

Social Media

JAN
2020

DIGITAL AROUND THE WORLD IN 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL
POPULATION



7.75
BILLION

URBANISATION:

55%

UNIQUE MOBILE
PHONE USERS



5.19
BILLION

PENETRATION:

67%

INTERNET
USERS



4.54
BILLION

PENETRATION:

59%

ACTIVE SOCIAL
MEDIA USERS



3.80
BILLION

PENETRATION:

49%



we
are
social



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USE OF MOBILE APPS BY CATEGORY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING EACH TYPE OF MOBILE APP EACH MONTH

CHAT APPS
(MESSENGERS)



global
web
index

89%

SOCIAL
NETWORKING APPS



we
are.
social

89%

ENTERTAINMENT
OR VIDEO APPS



global
web
index

65%

GAMES
(ANY TYPE)



KEPIOS

47%

SHOPPING
APPS



66%

MUSIC
APPS



global
web
index

52%

MAP
APPS



global
web
index

65%

BANKING
APPS



global
web
index

35%

DATING
APPS



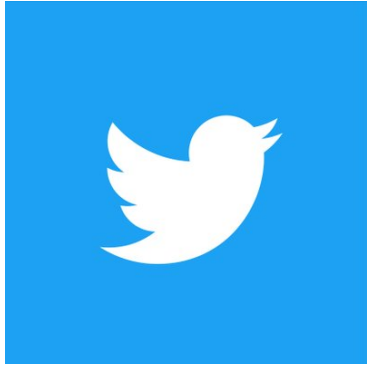
global
web
index

11%

HEALTH AND
FITNESS APPS



26%



1. Voice
2. Interaction
3. Authenticity
4. Updating
5. Context
6. Time

+ Strategy



- Love and care about your audience – be authentic
- Share moments that matter
- Stories
- Put community and socialization back in social media. Not just about your congregation.



Consider this!



- ELCA Clergy page – just don't do it. Emotional capacity!
- All comments can be captured. Negative comments about your congregation or members CAN and usually WILL be seen.
- Be yourself but know your context. Alcohol, etc.
- **Get a counselor or a doctor, don't bleed on social media.**

+ Zoom time



- Zoom game night (Jackbox, others)
- Scavenger hunts
- Escape rooms
- Check in time
- Social hour
- Small groups
- Children's time – Van VanHorne – Check-in, what's in Van's hand, short Bible text and a knock knock joke.

+ Digital Engagement



- Hosts for online time.
- Pre/post time
- Comment section – who is moderating?
- Virtual coffee hour
- Capturing visitor information
 - Email the pastor/deacon
 - Consent to receive information