



## SOCIAL NETWORKING DURING COVID

**Ottawa – November 5, 2020** - The MTM releases two reports which put social networking and TikTok in the spotlight. During the COVID-19 pandemic, social media helped online Canadians to remain connected and interact with others despite being stuck at home. As a result, TikTok drew additional attention as users had more time to engage with the app. The MTM's Social Media During Covid-19 report focuses on changes in social media use among Anglophones and Francophones aged 18+. Additionally, the TikTalking About TikTok report is available on both the MTM and MTM Jr platforms and dives into TikTok use during COVID-19, with exclusive data about online Canadians aged 12-35+.

Key findings from the reports include:

- Nearly half of Anglophone social networkers aged 18+ feel that their use of social networks has increased compared to the pre-lockdown period. The biggest increase came among online Anglophones aged 65+.
- Anglophone social networkers aged 18+ are more likely to have made online video calls during the pandemic and to read online news content than those who are not on social media. While many of them do get some of their news from their networks, they still are more likely to get news from TV or from broadcasters websites.
- The penetration of TikTok tripled among online Canadians aged 18+ during the COVID-19 pandemic. Only 3% of online Canadians said they used the app in Fall 2019, while 9% of them said they use TikTok in the Spring.
- TikTok is most popular among young people. 40% of online Canadians aged 18-24 and 36% of online Canadian teens used the app in the past month. Teenage girls are more than 50% more likely to be using the app as are teenage boys.

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## 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 cell phone-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.