

# SOCIAL MEDIA MOVEMENT



#TZA2018

# THAILAND SOCIAL MEDIA SUMMARY



**49**

Million User  
Growth

**+4%**

( 74% of Thailand Populations )



**13.6**

Million User  
Growth

**+24%**



**12**

Million User  
Growth **+33%**

**5.7**

Million Active User

\* Summary and Estimate Data from Thoth Zocial and Partner, February 2018

# facebook®

#TZA2018

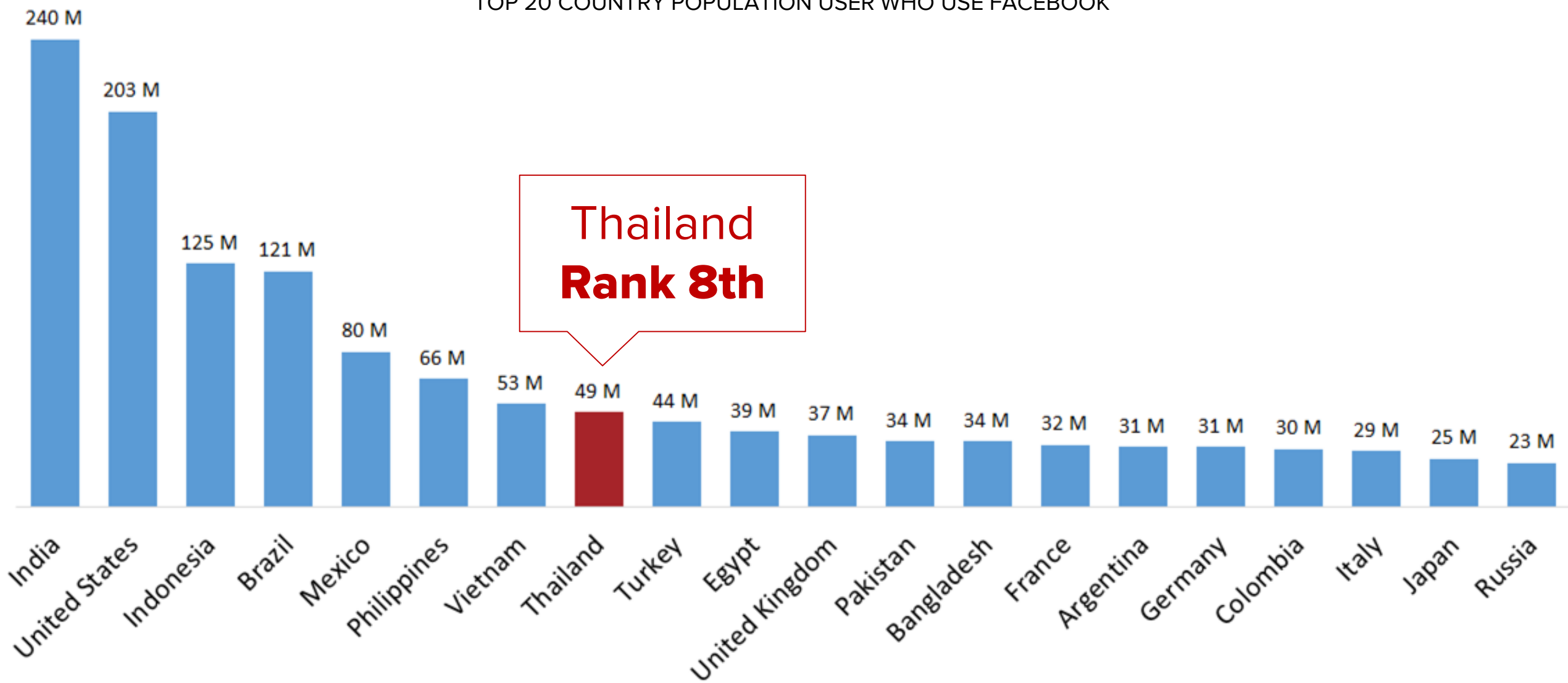


# GLOBALIZE FB WORLD POPULATION

## 2018 : 2.13 Billion Account (+10%)

(28% of World pop. Approximately)

TOP 20 COUNTRY POPULATION USER WHO USE FACEBOOK



\* Source: Facebook Insight / Latest data as February 2018

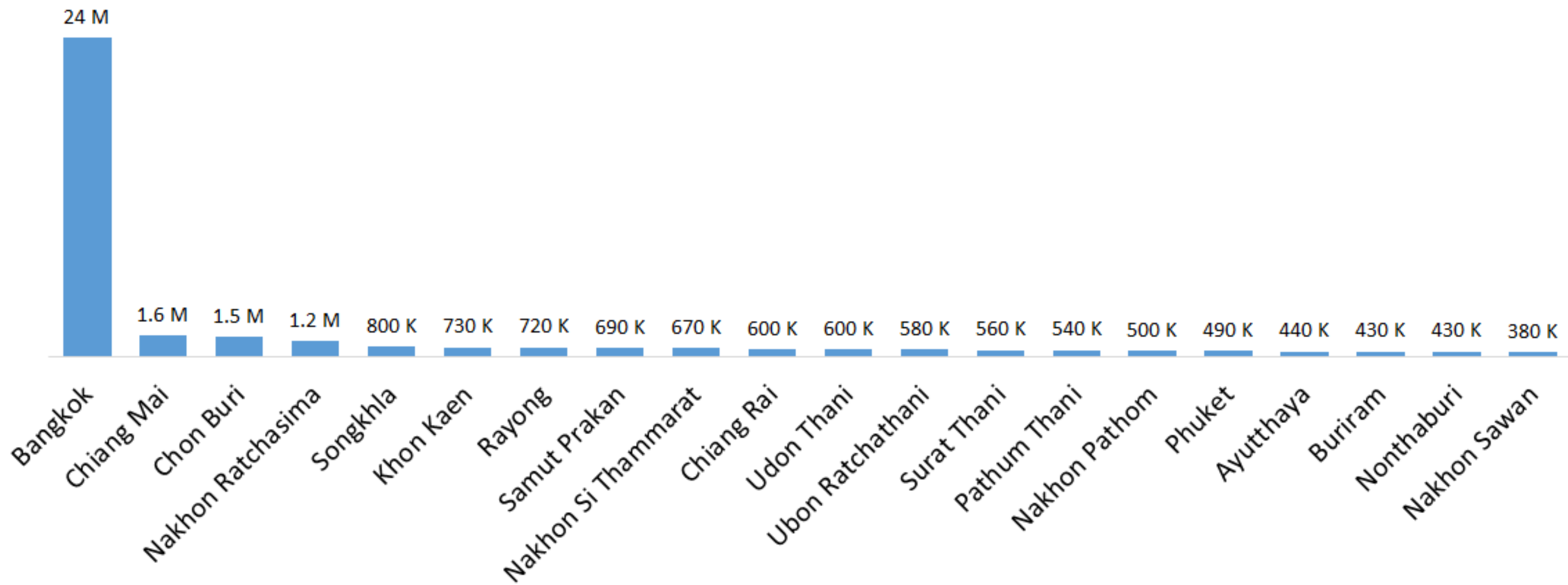




# FB THAILAND POPULATION 2017

## 2018 : 49 Million Account (+4%)

TOP 20 PROVINCE POPULATION USER WHO USE FACEBOOK IN THAILAND



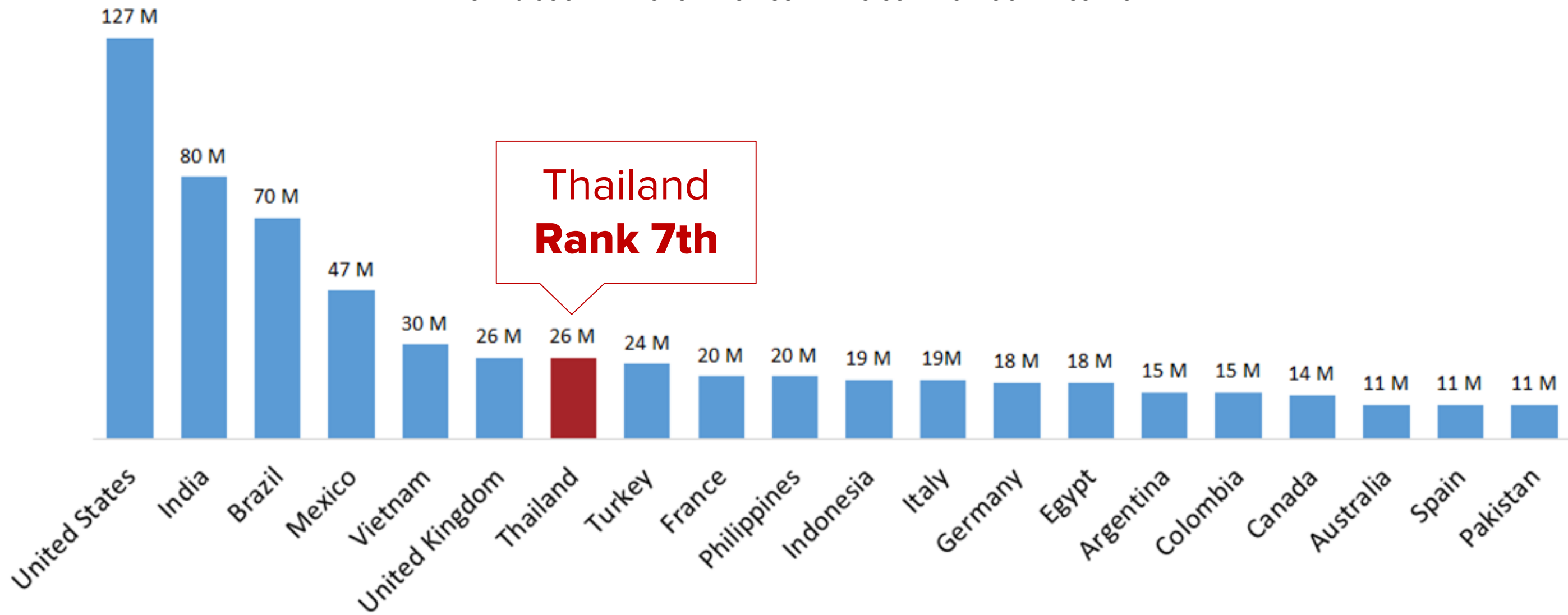
\* Source: Facebook Insight / Latest data as February 2018



# NUMBER OF FB MESSENGERS OF FB

## **2018 : 886 Million Account (+22%)**

TOP 20 COUNTRY POPULATION USER WHO USE FACEBOOK MESSENGER



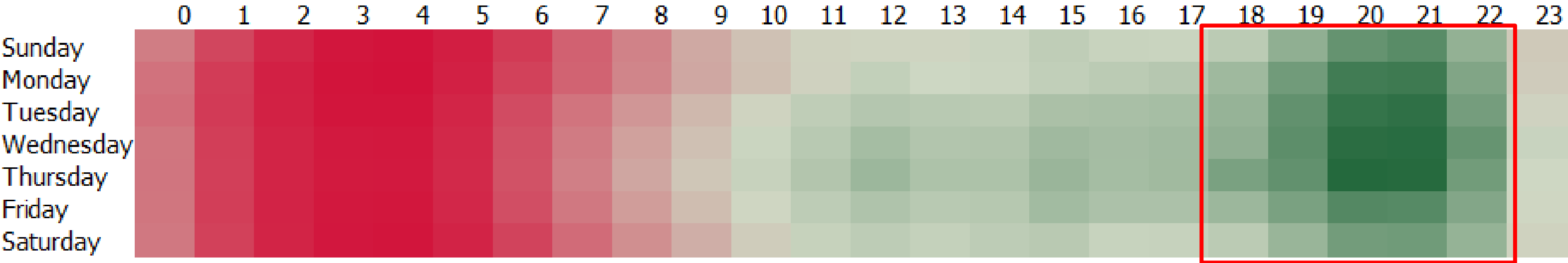
\* Source: Facebook Insight / Latest data as February 2018



# TIME PERIOD OF FB USER BEHAVIOR

Thai people most active and engage with content during **6PM-11PM**

Peak Time of Facebook user is from 6PM to 11PM



The graph show number of message on hours in a day, more green more posted

Frequency of interactive



Less

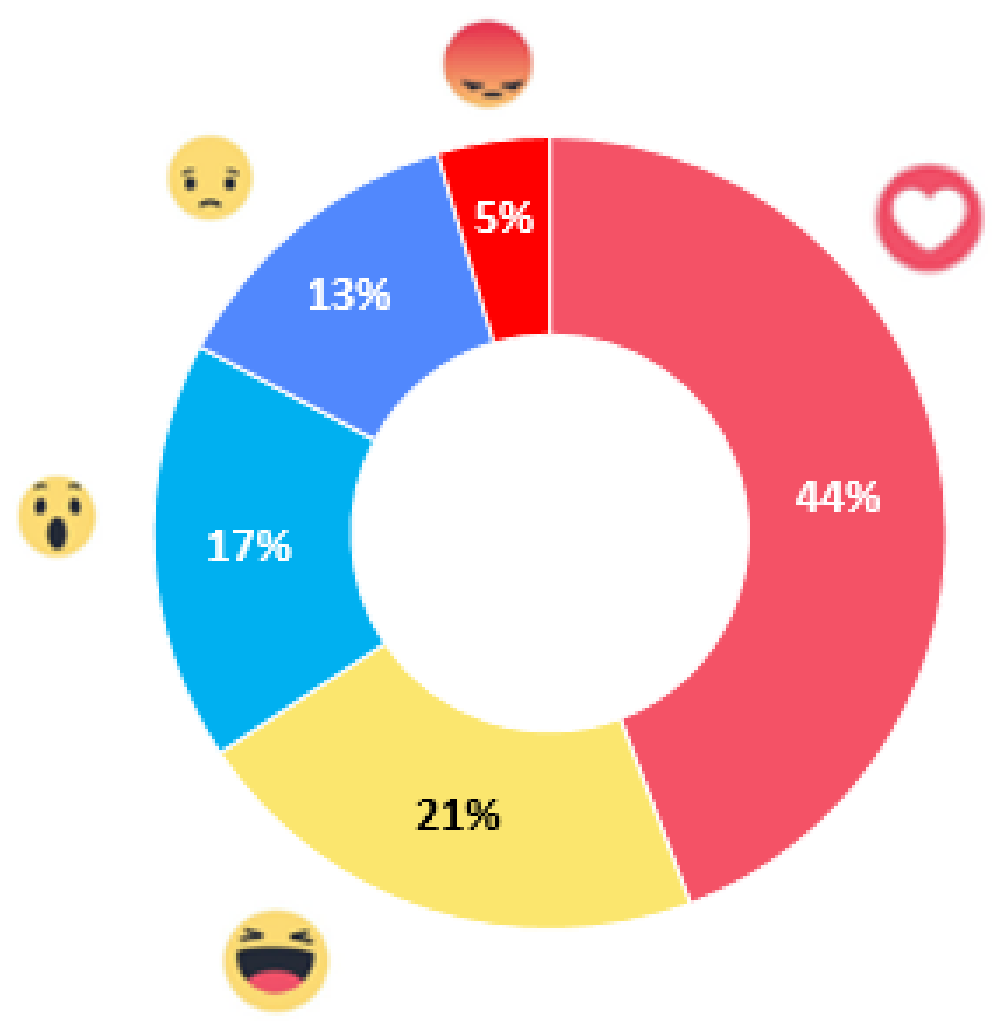
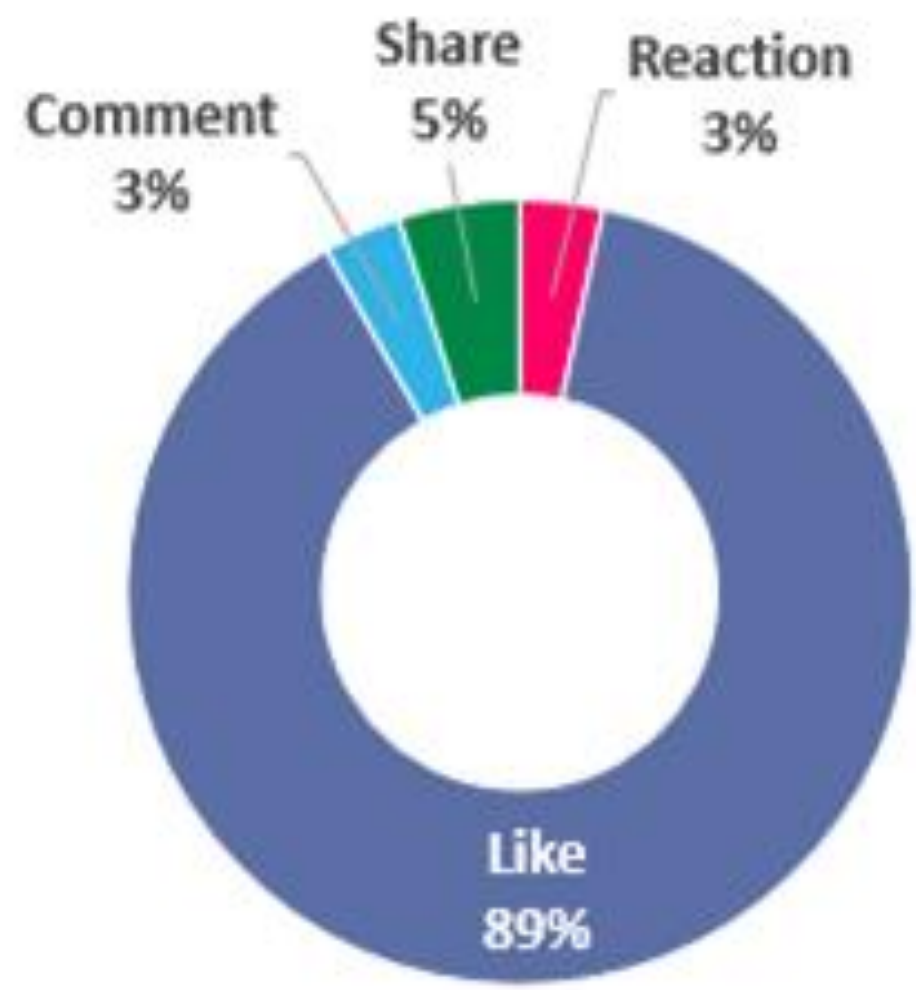
More

\* Source: from FB user, more than 51,344,517 post on Jan-Dec'17, ThothZocial / Latest data as February 2018



# FB REACTION

Thai people use more comment and reaction every year



\* Source: from 720 Facebook brand page in 29 category post on Jan-Dec 2017 by ThothZocial



# Instagram

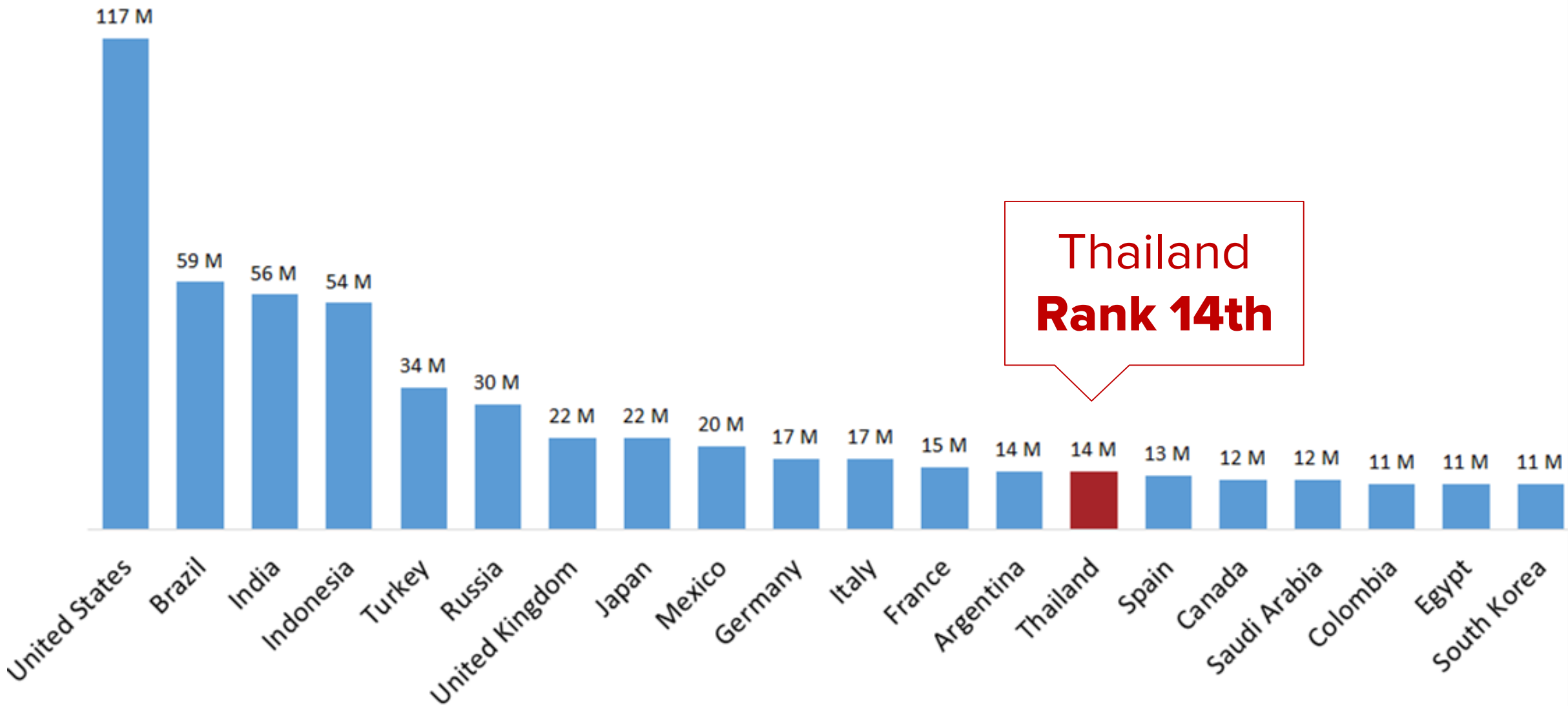


# GLOBALIZE IG WORLD POPULATION

## 2018 : 800 Million Account (+14%)

(11% of World pop. Approximately)

TOP 20 COUNTRY POPULATION USER WHO USE INSTAGRAM

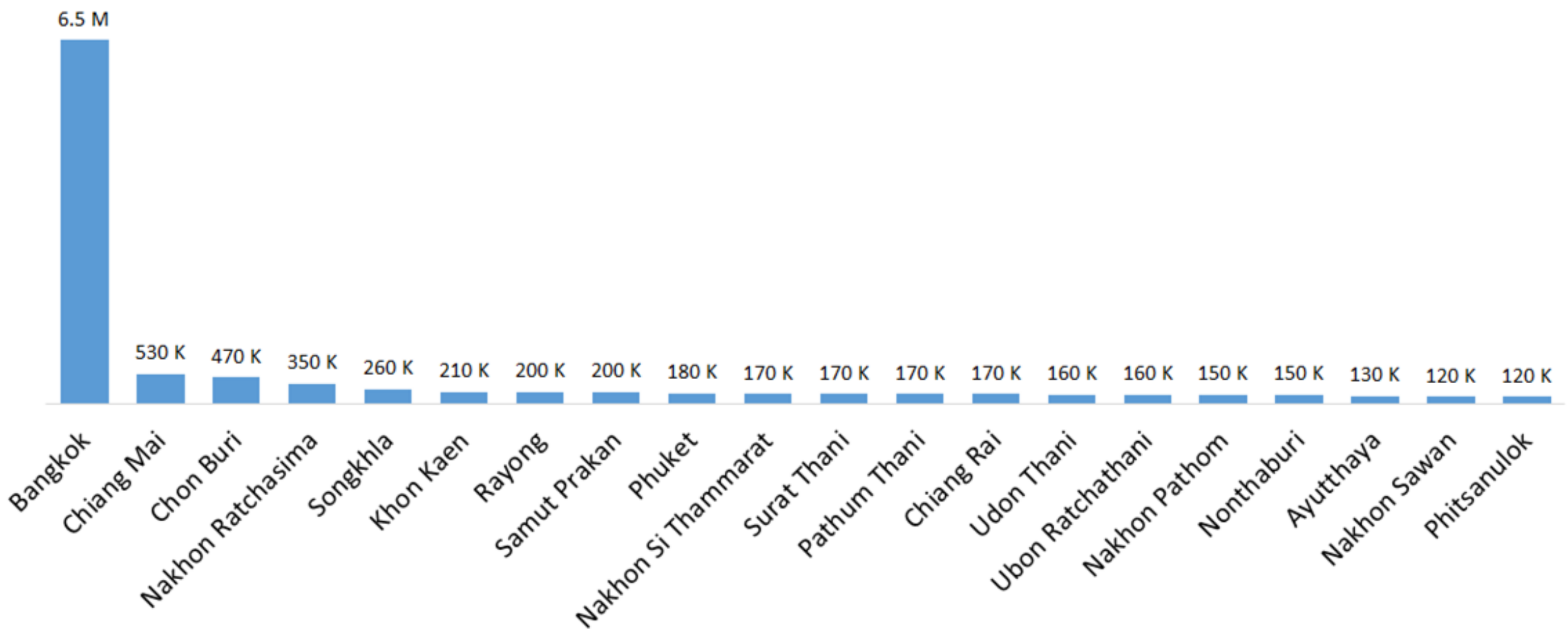


\* Source: Facebook Insight / Latest data as February 2018



# IG THAILAND POPULATION 2017

## 2018 : 13.6 Million User (+24%)



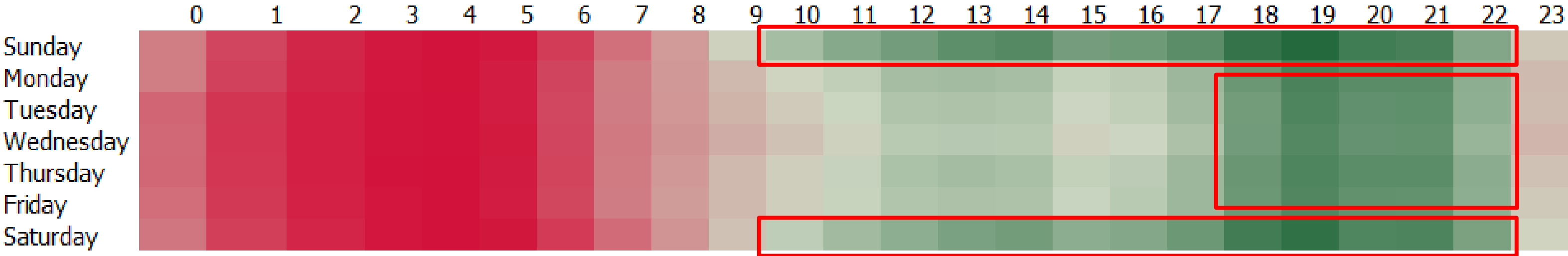
\* Source: Facebook Insight / Latest data as February 2018



# TIME PERIOD OF IG USER BEHAVIOR

- Thai people mostly active their instagram on **Weekend**
- **Carousel** seemed to be popular among Thai Instagram user

Type of Post	
Image	71%
<b>Carousel</b>	<b>24%</b>
Video	5%



The graph show number of message on hours in a day, more green more posted

Frequency of interactive



Less

More

\* Source: from post more than 261,173,119 post on Jan-Dec'17, ThothZocial / Latest data as February 2018

# twitter

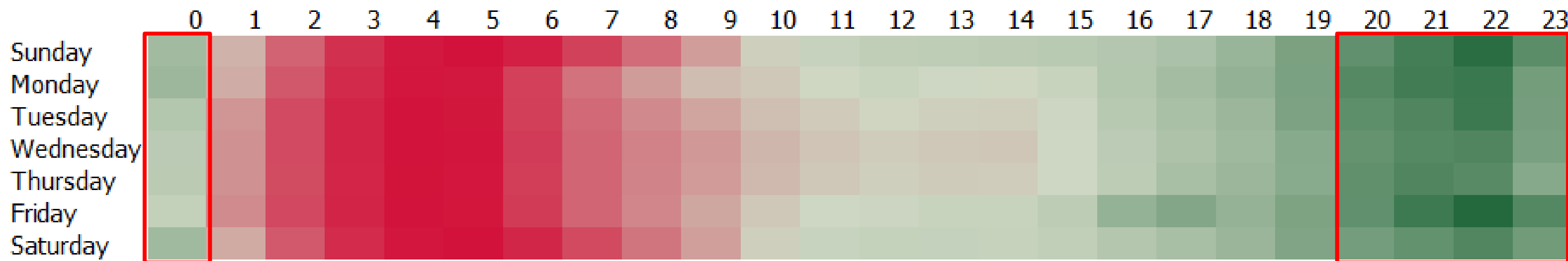




# TIME PERIOD OF TW USER BEHAVIOR

- Tweeples are Highly active on **8PM - Midnight**
- Tweeples seemed to be a night owl because they are still active during **1AM**

Peak Time of Twitter user  
is from 8PM to 12AM



The graph show number of message on hours in a day, more green more posted

Frequency of interactive



\*Source: from, more than 271,660,123 tweet on 2017, Thothzocial / Latest data as February 2018

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# UNCENSORED DATA

# The Decline of Facebook Reach ???

# FACEBOOK ALGORITHM

2017 → 2018

Total Branded Post

+ **52 %**

Total Engagement

+ **12 %**

**Engagement/Post**

- **27%**

# Should my brand start using Twitter ???



# TWITTER GROWTH STATISTIC

2016 → 2017

Active User	+ <b>83 %</b>
Total Branded Tweet	+ <b>124 %</b>
Total Branded Retweet	+ <b>101 %</b>

\* Summary and Estimate Data from Thoth Zocial and OBVOC and Partner, Data 2016 and 2017

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# **What is the most effective formats of contents on Facebook ???**

# CONTENT EFFECTIVENESS ON FACEBOOK

Rank	Format	Engagement/Post
#1	Video	2,556
#2	<b>The Winner is VDO !</b>	
#3		
#4		
#5	Note	115
#6	Status	32

\* Summary and Estimate Data from Thoth Zocial and OBVOC, January 2018

# KEY TAKEAWAY

- Everything is changing so fast so you have to change!
- Twitter and Instagram are growing so fast. Consider it now!
- Interact to Customer at the Right time and Right target
- Data is **SEXY!**, If you are able to asking the right question

# THANK YOU

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FOR MORE INFORMATION & INFOGRAPHIC **PLEASE CHECK OUT**  
**[www.thailandzocialawards.com](http://www.thailandzocialawards.com)**