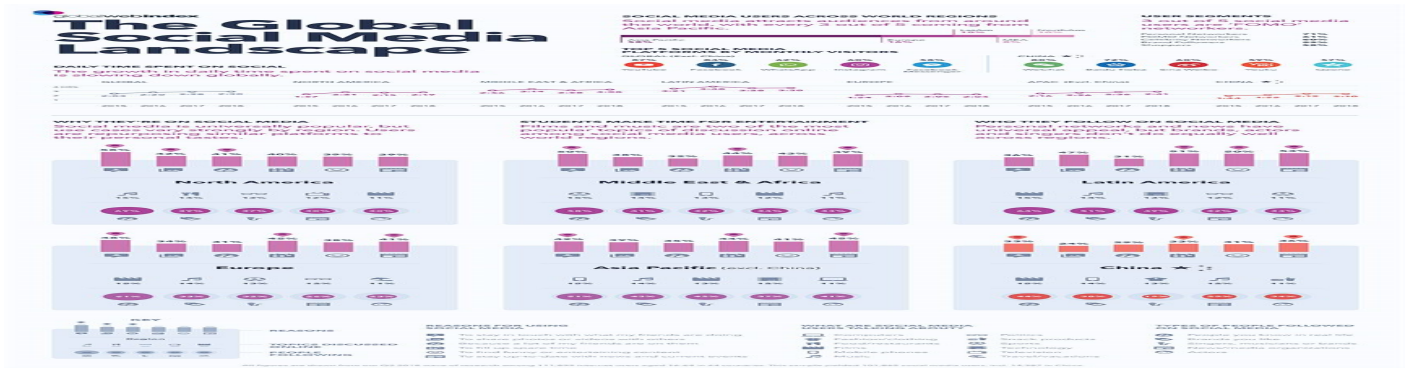




The global social media landscape

di Paolo Franzese



Per stare al passo con le tendenze dei consumatori in *rapida evoluzione* il panorama dei social media è in continuo cambiamento.

Questa **infografica** fornisce un'istantanea del mondo dei social media su scala globale, identificando i comportamenti e le preferenze chiave.

Cosa c'è in questa infografica (The global social media landscape)?

Qui scopriamo le principali tendenze dei social media a livello globale per capire meglio:

- Quali piattaforme sono le più popolari e perché?
- Quanto tempo viene dedicato quotidianamente ai social media?
- In che modo il comportamento e l'utilizzo differiscono per regione?
- Quali sono le ragioni, i perché, delle persone che utilizzano i social media?

[Questo è il link](#) per scaricare l'infografica dal sito **GlobalWebIndex** ed in basso l'infografica.



The Global Social Media Landscape

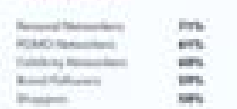
SOCIAL MEDIA USERS ACROSS WORLD REGIONS

Social media attracts audiences from around the world, with every 3 out of 5 coming from Asia Pacific.



USER SEGMENTS

3 out of 5 social media users are 'FOMO' networks.



TOP 5 SOCIAL MEDIA PLATFORMS BY MONTHLY VISITORS



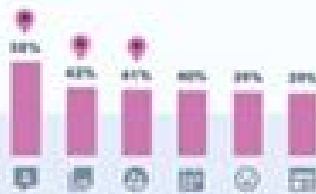
DAILY TIME SPENT ON SOCIAL

The growth in daily time spent on social media is slowing down globally.



WHY THEY'RE ON SOCIAL MEDIA

Social media is universally popular, but use cases vary strongly by region. Users are repurposing similar platforms to their personal tastes.



North America



STUDENTS MAKE TIME FOR ENTERTAINMENT

Films and music are two of the most popular topics of discussion online among social media users, across world regions.



Middle East & Africa



WHO THEY FOLLOW ON SOCIAL MEDIA

Personal networks and news have universal appeal, but brands, actors and singers don't do equally well across regions.



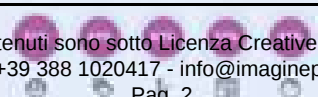
Latin America



Europe



Asia Pacific (incl. China)



China



Da un articolo scritto da Paolo Franzese il 3 Ottobre 2018