



## South African Social Media Landscape 2016: Executive Summary

---

### Instagram and Facebook make biggest waves

As use of social media keeps growing rapidly in user numbers and in intensification of use by those already on board, it can be expected that each year presents stand-out trends or milestones. In 2014 the headlines were earned through the growth of visual networks, namely Instagram and YouTube.

In 2015, Instagram once again grabbed headlines as a result of its growth, but Facebook shared the spoils through reaching a major milestone.

Facebook is now used by a quarter of all South Africans, while Instagram has seen the fastest growth of any social network in South Africa over the past year.

These are two of the key findings from the South African Social Media Landscape 2016 study. The study is based on access to consumer data from seven major social networks and a corporate survey conducted among more than a hundred of South Africa's leading brands.

It showed that Facebook has grown by 8 per cent, from 12-million to 13-million, and Twitter by 12 per cent, from 6,6-million to 7,4-million users. Video sharing platform YouTube increased its user base marginally more, with a 15 per cent rise from 7,2-million to 8,28-million users. The biggest growth has come from Instagram, which rose a massive 133 per cent, from 1,1-million to 2,68-million.

The study shows 13-million South Africans now on Facebook, with 10-million, or 77 per cent, using it on mobile devices. Smartphones are used by 7,9-million South Africans to access Facebook, while 1,6-million are using basic feature phones to do so. Tablets are being used to access Facebook by 1,4-million people – many of whom are also using their phones.

The big surprise in the results came from Instagram more than doubling its user numbers in South Africa, and its 133 per cent growth doubling an already high 65 per cent growth in 2014.

Instagram also shows the highest planned use by major brands for social networks not currently in use, with 24 per cent saying they plan to do so on the coming year. At present, 42 per cent of major brands are using it, with Mr Price and Mercedes Benz having been the most successful with individual images.

As brands become more comfortable with specific social networks, they become far more effective at using them as marketing and positioning platforms. Instagram is already the big winner among users. Brands want to tap into that enthusiasm.

## **Social apps take over SA smartphones**

For the second consecutive year, social media apps have dominated free downloads on all three major app stores in South Africa, namely Google Play for Android, the Apple App Store for iOS, and the Windows Store.

This is one of the key findings of the South African Social Media Landscape 2016 study, which reveals just how deeply entrenched mobile social apps have become in South Africa.

WhatsApp in particular is dominant, topping the list of both iOS and Android downloads. Only in the Windows Store does it drop, down to third position, with its parent company Facebook enjoying number one position. Facebook is second in free iOS downloads and third in Android.

Facebook properties dominate the next two positions on iOS as well, with Facebook Messenger and Instagram rounding out the top four. The Google Play store has the same top four, in a slightly different order, with Facebook Messenger at two and Instagram also in fourth place.

Windows Phone has a slightly different mix, thanks to marketing emphasis by Microsoft, which has its own Podcast app in second, its cloud storage app OneDrive in fourth place, and the Microsoft-owned Skype in fifth. However, Facebook messenger lies sixth, giving Facebook three of the top six spots for free Windows Store downloads.

“It can be argued that Facebook currently owns mobile – but not necessarily its revenue,” says Arthur Goldstuck, MD of World Wide Worx. “Games completely dominate the top ten lists for highest grossing apps on iOS and Android, filling the entire top ten on each, as well as the top eight in the Windows Store.”

Fuseware MD Mike Wronski points out that smartphones have not been entirely taken over by entertainment impulses: “The occasional utility app does intrude in the list of most downloaded paid apps. The serious professional and business users of smartphones still want to combine their social and work lives on their handsets.”

## **Contents list**

### **Guest Introduction**

By Gil Sperling, Popimedia

### **Introduction**

By Arthur Goldstuck

### **Headline insights**

Key insights from 2014 findings by Michal Wronski

### **Agency Thought Leadership**

### **Social Media Usage by SA Brands**

Analysis and charts from corporate survey South African Brands

- Social Media Stats
- Top Social Content from SA's Top Brands
- Top 25 Facebook posts of SA's top 50 social brands
- Most Popular Twitter Content
- Most Popular Youtube Content

## **Social Media & Mobile**

Top apps in SA by App store

### **Twitter**

### **Facebook**

Top SA Pages by total fans

Top SA Pages by fans

### **Youtube**

### **Linked In**

Demographics, industry and occupational distribution

### **MXit**

About MXit

MXit stats, including top South African Brands, channels, advertising stats, and demographics

About MXit Reach

### **Instagram**

### **Blackberry Messenger**

## **Obtaining the report**

The full report is available for purchase at a cost of R16 000 (single site license) excluding VAT from World Wide Worx. To place an order, either request an order form to be mailed electronically, or send company name and address, VAT registration number, and name and e-mail address of person ordering and person who should be billed, to World Wide Worx by e-mail on [info@worldwideworx.com](mailto:info@worldwideworx.com) or by fax on +27 11 782 7063. Please include a purchase order number where required.

*Students who wish to obtain access to the research should enquire through the libraries of acquisition departments of their universities or learning institutions.*

For more information contact:

### **World Wide Worx:**

Arthur Goldstuck

Mobile: 083 326 4345

Telephone: 011 782 7003

Email: [arthur@worldwideworx.com](mailto:arthur@worldwideworx.com)

### **Fuseware:**

Mike Wronski

Mobile: 074 1041969

Email: [mike@fuseware.net](mailto:mike@fuseware.net)