



## Canadians take social networking far beyond Facebook: MTM reports

Posted by: August 24, 2015

OTTAWA - Post it, tweet it, pin it, snap it or put it up on Reddit – Canadians are using all of these distinct social networks, though their users differ from the average social networker, says a new series of reports from Media Technology Monitor (MTM).

MTM says that Instagram, Twitter, Pinterest, Snapchat and Reddit each offers distinct features that attract, engage and retain networkers within their rapidly growing communities. Utilizing the large samples sizes of its combined 2014-2015 surveys, MTM says that its Social Networking Series released this week promises to provide insight into each network.

Highlights from the MTM's Social Networking Series reports include:

- Three quarters of online Canadians have visited a social network in the past month;
- Online Canadians who use photo-sharing sites, such as Instagram and Pinterest, are more likely to have Snapchat and Twitter accounts; and
- Reddit users spend nearly 19 hours more online per week than other social networkers.

MTM kicked off the series Monday with the Instagram Report, and will release a new report each day this week. MTM is the research arm of the CBC.

[www.mtm-otm.ca](http://www.mtm-otm.ca)