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. Tumbler 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 731 million
- 9. QZone 517 million
- 10.Weibo 497million

Source: smartinsights.com



Social media benefits

Adds credibility to your business





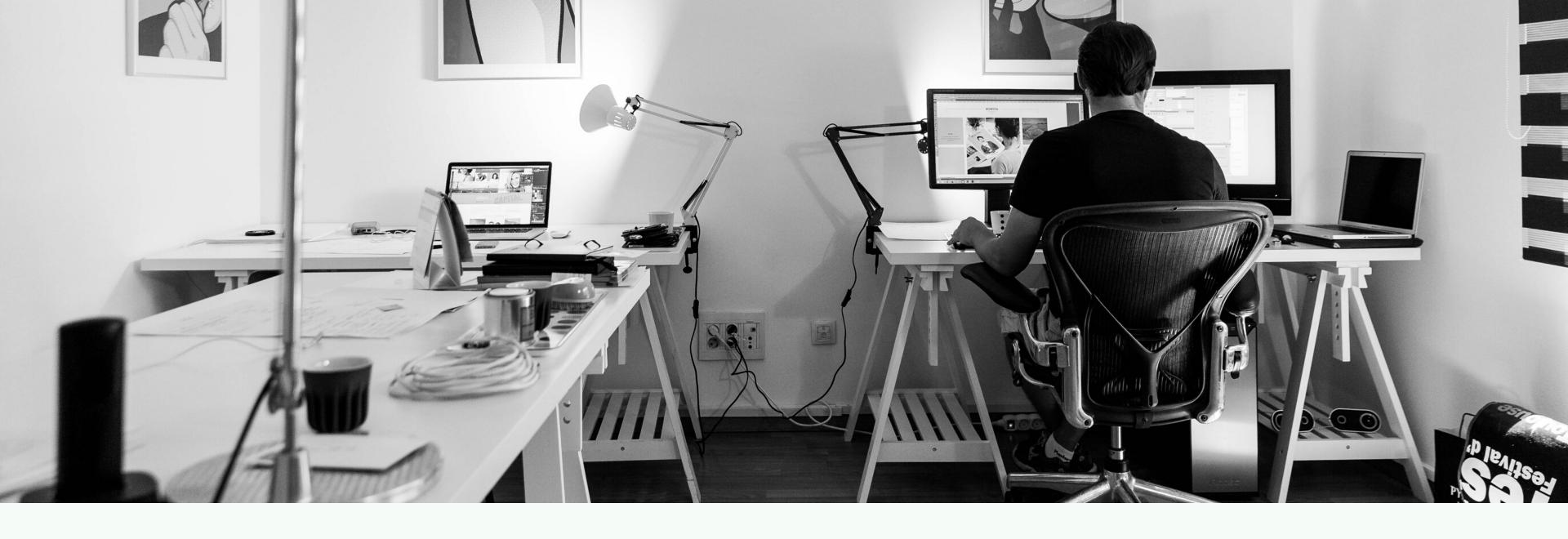
Makes it easy for people to find you

Allows people to connect directly with you



Increases the likelihood of purchase





Offers measurability of your marketing activities

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