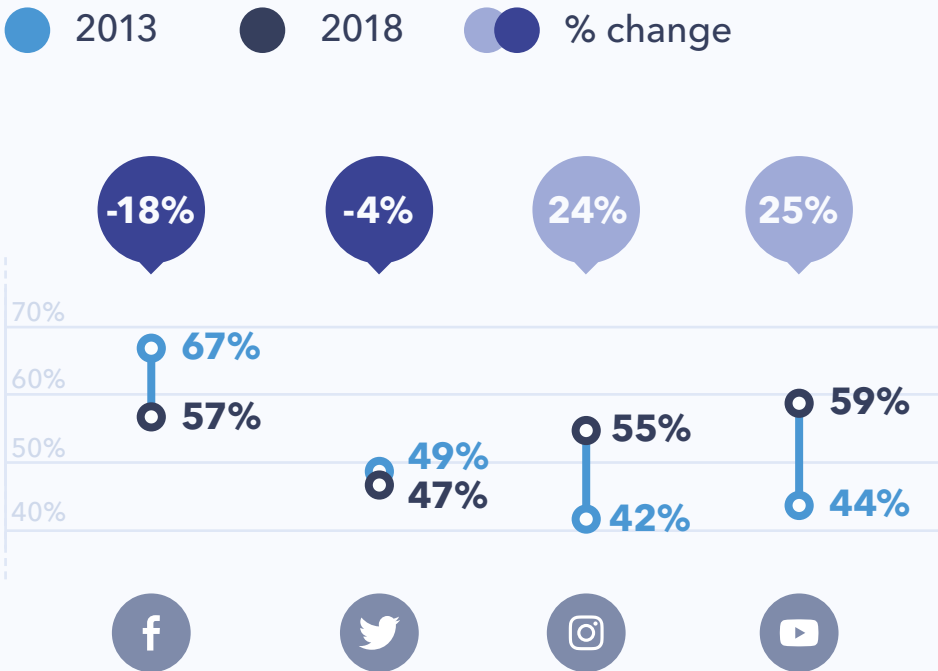
% of each audience who say the following are main reasons for using social media



SOCIAL MEDIA ENGAGEMENT

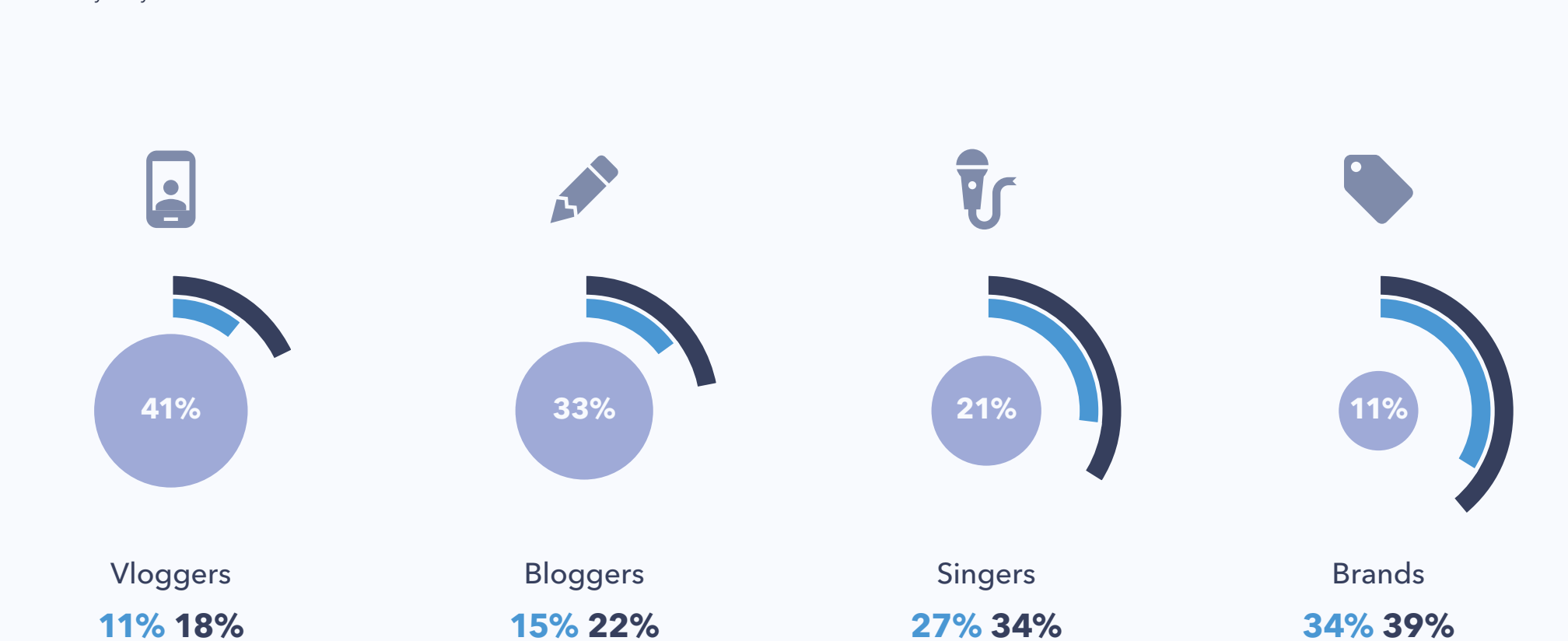
Stark differences in engagement on social platforms over time (Excludes China)

% of platform users who have actively engaged in the service in the past month



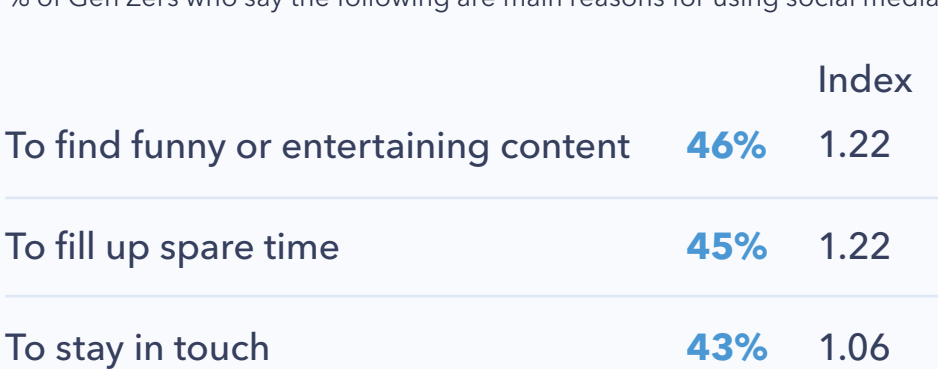
Celebrities and influencers still growing in importance

% who say they follow...



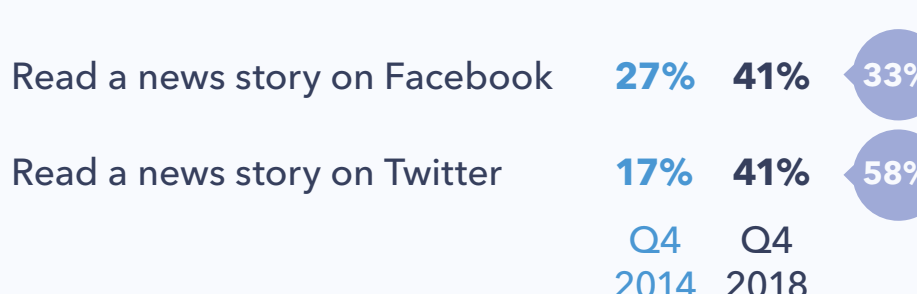
Top 3 Motivations for Gen Z

% of Gen Zers who say the following are main reasons for using social media



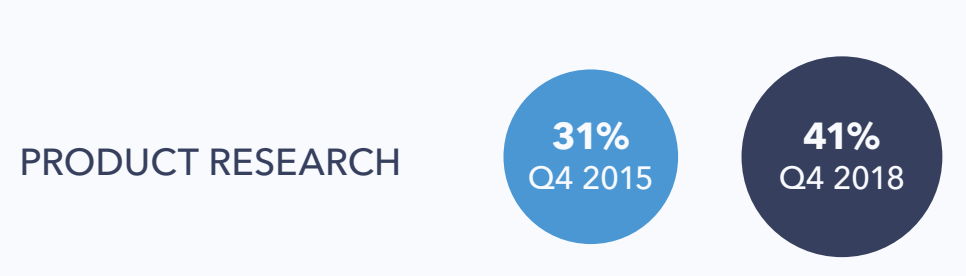
News content on social media as popular as ever before

% who say they do the following platform-specific actions...



Researching products on social now the norm, increasing by 29% since Q4 2015

% who say the main reason they use social networks is for...



BRAND INTERACTIONS ON SOCIAL MEDIA

Brand Interactions Over Time

% who say they have done the following interactions in the last month... % change

