SOCIAL MEDIA STATISTICS SOUTH AFRICA 2016
Social Media Growth in South Africa: 2012 - 2016

Facebook:
- 6.1 million (2012)
- 14 million (2016)
- 130%

YouTube:
- 6 million (2012)
- 8.74 million (2016)
- 46%

Twitter:
- 1.1 million (2012)
- 7.7 million (2016)
- 600%

LinkedIn:
- 2.2 million (2012)
- 5.5 million (2016)
- 150%

Instagram:
- 5.5 million (2016)
- 2650*

* South African Instagram users are estimated at around 200 000 in 2012

BlueMagnet
116 of South Africa’s top brands took part in the annual survey and the results were shocking. Brands are throwing money into Facebook however 12% still believe that they are ineffective.

Even more surprising was the results for the other platforms.

<table>
<thead>
<tr>
<th>Platform</th>
<th>Effective</th>
<th>Not Effective</th>
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</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>80%</td>
<td>12%</td>
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<tr>
<td>Twitter</td>
<td>46%</td>
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<tr>
<td>LinkedIn</td>
<td>29%</td>
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<tr>
<td>YouTube</td>
<td>20%</td>
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How do you stack up?
The Top 2 Social Media Investments that Companies are making for 2016-2017

1. Investing in their own people (not outsourcing)
   - In house training vs outsourcing
     - 67% in house training
     - 12% outsourcing

2. Increase spending
   - 44% in 2015
   - 44% in 2016
   - 77% in 2017

2016 social networks in South Africa saw a dramatic increase of engagement across the board. However content did not increase... Brands are now “catching the imaginations of the users”.

In 2015 analytics investment was top of the agenda, however this year it moved into second place and was overtaken by Multi-media Content.
2015 Twitter popular times to post was an hour earlier than Facebook and this year they are mirrored with the best time to post being 9am – 10am

Twitter saw a 50% increase, proportionately in Retweets YoY
South Africa Social Media Stats

- Facebook:
  - 1.24M Average Page Likes
  - 11 Shares Per Post
  - 5.7 Posts Per Day
  - 7 HRS AVERAGE RESPONSE TIME
  - 8.5 HRS IN 2015

- Twitter:
  - 24K AVERAGE FOLLOWERS
  - 6RT Per Tweet
  - 3 Fav Per Tweet
  - 4.7 HRS AVERAGE RESPONSE TIME
  - 8.5 HRS IN 2015

- Instagram:
  - 20K Posts Analyzed
  - 195 Average Likes Per Image
  - 1 Post Average Per Day
  - 5.1K IN 2015

How do you compare?

Benchmark yourself:
- Facebook: 2.1hrs response time median
- Twitter: 47min response time median

SA social media stats proved that Social Media usage i.e. top hours are driven by our data constraints and habits.

BlueMagnet
South Africa Social Media Stats

Twitter is mainly used before work and then starts again after working hours and peaks at 9pm in the evening. Tweeting ends at midnight.

South Africans no longer “live for Twitter”.

Instagram users are relying on work Wi-Fi to share their content!
Popular Content on Social Media

1. Facebook:
   - 1st: Ford
   - 2nd: Samsung

2. Twitter:
   - 1st: Samsung
   - 2nd: Mercedes-Benz

3. YouTube:
   - 1st: SuperSport
   - 2nd: Samsung

4. Instagram:
   - 1st: Mercedes-Benz
   - 2nd: SuperSport
The Social Consumer in South Africa

85% of SA users access Facebook via their mobile every day.

This means that 11.9 million are not concerned over data usage via Facebook.

Neispruit is the fastest growing city in SA, and this is reflected on FB.

Facebook grew to an impressive 14 million users in South African

85% of users in South African access Facebook on their mobile

Top 3 interest topics on Facebook and Social Media platforms

9mil
10mil
11mil
12mil
13mil
20mil

2015
2016

10mil
8.7mil
7.7mil

0mil
5mil
10mil
15mil
20mil

0%
50%
100%

The Social Consumer in South Africa

Twitter was the slowest in terms of growth of all the social networks in South Africa and only grew 4% to 7.4 million users.

Twitter saw the highest growth of engagement of all social media in South Africa.

8.74 million South Africans are active on YouTube.

YouTube saw a drop in growth and only grew 40% of its growth in 2015.

Top brands boast an average of 34 THOUSAND views per video.

More than half of YOUTUBE VIEWS are on mobile devices.

"A success" award of "Social Media Star of 2016" went to South African recording artist Cassper Nyovest.

Cassper Nyovest "FinalizeTheGame" with hit "Fill up the Game" concept. Invited, boasting concert attendees of 29,000. Making his album the FASTEST to ever get to gold.
The Social Consumer in South Africa

Latest Sightings was top of the charts, taking 5 of the top spots. Their channel’s greatest competitor was, Die Antwoord.

Instagram “homogeneity” came as a surprise and brands need to sit up and take note.
If you are not a celeb then do not expect to be in the top 10.

It is believed that the original leap of Insta was due to Android.

In 2016 Instagram only saw a growth of 31%, compared to 133% reported in 2015.
The Social Consumer in South Africa

19% GROWTH IN 2015
REACHED $1 BILLION REVENUE MARK
1 PERSON JOINS EVERY 2 SECONDS
HAS 5.5 MILLION ACTIVE USERS
MORE FOCUSED ON KEEPING THE USER HAPPY
HIGHEST JOINERS BETWEEN THE AGES OF 25 AND 34
AFRICA HAS SEEN MASSIVE GROWTH, ESPECIALLY IN NIGERIA
HAS THE HIGHEST QUALITY CONTENT FEED OF ALL THE SOCIAL NETWORKS IN SA

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