

Things That Happen Every **60** Seconds

borkowski



THINGS THAT
HAPPEN EVERY
60
SECONDS

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Let's Get Social

Insight Thursday, 29 June 2017



Today's Agenda

Global Digital
Snapshot

What's
Trending?

Why Social?

ADB Social
Media Footprint



Global Digital Snapshot

Social Media Channels Explained



Facebook

I LIKE DONUTS



Twitter

I'M EATING A #DONUT



Pinterest

HERE'S A DONUT RECIPE



Instagram

HERE'S A PHOTO OF MY DONUT



LinkedIn

MY SKILLS INCLUDE DONUT EATING



Google+

I'M A GOOGLE EMPLOYEE WHO EATS DONUTS



JAN 2017

GLOBAL DIGITAL SNAPSHOT

KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL POPULATION



we are social

7.476
BILLION

URBANISATION:
54%

INTERNET USERS



3.773
BILLION

PENETRATION:
50%

ACTIVE SOCIAL MEDIA USERS



we are social

2.789
BILLION

PENETRATION:
37%

UNIQUE MOBILE USERS



4.917
BILLION

PENETRATION:
66%

ACTIVE MOBILE SOCIAL USERS



2.549
BILLION

PENETRATION:
34%

5

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNET WORLDSTATS; ITU; INTERNETLIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AG-HAEI; CAFEBAZAAR.JR; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA; MOBILE: GSMA INTELLIGENCE; EXTRAPOLATION OF EMARKETER AND ERICSSON DATA.

Hootsuite™ we are social

JAN 2017

ANNUAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET USERS



we are social

+10%

SINCE JAN 2016

+354 MILLION

ACTIVE SOCIAL MEDIA USERS



+21%

SINCE JAN 2016

+482 MILLION

UNIQUE MOBILE USERS



we are social

+5%

SINCE FEB 2016

+222 MILLION

ACTIVE MOBILE SOCIAL USERS



+30%

SINCE JAN 2016

+581 MILLION

6

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; **INTERNET:** INTERNET WORLDSTATS; ITU; INTERNETLIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES; **SOCIAL MEDIA AND MOBILE SOCIAL MEDIA:** FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI ACHAEI; CAFEBAZAAR.IR; SIMILARWEB; DING; **EXTRAPOLATION OF TNS DATA; MOBILE:** GSMA INTELLIGENCE; EXTRAPOLATION OF EMARKETER AND ERICSSON DATA. COMPARISONS TO WE ARE SOCIAL'S "DIGITAL IN 2016" REPORT.

Hootsuite we are social

JAN 2017

SOCIAL MEDIA PENETRATION BY REGION

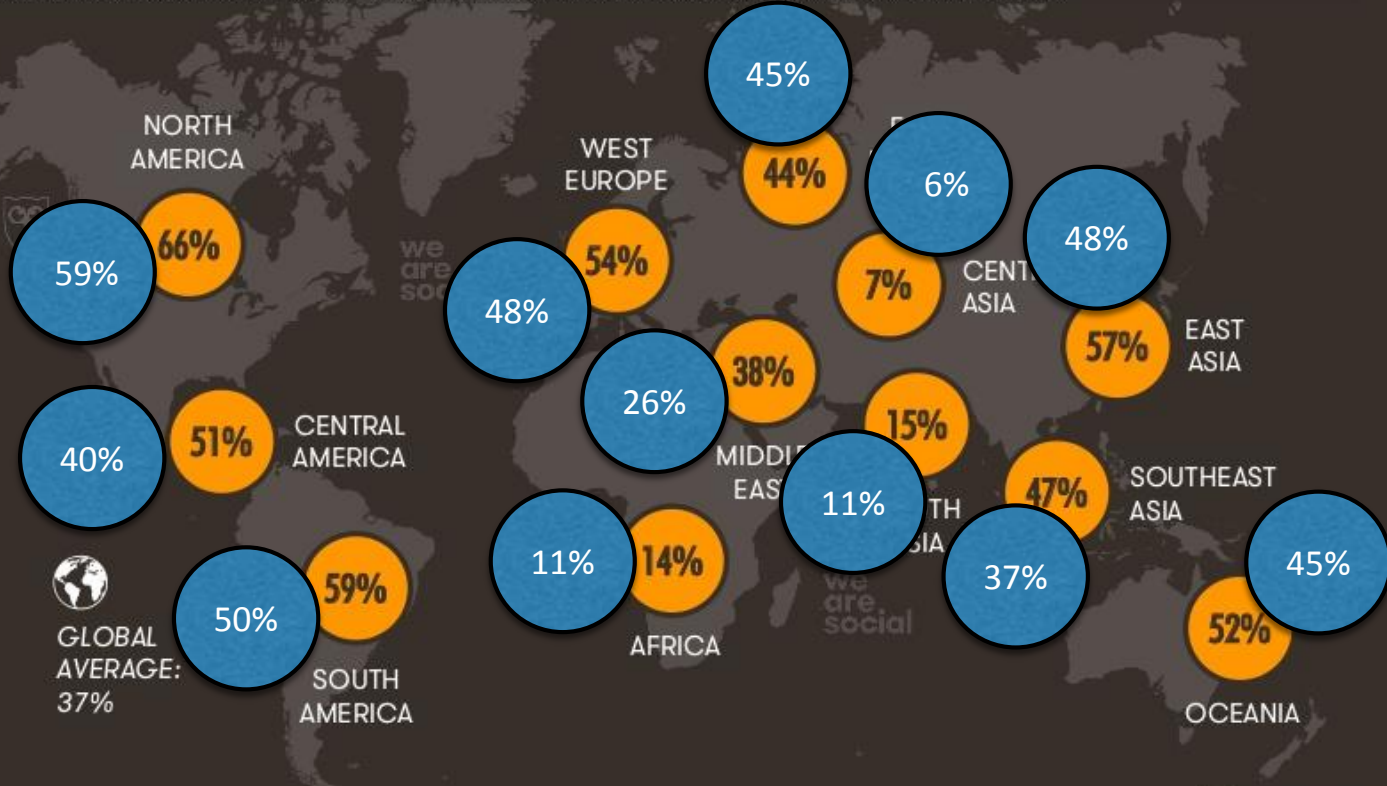
TOTAL ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY, COMPARED TO POPULATION



JAN 2017

SOCIAL MEDIA PENETRATION BY REGION

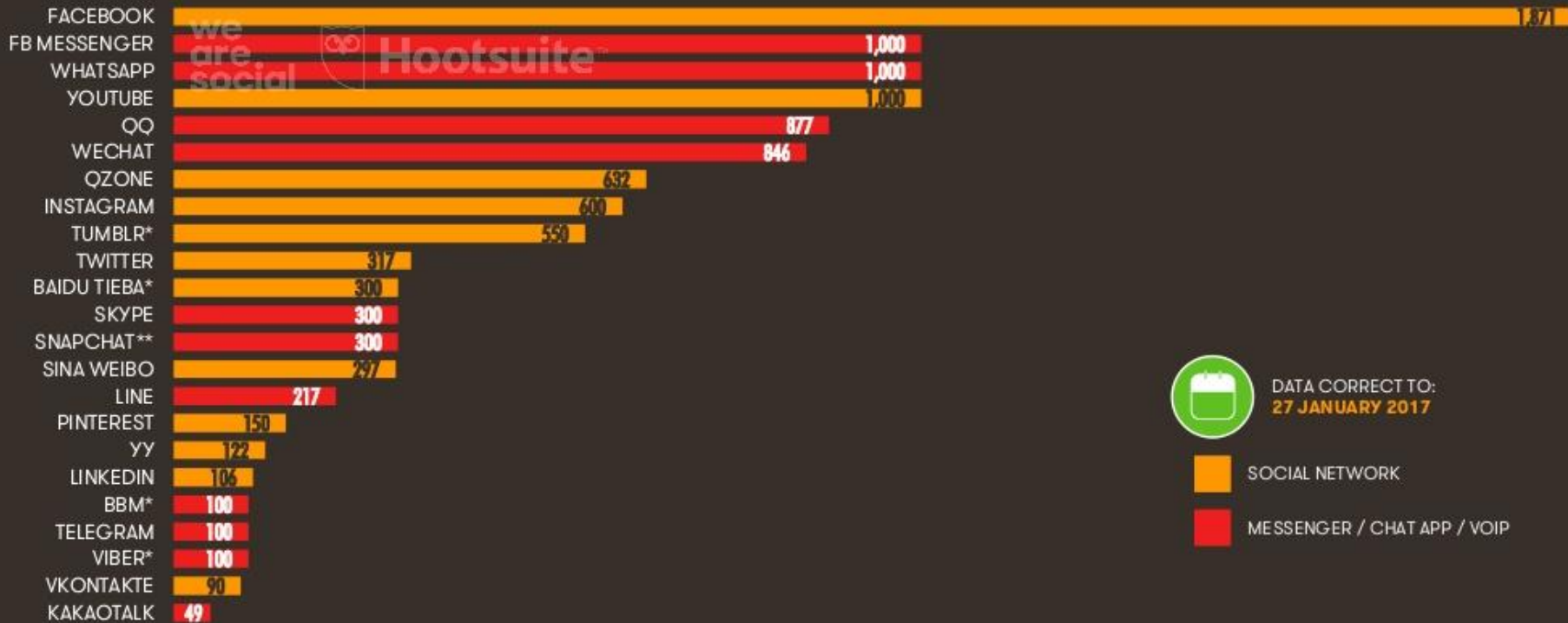
TOTAL ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY, COMPARED TO POPULATION



**JAN
2017**

ACTIVE USERS OF KEY GLOBAL SOCIAL PLATFORMS

BASED ON THE MOST RECENTLY PUBLISHED MONTHLY ACTIVE USER ACCOUNTS FOR EACH PLATFORM, IN MILLIONS



DATA CORRECT TO:
27 JANUARY 2017



SOCIAL NETWORK



MESSANGER / CHAT APP / VOIP

46

SOURCES: WE ARE SOCIAL ANALYSIS; LATEST COMPANY EARNINGS RELEASES, PRESS RELEASES OR MEDIA STATEMENTS; REPORTS IN REPUTABLE MEDIA; ALL AS OF JANUARY 2017.
***NOTE:** PLATFORMS IDENTIFIED BY AN ASTERISK (*) HAVE NOT PUBLISHED UPDATED USER FIGURES IN THE PAST 12 MONTHS, SO FIGURES MAY BE OUT OF DATE AND LESS RELIABLE.
****NOTE:** SNAPCHAT DOES NOT PUBLISH MONTHLY ACTIVE USER DATA. THE FIGURE USED HERE WAS REPORTED BY BUSINESS INSIDER IN JUNE 2016, BASED ON DAILY ACTIVE USERS.

facebook stats

2 billion monthly
active users

300 million photo
uploads per
day

20 minutes;
average time
spent per visit

facebook stats

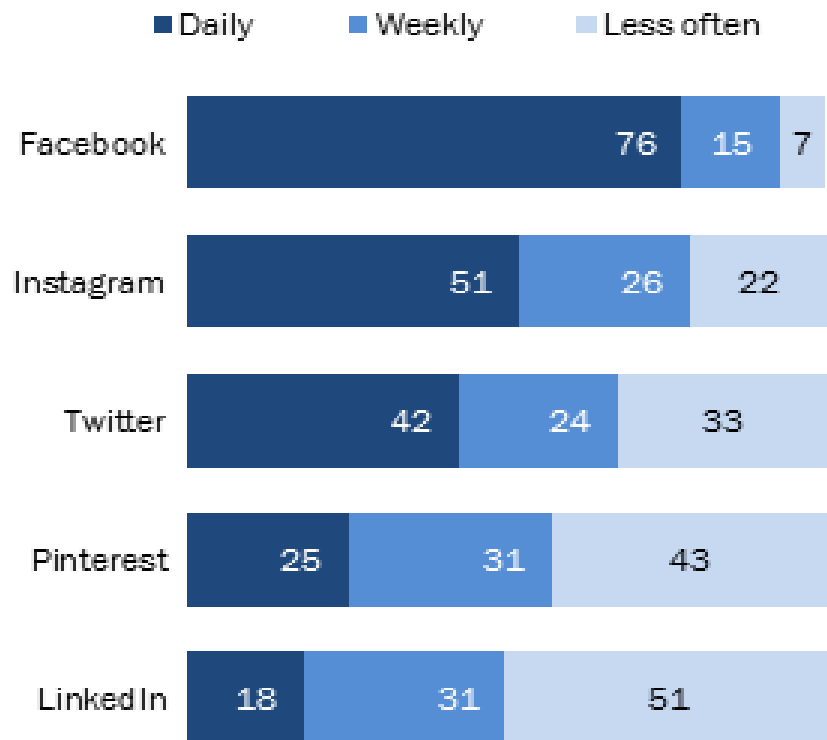
2 billion monthly active users

300 million photo uploads per day

20 minutes; average time spent per visit

Three-quarters of Facebook users and half of Instagram users use each site daily

Among the users of each social networking site, % who use these sites ...





What's Trending?

Fight vs Fake News



Donald J. Trump ✓
@realDonaldTrump

Following

Any negative polls are fake news, just like the CNN, ABC, NBC polls in the election. Sorry, people want border security and extreme vetting.

RETWEETS
19,266

LIKES
80,481



7:01 AM - 6 Feb 2017

Fight vs Fake News

'Pizzagate' conspiracy theorist gets four years in prison

Edgar Welch fired an assault rifle inside a Washington pizza restaurant, believing internet rumors that prominent Democrats were harboring child sex slaves there



Fight vs Fake News

"Pope Francis shocks world, endorses Donald Trump for president"



Political Tool

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Humanities › Issues

How Social Media Has Changed Politics

10 Ways Twitter and Facebook Have Altered Campaigns

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Humanities › Issues

How Social Media Has Changed Politics

10 Ways Twitter and Facebook Have Altered Campaigns

FORTUNE | Tech

SOCIAL MEDIA

Facebook and Twitter Bots Are Starting to Influence Our Politics, a New Study Warns

“Trolls”

TIME |

SEARCH SIGN IN

CONGRESS

Russia 'Used Fake News and Propaganda' to Undermine U.S. Election, FBI Says

“Trolls”

TIME |

SEARCH SIGN IN

CONGRESS

Russia 'Used Fake News and Propaganda' to Undermine U.S. Election, FBI Says

Russia hired 1,000 people to create anti-Clinton 'fake news' in key US states during election, Trump-Russia hearings leader reveals

Senate Intelligence Committee's Mark Warner claims the Kremlin targeted pivotal swing states

#Activism

Mancunians are helping out Arena terror victims with #RoomForManchester



Ashitha Nagesh for Metro.co.uk Tuesday 23 May 2017 1:32 am



7k



Livestream

 **The New York Times**
1 hr · 🌐

Elizabeth Warren took to Facebook Live after being silenced on the Senate floor for quoting a 1966 letter by Coretta Scott King. Now, supporters are rallying behind her with #ShePersisted. <http://nyti.ms/2lqBWe>



Senator Elizabeth Warren attempted to read a letter by Coretta Scott King criticizing Jeff Sessions.

-1:02 🔊 ⚙️ 🌐




DID YOU KNOW?



Why Social?

Showcase Knowledge






Asian Development Bank - ADB

Published by Adb Webteam [?] · April 9 · 🌐

Developing Asia continued to perform well even as recovery in the major industrial economies remained weak. #ADO2017



Developing Asia

Year	Annual GDP growth
2016	5.8%
2017	5.7%
2018	5.7%

Asian Development Outlook 2017: Growth Outlook

Developing Asia's GDP growth is forecast to expand as moderation in the People's Republic of China is balanced by a healthy pickup in most other economies in the region.

[Learn More](#)

ADB.ORG | BY ASIAN DEVELOPMENT BANK - ADB



Engage Community



Asian Development Bank - ADB was live — with Asian Institute of Management and Philippine Institute For Development Studies.

Published by Adb Webteam [?] · June 20 at 10:06am · 🌐

Philippines launch of ADB's History Book "Banking on the Future of Asia and the Pacific". #ADB50

Panel Discussion on: "What's next? Financing for the Future of Development"

Ernesto M. Pernia, Secretary of Socioeconomic Planning, NEDA Philippines
Delia Albert, Board Member, Asian Institute of Management... [See More](#)



17,123 people reached

4.2K Views

Like Comment

162

47 shares

Boost Post

Top Comments

17,123 accounts
4.2k views
162 reactions
47 shares

Engage Community



Asian Development Bank - ADB with ADB Nepal.
Published by Adb Webteam [?] · April 19 · 🌐

In 69 of Nepal's small towns, more than 1.24 million people have come together to bring #cleanwater to their communities.



930,286 people reached [View Results](#)

255K Views

Like Comment Share

👍❤️🐶 2.8K

254 shares

Top Comments ▾

930,286 accounts
255k views
2.8k reactions
254 shares



Firefighting



Deepak Adhikari ✓

@DeepakAdk

Following

Dear @ADB_HQ, what's your response to this? Shouldn't the contractor ensure safety of the workers?

The Kathmandu Post ✓ @kathmandupost

Police said the workers were working in a pit when the earth above them collapsed and came crashing down upon them

bit.ly/2sqKN1y

Retweets

2

Likes

4



3:36 PM - 14 Jun 2017



Firefighting



Deepak Adhikari ✓

@DeepakAdk

Following

Dear @ADB_HQ, what's your response to this? Shouldn't the contractor ensure safety of the workers?

AsianDevelopmentBank ✓ @ADB_HQ · Jun 14



Replying to @DeepakAdk

We're deeply saddened by the accident & wish to express our condolences - fully support Govt's investigations & corrective actions required



Chudamani Basnet @iCbasnet · Jun 14

Replying to @DeepakAdk

This is not first incident of this type. It's poor labor laws and their implementation. All this despite this many worker-revolutionaries.

Reputation Management



#BetterOffWithoutADB

CFA India @cfa_ind May 9
50 Years Of @ADB_HQ Destruction, Displacement And Exploitation Of Natural
navratnaneews.com/index.php/2017...
#ADB50 #ADBYokohama
#BetterOffWithoutADB

Working Group IFIs @wgonifis May 9
50 Years Of @ADB_HQ Destruction, Displacement And Exploitation Of Natural
navratnaneews.com/index.php/2017...
#ADB50 #ADBYokohama
#BetterOffWithoutADB

Joe Athlaly @joeathlaly May 9
50 Years Of @ADB_HQ Destruction, Displacement And Exploitation Of Natural
navratnaneews.com/index.php/2017...
#ADB50 #ADBYokohama
#BetterOffWithoutADB

Maju Varghese @MajuVarghese May 9
ADB's 50 years greeted with mass protest at Bhubaneswar, Odisha
orissadiary.com/adbs-50-years-... via @odishadiary #ADB50
#BetterOffwithoutADB

Working Group IFIs @wgonifis May 9
.@ADB_HQ Medha Patkar demands more transparency in ADB projects business-

#notoADBimmunity

NGO Forum on ADB @forum_adb May 29
Prep meeting for ACEF 2017
#notoADBimmunity

HumanRightsInDev't @RightsinD... May 26
#NotoADBimmunity, yes to @ADB_HQ accountability! No to corruption and authoritarianism, yes to #workersrights
devex.com/news/at-adb-me...

HumanRightsInDev't @RightsinD... May 25
.@ADB_HQ should listen to #civilsociety and stand up for #humanrights
#notoADBimmunity devex.com/news/at-adb-me...

NGO Forum on ADB @forum_adb May 25
#notoADBimmunity fb.me/Jze0d1Z2

Shmall Guttal @commonmolly May 9
Human chain of protests against #ADB50 in Bengal #India @wgonifis @focussouth @forum_adb #notoADBimmunity



#ADBstopcoalnow

Friends of the Earth @FoE_Canada May 5
#ADB is 50 today. Time to stop financing coal. #ADBStopCoalNow #ADB50 New report: buff.ly/2p9U6wF

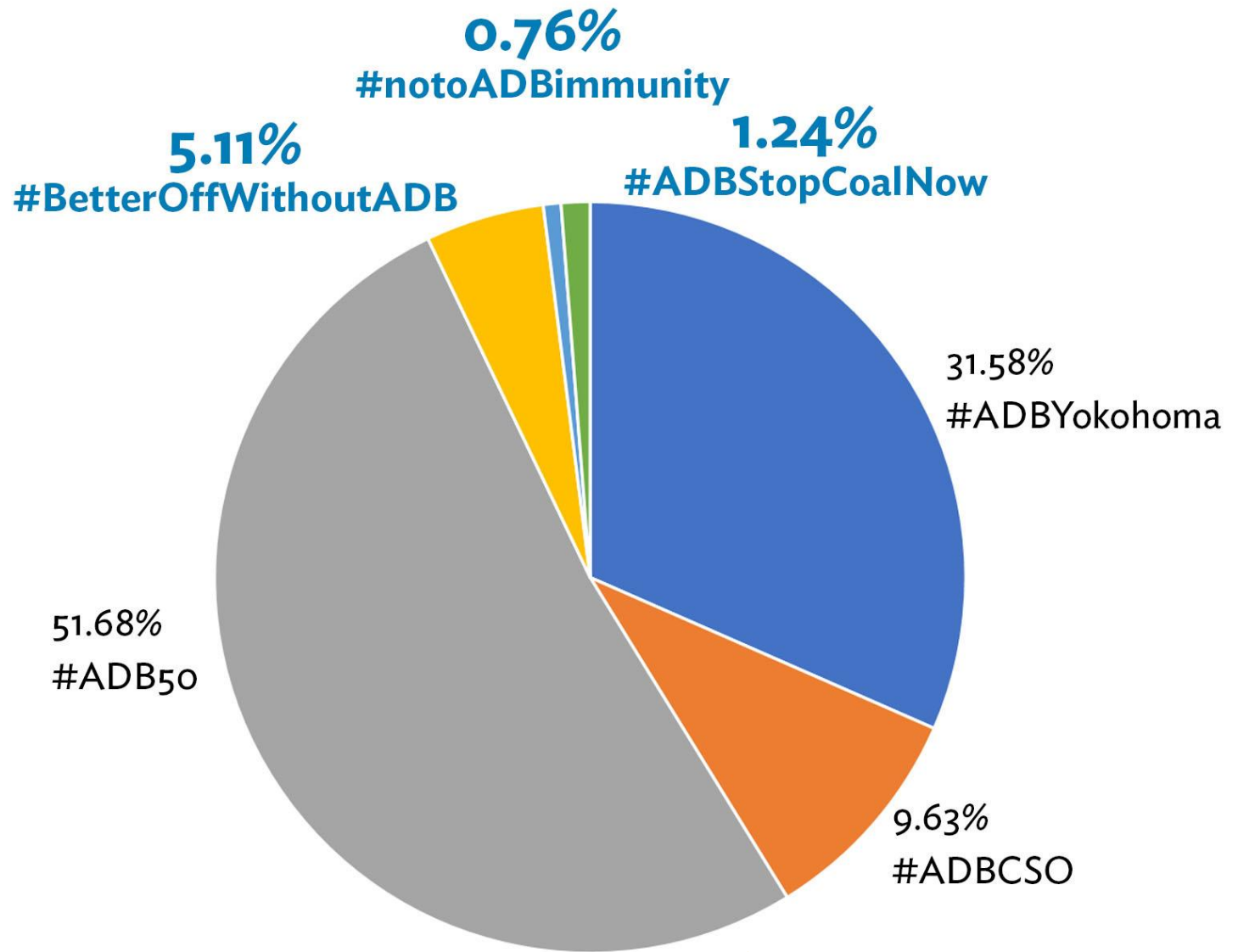


LRC KSK @LRC_FoEphils May 4
At 50 years old, it's time for the Asian Development bank to give up its addiction to coal!
#ADBStopCoalNow #ADB50



Friends of the Earth @FoEint May 4
At 50 years old, it's time for the Asian Development bank to give up its addiction to coal! #ADBStopCoalNow

People *will* talk about you



Influentials



Favorited 52 times

Casa de S.M. el Rey @CasaReal · Jul 3
 El Rey, con el Presidente del Banco Asiático de Desarrollo, Takehiko Nakao
 @ADB_HQ casareal.es/ES/Actividades...

You and Exteriores

RETWEETS 37 FAVORITES 53

Narendra Modi @narendramodi
 A very productive meeting with Mr. Takehiko Nakao, President of the Asian Development Bank. @ADB_HQ

RETWEETS 624 FAVORITES 1,268

9:31 PM - 5 Feb 2015

Financial Times @FinancialTimes
 Following

ADB forecasts growth in Asia will counter China's slowdown

FT ADB forecasts growth in Asia will counter China's slowdown
 Rises in external demand and commodity prices will help push growth higher in many Asian economies this year even as China continues to slow down, according to one of the main regular f...
 ft.com

Retweets 15 Likes 10

Fareed Zakaria @FareedZakaria
 Follow

In 2013, remittances were more than 3x larger than ODA, and in many nations significantly exceeded FDI: @ADB_HQ

Remittances: An Economic Boost with Pitfalls
 Countries around Asia and the Pacific are looking at ways to increase the benefits of the money sent home to families from overseas workers while avoiding the social and economic reper...
 adb.org

Retweets 21 Likes 17

ADB Social Media Footprint



ADB Corporate Accounts



80+ Facebook and Twitter
affiliate accounts

21 RM Facebook
pages

8 RM Twitter
accounts

ADB Corporate Accounts



80+ Facebook and Twitter
affiliate accounts

21 RM Facebook
pages

8 RM Twitter
accounts

	H1 2016	2017 (June 23 rd)
Impressions	24.2m	40.5m
Engagements	588k	1.8m
Video Views	1.1m	3.3m

Milestones

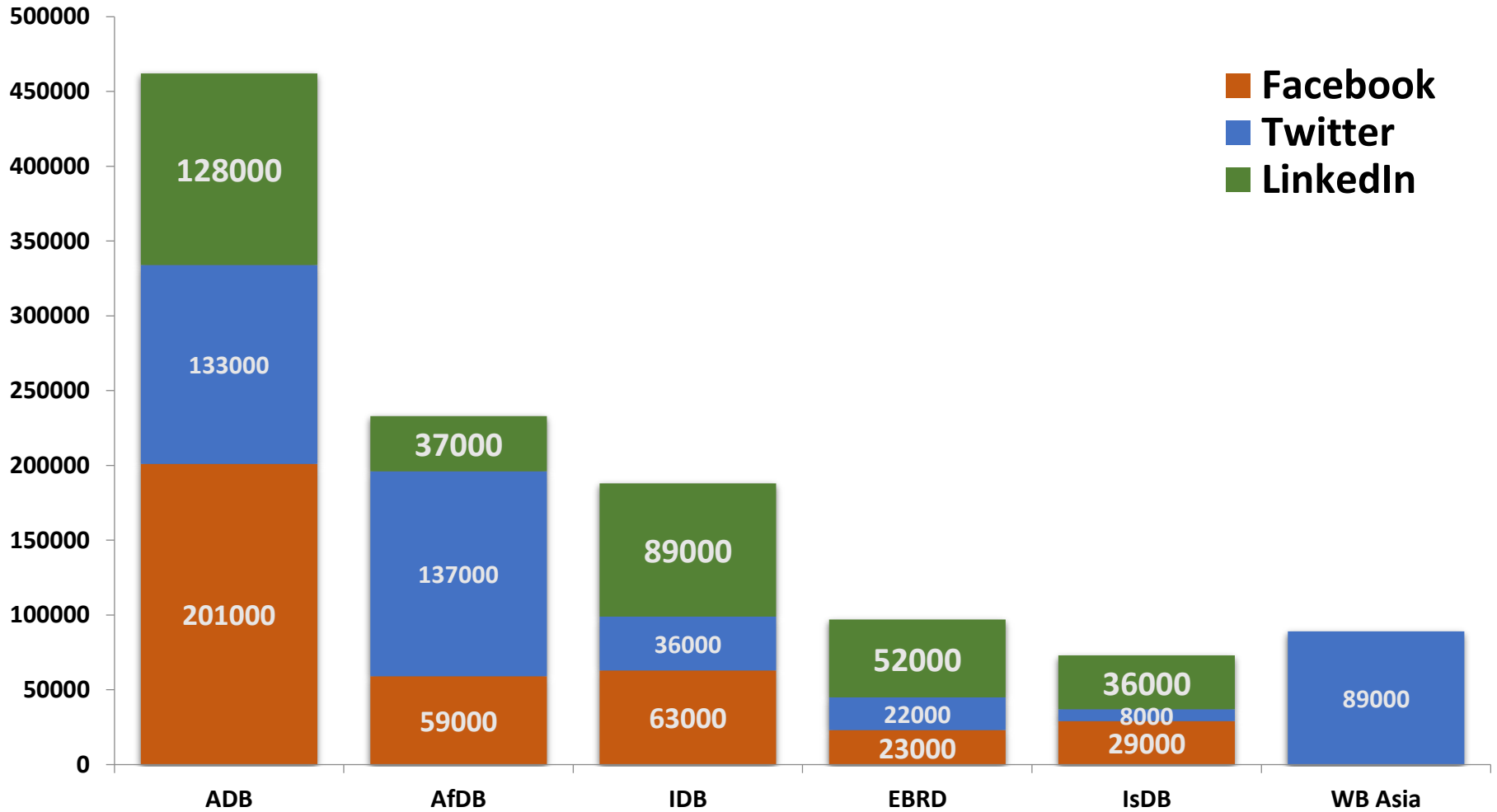
twitter 
135,000

Milestones

twitter 
135,000

facebook 
200,000

ADB vs other RDBs





Let's Get Social!



Let's Get Social!

Build capacity in affiliated sites



Let's Get Social!

Build capacity in affiliated sites

Develop ADB social media evangelists



Let's Get Social!

Build capacity in affiliated sites

Develop ADB social media evangelists

Promote awareness of staff guidelines



Questions