



Courtesy of Business Mirror

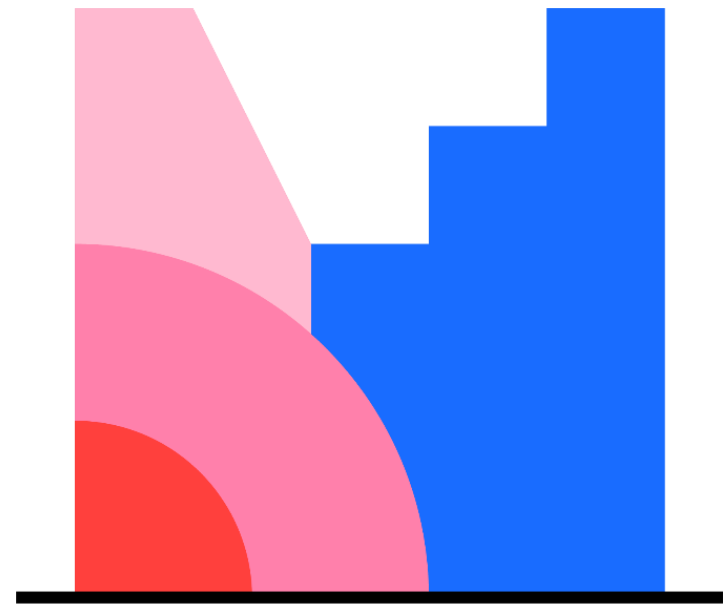
SOCIAL MEDIA MANAGEMENT

A Webinar on Communicating Children in Street Situations through Social Media



Philippine Information Agency
WESTERN VISAYAS

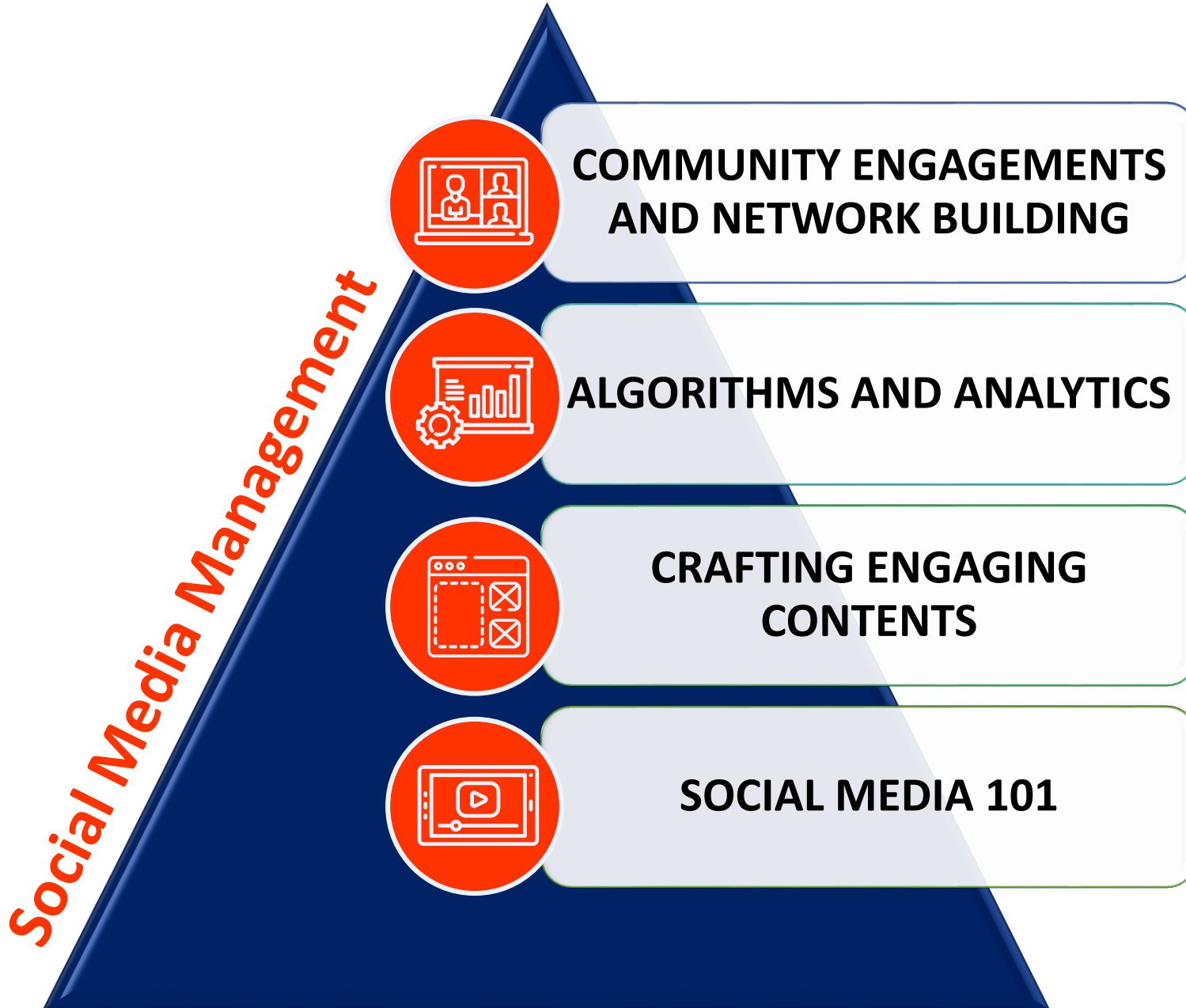




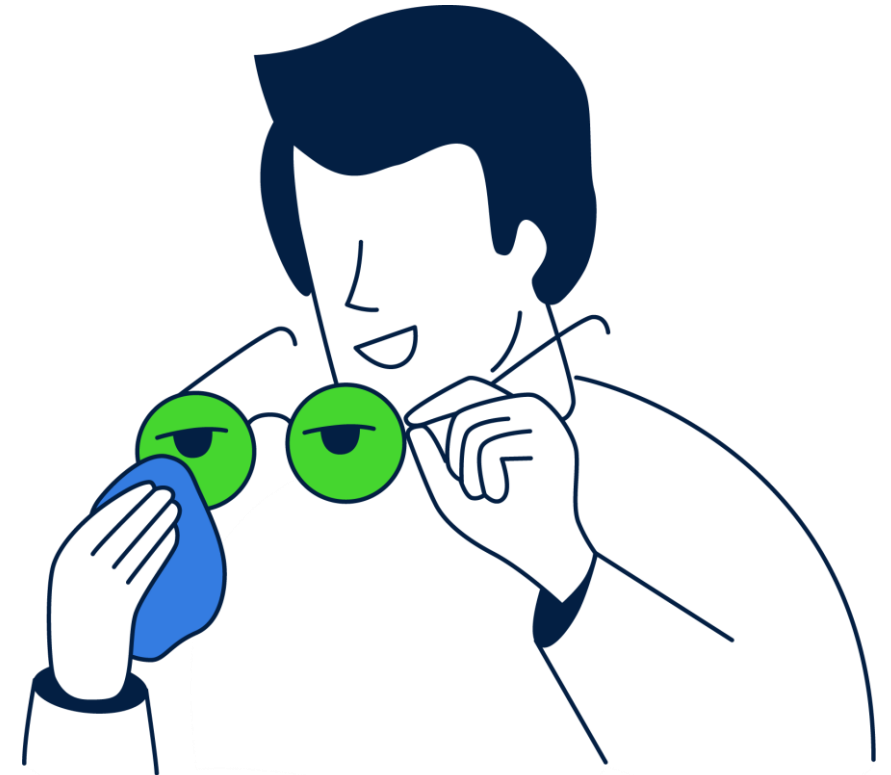
Mentimeter

Let's go to Menti!





Topic Outline



SOCIAL MEDIA MANAGEMENT

01

Social Media 101

- Basics on Social Media
- Exercise: Familiarization of SocMed Platforms
 - Developing a SocMed Strategy

02

Social Media 102

- Anatomy of Effective Social Media Contents
- Social Media Content Creation
- Workshop: Content Creation
- Choosing the right platform to use

03

Social Media 103

- Understanding the Algorithm of Social Media Platforms
 - Basics of Social Media Analytics/Insights
- How to use them to effectively campaign for CiSS?
 - Meta Business Suite
- Workshop: Extracting SocMed Analytics

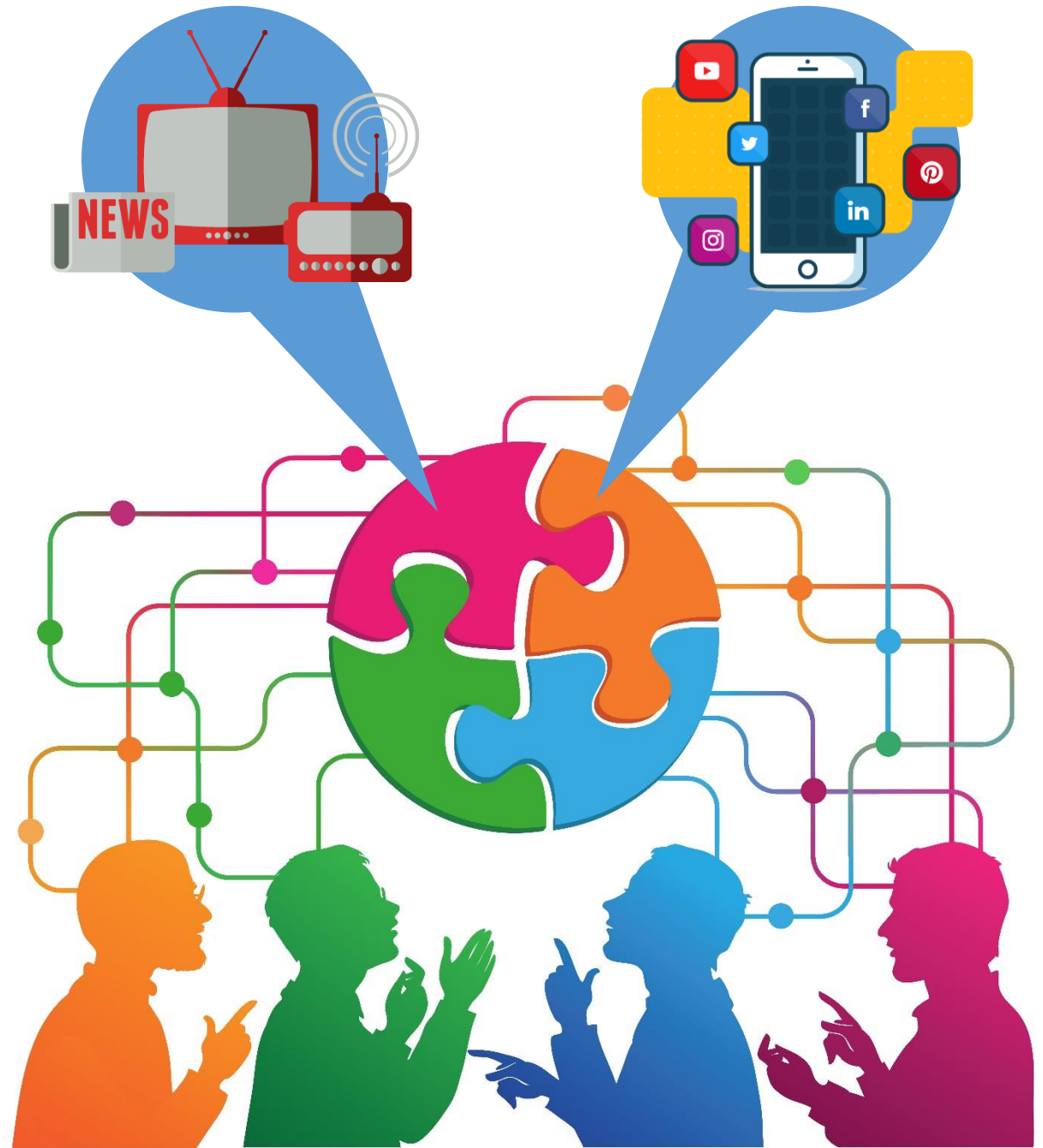
04

Social Media 104

- Creating your SocMed Community for CiSS
- Maximizing Online Messaging Platforms



1 -18 DEFINITION OF A CHILD	2 NO DISCRIMINATION	3 BEST INTERESTS OF THE CHILD	4 MAKING RIGHTS REAL	5 FAMILY GUIDANCE AS CHILDREN DEVELOP	6 LIFE, SURVIVAL AND DEVELOPMENT	7 NAME AND NATIONALITY
8 IDENTITY	9 KEEPING FAMILIES TOGETHER	10 CONTACT WITH PARENTS ACROSS COUNTRIES	11 PROTECTION FROM KIDNAPPING	12 RESPECT FOR CHILDREN'S VIEWS	13 SHARING THOUGHTS FREELY	14 FREEDOM OF THOUGHT AND RELIGION
15 SETTING UP OR JOINING GROUPS	16 PROTECTION OF PRIVACY	17 ACCESS TO INFORMATION	18 RESPONSIBILITY OF PARENTS	19 PROTECTION FROM VIOLENCE	20 CHILDREN WITHOUT FAMILIES	21 CHILDREN WHO ARE ADOPTED
22 REFUGEE CHILDREN	23 CHILDREN WITH DISABILITIES	24 HEALTH, WATER, FOOD, ENVIRONMENT	25 REVIEW OF A CHILD'S PLACEMENT	26 SOCIAL AND ECONOMIC HELP	27 FOOD, CLOTHING, A SAFE HOME	28 ACCESS TO EDUCATION
29 AIMS OF EDUCATION	30 MINORITY CULTURE, LANGUAGE AND RELIGION	31 REST, PLAY, CULTURE, ARTS	32 PROTECTION FROM HARMFUL WORK	33 PROTECTION FROM HARMFUL DRUGS	34 PROTECTION FROM SEXUAL ABUSE	35 PREVENTION OF SALE AND TRAFFICKING
36 PROTECTION FROM EXPLOITATION	37 CHILDREN IN DETENTION	38 PROTECTION IN WAR	39 RECOVERY AND REINTEGRATION	40 CHILDREN WHO BREAK THE LAW	41 BEST LAW FOR CHILDREN APPLIES	42 EVERYONE MUST KNOW CHILDREN'S RIGHTS
43-54 HOW THE CONVENTION WORKS	<h1>CONVENTION ON THE RIGHTS OF THE CHILD</h1>					



Basics of **SOCIAL MEDIA**





SOCIAL MEDIA

are applications or websites that allow users to connect in a **virtual** network or community, facilitating an unprecedented “reach, frequency, usability, immediacy, and performance” of shared information or content.

(Pavlik & McIntosh, 2015)



**How's your relationship
with Social Media?**



GUESS THE LOGO

How many of these social media platforms do you recognize or are you familiar with?







FACEBOOK

Facebook is an online social media and social networking service owned by the American company Meta Platforms. Founded in 2004 by **Mark Zuckerberg** with fellow Harvard College students and roommates.





MESSENGER

Messenger is a proprietary instant messaging app and platform developed by Meta Platforms. Originally developed as Facebook Chat in 2008. Later, Facebook launched a dedicated website interface, Messenger.com, and separated the messaging functionality from the main Facebook app, allowing users to use the web interface or download one of the standalone apps.





YOUTUBE

YouTube is an American online video sharing and social media platform headquartered in San Bruno, California. It was launched on February 14, 2005, by Steve Chen, Chad Hurley, and Jawed Karim. It is owned by Google, and is the second most visited website, after Google Search.





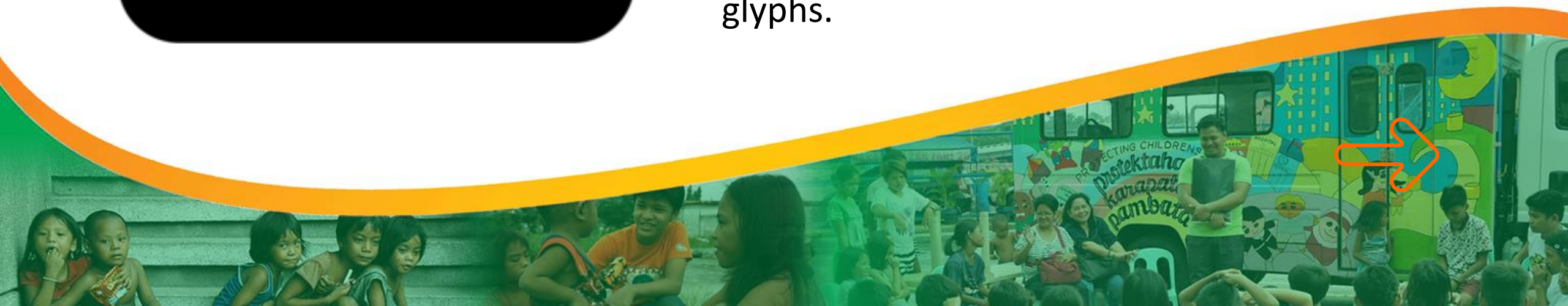
INSTAGRAM

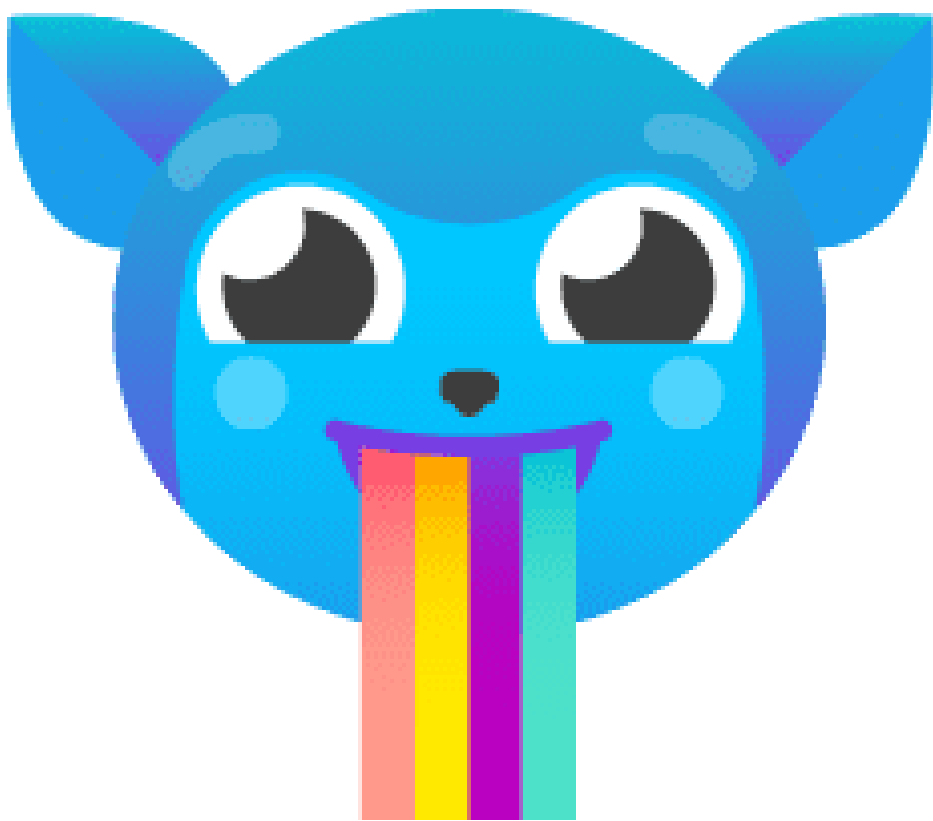
Instagram is a photo and video sharing social networking service founded in 2010 by Kevin Systrom and Mike Krieger, and later acquired by American company Facebook Inc., now known as Meta Platforms. The app allows users to upload media that can be edited with filters and organized by hashtags and geographical tagging. Posts can be shared publicly or with preapproved followers.





X or previously known as **Twitter** is a microblogging and social networking service on which users post and interact with messages known as "tweets", owned by American company Twitter, Inc. Registered users can post, like, and retweet tweets. In most cases, the text content of a Tweet can contain up to 280 characters or Unicode glyphs.





KUMU

Kumu is a Filipino video sharing and e-commerce social networking service owned and developed by Kumumedia Technologies, Inc., proudly made by Pinoys. Named after the iconic Tagalog greeting “Kumusta ka?”, kumu embodies that same warmth and fun-loving spirit of Filipinos, amplified by our unique innovations in livestreaming and social media.





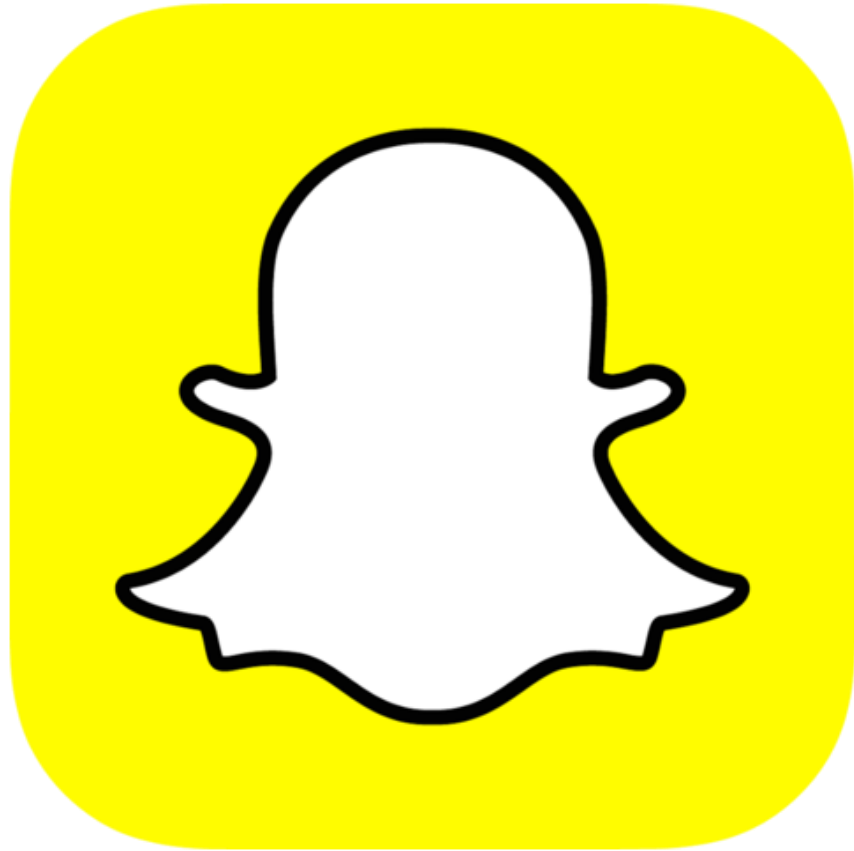
TIKTOK

TikTok, known in China as **Douyin**, is a short-form video hosting service owned by Chinese company ByteDance. TikTok is an international version of Douyin, which was originally released in the Chinese market in September 2016. TikTok was launched in 2017 for iOS and Android in most markets outside of mainland China.

TikTok became available worldwide only after merging with what Chinese social media service on 2 August 2018?

Musical.ly





SNAPCHAT

Snapchat is an American multimedia instant messaging app and service developed by Snap Inc., originally Snapchat Inc. One of the principal features of Snapchat is that pictures and messages are usually only available for a short time before they become inaccessible to their recipients.





VIBER

Viber, or Rakuten Viber, is a cross-platform voice over IP (VoIP) and instant messaging (IM) software application owned by Japanese multinational company Rakuten. In addition to instant messaging it allows users to exchange media such as images and video records, and also provides a paid international landline and mobile calling service called Viber Out.

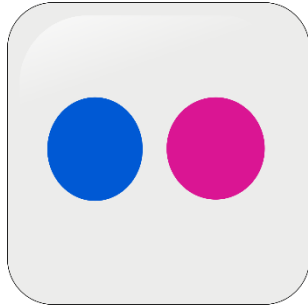




SKYPE

Skype is a proprietary telecommunications application operated by Skype Technologies, a division of Microsoft, best known for VoIP-based videotelephony, videoconferencing and voice calls.







PINTEREST

Pinterest is an image sharing and social media service designed to enable saving and discovery of information (specifically "ideas") on the internet using images, and on a smaller scale, animated GIFs and videos, in the form of pinboards. The site was created by Ben Silbermann, Paul Sciarra, and Evan Sharp





TELEGRAM

Telegram is a freemium, cross-platform, cloud-based instant messaging service. The service also provides end-to-end encrypted video calling, VoIP, file sharing and several other features. It was launched for iOS on 14 August 2013 and Android on 20 October 2013.





TUMBLR

Tumblr is an American microblogging and social networking website founded by David Karp in 2007 and currently owned by Automattic. The service allows users to post multimedia and other content to a short-form blog. Users can follow other users' blogs. Bloggers can also make their blogs private.





LINKEDIN

LinkedIn is an American business and employment-oriented online service that operates via websites and mobile apps. Launched on May 5, 2003, the platform is primarily used for professional networking and career development, and allows job seekers to post their CVs and employers to post jobs.

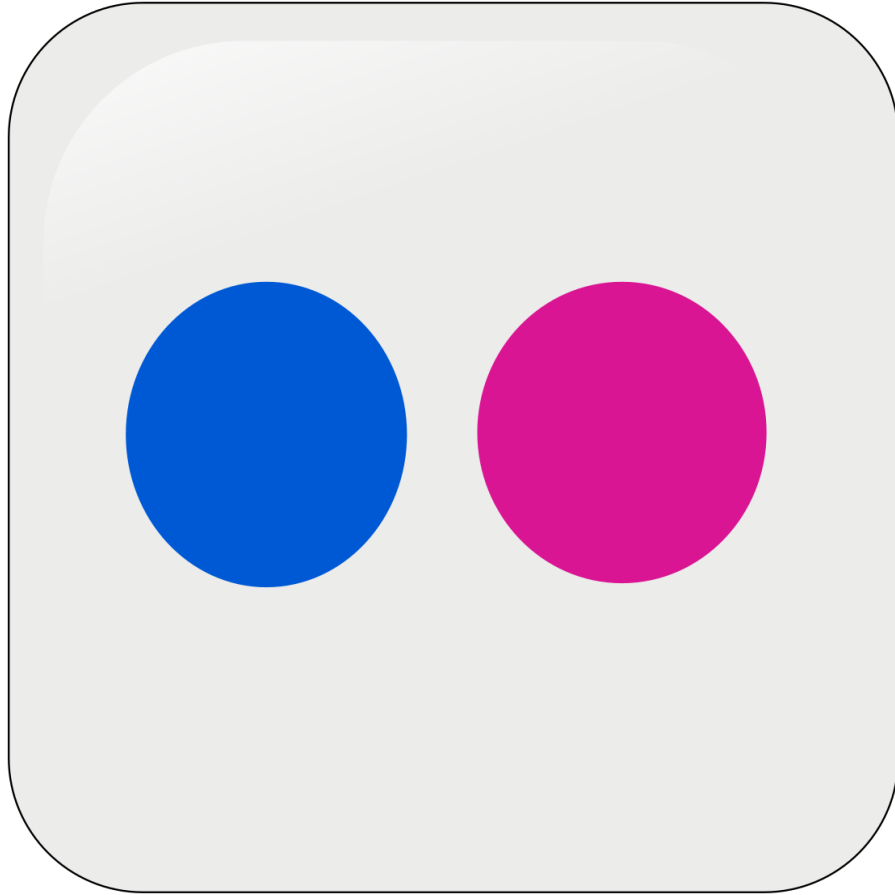




WHATSAPP

WhatsApp Messenger, or simply **WhatsApp**, is an internationally available freeware, cross-platform centralized instant messaging (IM) and voice-over-IP (VoIP) service owned by American company Meta Platforms. It allows users to send text messages and voice messages, make voice and video calls, and share images, documents, user locations, and other content.





FLICKR

Flickr is an American image hosting and video hosting service, as well as an online community, founded in Canada and headquartered in the United States. It was created by Ludicorp in 2004 and was a popular way for amateur and professional photographers to host high-resolution photos.





WECHAT

WeChat is a Chinese instant messaging, social media, and mobile payment app developed by Tencent. First released in 2011. WeChat has been described as China's "app for everything" and a super-app because of its wide range of functions. WeChat provides text messaging, hold-to-talk voice messaging, broadcast (one-to-many) messaging, video conferencing, video games, sharing of photographs and videos and location sharing.





DISCORD

Discord is a VoIP and instant messaging social platform. Users have the ability to communicate with voice calls, video calls, text messaging, media and files in private chats or as part of communities called "servers". A server is a collection of persistent chat rooms and voice channels which can be accessed via invite links.





REDDIT

Reddit is an American social news aggregation, content rating, and discussion website.

Registered users (commonly referred to as "Redditors") submit content to the site such as links, text posts, images, and videos, which are then voted up or down by other members.

Posts are organized by subject into user-created boards called "communities" or "subreddits".





THREADS

Threads is an app from Instagram where you can post threads, reply to others and follow profiles you're interested in. Threads and replies can include short pieces of text, links, photos, videos or any combination of them. Within a day of its launch on July 5, 2023, Threads garnered thirty million users.





Why Social Media?

The average person has **five** social media accounts and spends around **1 hour and 40 minutes** browsing these networks **every day**, accounting for **28 percent** of the total time spent on the internet.

Global Web Index 2015 Report





Numbers don't lie!

SOCIAL MEDIA

GLOBAL STATISTICS

Analysis from Kepios (datareportal.com)



JAN
2023

GLOBAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.



GLOBAL OVERVIEW

TOTAL
POPULATION



8.01
BILLION

YEAR-ON-YEAR CHANGE

+0.8%
+67 MILLION

URBANISATION

57.2%

CELLULAR MOBILE
CONNECTIONS



8.46
BILLION

YEAR-ON-YEAR CHANGE

+2.2%
+180 MILLION

TOTAL vs. POPULATION

105.6%

INTERNET
USERS



5.16
BILLION

YEAR-ON-YEAR CHANGE

+1.9%
+98 MILLION

TOTAL vs. POPULATION

64.4%

ACTIVE SOCIAL
MEDIA USERS



4.76
BILLION

YEAR-ON-YEAR CHANGE

+3.0%
+137 MILLION

TOTAL vs. POPULATION

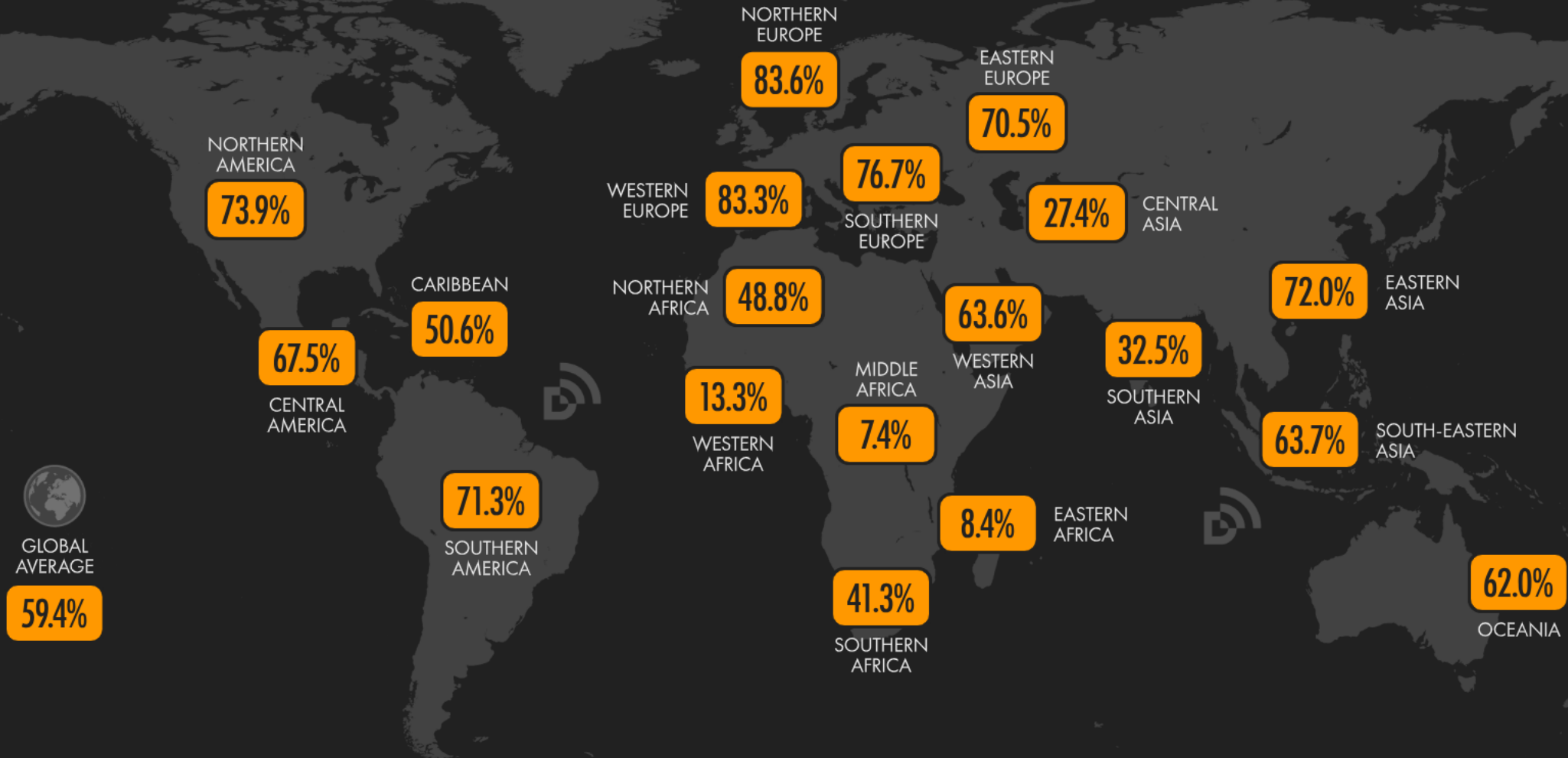
59.4%

SOURCES: UNITED NATIONS; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; WORLD BANK; EUROSTAT; CNNIC; APJII; IAMA & KANTAR; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OECD; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USERS MAY **NOT** REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SIGNIFICANT REVISIONS TO SOURCE DATA ACROSS ALL METRICS, INCLUDING IMPORTANT REVISIONS TO UNDERLYING POPULATION DATA, FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS, WHERE YEAR-ON-YEAR CHANGE IS SHOWN.

JAN
2023

SOCIAL MEDIA USERS vs. TOTAL POPULATION

ACTIVE SOCIAL MEDIA USERS AS A PERCENTAGE OF THE TOTAL POPULATION (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** DOES NOT INCLUDE DATA FOR SUDAN OR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOScheme. **COMPARABILITY:** SOURCE, BASE, AND METHODOLOGY CHANGES, INCLUDING SIGNIFICANT SOURCE DATA REVISIONS AND CHANGES IN REPORTING APPROACHES, VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS. FIGURES FOR LOCAL AND

SOCIAL MEDIA PH STATISTICS

Analysis from Kepios (datareportal.com)



JAN
2023

ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



PHILIPPINES

TOTAL
POPULATION



116.5
MILLION

URBANISATION

48.2%

CELLULAR MOBILE
CONNECTIONS



168.3
MILLION

vs. POPULATION

144.5%

INTERNET
USERS



85.16
MILLION

vs. POPULATION

73.1%

ACTIVE SOCIAL
MEDIA USERS



84.45
MILLION

vs. POPULATION

72.5%

SOURCES: UNITED NATIONS; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; WORLD BANK; EUROSTAT; CNNIC; APJII; IAMA I & KANTAR; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USERS MAY **NOT** REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SIGNIFICANT REVISIONS TO SOURCE DATA, INCLUDING COMPREHENSIVE REVISIONS TO POPULATION DATA, FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY

JAN
2023

DAILY TIME SPENT USING THE INTERNET

AMOUNT OF TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY



PHILIPPINES

DAILY TIME SPENT USING THE
INTERNET ACROSS ALL DEVICES



9H 14M

GWl.

TIME SPENT USING THE
INTERNET ON MOBILE PHONES



5H 31M



TIME SPENT USING THE INTERNET
ON COMPUTERS AND TABLETS



3H 43M



MOBILE'S SHARE OF TOTAL
DAILY INTERNET TIME



59.7%

JAN
2023

OVERVIEW OF SOCIAL MEDIA USE

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



PHILIPPINES

NUMBER OF SOCIAL
MEDIA USERS



84.45
MILLION

SOCIAL MEDIA USERS
vs. TOTAL POPULATION



72.5%

SOCIAL MEDIA USERS AGE 18+
vs. TOTAL POPULATION AGE 18+



102.4%

SOCIAL MEDIA USERS
vs. TOTAL INTERNET USERS



99.2%

AVERAGE TIME SPENT USING
SOCIAL MEDIA EACH DAY



3H 43M

AVERAGE NUMBER OF SOCIAL
PLATFORMS USED EACH MONTH



8.2

FEMALE SOCIAL MEDIA USERS
vs. TOTAL SOCIAL MEDIA USERS



53.5%

MALE SOCIAL MEDIA USERS
vs. TOTAL SOCIAL MEDIA USERS



46.5%

In the Philippines, the average person has **eight** social media accounts and spends around **3 hours and 43 minutes** browsing these networks **every day**, accounting for **40 percent** of the total time spent on the internet.

Kepios Analysis Report, January 2023



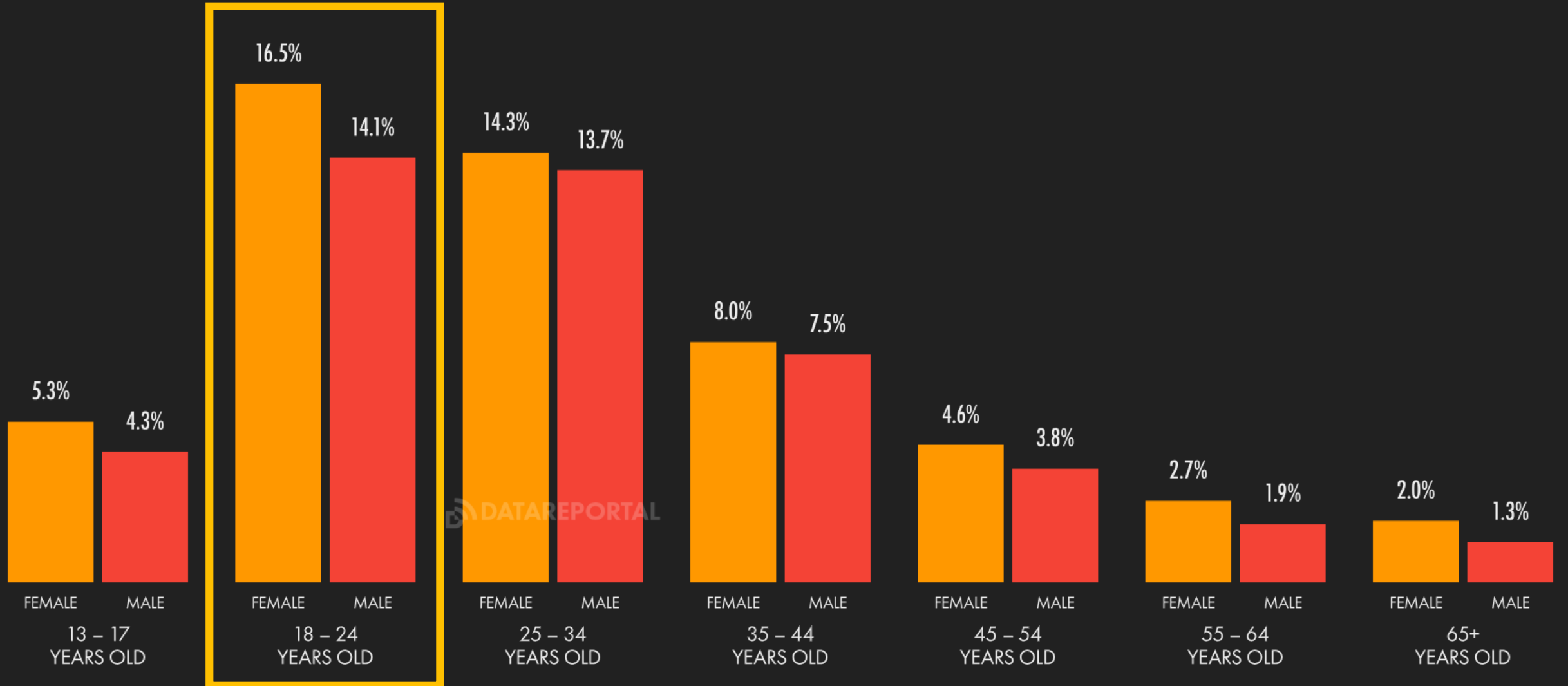
JAN
2023

DEMOGRAPHIC PROFILE OF META'S AD AUDIENCE

SHARE OF COMBINED, DEDUPLICATED POTENTIAL ADVERTISING REACH ACROSS FACEBOOK, INSTAGRAM, AND MESSENGER, BY AGE AND GENDER



PHILIPPINES



SOURCES: KEPIOS ANALYSIS; META'S ADVERTISING RESOURCES. **NOTE:** META ONLY PERMITS PEOPLE AGED 13 AND ABOVE TO USE ITS PLATFORMS, SO WHILE THERE MAY BE USERS BELOW THE AGE OF 13, THEY DO NOT FEATURE IN THE AVAILABLE DATA. META'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE" **COMPARABILITY:** IMPORTANT BASE DATA REVISIONS AND SOURCE

JAN
2023

MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS



PHILIPPINES

KEEPING IN TOUCH WITH FRIENDS AND FAMILY

69.2%

READING NEWS STORIES

47.3%

FINDING CONTENT (E.G. VIDEOS)

44.9%

FINDING INSPIRATION FOR THINGS TO DO AND BUY

44.1%

SEEING WHAT'S BEING TALKED ABOUT

44.1%

FILLING SPARE TIME

42.3%

WATCHING LIVE STREAMS

41.5%

FINDING PRODUCTS TO PURCHASE

37.0%

POSTING ABOUT YOUR LIFE

35.1%

FOLLOWING CELEBRITIES OR INFLUENCERS

34.1%

WORK-RELATED NETWORKING OR RESEARCH

33.9%

SEEING CONTENT FROM BRANDS

33.5%

WATCHING OR FOLLOWING SPORTS

33.0%

SHARING AND DISCUSSING OPINIONS

30.1%

FINDING LIKE-MINDED COMMUNITIES

26.1%

SOURCE: GWI (Q3 2022). 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: FIGURES REPRESENT THE SHARE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING AT LEAST ONE SOCIAL MEDIA OR MESSENGER PLATFORM IN THE PAST MONTH.

we
are

Meltwater

JAN
2023

MOST USED SOCIAL MEDIA PLATFORMS

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

NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING



PHILIPPINES

GWI.

FACEBOOK

95.7%

FB MESSENGER

92.1%

TIKTOK

77.2%

INSTAGRAM

71.9%

TWITTER

56.7%

TELEGRAM

46.8%

PINTEREST

39.0%

WHATSAPP

32.2%

VIBER

31.3%

SNAPCHAT

31.0%

DISCORD

27.3%

SKYPE

24.2%

LINKEDIN

24.0%

REDDIT

20.2%

IMESSAGE

15.6%

SOURCE: GWI (Q3 2022). 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

QUESTIONS REGARDING MAY MEAN THAT THE VALUES AND RANK ORDER SHOWN HERE ARE **NOT** DIRECTLY COMPARABLE WITH THOSE SHOWN ON A SIMILAR CHART IN PREVIOUS REPORTS.



English



JAN
2023

FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING



PHILIPPINES

FACEBOOK

45.9%

FB MESSENGER

22.1%

TIKTOK

13.9%

INSTAGRAM

6.2%

TWITTER

3.9%

1.3%

PINTEREST

1.2%

DISCORD

1.1%

REDDIT

1.0%

TELEGRAM

0.6%

VIBER

SOURCE: GWI (Q3 2022). 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.



JAN
2023

FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



PHILIPPINES

TOTAL POTENTIAL REACH
OF ADS ON FACEBOOK



80.30
MILLION

FACEBOOK AD REACH
vs. TOTAL POPULATION



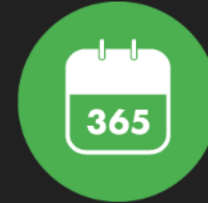
69.0%

QUARTER-ON-QUARTER CHANGE
IN REPORTED FACEBOOK AD REACH



-5.4%
-4.6 MILLION

YEAR-ON-YEAR CHANGE IN
REPORTED FACEBOOK AD REACH



-4.2%
-3.6 MILLION

FACEBOOK AD REACH
vs. TOTAL INTERNET USERS



94.3%

FACEBOOK AD REACH
vs. POPULATION AGED 13+



93.5%

FEMALE FACEBOOK AD REACH
vs. TOTAL FACEBOOK AD REACH



53.4%

MALE FACEBOOK AD REACH
vs. TOTAL FACEBOOK AD REACH



46.6%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA. RESIDENT POPULATIONS. SOURCE DATA REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:**

JAN
2023

SHARE OF FACEBOOK PAGE POSTS BY POST TYPE

POSTS OF EACH TYPE AS A PERCENTAGE OF ALL POSTS MADE BY FACEBOOK PAGES



AVERAGE NUMBER OF
PAGE POSTS PER DAY



0.38

PHOTO POSTS' SHARE
OF TOTAL PAGE POSTS



70.61%

VIDEO POSTS' SHARE
OF TOTAL PAGE POSTS



24.64%

LINK POSTS' SHARE
OF TOTAL PAGE POSTS



4.23%

STATUS POSTS' SHARE
OF TOTAL PAGE POSTS



0.51%

SOURCE: LOCOWISE. FIGURES REPRESENT AVERAGES BETWEEN 01 SEPTEMBER 2022 AND 30 NOVEMBER 2022. **NOTES:** FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SIZES IN VARIOUS COUNTRIES AROUND THE WORLD. VALUES MAY NOT SUM TO 100% DUE TO ROUNDING.

JAN
2023

MESSENGER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK MESSENGER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



PHILIPPINES

TOTAL POTENTIAL REACH
OF ADS ON MESSENGER



52.00
MILLION



MESSENGER AD REACH
vs. TOTAL POPULATION



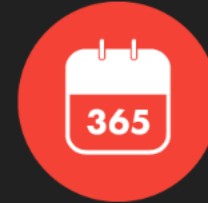
44.7%

QUARTER-ON-QUARTER CHANGE
IN REPORTED MESSENGER AD REACH



-4.8%
-2.6 MILLION

YEAR-ON-YEAR CHANGE IN
REPORTED MESSENGER AD REACH



-5.7%
-3.2 MILLION

MESSENGER AD REACH
vs. TOTAL INTERNET USERS



61.1%



MESSENGER AD REACH
vs. POPULATION AGED 13+



60.5%



FEMALE MESSENGER AD REACH
vs. TOTAL MESSENGER AD REACH



53.1%



MALE MESSENGER AD REACH
vs. TOTAL MESSENGER AD REACH



46.9%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA. RESIDENT POPULATIONS, SOURCE DATA REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:**

JAN
2023

YOUTUBE: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



PHILIPPINES

POTENTIAL REACH OF
ADS ON YOUTUBE



57.70
MILLION



YOUTUBE AD REACH
vs. TOTAL POPULATION



49.5%



YOUTUBE AD REACH vs.
TOTAL INTERNET USERS



67.8%



YEAR-ON-YEAR CHANGE IN
REPORTED YOUTUBE AD REACH



+2.1%
+1.2 MILLION

YOUTUBE'S ADVERTISING
REACH: USERS AGED 18+



46.00
MILLION



YOUTUBE'S AD REACH AGE 18+
vs. TOTAL POPULATION AGE 18+



61.6%



FEMALE YOUTUBE AD REACH AGE 18+
vs. TOTAL YOUTUBE AD REACH AGE 18+



51.1%



MALE YOUTUBE AD REACH AGE 18+
vs. TOTAL YOUTUBE AD REACH AGE 18+



48.9%

SOURCES: GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE DATA ONLY. AGE AND GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES vs. POPULATION AND vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN GENDER DATA. RESIDENT POPULATION.

JAN
2023

TOP YOUTUBE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF YOUTUBE SEARCH ACTIVITY BETWEEN 01 JANUARY 2022 AND 31 DECEMBER 2022



PHILIPPINES

#	SEARCH QUERY	INDEX
01	SONGS	100
02	SONG	93
03	MOVIE	79
04	KARAOKE	55
05	TIKTOK	48
06	BABY	28
07	VLOG	28
08	MUSIC	27
09	COCOMELON	23
10	TIKTOK MASHUP	20

#	SEARCH QUERY	INDEX
11	TIKTOK MASHUP 2022	16
12	ROBLOX	16
13	LOVE SONGS	15
14	MINECRAFT	13
15	MOON	12
16	KARAOKE SONGS	12
17	PROBINSYANO	12
18	SONGS WITH LYRICS	11
19	TULFO	11
20	NBA	11

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED ON YOUTUBE BETWEEN 01 JANUARY 2022 AND 31 DECEMBER 2022. **NOTES:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS", TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE INDEX — TOP QUERY COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE

JAN
2023

INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



PHILIPPINES

TOTAL POTENTIAL REACH
OF ADS ON INSTAGRAM



17.55
MILLION

INSTAGRAM AD REACH
vs. TOTAL POPULATION



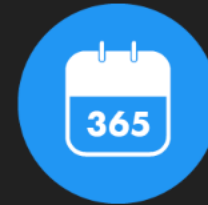
15.1%

QUARTER-ON-QUARTER CHANGE
IN REPORTED INSTAGRAM AD REACH



-4.6%
-850 THOUSAND

YEAR-ON-YEAR CHANGE IN
REPORTED INSTAGRAM AD REACH



-5.9%
-1.1 MILLION

INSTAGRAM AD REACH
vs. TOTAL INTERNET USERS



20.6%

INSTAGRAM AD REACH
vs. POPULATION AGED 13+



20.4%

FEMALE INSTAGRAM AD REACH
vs. TOTAL INSTAGRAM AD REACH



63.4%

MALE INSTAGRAM AD REACH
vs. TOTAL INSTAGRAM AD REACH



36.6%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA. RESIDENT POPULATIONS, SOURCE DATA REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:**

JAN
2023

TIKTOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE AGED 18+ THAT MARKETERS CAN REACH WITH ADS ON TIKTOK

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



PHILIPPINES

POTENTIAL REACH OF ADS
ON TIKTOK (AGE 18+ ONLY)



43.43
MILLION

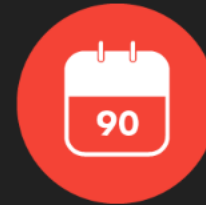


TIKTOK AD REACH AGE 18+
vs. TOTAL POPULATION



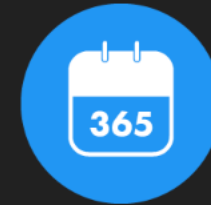
37.3%

QUARTER-ON-QUARTER CHANGE
IN REPORTED TIKTOK AD REACH



+1.2%
+533 THOUSAND

YEAR-ON-YEAR CHANGE IN
REPORTED TIKTOK AD REACH



+20.8%
+7.5 MILLION

TIKTOK AD REACH AGE 18+
vs. TOTAL INTERNET USERS



51.0%



TIKTOK AD REACH AGE 18+
vs. POPULATION AGE 18+



58.2%



FEMALE TIKTOK AD REACH
vs. TOTAL TIKTOK AD REACH



65.7%



MALE TIKTOK AD REACH
vs. TOTAL TIKTOK AD REACH



34.3%

SOURCES: TIKTOK'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DOES NOT INCLUDE DOUYIN. REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISTAKES, AND DIFFERENCES IN CENSUS DATA.

JAN
2023

LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



PHILIPPINES

TOTAL POTENTIAL REACH
OF ADS ON LINKEDIN



13.00
MILLION



LINKEDIN AD REACH
vs. TOTAL POPULATION



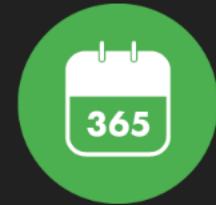
11.2%

QUARTER-ON-QUARTER CHANGE
IN REPORTED LINKEDIN AD REACH



0%
[UNCHANGED]

YEAR-ON-YEAR CHANGE IN
REPORTED LINKEDIN AD REACH



+18.2%
+2.0 MILLION

LINKEDIN AD REACH
vs. TOTAL INTERNET USERS



15.3%



LINKEDIN AD REACH
vs. POPULATION AGED 18+



17.4%



FEMALE LINKEDIN AD REACH
vs. TOTAL LINKEDIN AD REACH



54.2%



MALE LINKEDIN AD REACH
vs. TOTAL LINKEDIN AD REACH



45.8%

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES ARE BASED ON TOTAL REGISTERED MEMBERS, SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER OR REGISTERED MEMBER BASE. VALUES FOR REACH, POPULATION AND REACH, INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA, RESIDENT

JAN
2023

SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON SNAPCHAT

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



PHILIPPINES

TOTAL POTENTIAL REACH
OF ADS ON SNAPCHAT



8.75
MILLION



SNAPCHAT AD REACH
vs. TOTAL POPULATION



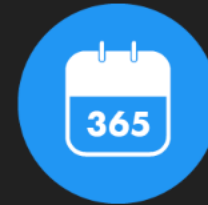
7.5%

QUARTER-ON-QUARTER CHANGE
IN REPORTED SNAPCHAT AD REACH



+27.7%
+1.9 MILLION

YEAR-ON-YEAR CHANGE IN
REPORTED SNAPCHAT AD REACH



-17.5%
-1.9 MILLION

SNAPCHAT AD REACH
vs. TOTAL INTERNET USERS



10.3%



SNAPCHAT AD REACH
vs. POPULATION AGED 13+



10.2%



FEMALE SNAPCHAT AD REACH
vs. TOTAL SNAPCHAT AD REACH*



64.4%



MALE SNAPCHAT AD REACH
vs. TOTAL SNAPCHAT AD REACH*



33.6%

SOURCES: SNAP'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. (*) GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE", BUT GENDER VALUES DO NOT SUM TO TOTAL. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN GENDER DATA. RESIDENT POPULATION SOURCE: PHILIPPINE BUREAU OF STATISTICS (2018).

JAN
2023

TWITTER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON TWITTER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



PHILIPPINES

TOTAL POTENTIAL REACH
OF ADS ON TWITTER



11.80
MILLION



TWITTER AD REACH
vs. TOTAL POPULATION



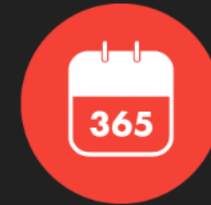
10.1%

QUARTER-ON-QUARTER CHANGE
IN REPORTED TWITTER AD REACH



-4.5%
-550 THOUSAND

YEAR-ON-YEAR CHANGE IN
REPORTED TWITTER AD REACH



+12.4%
+1.3 MILLION

TWITTER AD REACH
vs. TOTAL INTERNET USERS



13.9%



TWITTER AD REACH
vs. POPULATION AGED 13+



13.7%



FEMALE TWITTER AD REACH
vs. TOTAL TWITTER AD REACH



54.5%



MALE TWITTER AD REACH
vs. TOTAL TWITTER AD REACH



45.5%

SOURCES: TWITTER'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES vs. POPULATION AND vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, ACCOUNTS THAT DO NOT REPRESENT HUMAN INDIVIDUALS (E.G. BUSINESSES, MUSIC BOTS, ETC.), DIFFERENT RESEARCH DATES, AND DIFFERENCES IN GENDER DATA. RESIDENT POPULATIONS. SOURCE: KEPIOS. DATA MAY VARY SLIGHTLY FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA, REVISIONS, VALUES MAY VARY FROM PREVIOUS REPORTS. NOT COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR DETAILS.



Why Social Media?



Primary source of information





Power of personal connections



Engaging citizens to improve our Organizations

- Puts a human face on our organization
- Allows conversation between people and our organization
- Promotes real-time public service, transparency and openness





**Social media is a powerful platform
for **storytelling**.**





PROs vis-à-vis **CONs**

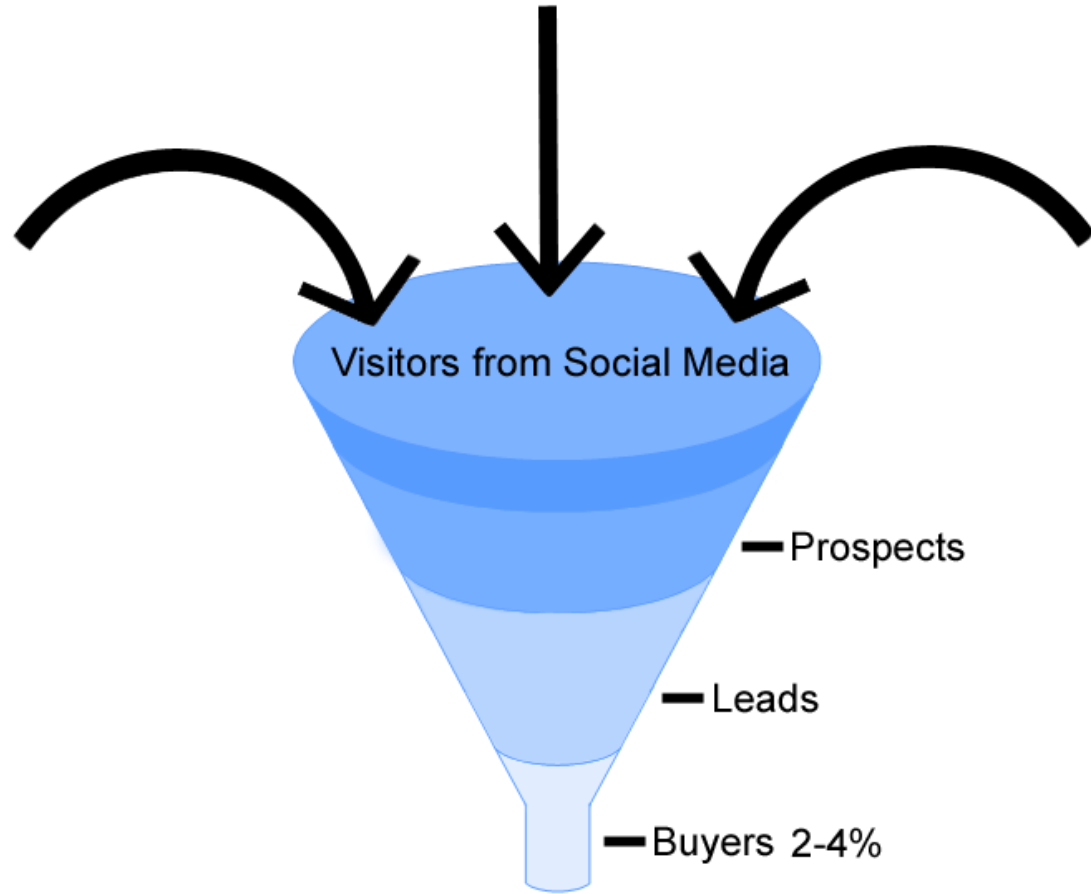
PROs OF SOCIAL MEDIA

1) Casting a wide net to catch your target market

The audience for social media is huge.



BUT... THERE'S A CATCH!



Social media might have a huge audience. But, each user has **different prospects and leads**, and in the end, only a few fall into the net.

The **classic conversion funnel** shows that only 2 to 4 percent of funnel entries yield desired results.



PROs OF SOCIAL MEDIA

2) Branding

Social media works for branding as long as you get your name in front of the right people.



PROs OF SOCIAL MEDIA

3) Building relationships

Social media is a long-term commitment.

To build effective relationships in social media, you're expected to establish your expertise.



CONs OF SOCIAL MEDIA

Difficulty to gain visibility among its hundreds of millions of users.

The amount of time you need to invest to see results.



QUESTION: How do we do it?



ANSWER:

- ☐ Developing a “Social Media Strategy”
- ☐ Creating Engaging Contents
- ☐ Follow what the analytics tells you



Social Media Strategy

- ✓ Realistic
- ✓ Targeted
- ✓ Consistent
- ✓ Have measurable goals



Social Media Strategy

To meet four points of a successful social media strategy, we need to develop a **“checklist”**



Steps to develop a social media strategy

1. Analyze two or three existing accounts sharing the same program, services, information in your country, region, or community.
2. Identify target audiences.
3. Identify the platforms that best fit your target audience(s).



Social Media Platforms At A Glance:



FACEBOOK

Best platform to reach mass people, used for consuming short content, mostly for users on the go, best platform for audience to discover content, brands & engage with them



INSTAGRAM

Really is used for personal content uploads and consumption, and also for celebrities/influencers/publishers

Like FB, it is best for fast consumption but content is towards passions/ hobbies or specific interests.



YOUTUBE

High awareness platform, used for consuming longer content related to consumers' interest & passion



TWITTER

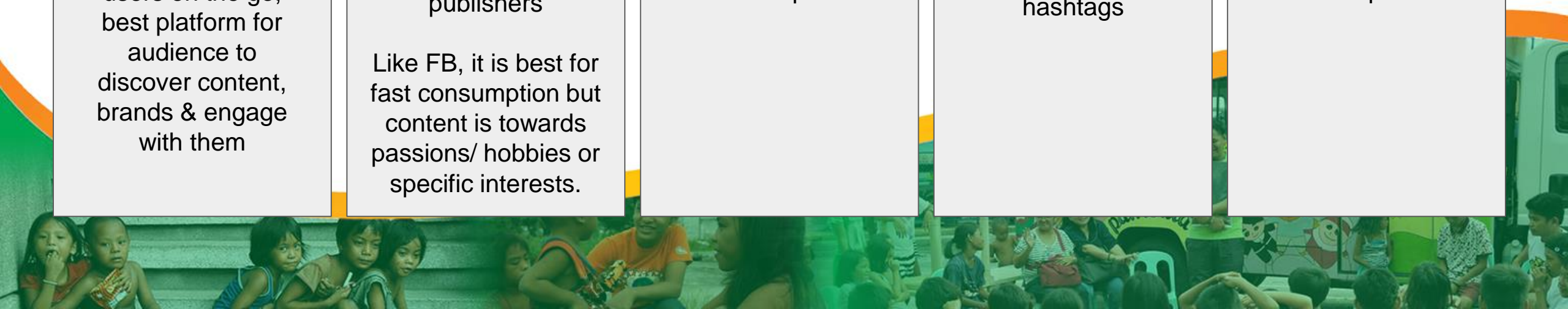
Really used for real-time updates and conversations, as well as trending topics curated by use of hashtags



TikTok

Best platform for short-form video user generated content

Gen Z's platform



Steps to develop a social media strategy

4. Define goals and articulate what success will look like. What is your purpose in using SocMed for CiSS?

To build a social media account that is a credible source of information for Children in Street Situations, consider setting specific and measurable goals.



Steps to develop a social media strategy

5. Take stock of the resources and staff available to maintain a social media presence.

6. Think through the team's relevant skills to determine roles and responsibilities.



Building Your Social Media “Dream Team”

Content creator

demonstrates a strong understanding of the appropriate language and messaging needed. Ideally, the person has experience writing for social media

Approver

maybe someone from the head of the team, office, or agency, a technical working group member, or someone on a project team.

Implementer

maintaining a consistent social media presence is ensuring that at least one individual is in charge of carrying out the strategy



Building Your Social Media “Dream Team”

Optional roles: (depends on the availability of human resources, skills requirement)

Disseminator

Graphic designer

Photographer

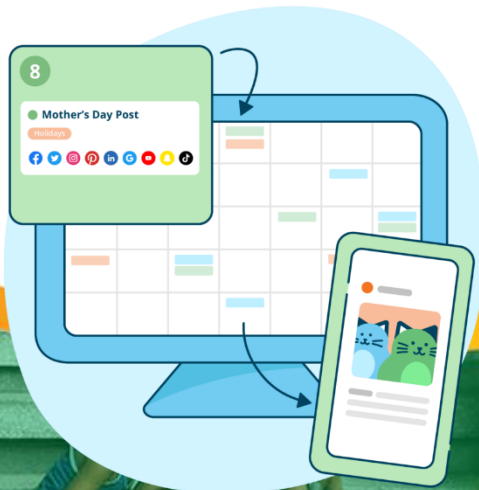
Videographer



Steps to develop a social media strategy

7. Select the **software or third-party programs** the team will use to carry out this strategy from scheduling posts to generating metrics reports. *(with AlgoAnalytics)*

8. Create a **timeline or calendar** that gives each person enough time to fulfill their role.



Steps to develop a social media strategy

9. Analyzing sentiment and social listening

Social listening is a tool that gives insight into how and why people are talking about a particular topic.

Social listening is useful for prioritizing messages, tracking rumors, and fine-tuning content creation.

“Knowing what the problem is already a part of the solution.”

(with AlgoAnalytics)



Steps to develop a social media strategy

10. Generating metrics reports *(with AlgoAnalytics)*

11. Staying on the Right Side of the Law

12. Using Paid Advertisements

This is the least we can recommend.



QUESTION: How do we do it?



ANSWER:

- ☒ 1. Developing a “Social Media Strategy”
- ☐ 2. Creating Engaging Contents
- ☐ 3. Follow what the analytics tells you





Questions?