

Prepared by Tri Nuraini
Jakarta, 31 March 2020

Social Media



Caption

OK



Chinatown Summer Nights



Edit

WATCH THIS

https://www.youtube.com/watch?v=rzUb_GeLDg8

Tag People

Add Location

We post, we share, we like,



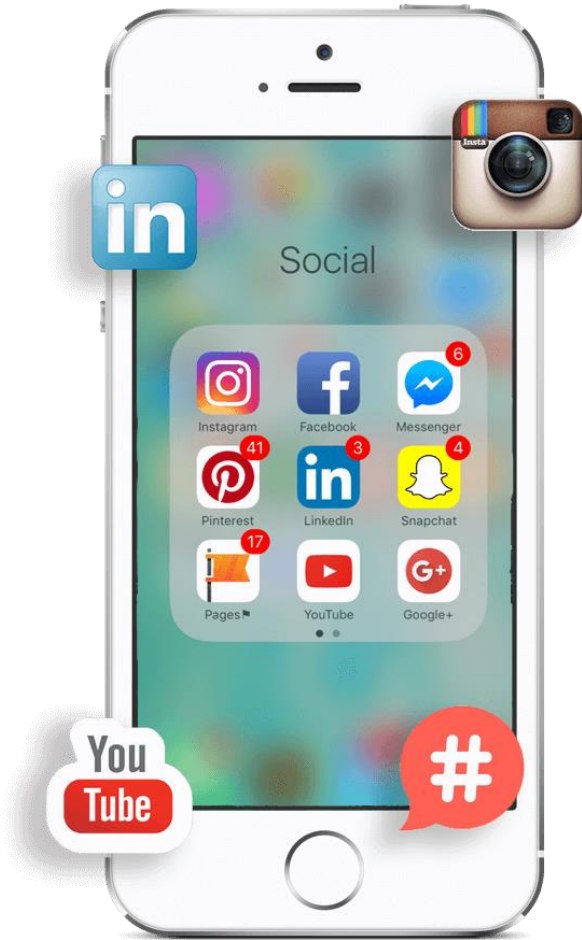
0:03 / 2:57

Los Angeles, California

Trejo's Coffee & Donuts



What is social media?



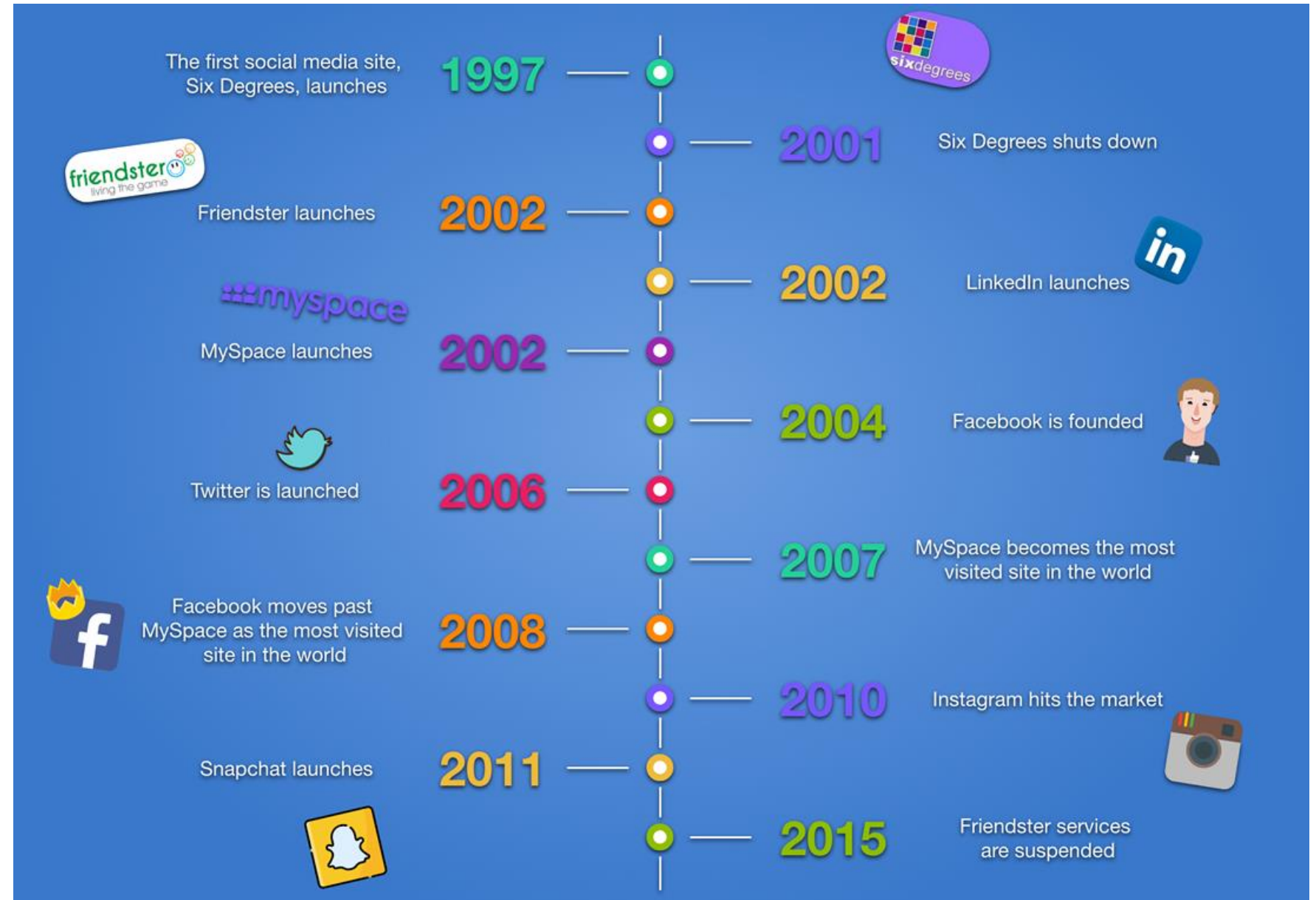
Definition: any website or application that enables users to **create and share content**, or to participate in social networking.

Objective: awareness and engagement

Other function: Customer service and reputation management

Social and the power or **word-of-mouth**

History of Social Media





Let's look at the **STATISTIC..**

FACTS!

49% of the world's population are now social media users:
a whopping **3.8 billion people**.
(wearesocial, 2020)

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DIGITAL AROUND THE WORLD IN 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE



TOTAL
POPULATION



7.75
BILLION

URBANISATION:
55%

UNIQUE MOBILE
PHONE USERS



5.19
BILLION

PENETRATION:
67%

INTERNET
USERS



4.54
BILLION

PENETRATION:
59%

ACTIVE SOCIAL
MEDIA USERS



3.80
BILLION

PENETRATION:
49%



we
are
social



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MOBILE APPS: GLOBAL CATEGORY RANKINGS

RANKINGS OF MOBILE APP CATEGORIES BY TOTAL GLOBAL DOWNLOADS AND ANNUAL GLOBAL CONSUMER SPEND

GOOGLE PLAY: 2019 DOWNLOADS

#	APP CATEGORY
01	GAMES
02	TOOLS
03	ENTERTAINMENT
04	COMMUNICATION
05	SOCIAL
06	PHOTOGRAPHY
07	VIDEO PLAYERS & EDITORS
08	MUSIC & AUDIO
09	SHOPPING
10	FINANCE

GOOGLE PLAY: 2019 SPEND

#	APP CATEGORY
01	GAMES
02	SOCIAL
03	ENTERTAINMENT
04	LIFESTYLE
05	PRODUCTIVITY
06	MUSIC & AUDIO
07	COMMUNICATION
08	ANDROID WEAR
09	HEALTH & FITNESS
10	DATING

IOS: 2019 DOWNLOADS

#	APP CATEGORY
01	GAMES
02	PHOTO AND VIDEO
03	ENTERTAINMENT
04	UTILITIES
05	SHOPPING
06	SOCIAL NETWORKING
07	FINANCE
08	LIFESTYLE
09	PRODUCTIVITY
10	EDUCATION

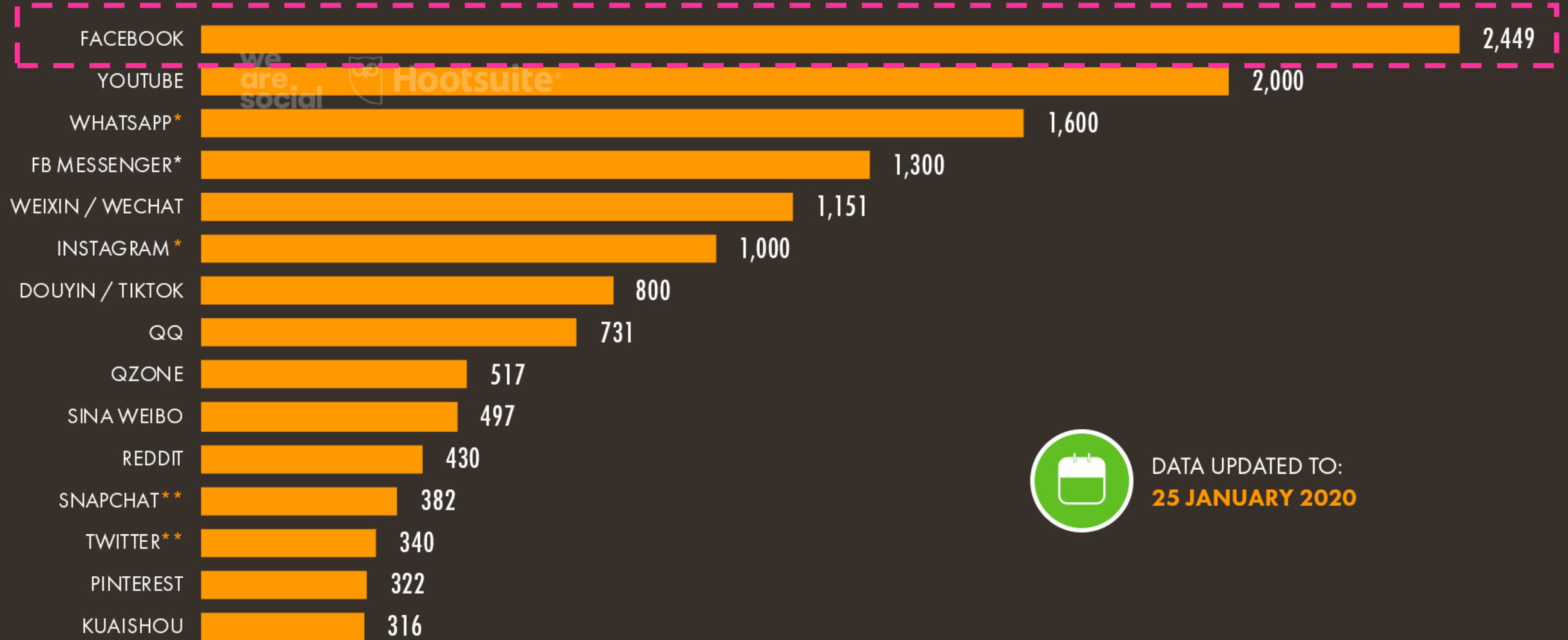
IOS: 2019 SPEND

#	APP CATEGORY
01	GAMES
02	ENTERTAINMENT
03	SOCIAL NETWORKING
04	PHOTO AND VIDEO
05	MUSIC
06	LIFESTYLE
07	HEALTH AND FITNESS
08	BOOKS
09	EDUCATION
10	PRODUCTIVITY

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THE WORLD'S MOST-USED SOCIAL PLATFORMS

BASED ON MONTHLY ACTIVE USERS, ACTIVE USER ACCOUNTS, ADVERTISING AUDIENCES, OR UNIQUE MONTHLY VISITORS (IN MILLIONS)



DATA UPDATED TO:
25 JANUARY 2020

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GLOBAL MOBILE APP RANKINGS: ACTIVE USERS

GLOBAL RANKINGS OF TOP MOBILE APPS AND GAMES BY AVERAGE MONTHLY ACTIVE USERS THROUGHOUT 2019

RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	APP DEVELOPER
01	WHATSAPP MESSENGER	FACEBOOK
02	FACEBOOK	FACEBOOK
03	FACEBOOK MESSENGER	FACEBOOK
04	WECHAT 	TENCENT
05	INSTAGRAM	FACEBOOK
06	TIKTOK	BYTEDANCE
07	ALIPAY	ANT FINANCIAL SERVICES GRP.
08	QQ	TENCENT
09	TAOBAO	ALIBABA GROUP
10	BAIDU	BAIDU

RANKING OF MOBILE GAMES BY MONTHLY ACTIVE USERS

#	GAME NAME	GAME DEVELOPER
01	PUBG MOBILE	TENCENT
02	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
03	HONOUR OF KINGS	TENCENT
04	ANIPOP	HAPPY ELEMENTS
05	GAME FOR PEACE	TENCENT
06	CLASH OF CLANS	SUPERCELL
07	POKÉMON GO	NIANTIC
08	SUBWAY SURFERS	KILOO
09	CLASH ROYALE	SUPERCELL
10	FREE FIRE	SEA

Should I or shouldn't I use social media for business?

- **Where is your customers?**
 - the key to be where your customer's are
- **Social penetration**
 - how many people using social media?
- **Social and mobile**
 - what device do they use? With application?
- **Influenced & be influenced**
 - can we influence our customers with social media?



Next Page

FACTS!



- There were **160 million social media users** in Indonesia in January 2020.
- Social media penetration in Indonesia stood at **59%** (from total population) in January 2020
- The number of social media users in Indonesia **increased by 12 million (+8.1%)** between April 2019 and January 2020.

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INDONESIA

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND THE STATE OF MOBILE, INTERNET, AND SOCIAL MEDIA USE



INDONESIA

TOTAL
POPULATION



272.1
MILLION

URBANISATION:

55%

MOBILE PHONE
CONNECTIONS



338.2
MILLION

vs. POPULATION:

124%

INTERNET
USERS



175.4
MILLION

PENETRATION:

64%

ACTIVE SOCIAL
MEDIA USERS



160.0
MILLION

PENETRATION:

59%



we
are
social



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SOCIAL MEDIA OVERVIEW

BASED ON THE REPORTED POTENTIAL ADVERTISING REACH OF SELECTED SOCIAL MEDIA PLATFORMS



INDONESIA

TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

160.0
MILLION

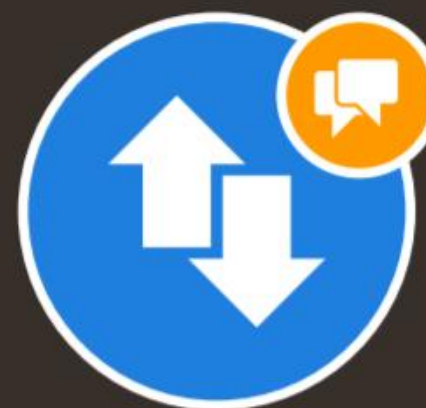
SOCIAL MEDIA USERS
COMPARED TO
TOTAL POPULATION



global
web
index

59%

CHANGE IN SOCIAL
MEDIA USER NUMBERS
(APR 2019 TO JAN 2020)



we
are
social

+8.1%
+12 MILLION

PERCENTAGE OF ACTIVE
SOCIAL MEDIA USERS
ACCESSING VIA MOBILE



99%

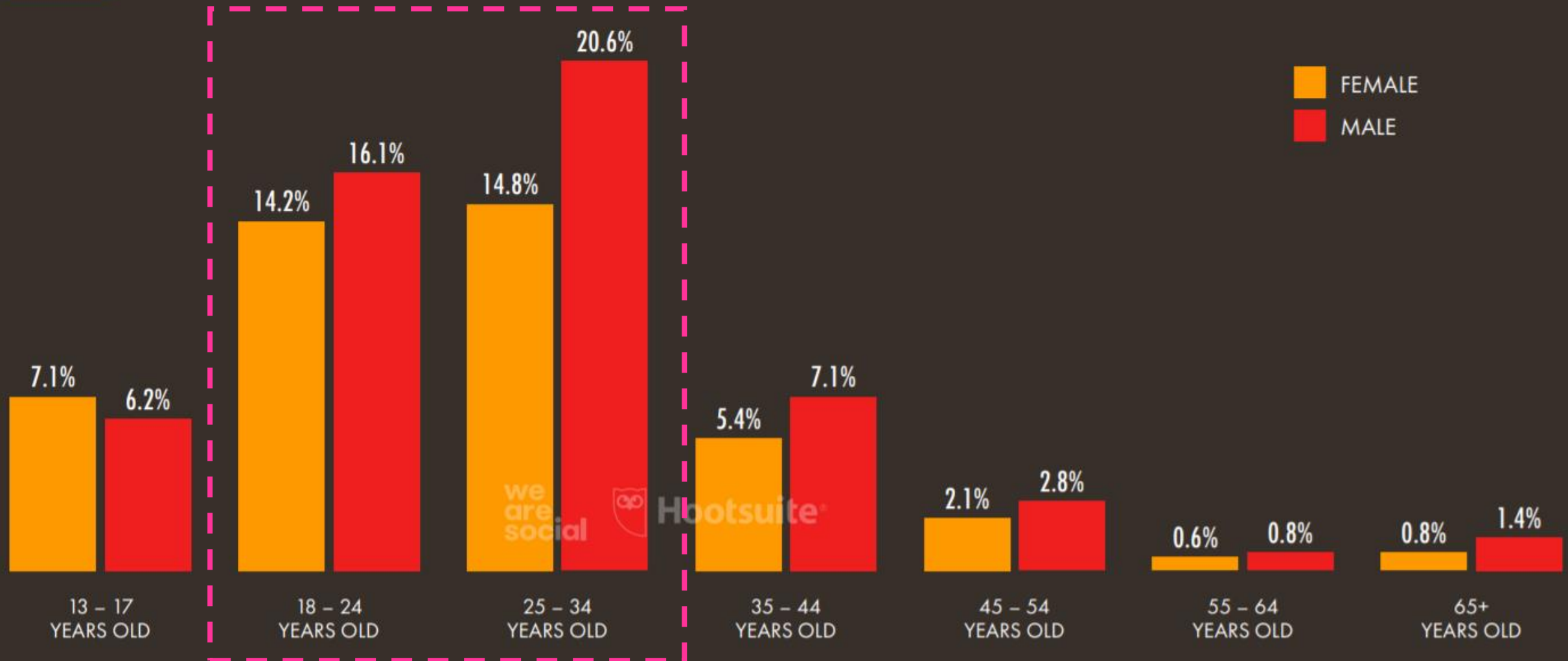
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SOCIAL MEDIA ADVERTISING AUDIENCE PROFILE

SHARE OF THE TOTAL ADVERTISING AUDIENCE* ACROSS FACEBOOK, INSTAGRAM, AND FB MESSENGER, BY AGE AND GENDER



INDONESIA



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SOCIAL MEDIA BEHAVIOURS

DETAILS OF HOW INTERNET USERS AGED 16 TO 64 ENGAGE WITH SOCIAL MEDIA



INDONESIA

VISITED OR USED A SOCIAL NETWORK OR MESSAGING SERVICE IN THE PAST MONTH*



99%

ACTIVELY ENGAGED WITH OR CONTRIBUTED TO SOCIAL MEDIA IN THE PAST MONTH



95%

AVERAGE AMOUNT OF TIME PER DAY SPENT USING SOCIAL MEDIA



3H 26M

AVERAGE NUMBER OF SOCIAL MEDIA ACCOUNTS PER INTERNET USER*



10.1

PERCENTAGE OF INTERNET USERS WHO USE SOCIAL MEDIA FOR WORK PURPOSES



65%

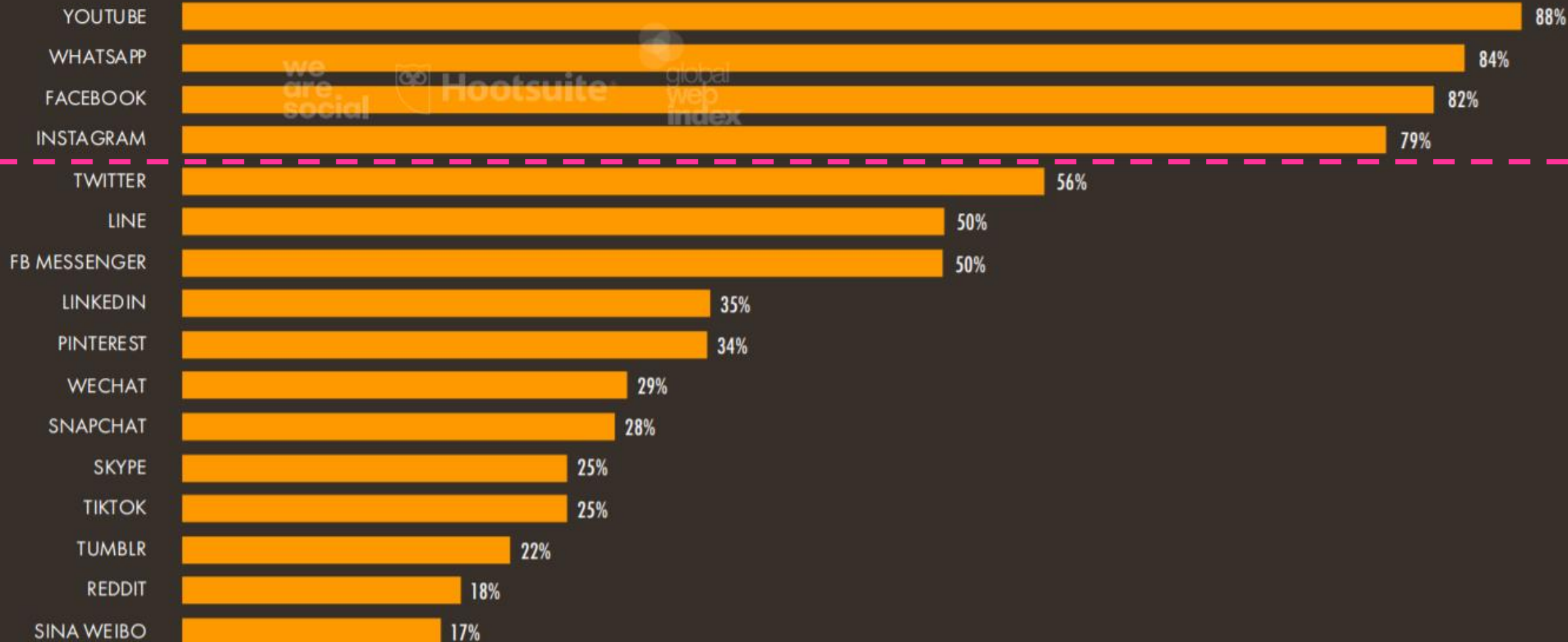
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MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING EACH PLATFORM IN THE PAST MONTH



INDONESIA



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FACEBOOK AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK



INDONESIA

NUMBER OF PEOPLE THAT
FACEBOOK REPORTS
CAN BE REACHED WITH
ADVERTS ON FACEBOOK



we
are
social

130.0
MILLION

FACEBOOK'S REPORTED
ADVERTISING REACH
COMPARED TO TOTAL
POPULATION AGED 13+



62%

QUARTER-ON-
QUARTER CHANGE
IN FACEBOOK'S
ADVERTISING REACH



+8.3%
+10 MILLION

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS FEMALE*



44.4%

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS MALE*



55.6%

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INSTAGRAM AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON INSTAGRAM



NUMBER OF PEOPLE THAT
INSTAGRAM REPORTS
CAN BE REACHED WITH
ADVERTS ON INSTAGRAM



63.00
MILLION

INSTAGRAM'S REPORTED
ADVERTISING REACH
COMPARED TO TOTAL
POPULATION AGED 13+



30%

QUARTER-ON-
QUARTER CHANGE
IN INSTAGRAM'S
ADVERTISING REACH



+5.0%

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS FEMALE*



50.8%

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS MALE*



49.2%



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TWITTER AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON TWITTER



NUMBER OF PEOPLE THAT
TWITTER REPORTS
CAN BE REACHED WITH
ADVERTS ON TWITTER



10.65
MILLION

TWITTER'S REPORTED
ADVERTISING REACH
COMPARED TO TOTAL
POPULATION AGED 13+



5.1%

QUARTER-ON-
QUARTER CHANGE
IN TWITTER'S
ADVERTISING REACH



-0.2%

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS FEMALE*



68.3%

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS MALE*



31.7%

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LINKEDIN AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON LINKEDIN



INDONESIA

NUMBER OF PEOPLE THAT
LINKEDIN REPORTS
CAN BE REACHED WITH
ADVERTS ON LINKEDIN*



15.00
MILLION

LINKEDIN'S REPORTED
ADVERTISING REACH
COMPARED TO TOTAL
POPULATION AGED 18+



8.0%

QUARTER-ON-
QUARTER CHANGE
IN LINKEDIN'S
ADVERTISING REACH



+7.1%

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS FEMALE*



41.2%

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS MALE*



58.8%



we
are
social



Types of social media



Social networking



Blogs & microblogging



Visual-media sharing



Professional networking



Reviews and ratings



Forums



Where to start?

1. Align with your **overall strategy** (planning)
2. **Consideration:**
 - What should be tone of your voice?
 - How will you participate?
 - How you will respond?
 - In what language? What time zone?
3. Start by **listening**
4. Create **social personality**
5. Being **consistent and authentic**

Social advertising

- Meaning...

DISPLAY ADS in Social media

- Audience targeting:
 - Demography & psychography (interest)
 - Retargeting & ‘Look-a-like’
- Mainly the objective is **awareness** or **engagement***



Common measurement

How we measure Social Media effectiveness??

VOLUME & REACH

- Brand volume
- Market reach
- Facebook fans
- Twitter followers
- **Instagram followers**
- YouTube subscribers
- **YouTube views**

ENGAGEMENT & QUALITY

- Brand conversation
- Content dissemination
- Facebook engagement (rate)
- Twitter engagement (rate)
- **Instagram engagement (rate)**
- YouTube engagement
- **Overall sentiment**

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FACEBOOK ENGAGEMENT BENCHMARKS

AVERAGE* NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE POST COMPARED TO POST REACH



AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE POSTS OF ANY KIND



4.16%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE VIDEO POSTS



9.90%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE IMAGE POSTS



5.55%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE LINK POSTS



3.17%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE STATUS POSTS



2.02%



**GOOD NEWS:
NEXT WEEK IS YOUR MID-TEST
(UTS) ASSIGNMENT!**