



# Social Networking

## Analysis of the English-Language Market

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# Introduction



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From the maintenance of personal communications to the creation of business relationships, social media have significantly changed the way we interact with one another at every level. Offering easy ways to interact with content, reach out to people, and create brand awareness — all this and more is possible through social networking today. To utilize these platforms to their fullest extent and effectively engage with users, it is essential to consider who is using social media, which networks are most popular, and what devices are being used to access them.

This report will do so by focusing on the use of social networks amongst Anglophone Canadians.

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 phone portion of the survey unless otherwise noted.\*