

Social Media Snapshot

UK

July 2020



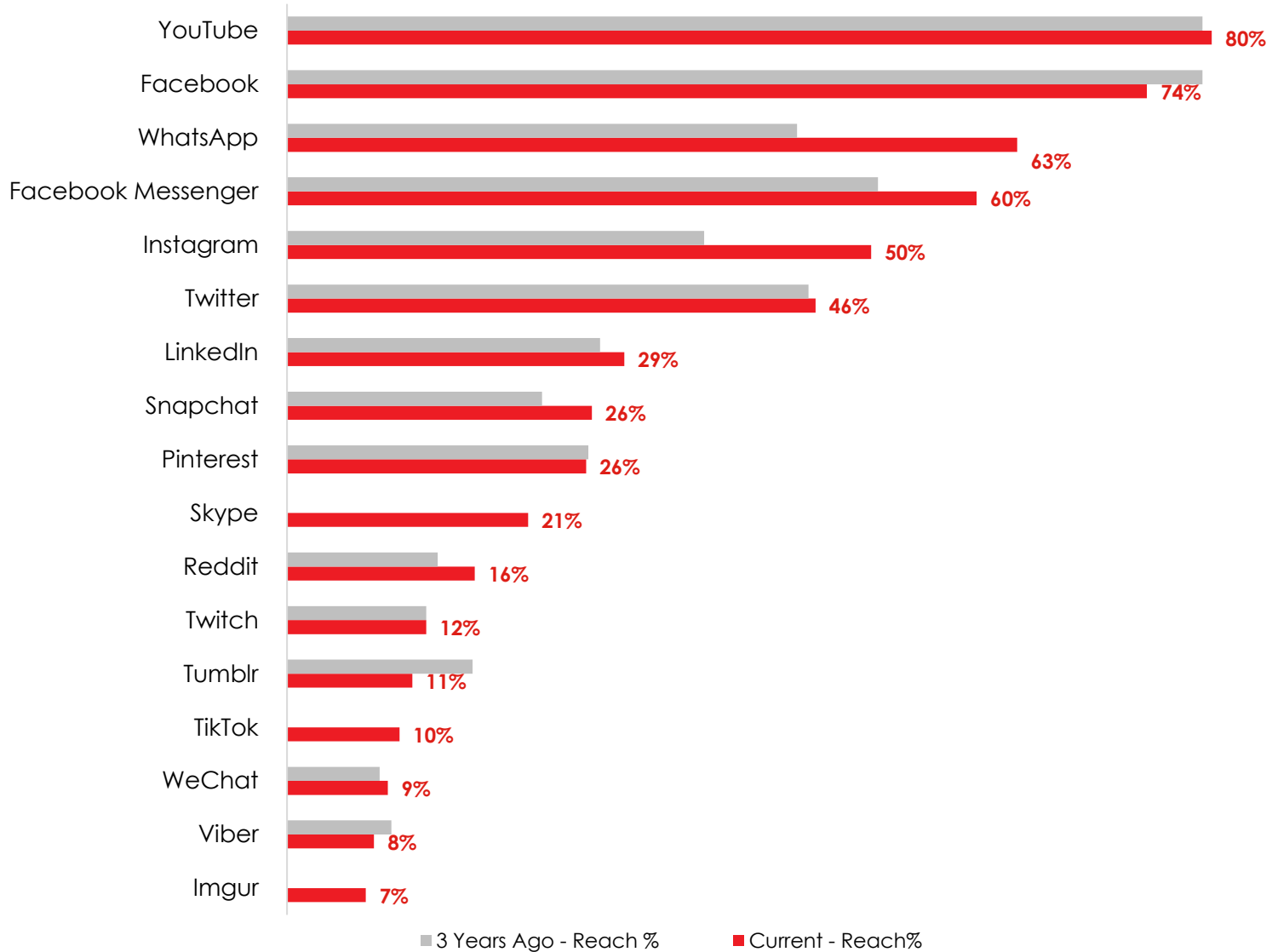


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Social Media Reach



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



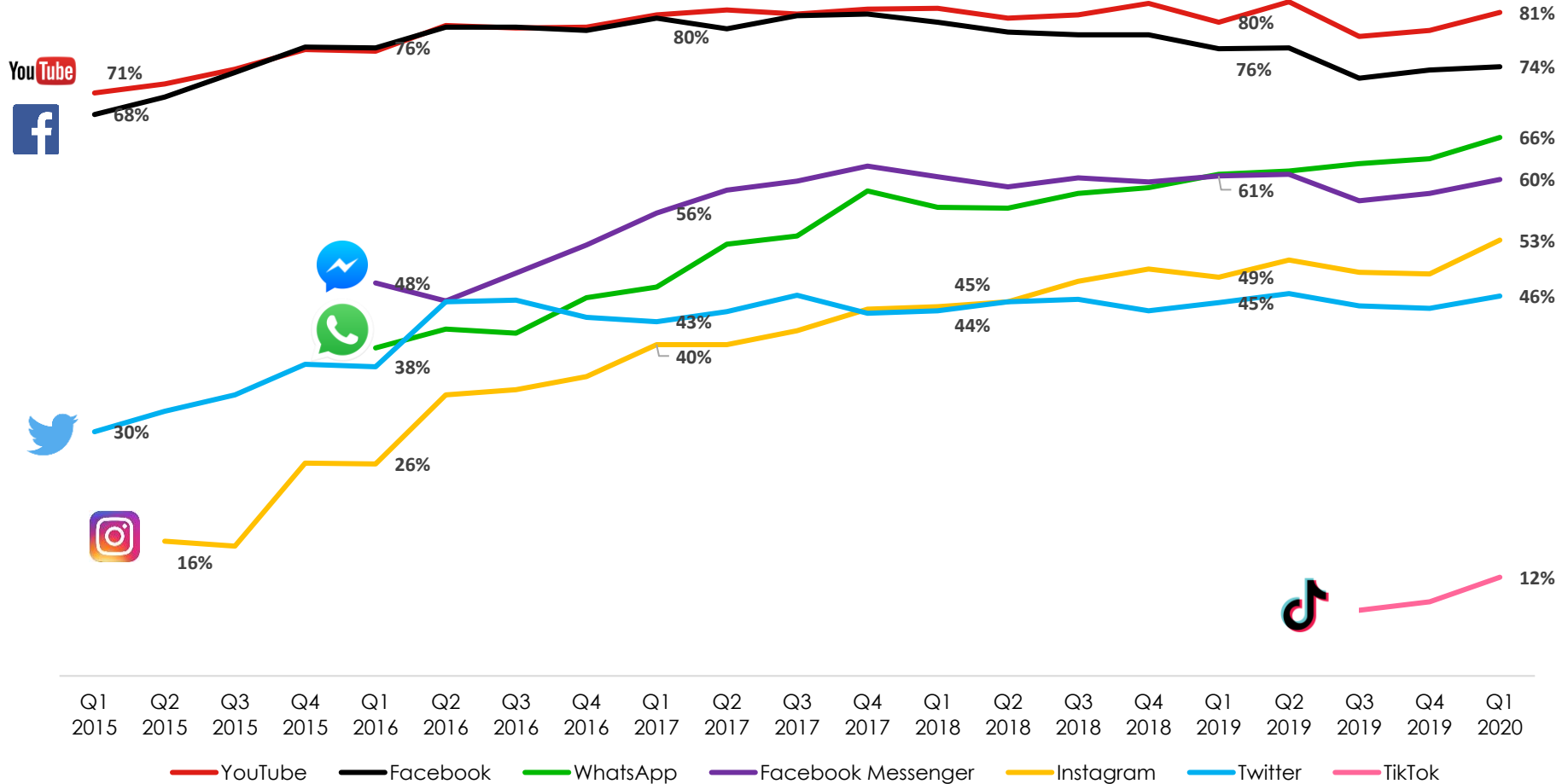


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Time Trend Analysis : Reach %



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 continues to remain in the lead above the other social channels. Instagram, Whatsapp, and TikTok are increasing.



Thank you.

Reach out if you have any questions
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