



# **Social Networking**

## **Analysis of the English-Language Market**

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**Media Technology  
Monitor**  
[www.mtm-otm.ca](http://www.mtm-otm.ca)

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See Appendix for permissible uses

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# Introduction

- + Offering easy ways to interact with content, reach out to people and create brand awareness; all this and more is possible through social media.
- + To utilize social media platforms to their fullest extent and effectively engage with users, it is essential to consider who is using social media, which social media platforms are most popular, and what devices are being used to access them. This report will focus the use of social networks amongst Anglophone Canadians.
- + This year the Media Technology Monitor (MTM) incorporated a mixed-methodology approach which included 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 +.