



THREE NETWORKS, THREE WAYS TO ENGAGE: HOW CANADIANS USE SOCIAL NETWORKS

January 24, 2019 – The Media Technology Monitor's (MTM) newest release is a special series of reports on Social Networking.

The use of social networks has grown immensely over time, and social networking is one of the most common activities Canadians do on the Internet today. Social media platforms play an integral role for the daily lives of many allowing them to stay connected with friends and family, as well as engage with content or create their own. This series focuses on the use of Facebook, Twitter and Instagram amongst Canadians and how they compare to the average social network user and find out what makes them distinct

Key findings from the MTM's [Social Networking series](#) include:

- Anglophones are more than twice as likely to use Twitter as Francophones;
- More than four in five Canadian Facebook users are accessing the platform daily;
- About a third of Canadians have used Instagram in the past month, and 60% of those are women.

This report is now available on the MTM Portal!

ABOUT THE MTM

The Media Technology Monitor (MTM©) is Canada's premier research product in the area of technology ownership and use. Based on 12,000 telephone interviews annually (including a cellphone-only sample), the MTM has spoken with over 140,000 Canadians (equally split between Anglophones and Francophones) over the past decade, making it the most accurate and comprehensive media technology tracking survey of its kind. For more information on the MTM please visit our Portal at www.mtm-otm.ca or call: 1-855-898-4999.