

Social Media Snapshot Australia

July 2020



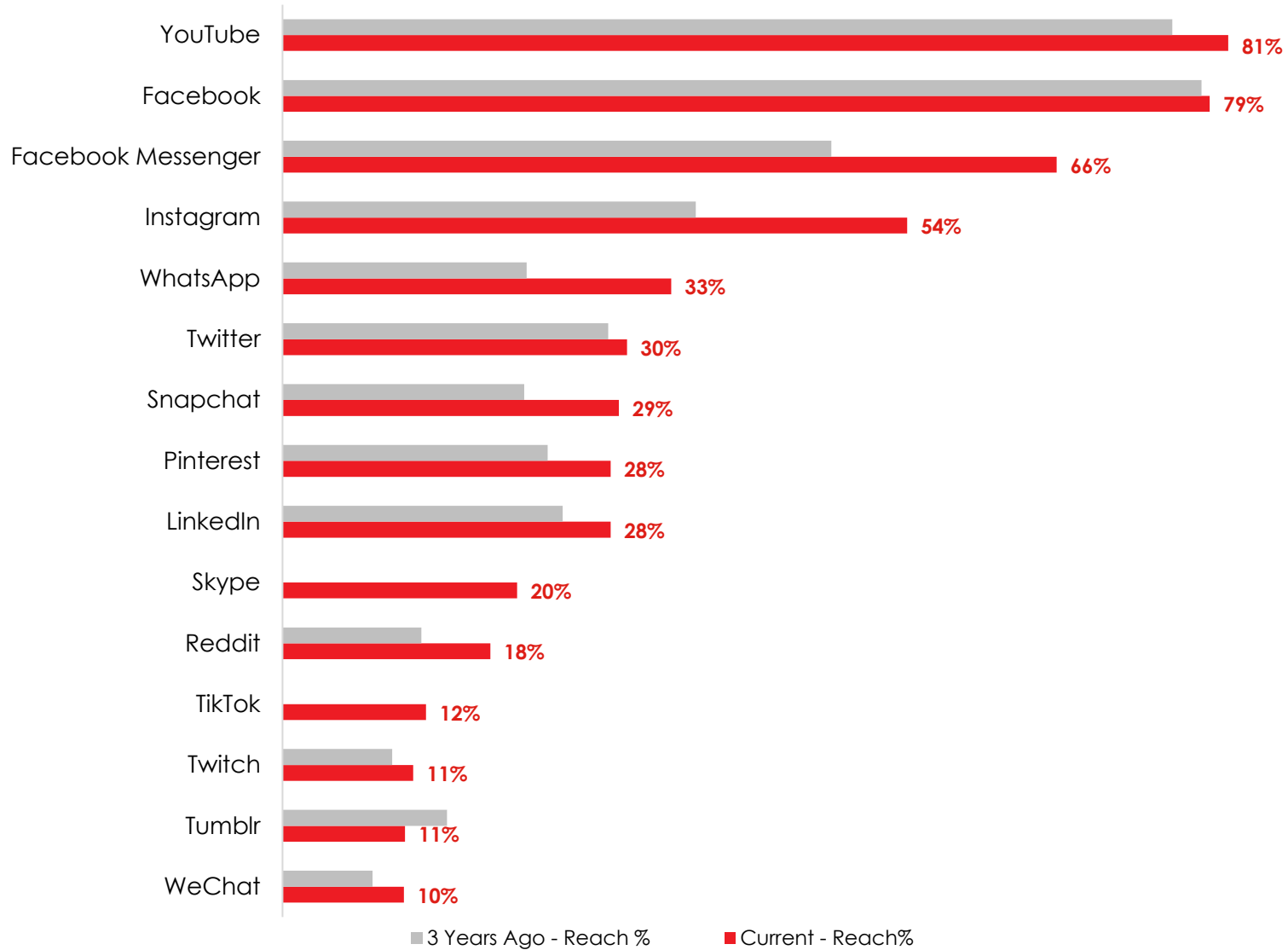


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Social Media Reach



In the 12 months to March 2020, YouTube was the highest reaching social media platform in Australia. Facebook Messenger and Instagram have seen a noticeable increase in users compared to 3 years ago.



■ 3 Years Ago - Reach %

■ Current - Reach %

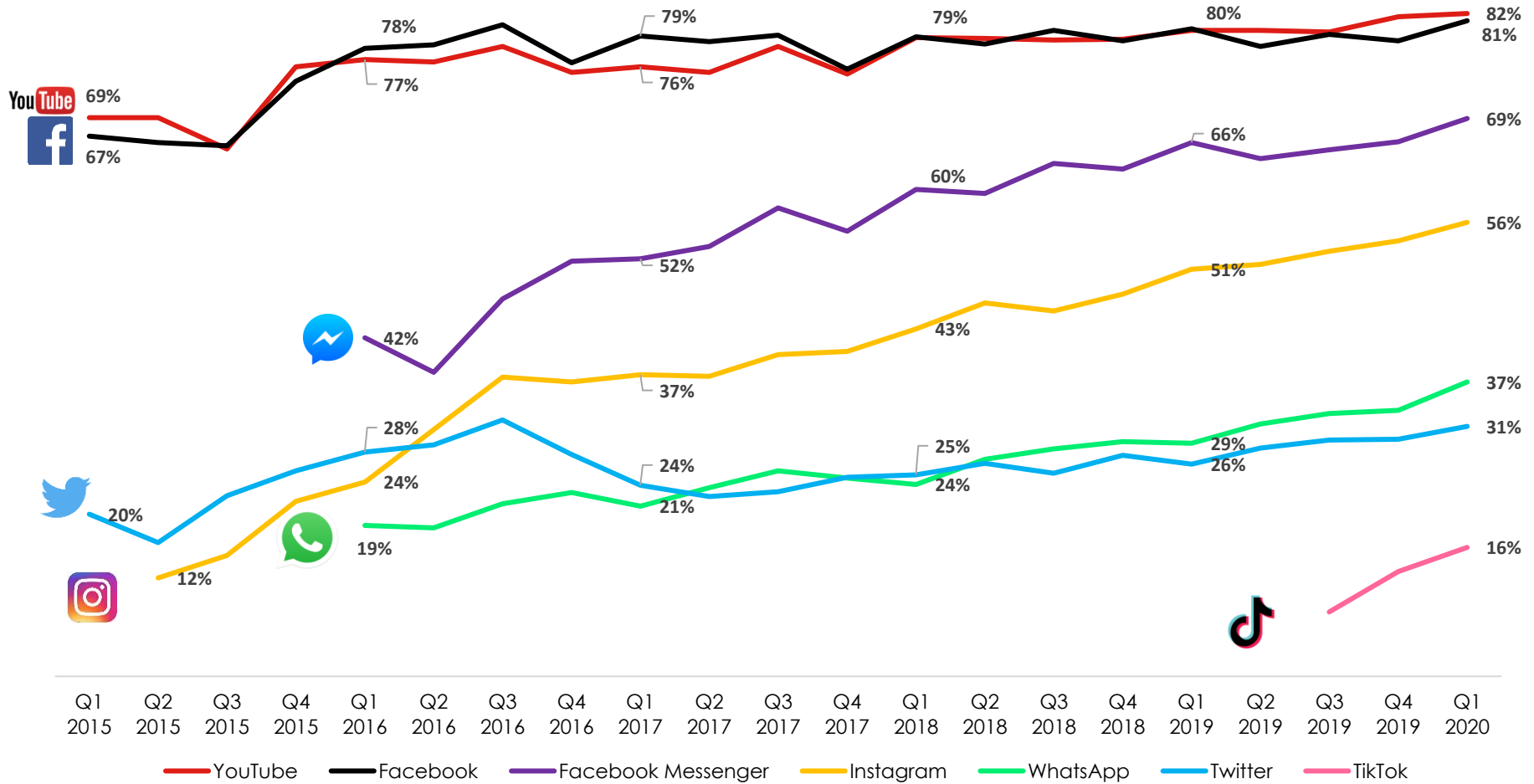


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Time Trend Analysis : Reach %



When looking at the time trend of the top 6 platforms (+ newly added TikTok) quarter to quarter, we're seeing that top 2 - YouTube and Facebook - have been battling it out for the last couple of years for the no # 1 spot.



Thank you.

Reach out if you have any questions
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