

The background features a rolled-up document with a pen resting on it. A line graph is visible on the document, with some numbers like '100' and '50' and the word 'percent' partially legible. The overall tone is professional and academic.

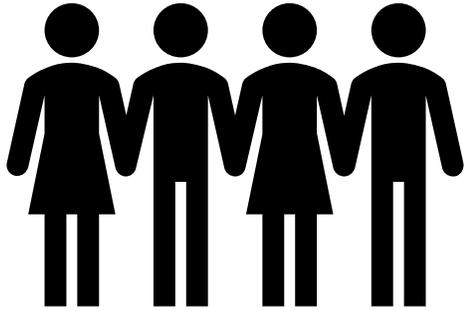
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of Communications

Social Media Landscape

22 JUNE 2023

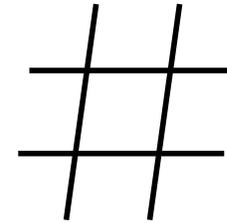
SA Outlook



SA Population
60 Million



Internet Access
44 Million



Active Social Media Users
26 Million

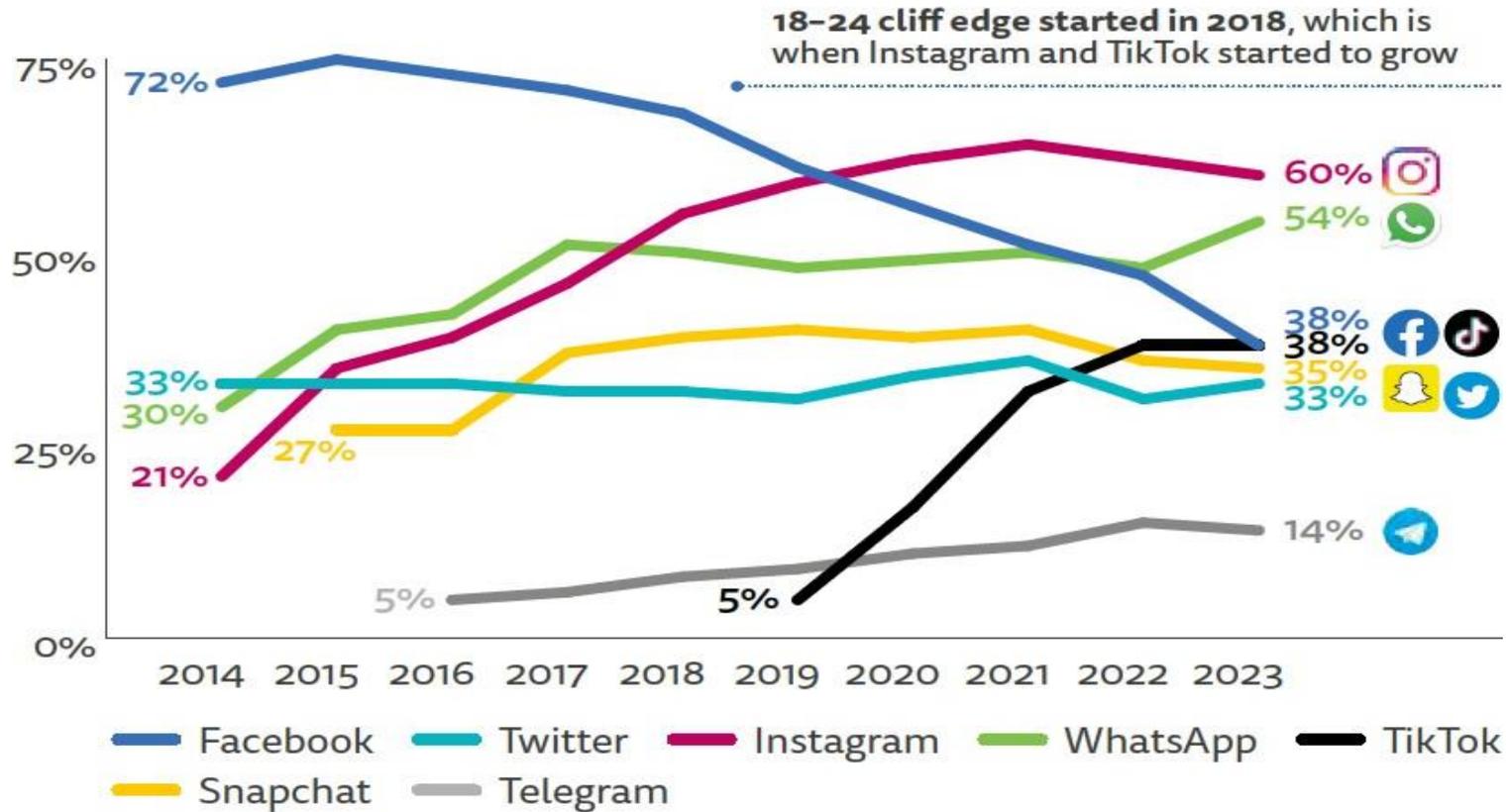
SA Social Media

TOP SOCIAL MEDIA AND MESSAGING

Rank	Brand	For News	For All
 1	Facebook	56% (+4)	76%
 2	YouTube	46% (+7)	81%
 3	WhatsApp	46% (+3)	83%

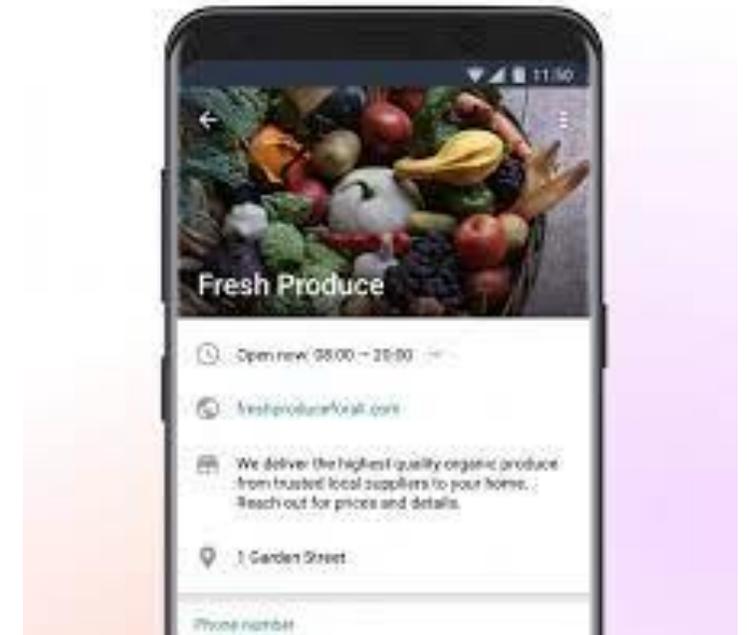
Rank	Brand	For News	For All
 4	Twitter	25% (-3)	38%
 5	TikTok	22% (+7)	50%
 6	Instagram	17% (+1)	45%

Platform Trends



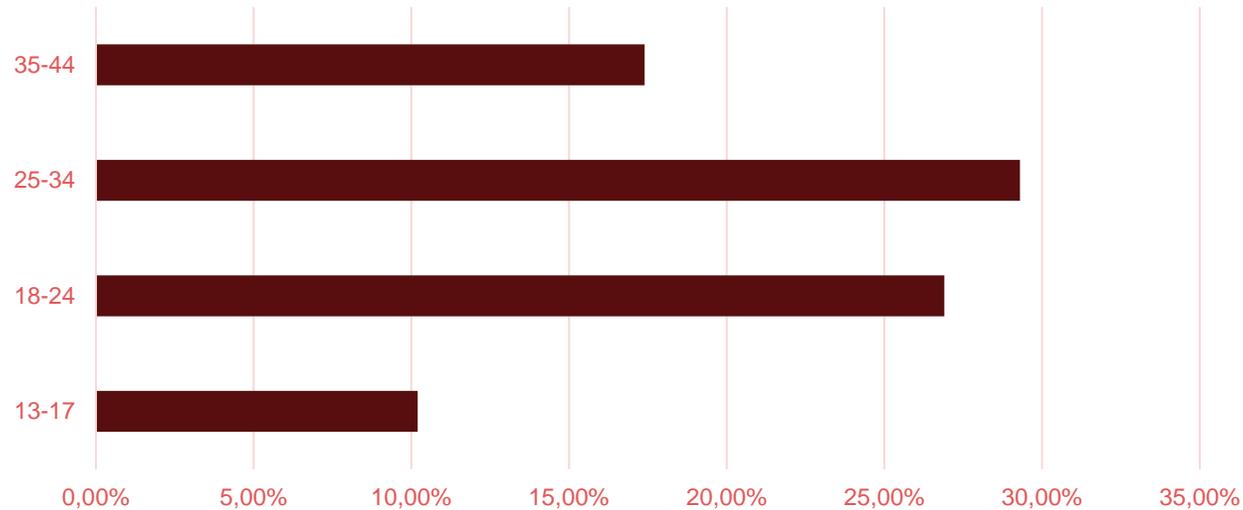
WhatsApp

- The most popular social media platform in SA.
- Offers a safe space for relationship building.
- WhatsApp business has a range of features that can support the work of NGOs.



Facebook

User % by Age

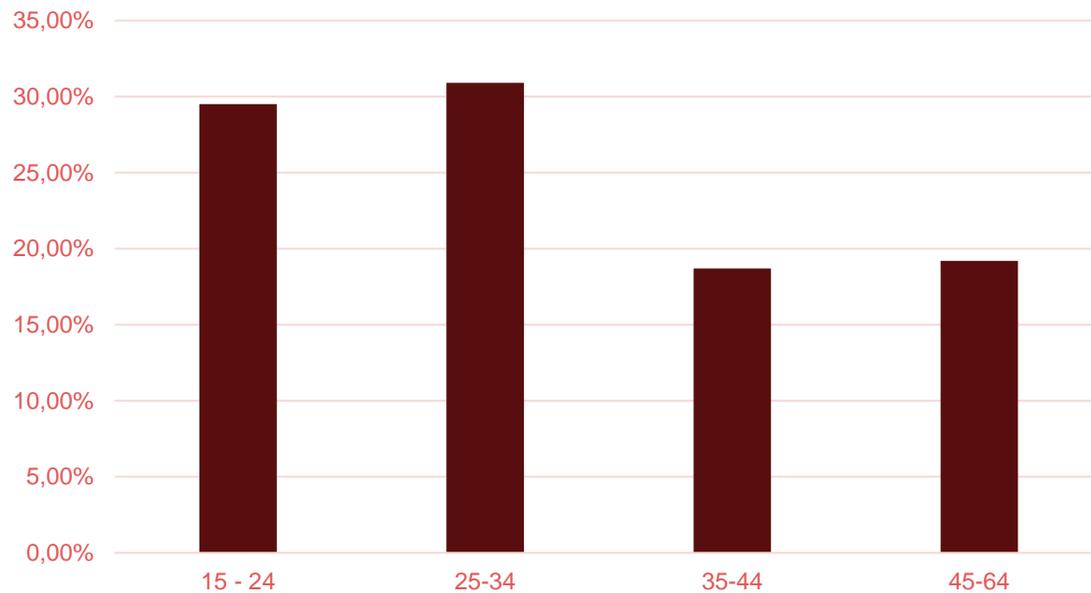


Popular Content

- UGC
- Native videos
- Give aways
- Inspirational content

YouTube

User % by age

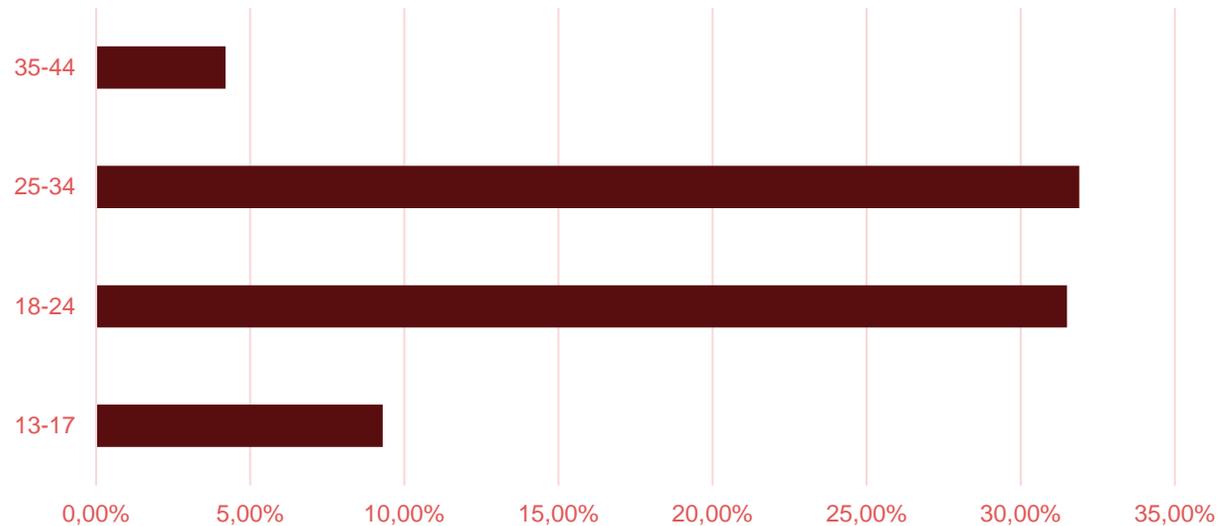


Popular Content

- Songs
- Product info
- Video interviews
- Explainers
- Testimonial

Instagram

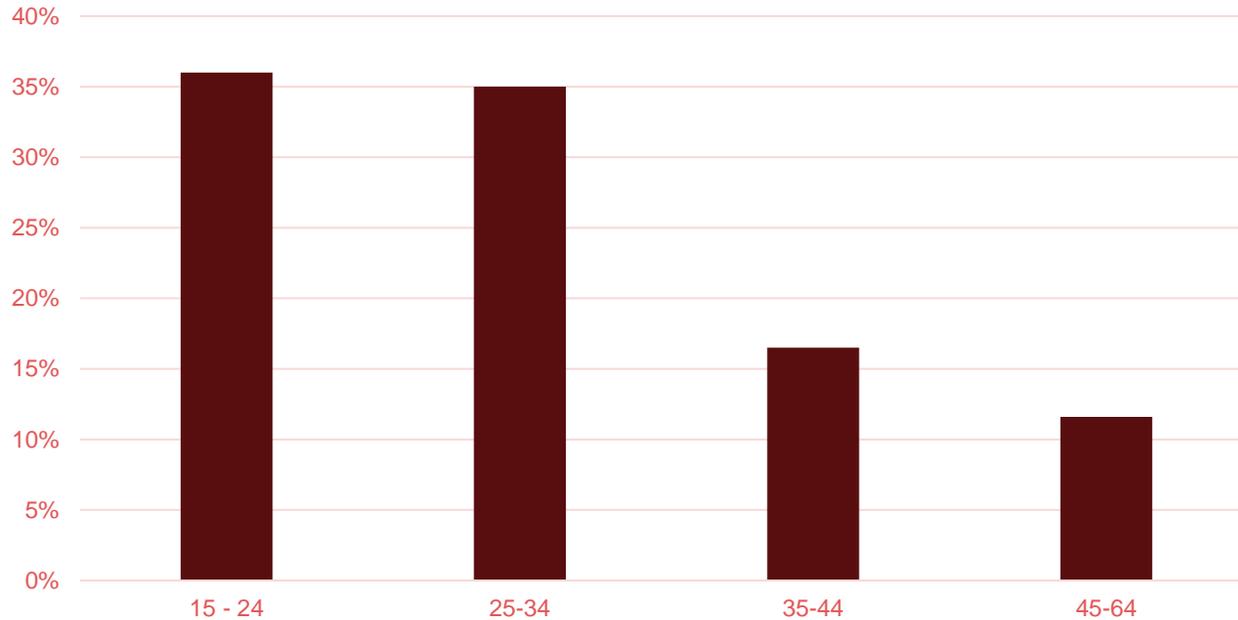
User % by age



Popular Content

- Product photos
- Reels
- Live videos
- Interactive content
- Behind the scenes
- Influencer content

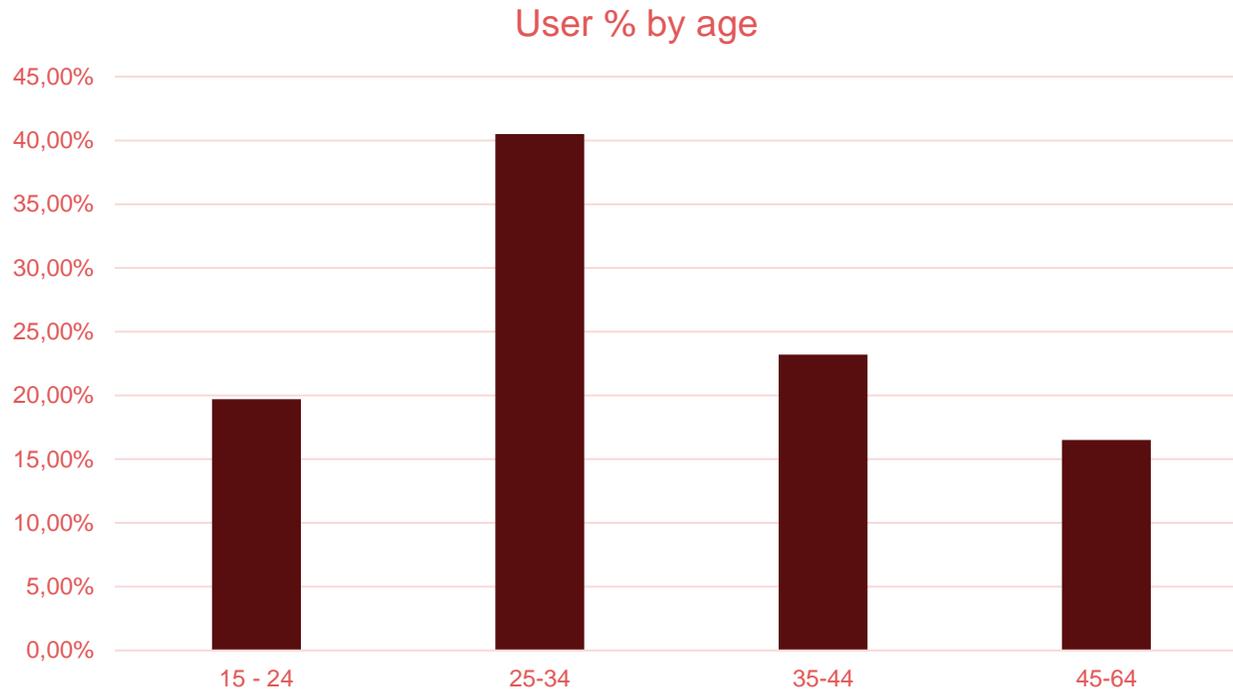
User % by age



Popular Content

- Entertainment
- Dance
- Pranks
- Fitness
- DIY

Twitter



Popular Content

- Current affairs
- Thought leadership and debates
- Images do well
- Text does well

LinkedIn

- Has 11 million users in SA
- Professional platform where people are looking for networks and connections.
- Content that does well:
 - Industry research
 - Opportunities
 - Inspirational content
 - Customers stories
 - Skills enhancing

Thank you. Stay in touch with us:

info@fraycollege.com

mmotsai@fraycollege.com

www.fraycollege.com

[0662161181](tel:0662161181)

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