



# “Tweeters tweeting tweets on Twitter”

Understanding Canadian Twitter Users

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# Introduction



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Social networking has changed. Advances in technology allow users to access endless amounts of text, picture and video content in bite sized pieces. This isn't just a way to get in touch with old friends any more - social networks are playing a major part in marketing campaigns, dissemination of news and ideas, and creating a star culture all their own. This series of three reports examines how users of specific social networks stand out from others.

This report focuses on the use of Twitter amongst Canadians to see how they compare to the average social network user and find out what makes them distinct.

The Media Technology Monitor (MTM) incorporates a mixed-methodology approach which includes a phone survey and a follow-up survey online. The data from this report comes primarily from the online portion of the survey unless otherwise noted.\*



\*Data in this report coming from the phone portion of the survey will be identified with this symbol †.

# Twitter Defined

**Twitter** allow users to post tweets, which are public messages that are 280 characters or less, to view tweets posted by others, and send private messages. Tweets are displayed in real time, and by following other accounts on Twitter, users can see tweets from those accounts in real time via their Twitter feed. Users can attach pictures or videos to their tweets. Twitter also introduced its live streaming feature where the live video is accompanied by a steady stream of comments from watchers.

