

SOCIAL MEDIA LANDSCAPE STUDY 2018

by World Wide Worx and Ornico



TWITTER

Twitter continues to grow at a slow rate in South Africa, in line with international trends.

It is now used by **8-million South Africans**, up marginally from 7.7-million in 2016.

FACEBOOK

Number of South Africans using Facebook has **increased by 14% since 2016, from 14-million to 16-million**. Of these, **14-million** were accessing the social network on **mobile devices**.



INSTAGRAM



The previously fastest growing app in South Africa, photo-sharing network Instagram, has seen its growth slow down dramatically. **Now used by 3.8-million South Africans**, up from 3.5-million.

LINKEDIN

LinkedIn, has maintained steady growth.

Increased from 5.5-million to 6.1-million



BRANDS ON SOCIAL

When brands were asked whether they advertised on social media. **Facebook is by far the most popular for advertising, at 86% of brands**, with Twitter and Instagram in distant second and third place at 45% and 40%. LinkedIn comes in fourth, on 35%.