

Social Media Snapshot Canada

July 2020



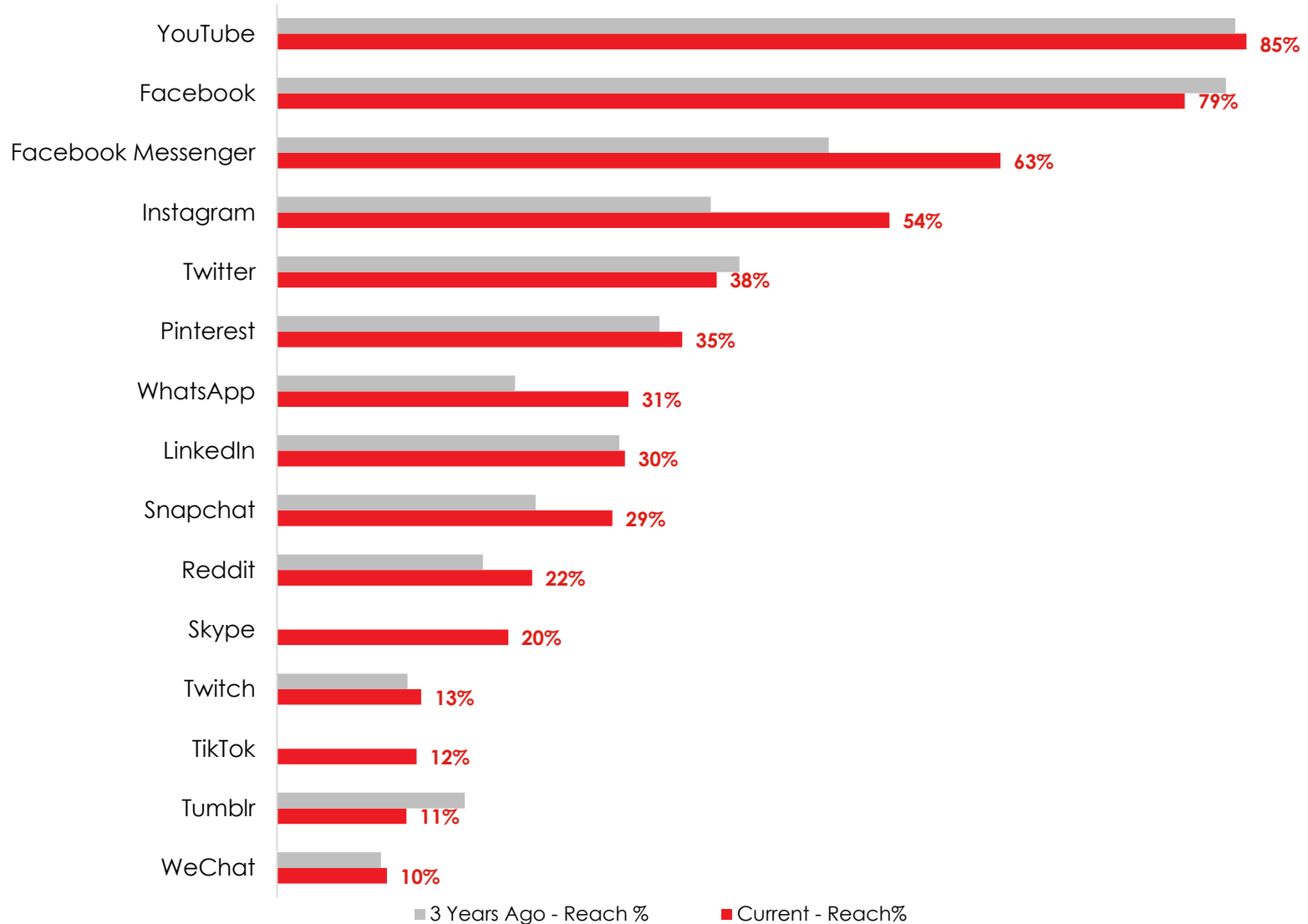


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Social Media Reach



In the 12 months to March 2020, YouTube was the highest reaching social media platform in Canada by 6%. Facebook Messenger and Instagram have seen a noticeable increase in users compared to 3 years ago.



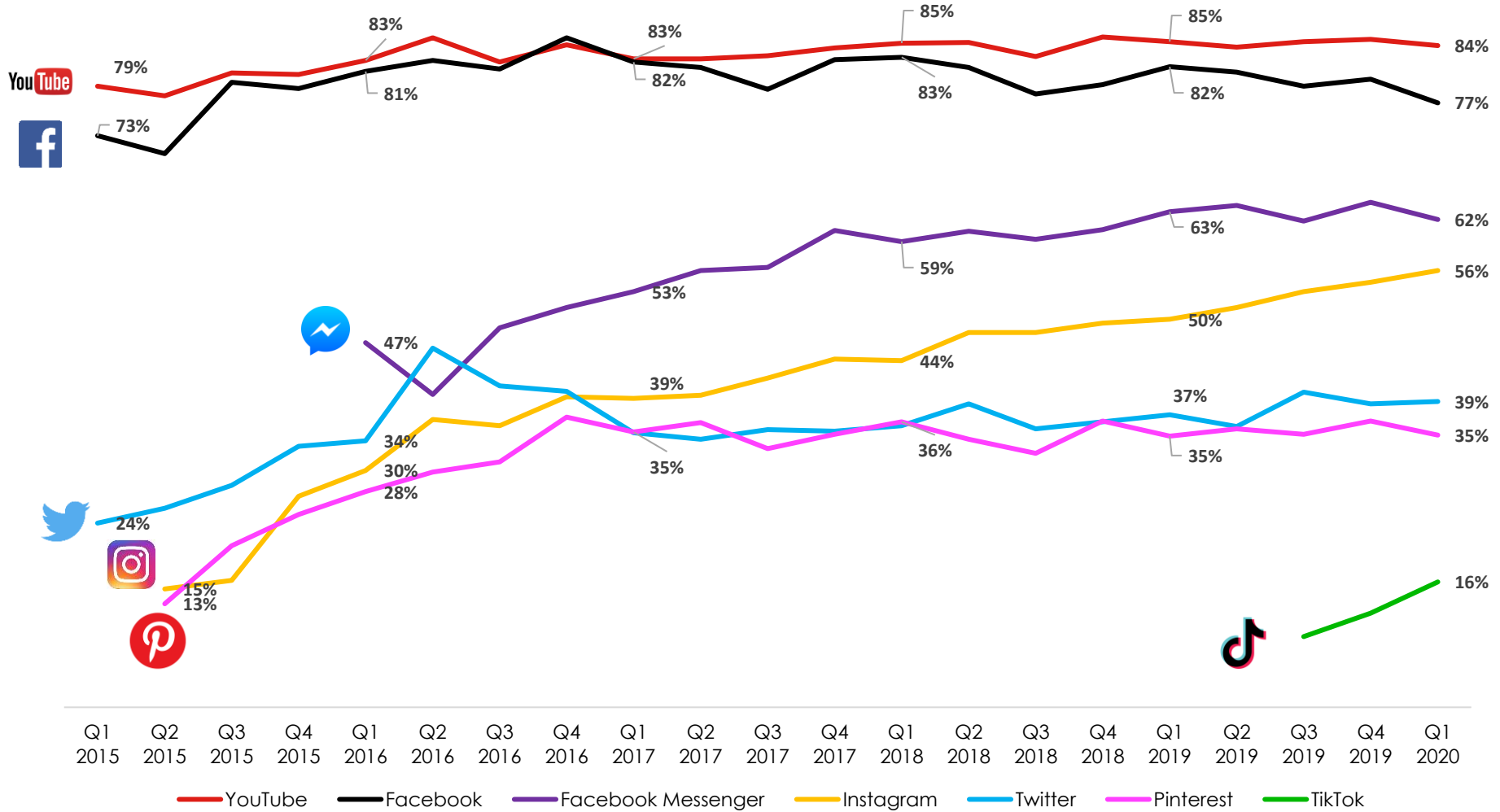


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Time Trend Analysis : Reach %



When looking at the time trend of the top 6 platforms (+ newly added TikTok) quarter to quarter, we're seeing that the no #1 platform YouTube remains in a steady lead. Facebook and Facebook Messenger have both declined from Q4 2019 to Q1 2020.



Thank you.

Reach out if you have any questions
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