Social Media Usage on Mobile

Hrish Thota, Senior Manager – Social Computing, Happiest Minds
Rise of Social Networking via Mobile

- Social Networking at 65%

![Bar chart showing mobile vs desktop usage for various apps, with Social Networking at 65% mobile usage.](chart.png)
Mobile Internet equals Social Networking

- Socializing via Mobile Internet – 91%
- Socializing via Desktop Internet – 79%

91% of mobile internet access is to socialize...

...compared to 79% on desktops
Top Social Networks on Mobile

- Facebook – 75%
- Twitter – 28%
- Google+ - 26%
- Instagram – 13%
- Pinterest – 9%
More People accessing Social via Mobile

- Daily – 44%
- Weekly – 20%
- Facebook – 33% on Mobile
- Twitter – 50% on Mobile

Over 1/3 of Facebook’s 600 million+ user base uses Facebook Mobile

Twitter has 165 million users
50% of them use Twitter Mobile

200 Million+
YouTube views occur on mobile devices per day
Interesting facts with Mobile Social Media

- 30% of Facebook’s ad revenue comes from Mobile
- 94 million twitter users share photos on Mobile vs 140 million on PC
- 29% online sales have been made from Mobile
Social Shopping Trends on Mobile

- Top Social Shopping Sites:
  - Twitter – 35%
  - Pinterest – 19%
  - Facebook – 17%
Location Based Social Media Marketing

- Rise of Social Local Mobile (SoLoMo) marketing
- 26% of location based service users find restaurants and entertainment venues
- 19% of location based service users find public transport schedules
- 8% of location based service users book taxi
Thank You

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