



# Physically Distant but Socially Connected: Social Media During COVID-19

Analysis of the Anglophone Market

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# Introduction

During the COVID-19 pandemic, Anglophone Canadians had to distance themselves from each other. Rather than feel isolated from friends and family, online Canadians looked for ways to remain connected despite being stuck at home. The use of social media is one way to interact with others when you can't meet with them in person. This report looks at social media and if the use of social networks changed during the COVID-19 Pandemic.

The Spring 2020 MTM was transitioned to an online survey to accommodate the realities of the COVID-19 pandemic. Further data is available via the Data Analysis Tool (DAT) on the MTM-OTM Portal.



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