

**Why social media
is important**



Social Media Stats

The top ten social media platforms in Australia as at Jan 2020

1. Facebook 16,000,000 monthly active users
2. Youtube 15,000,000 unique visitors per month
3. Instagram 9,000,000 monthly active users
4. WhatsApp 7,000,000 active users
5. Snapchat 6,400,000 monthly active users
6. WordPress 5,800,000 users
7. LinkedIn 5,500,000 monthly active users
8. Twitter 5,300,000 monthly active users
9. Tumblr 3,700,000 users
10. Tinder 3,000,000 users

Statistics compiled by SocialMediaNews.com.au for January 2020. Source: Vivid Social – Social Media Agency. Figures correct as of 31/01/2020

Social Media Stats

**The top ten social media platforms in globally
as at Jan 2020**

1. Facebook approx. 2 ½ billion
2. Youtube 2 billion
3. WatsApp 1.6 billion
4. FB Messenger 1.3 billion
5. WeChat approx. 1.1 billion
6. Instagram 1 billion
7. TikTok 800 million
8. QQ 731million
9. QZone 517 million
10. Weibo 497million

Source: [smartinsights.com](https://www.smartinsights.com)



Social media benefits

Adds credibility
to your business





Makes it easy
for people to
find you

Allows
people to
connect
directly with
you



Increases the likelihood of
purchase





Offers measurability of your marketing activities

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