



## SOCIAL NETWORKING: A BROAD OVERVIEW AND AN IN-DEPTH LOOK

**September 20, 2017** - The Media Technology Monitor's (MTM) newest release is a special series of reports on Social Networking.

Use of social networks has grown immensely over time, and there are more social media platforms than ever before. They play an integral role for the daily lives of many Canadians, allowing them to stay connected with friends and family, as well as engage with content or create their own. The first report revolves around understanding who Anglophone social networkers are, how they utilize social media and how they interact with other media content.

Highlights from the MTM's **Social Networking** report include:

- Among Online Anglophones, social media use is now 4 times as popular as it was in 2006 (18% to 77%).
- Facebook is far and away the most popular social network, used by 72% of online Anglophones.
- 84% of social networkers now utilize social media platforms at least once a day.
- Half of social networkers also only utilize 1 or 2 social networks.

The other reports provide a deeper analysis of specific social networks, this time among Canadians. Each of these four mini-reports focus on a specific network (Instagram, Snapchat, Twitter or WhatsApp). While their users share some similarities with other social networkers, there are also some key differences. Find these on our reports page to learn more.

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