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South African social media stats you need to know – **today**

*Compiled by New Media,
SA's leading content
marketing agency*



While 2020 hasn't turned out how anybody expected, it has been a lesson in how to pivot.

The key to successfully changing tracks is being armed with the right information. We're fast approaching the end of 2020 and it's time to start looking at 2021.





Here are
the **2020**
South African
social media
stats you need
to know to
plan and
budget
your **2021**
marketing
efforts.



General

-  Facebook
-  Instagram
-  Twitter
-  LinkedIn
-  YouTube
-  TikTok
-  Snapchat

We've compiled stats for the top 7 social media platforms in South Africa.



73%

of South Africans who have consumed news content in the past month use social media as a source of news.

(REUTERS INSTITUTE)

28%

of South Africans who have consumed news content in the past month say they trust social media as a source of news.

(REUTERS INSTITUTE)

11%

is the increase in the amount of time South Africans have spent using social media daily since the beginning of the year.

(GLOBALWEBINDEX)



61%

of internet users in South Africa
use social media for brand research.

(GLOBALWEBINDEX)

47.9%

of South African social media users
are between 25 and 34 years old.

(TALKWALKER)

26.81 million

The number of South African
social media users is expected
to grow by 17% over the next five
years, to 26.81 million by 2025.

(STATISTA)

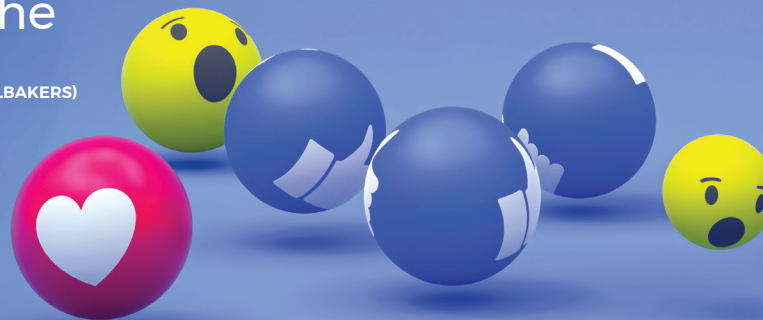




20 million

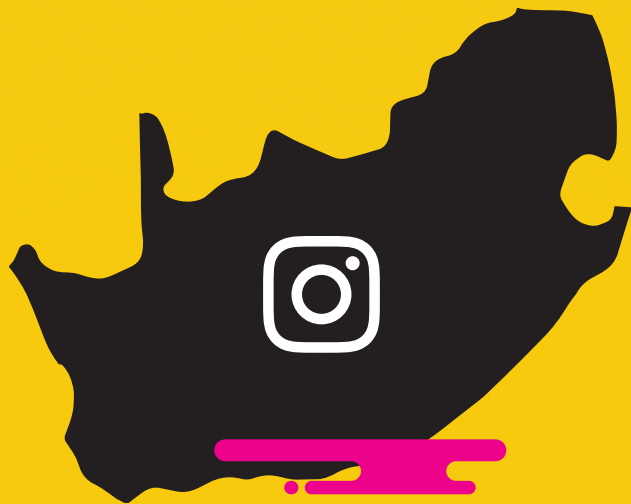
South Africans can be reached
via ads on Facebook

(FACEBOOK INSIGHTS)



Facebook

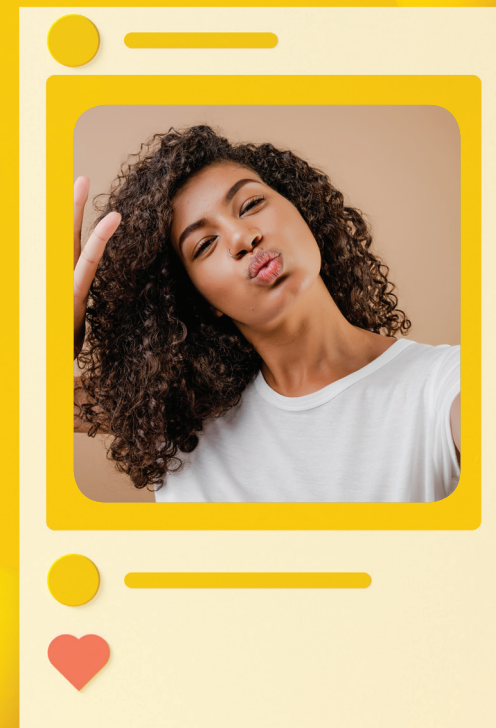
- The average engagement rate with a page's video post is **7.6%**. This engagement rate drops to **4.13%** when it comes to a page's photo post. (TALKWALKER)
- It takes **7** to **13+** touches to generate a viable sales lead. (SOCIALPILOT)
- **49%** of Facebook users like a brand's page to show their support. (SOCIALPILOT)
- The average response rate by the top 20 brands in SA is **73%**. (SOCIALBAKERS)



61%
of SA internet
users visit Instagram
every month.
(GLOBALWEBINDEX)

Instagram

- **4 million** South Africans can be reached via ads on Instagram. (FACEBOOK INSIGHTS)
- Posts that include another handle gain **56%** more engagement. (SOCIALPILOT)
- More than **48%** of Instagram creators and influencers in SA artificially inflate their number of followers and engagement. (HYPEAUDITOR)
- Posts with a location receive **79%** more engagement. (SOCIALPILOT)





4 million

people in South Africa
are active tweeters.

(SA SOCIAL MEDIA LANDSCAPE 2020)

Twitter

- **39%** of all SA's tweets originate from Johannesburg, followed by Pretoria with 16.7%. (SA SOCIAL MEDIA LANDSCAPE 2020)
- Contrary to popular belief (and personal experience), **61%** of tweets originating from SA have a positive sentiment. (SA SOCIAL MEDIA LANDSCAPE 2020)
- A tweet takes only **18 minutes** to reach audiences before being buried in new tweets. (SOCIALPILOT)
- The average response rate by the top 20 brands in SA is **11%**. (SOCIALBAKERS)



7.7 million

people in South Africa
use LinkedIn.

(SA SOCIAL MEDIA LANDSCAPE 2020)

LinkedIn

- **“Specialise”** is the most overused word for the second year in a row. (SOCIALPILOT)
- Companies that post **20 times per month** reach at least 60% of their unique audience. (LINKEDIN)
- The Android app is downloaded on average **94 500 times per month** in South Africa. (SIMILARWEB)
- Posts with links drive **2x more engagement** than posts without links. (SOCIALPILOT)





5 million

is the approximate number of TikTok users in South Africa.

(SA SOCIAL MEDIA LANDSCAPE 2020)

TikTok

- SA's most popular TikTok creator has more than **9.4 million** followers. (TIKTOK)
- The biggest audience in SA (43.37% of TikTok users) are **females 13 to 24 years old**. (HYPEAUDITOR)
- Only **3.43%** of influencers have more than **100 000** followers. The majority of South African TikTok influencers have between **1 000** and **5 000** followers. (HYPEAUDITOR)
- The average engagement rate (likes + comments + shares / views) is **15.47%**. (HYPEAUDITOR)





87%
of SA internet
users visit YouTube
every month.
(GLOBALWEBINDEX)

YouTube

- During the first month of lockdown, visits to the desktop website by South Africans increased by **24%**. (SIMILARWEB)
- Top South African content creators earn **R12 800** per million views. (GOOGLE SA)
- YouTube is the **third-most visited** website in SA. (SIMILARWEB)
- The Android app is downloaded on average **43 900 times** per month in South Africa. (SIMILARWEB)





2.1 million

people in South Africa are active on Snapchat.

(SA SOCIAL MEDIA LANDSCAPE 2020)

Snapchat

- **95%** of Snapchat users aren't on TikTok, **84%** of Snapchat users aren't on Twitter and **47%** of Snapchat aren't on Facebook. (AD DYNAMO)
- The average Snapchatter spends more than **30 minutes a day** snapping. (AD DYNAMO)
- They open the camera in Snapchat **30x per day**. (AD DYNAMO)
- **57%** of all content shared on Snapchat are videos. (SOCIALPILOT)





Compiled by New Media
newmedia.co.za

If you want New Media to help you apply these insights to your brand, contact us at info@newmedia.co.za.

Sources: Reuters Institute, GlobalWebIndex, Talkwalker, Statista, Facebook Insights, SocialPilot, Socialbakers, HypeAuditor, SA Social Media Landscape 2020, LinkedIn, SimilarWeb, Google SA, AdDynamo