



## Liking, tweeting, networking and connecting. Find out how Canadians are embracing Social Networking



**May 27, 2015** – The Media Technology Monitor (MTM) releases a new social networking report. Find out the latest on social networking in Canada – one of the most popular online activities among Canadians. In less than a decade, social networking has transformed how Canadians are connecting with others online, making it easier than ever to share content, meet new people, and connect with brands. For industry experts, it is vital to understand who is using social networking websites, what sites are the most popular and how people are accessing them. Due to the expanded data, the MTM is now able to look at many of the social networking sites that industry experts are interested in.

The MTM's **Social Networking** report highlights include:

- Canadians are hooked on social networking, with 82% of social networkers being avid daily users;
- Facebook is clearly the most prevalent, but other social networking sites – such as LinkedIn and Twitter – are gaining in popularity;
- Social networkers are spending three hours more online in a typical week compared to other online Anglophones. In fact, Twitter, Snapchat, and Reddit users are spending approximately 35 hours a week online overall.

These reports are now available on the Portal! For more information on the MTM, please visit [www.mtm-otm.ca](http://www.mtm-otm.ca) for the latest and most reliable data on new media technologies in Canada.



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