2018 Social Media Landscape in South Africa

South African social media by numbers
- Facebook: 16 Million
- Twitter: 8.74 Million
- LinkedIn: 8 Million
- Instagram: 6.1 Million
- LinkedIn: 3.8 Million

The business of social media
Brands utilising social media to reach existing and potential customers:
- Facebook: Used by 97%
- Twitter: 90% are Active
- LinkedIn: Used by 72%
- Instagram: Used by 72%
- LinkedIn: Used by 68%

Social advertising
Brands finding value for money:
- Facebook: 86%
- Twitter: 45%
- Instagram: 40%
- LinkedIn: 35%

Ref: World Wide Worx and Ornico 2017