



**Post it, tweet it, pin it, snap it or put it up on Reddit. Find out how Canadians are using these 5 distinct social networks!**



**August 24, 2015** – The Media Technology Monitor (MTM) is excited to release a new report series analyzing 5 social networks: Instagram, Twitter, Pinterest, Snapchat and Reddit. Although Facebook has become synonymous with social networking, the MTM instead has focused on 5 unique sites and how their users differ from the average social networker. Each site offers distinct features that attract, engage and retain networkers within their rapidly growing communities. Utilizing the large samples sizes of the combined 2014-2015 MTM surveys, the Social Networking Series provides readers with valuable 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
- Reddit users live online: they spend nearly 19 hours more online per week than other social networkers

Stay tuned each day this week for the release of a new report! We're kicking off the series today with the Instagram Report.



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