

mje

STRATEGIES

SOCIAL MEDIA

January 2023

WHY SOCIAL MEDIA IS IMPORTANT

FEB
2022

ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES



THE UNITED STATES
OF AMERICA

TOTAL
POPULATION



333.9
MILLION

URBANISATION

83.1%

CELLULAR MOBILE
CONNECTIONS



353.5
MILLION

vs. POPULATION

105.9%

INTERNET
USERS



307.2
MILLION

vs. POPULATION

92.0%

ACTIVE SOCIAL
MEDIA USERS



270.1
MILLION

vs. POPULATION

80.9%

SOURCES: UNITED NATIONS; U.S. CENSUS BUREAU; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; APJII; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OCDH; TECHRASA; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE AND BASE CHANGES.

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DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES



THE UNITED STATES
OF AMERICA

TIME SPENT USING
THE INTERNET



GWL

7H 05M

YEAR-ON-YEAR CHANGE
-1.4% (-6 MINS)

TIME SPENT WATCHING TELEVISION
(BROADCAST AND STREAMING)

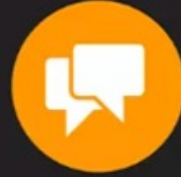


KEPIOS

4H 49M

YEAR-ON-YEAR CHANGE
+2.5% (+7 MINS)

TIME SPENT USING
SOCIAL MEDIA

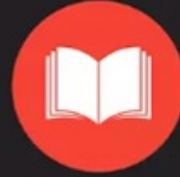


GWL

2H 14M

YEAR-ON-YEAR CHANGE
+5.5% (+7 MINS)

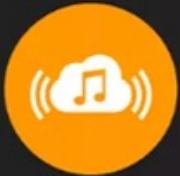
TIME SPENT READING PRESS MEDIA
(ONLINE AND PHYSICAL PRINT)



1H 42M

YEAR-ON-YEAR CHANGE
+15.9% (+14 MINS)

TIME SPENT LISTENING TO
MUSIC STREAMING SERVICES



1H 56M

YEAR-ON-YEAR CHANGE
+22.1% (+21 MINS)

TIME SPENT LISTENING
TO BROADCAST RADIO



GWL

1H 12M

YEAR-ON-YEAR CHANGE
+4.3% (+3 MINS)

TIME SPENT LISTENING
TO PODCASTS



0H 58M

YEAR-ON-YEAR CHANGE
+18.4% (+9 MINS)

TIME SPENT USING
A GAMES CONSOLE



1H 27M

YEAR-ON-YEAR CHANGE
+16.0% (+12 MINS)

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTES:** CONSUMPTION OF DIFFERENT MEDIA MAY OCCUR CONCURRENTLY. TELEVISION INCLUDES BOTH LINEAR (BROADCAST AND CABLE) TELEVISION AND CONTENT DELIVERED VIA STREAMING AND VIDEO-ON-DEMAND SERVICES. PRESS INCLUDES BOTH ONLINE AND PHYSICAL PRINT MEDIA. BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO.

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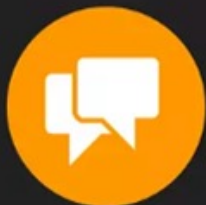
OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



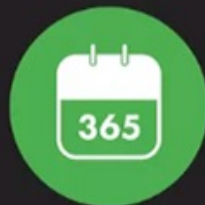
THE UNITED STATES
OF AMERICA

NUMBER OF SOCIAL
MEDIA USERS



270.1
MILLION

YEAR-ON-YEAR CHANGE
IN SOCIAL MEDIA USERS



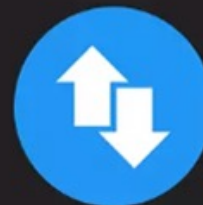
+12.5%
+30 MILLION

AVERAGE DAILY TIME SPENT
USING SOCIAL MEDIA



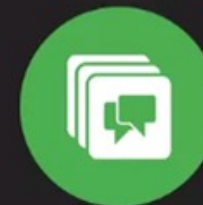
2H 14M

YEAR-ON-YEAR CHANGE IN TIME
SPENT USING SOCIAL MEDIA



+5.5%
+7 MINS

AVERAGE NUMBER OF SOCIAL
PLATFORMS USED EACH MONTH



6.6

SOCIAL MEDIA USERS
vs. TOTAL POPULATION



80.9%

SOCIAL MEDIA USERS
vs. POPULATION AGE 13+



95.8%

SOCIAL MEDIA USERS
vs. TOTAL INTERNET USERS



87.9%

FEMALE SOCIAL MEDIA USERS
vs. TOTAL SOCIAL MEDIA USERS



54.7%

MALE SOCIAL MEDIA USERS
vs. TOTAL SOCIAL MEDIA USERS



45.3%

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; TECHRASA; OCDH; U.N.; U.S. CENSUS BUREAU. DATA FOR **TIME SPENT** AND **AVERAGE NUMBER OF PLATFORMS**: GWI (Q3 2021). SEE [GWI.COM](https://www.gwi.com) FOR MORE DETAILS. **NOTE:** FIGURE FOR "AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH" INCLUDES DATA FOR YOUTUBE. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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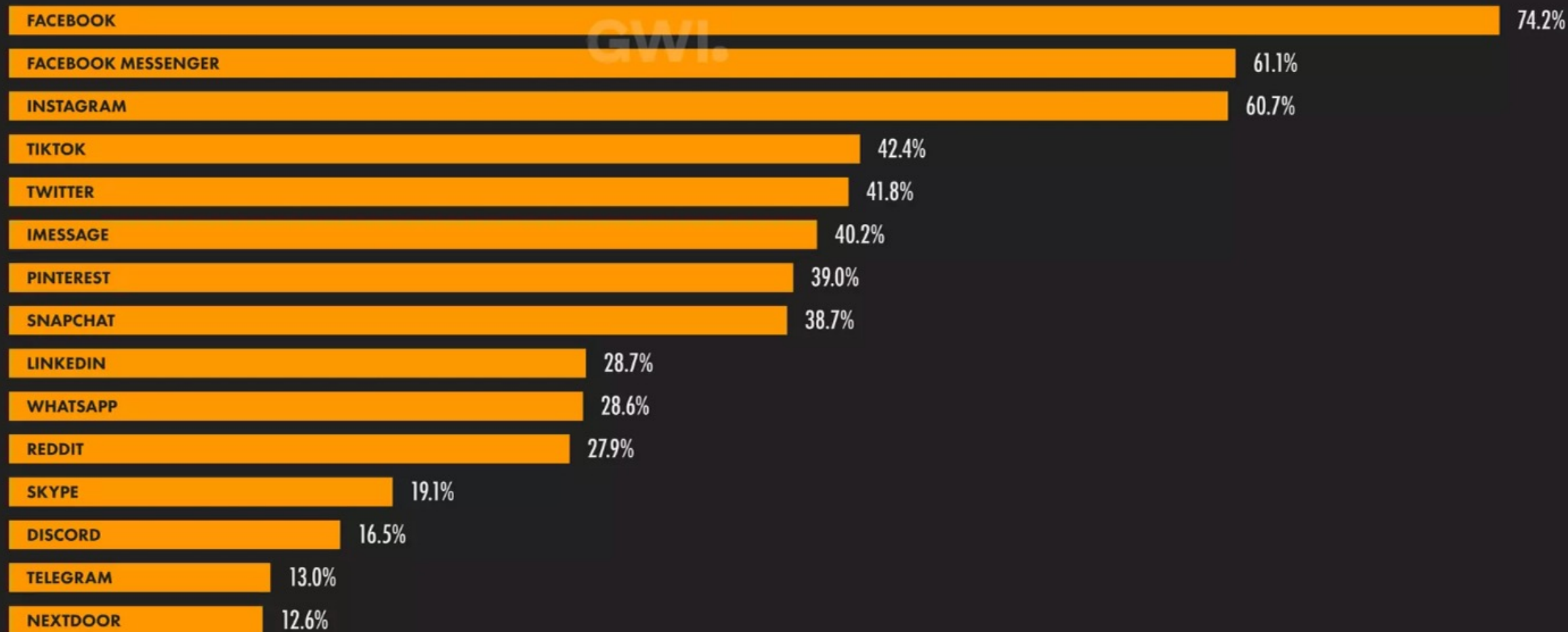
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MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH



THE UNITED STATES
OF AMERICA



SOURCE: GWI [Q3 2021]. FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTE:** YOUTUBE IS **NOT** OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY. **COMPARABILITY:** A VERSION OF THIS CHART THAT APPEARED IN OUR PREVIOUS REPORTS WAS BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION. GWI'S CURRENT SURVEY FEATURES A REVISED VERSION OF THIS QUESTION THAT DOES **NOT** INCLUDE YOUTUBE AS AN ANSWER OPTION, WHILE OTHER CHANGES TO THE QUESTION'S WORDING MAY MEAN THAT THE VALUES AND RANK ORDER SHOWN HERE ARE **NOT DIRECTLY COMPARABLE** WITH THOSE SHOWN ON A SIMILAR CHART IN PREVIOUS REPORTS.

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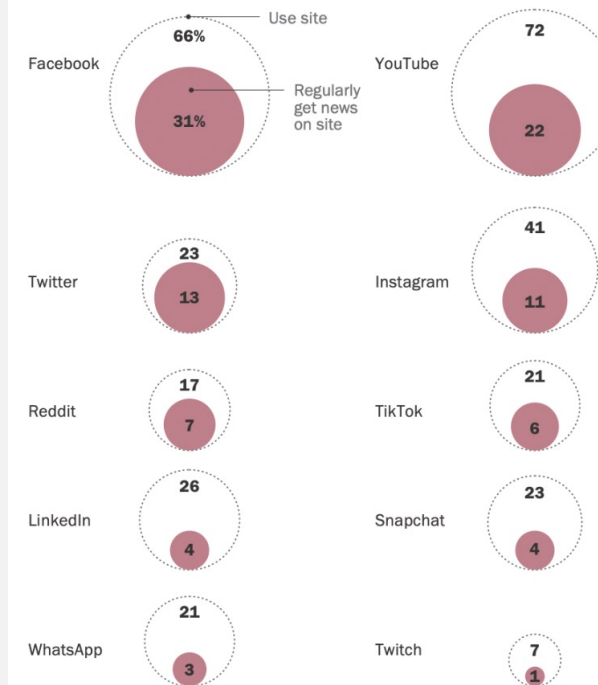
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NEWS CONSUMPTION

- A little under half (48%) of U.S. adults say they get news from social media “often” or “sometimes,” a 5 percentage point decline compared with 2020, according to a Pew Research Center survey conducted July 26-Aug. 8, 2021.
- When it comes to where Americans regularly get news on social media, Facebook outpaces all other social media sites.

Nearly a third of Americans regularly get news on Facebook

% of U.S. adults who ...



Source: Survey of U.S. adults conducted July 26-Aug. 8, 2021.
“News Consumption Across Social Media in 2021”

PEW RESEARCH CENTER

GOALS

- Build your audience
- Organize supporters
- Persuade a voting audience to support your campaign
- Influence elected officials to support your campaign

DIGITAL CHANNELS

- Website
- Social Media: Facebook, Instagram, Twitter
 - Facebook has the largest audience
 - Instagram has a younger audience
 - Twitter is a narrow audience of reporters, grass tops
- Email Distribution

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WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA

SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED IN SOCIAL MEDIA PLATFORMS (ANY DEVICE)



THE UNITED STATES
OF AMERICA

FACEBOOK



66.72%

YEAR-ON-YEAR CHANGE
+29.0% (+1,500 BPS)

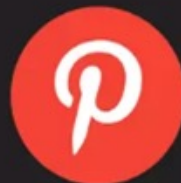
TWITTER



10.99%

YEAR-ON-YEAR CHANGE
-50.0% (-1,097 BPS)

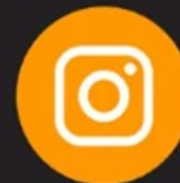
PINTEREST



12.19%

YEAR-ON-YEAR CHANGE
-43.7% (-947 BPS)

INSTAGRAM



5.92%

YEAR-ON-YEAR CHANGE
+319.9% (+451 BPS)

YOUTUBE



1.60%

YEAR-ON-YEAR CHANGE
+11.1% (+16 BPS)

REDDIT



1.62%

YEAR-ON-YEAR CHANGE
+230.6% (+113 BPS)

TUMBLR



0.39%

YEAR-ON-YEAR CHANGE
-44.3% (-31 BPS)

LINKEDIN



0.36%

YEAR-ON-YEAR CHANGE
-32.1% (-17 BPS)

VKONTAKTE



[N/A]

YEAR-ON-YEAR CHANGE
[N/A]

OTHER



0.20%

YEAR-ON-YEAR CHANGE
+122.2% (+11 BPS)

SOURCE: STATCOUNTER. **NOTES:** SHARE DOES NOT INCLUDE TRAFFIC FROM MESSENGER PLATFORMS. DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE NUMBER OF WEB PAGE REFERRALS ORIGINATING FROM EACH SERVICE AS A PERCENTAGE OF TOTAL WEB PAGE REFERRALS ORIGINATING FROM THE AVAILABLE SELECTION OF SOCIAL MEDIA PLATFORMS ON ANY DEVICE IN NOVEMBER 2021. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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BUILDING YOUR AUDIENCE

- ✓ Follow your supporters
- ✓ Tag people and organizations
- ✓ Keep your handles the same across platforms
- ✓ Take the time to fill the profile fields – i.e. about, location, contact information
- ✓ Use your other digital channels to promote your social media accounts
 - Cross promote – i.e. links to social media on your website, link to website on social media; include links to specific posts in emails to supporters ask them to like and share

ASKS FOR YOUR SUPPORTERS

- Like/follow your page
- Like specific posts
- Comment on specific post
- Share specific posts
- Convert – sign a petition, provide their email
- Take Specific Action – come to an event, send an email to an elected official

CONTENT BEST PRACTICES

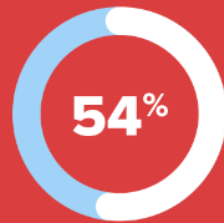
- ✓ Use hashtags
- ✓ Keep posts short and succinct
- ✓ Post frequently and timely
- ✓ Diversify content
- ✓ Engage with your audience
- ✓ Include images – something to catch people's eye
- ✓ Have a brand – consistent look and feel
- ✓ Monitor comments and block/hide offensive, inappropriate comments

WAYS TO GET SUPPORT

- Share links to specific posts with the ask to like and share
- Provide suggested text to accompany share/retweet
- Provide specific graphics and posts you would like your supporters to share
- Regularly seek out supporter pages and look for posts you can like/share

TYPES OF CONTENT

Types of content marketers say are most valuable for social goals



Video



Images



Text-based
posts



Stories



Live video

BEST CONTENT BY PLATFORM

Facebook:

- Videos and curated content

Instagram:





- High-res photos, quotes, Stories

Twitter:

- News, blog posts, and GIFs

IMAGE SIZES

Social Media Image Sizes 2022

				
Profile photo	320 x 320	170 x 170	400 x 400	400 x 400
Landscape	1080 x 566	1200 x 630	1024 x 512	1200 x 627
Portrait	1080 x 1350	630 x 1200	N/A	627 x 1200
Square	1080 x 1080	1200 x 1200	N/A	N/A
Stories	1080 x 1920	1080 x 1920	N/A	N/A
Cover photo	N/A	851 x 315	1500 x 500	1128 x 191

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SOCIAL MEDIA MANAGEMENT TOOLS

The screenshot displays the Meta Business Suite interface. The left sidebar contains navigation options: Home, Notifications, Inbox, Posts & stories (selected), Planner, Ads, Insights, All tools, Edit, Settings, and Help. The main content area shows a list of published posts. Above the list, there are tabs for 'Published', 'Scheduled', and 'Drafts'. A search bar and filters for 'Shared to' and 'Lifetime' are also present. The table below lists several posts with their respective performance metrics.

Posts	Date published	Reach	Engagement
<input type="checkbox"/> TUNE IN NOW: Julie Edwards o... Boost post	January 12, 2021 at 4:02 PM	36 People reached	4 Post Engagements
<input type="checkbox"/> This post has no text Boost unavailable	January 11, 2021 at 12:22 PM	9 People reached	0 Post Engagements
<input type="checkbox"/> Check out our new website! htt... Boost post	January 11, 2021 at 12:22 PM	10 People reached	1 Post Engagements
<input type="checkbox"/> San Francisco has led the way o... Boost post	January 11, 2021 at 12:22 PM	11 People reached	1 Post Engagements
<input type="checkbox"/> We love our partners at #Pacifi... Boost post	January 11, 2021 at 12:22 PM	23 People reached	3 Post Engagements

- i.e. Hootsuite, Buffer, TweetDeck
- Meta Business – schedule Instagram and Facebook posts, performance metrics

CONTENT CALENDAR

DAY	DATE	STATUS	MESSAGE	LINK	IMAGE	IMAGE
MONDAY						
			@AlexesLink is a Berkeley resident and supports #OPA because residents want a chance to be able to stay in their homes and stay in their communities. Hear more from Alexes at	https://yes2topa.org	<p>OPA gives us a chance to have a say in what we want with our homes, a chance to own our homes, a chance to stay. OPA gives residents, especially black and brown residents, a chance to continue contributing to the place we call home.</p> <p>Alexes Link Tenant in Berkeley, CA</p>	
TUESDAY						
			ICYMI: "Through the Tenant Opportunity to Purchase Act, renters and low-income communities of color can achieve a new, collective vision of the American Dream: homeownership for all families and affordable housing for their neighborhoods for years to come."	https://calmatters.org/commentary/my-tum/2020/10/the-affordable-housing-crisis-is-about-to-get-worse-heres-a-policy-that-will-help-renters/		
WEDNESDAY						
			Have you heard of a Tenant Opportunity to Purchase Act? Learn more and find out how an TOPA can work in your community to address the housing crisis. Learn more at	https://yes2topa.org	<p>What Are Tenant Opportunity to Purchase Acts (TOPA)?</p>	<p>Answer:</p> <p>Tenant Opportunity to Purchase Acts (TOPA) give tenants the right of first refusal to purchase their property and/or allow tenants to assign their right to a "qualified organization," such as a non-profit affordable housing provider or community land trust.</p>
THURSDAY						
			OPA policies are a win for everyone. Learn more about how one can be implemented in your community.	https://yes2topa.org	<p>OPA policies keep people in their homes and communities, offer an onramp to homeownership, and expand the options cities have to maintain their stock of affordable housing without massive subsidies or years of construction — win, win, win!</p>	

EXAMPLE

- Like CACLTN post on event
- Share CACLTN post on event
- Post:
<https://www.eventbrite.com/e/community-land-trusts-101-tickets-466584405517>
- Post graphic post

 **MJE Strategies**
Just now · 🌐


Looking forward to this event and learning more about how Community Land Trusts are helping Californians! Join us!
<https://www.eventbrite.com/e/community-land-trusts-101-tickets-466584405517>




The graphic features the text 'COMMUNITY LAND TRUSTS 101' in large, bold, orange letters. Above it, a red banner says 'JAN. 24, 2023 12-1PM ON ZOOM'. To the right is a megaphone icon. Below the main text, a blue speech bubble asks 'What Are CLTs? What impact are they having in CA?'. In the bottom left, a green house icon contains the text 'California Community Land Trust Network' and 'Perpetual Home Affordability-Stewardship-Community Control'. In the bottom right, it says 'Register at www.cacltnetwork.org'.

[HTTPS://WWW.EVENTBRITE.COM/E/COMMUNITY-LAND-TRUSTS-101-TIC...](https://www.eventbrite.com/e/community-land-trusts-101-tickets-466584405517)
Community Land Trusts 101
This workshop will focus on fundamentals of Community Land Tru...

👍 Like 💬 Comment ➦ Share

 **MJE Strategies**
Just now · 🌐

We're attending! Join us at the [CA Community Land Trust Network](#) event and learn more about how CLTs are making a difference in California. <https://www.eventbrite.com/e/community-land-trusts-101-tickets-466584405517>



The graphic features the text 'COMMUNITY LAND TRUSTS 101' in large, bold, orange letters. Above it, a red banner says 'JAN. 24, 2023 12-1PM ON ZOOM'. To the right is a megaphone icon. Below the main text, a blue speech bubble asks 'What Are CLTs? What impact are they having in CA?'. In the bottom left, a green house icon contains the text 'California Community Land Trust Network' and 'Perpetual Home Affordability-Stewardship-Community Control'. In the bottom right, it says 'Register at www.cacltnetwork.org'.

👍 Like 💬 Comment ➦ Share

MJE Strategies is a women-owned research, digital and communications firm designed to help clients find their voice and be heard.

We work with political candidates, elected officials, as well as non-profit and private sector leaders, and organizations in all facets of communications — from research to creative and message development to message delivery.

ABOUT

MICHELLE JEUNG

Michelle Jeung is a Partner at MJE Strategies with over fifteen years of political campaign experience. Prior to returning to her home state of California, Michelle was based in Washington, DC — providing high-level political research and policy analysis to campaigns across the country including Senators Tom Udall (D-NM) and Frank Lautenberg (D-NJ), Reps. Chellie Pingree (D-ME), Shelley Berkley (D-NV) and others. She also held positions at the DCCC, DNC and GMMB.

In California, she has served as a senior advisor on a competitive, statewide gubernatorial campaign, as well as numerous other state and local campaigns. At MJE, Michelle continues to provide candidates, ballot measure committees and organizations with strategic counsel, in addition to providing communications, digital and paid media services.



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