MAPPING SOCIAL MEDIA: PLATFORM AND USER
Dr. Fajar Junaedi

- Address: Perum Bumi Citra Asri B-11 Jambidan, Banguntapan, Bantul
- Phone: 085866818889
- E-mail: fajarjun@umy.ac.id

- facebook.com/fajarjun
- twitter.com/fajarjun
- Instagram.com/fajarjun
Learn from the past: The future will never be the same

By 2020, digital media will account for over 80% of media consumed.
What Percentage of the World Has Internet Access?

Six out of every ten, or 57.3% of the entire world's population has internet access.

(Internetworldstats, 2019)
How Much Time Does the Average Person Spend on the Internet?

Internet users spend 06:30 hours min online each day.

(Bondcap, 2019)
2.45 billion monthly active users, 1.62 billion active users visited the social network on a daily basis.
(Facebook, 2019)
Facebook - The King of Social Media

Facebook is the leading social platform, reaching 60.6% of internet users.

(Facebook, 2018)
Users spent an average of 58.5 minutes on Facebook each day.
(Recode, 2018)
Facebook Users Choose Mobile over Desktop

96% of active Facebook users accessed the social media platform via mobile devices.
(DataReportal, 2019)
Marketers Love Using Facebook

86% of US marketers are using Facebook for advertising. (Emarketer, 2018)
Best Time to Post on Facebook

Worst Day

Best Days

Weekends get the highest level of engagement on Facebook.

Facebook users browse on their desktops and check it during downtime at work.

1 - 4 PM during work hours
Twitter has 330 million monthly active users, and 145 million daily active users.

(Twitter, 2019)
63% of Twitter users is between **35-65 years old**.
(Thevab, 2018)
34% of Twitter users were female and 66% of users were male. (Datareportal, 2019)
500 million tweets are sent each day, that equates to 5.787 tweets per second.
(Mention, 2018)
Most-used Emoji in Tweets

The “Face With Tears of Joy” emoji is the most popular on Twitter and has been used more than 2 billion times. (Emojitracker, 2019).
40% of Twitter users reported purchasing something after seeing it on Twitter. (Digital Marketing Institute, 2019)
Best Time to Post on Twitter

Best Days During the Lunch Hour

Worst Days

Saturday and Sunday are the worst days to post on Twitter.

Posting at lunch everyday Monday to Friday can help you increase social media engagement.

12 - 1 PM
during the lunch hour

Source: https://www.oberlo.com/blog/best-time-post-social-media
Instagram has 1 billion monthly active users and more than 500 million of them use the platform every day.

(Statista, 2018)
The average post on Instagram contains **10.7 hashtags.**
(HubSpot, 2020)
With a billion users on the app, 71% of which are under age 35. (Statista, 2019)
Instagram users’ spent an average of 0:53 hours and minutes per day on the platform compared to Facebook users’ 58 minutes per day.

(Recode 2018)
Businesses are Using Instagram.

An Estimated 71% of US Businesses use Instagram. (Mention, 2018)
The use of the #ad hashtag on Instagram increased by 133% from February 2018 to February 2019.
500 million
IG accounts use Instagram Stories every day, 1/3 of the most viewed IG stories are from businesses.
(Instagram, 2018)
50% of IG users follow at least one business.
(Mention, 2018)
Instagram Engagement Matters

Instagram can generate over 4x more interactions on Instagram compared to Facebook.

(Socialbakers, 2018)
Instagram Has a Strong Impact on People's Shopping Journeys

Instagram helps 80% of Instagrammers decide whether to buy a product or service.

(Facebook, 2019)
Best Time to Post on Instagram

**Best Days**

**Worst Day**

- **Wednesdays** get the highest level of engagement on Instagram.

11 AM - 1 PM during lunch time

7 PM - 9 PM after work

Most Instagrammers tend to login via mobile. So they tend to avoid browsing during work hours.
79% of Internet users say they have a YouTube account.
(Datareportal, 2019)
Almost **8 out of 10** marketers consider YouTube to be the **most effective video marketing platform**. (GO Globe, 2019)
At least 90% of U.S. internet users aged 18 to 44 years accessed YouTube.
(Weareflint, 2018)
People Love Watching Videos on YouTube Everyday

Everyday people watch 1 billion hours of videos on YouTube and generate billions of views.

(YouTube, 2019)
YouTube Users Prefer Mobile over Desktop

More than 70% of YouTube watch time comes from mobile devices. (YouTube, 2019)
500 hours of video are uploaded to YouTube every minute worldwide. (Tubefilter, 2019)
Best Time to Post on YouTube

**Most Views**
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  - Most viewers watch YouTube on weekends, so post on Saturdays and Sundays around 9 - 11 AM.

**Best Days to Post**
- 12 PM - 4 PM during work days
- 9 AM - 11 AM on the weekends
  - Most viewers watch videos in the evening. Post at 12 - 4 PM so videos would be indexed by the evening.

Source: https://www.oberlo.com/blog/best-time-post-social-media
Terima kasih

• Semoga bermanfaat