

Social Media Report

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Executive Summary

Over the past decade, social media has exhibited an exponential penetration into the daily lives of individuals, the operations of businesses, and the interaction between governments and their respective people. It would not be far from the truth to state that social media has become an essential requirement for our daily personal and business life.

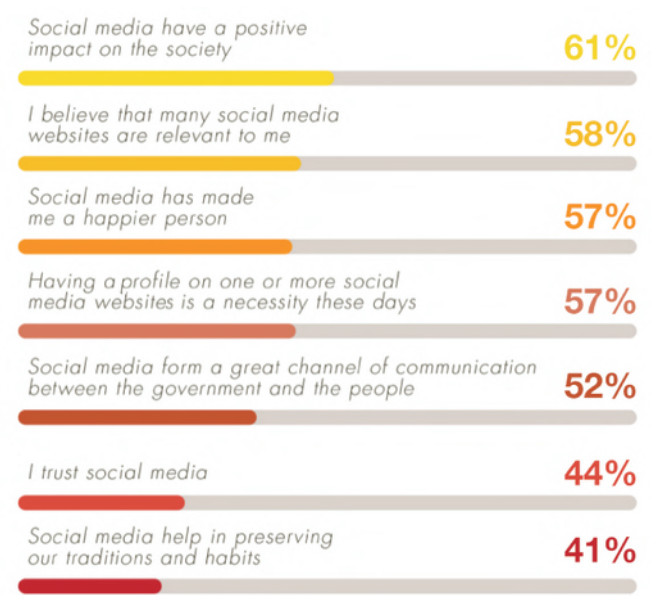
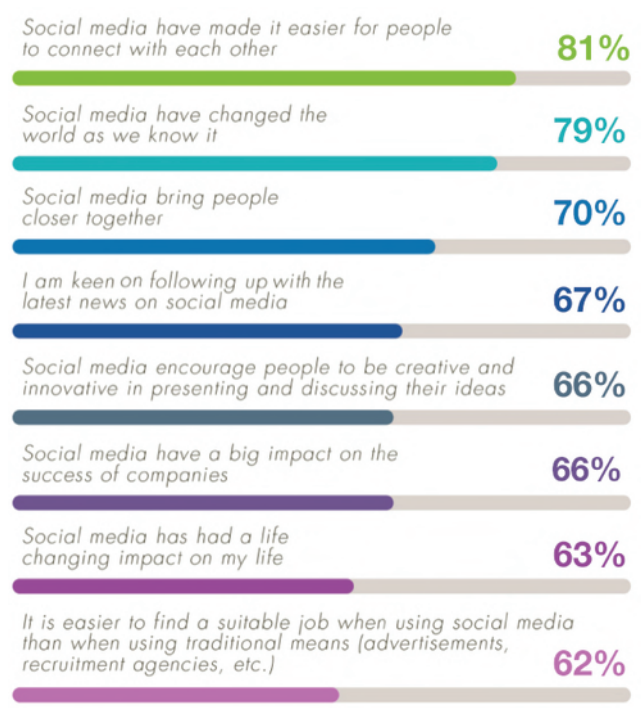




Key Findings

A) Perceptions about Social Media



- Social media in the Arab world is perceived as having numerous positive aspects that enhance the quality of life of individuals, business profitability and governmental interaction with the public.
- Users do, however, show lack of trust in social media. Also, they believe that social media has negative effects on the local cultures and traditions.



Perceptions about Social Media



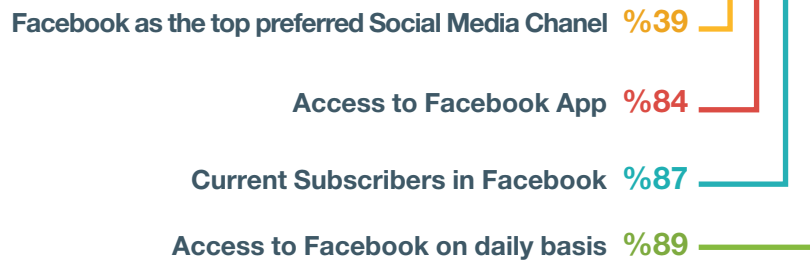
C) Social Media Impacts

| |  Pros |  Cons |
|--------------------------------|--|---|
| On Arab Society | <ul style="list-style-type: none"> - Connecting people together and shortening distances between them - Instant platform to get news and information - Aid in learning new things - Offers entertainment features - Allows for “cheap” means of communication - Offers opportunities for job hunting and career growth | <ul style="list-style-type: none"> - Non-conductive of personal interaction between people - Family fragmentation - Addictive - Conducive of an inactive and lethargic life - Risk of being exposed to improper material - Weakened communication skills - Inaccurate and misleading information - Incompatible with the Arabic culture |
| On Business and Economy | <ul style="list-style-type: none"> - Enables faster business growth and expansion - Direct revenue generation through social media - Improving corporate image - Marketing and advertisement platform - Talent hunt - Encourage consumer-centric and transparent approaches | <ul style="list-style-type: none"> - Risk tarnishing corporate reputation - Social media poses a threat to traditional media by taking a piece of their market shares |



Usage and Access to Social Media

Facebook





WhatsApp



- WhatsApp as the top preferred Social Media Chanel **41%**
- Access to WhatsApp App **83%**
- Current Subscribers in WhatsApp **84%**
- Access to WhatsApp on daily basis **96%**





Twitter

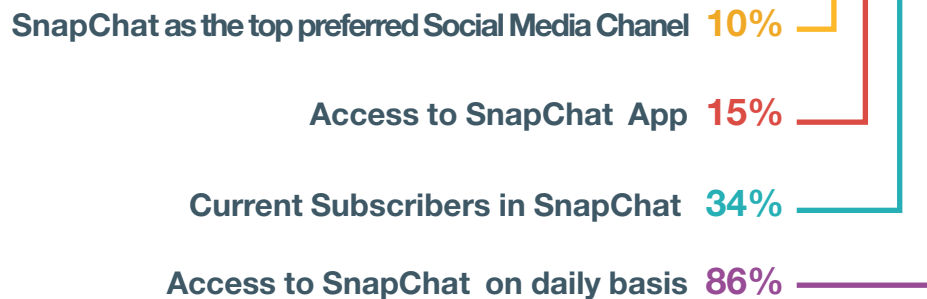


- Twitter as the top preferred Social Media Chanel %4
- Access to Twitter App %25
- Current Subscribers in Twitter %32
- Access to Twitter on daily basis %39





SnapChat





Instagram



Instagram as the top preferred Social Media Chanel **%6**

Access to Instagram App **%32**

Current Subscribers in Instagram **%34**

Access to Instagram on daily basis **%82**





YouTube



- YouTube as the top preferred Social Media Chanel **%5**
- Access to YouTube App **%30**
- Current Subscribers in YouTube **%39**
- Access to YouTube on daily basis **%66**


YouTube Statistics for the Arab World



Google+



Google+ as the top preferred Social Media Chanel %2

Access to Google+ App %16

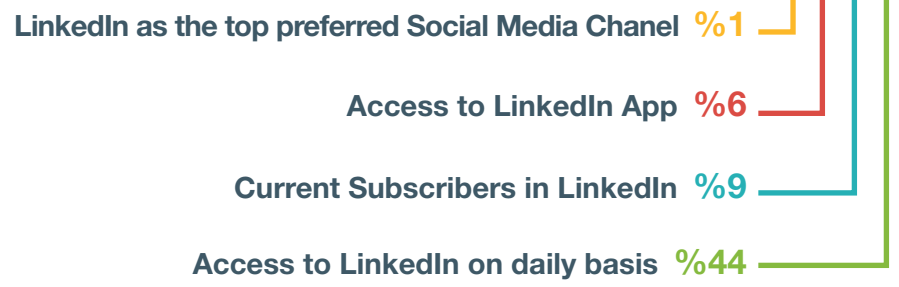
Current Subscribers in Google+ %29

Access to Google+ on daily basis %59

 Google+ Statistics for the Arab World



LinkedIn



in LinkedIn Statistics for the Arab World



Impacts of Social Media

1- Impacts on Arab Society

The three main pillars of social media are **Communication, Knowledge and Entertainment** across all the Arab regions, without any notable differences from one region to another.

Communication

Through communication, Social media flattens the world and reduces the distance, hence helping to bring people closer together.

It improves connections among people by offering them a means to communicate clearly without any hassles. It reduces cross cultural and geographical boundaries across continents. The world with social media has no boundaries!

“
We spend more time with people on social media than with others in real life
 ”
 24-15 year old, Moroccan female

Knowledge

On the knowledge and education front, social media opens up the horizons and enables people to research and learn about any topic they aspire for.

This modern technological tool is also an interactive means for receiving instantaneous updates about the world and its happenings

“
Social media is useful for the betterment of your knowledge
 ”
 35-25 year old, Egyptian female

Entertainment

Social Media is also seen as a source of entertainment which helps to break the routine and monotony of daily chores; it enables users to watch missed episodes/serials and sports events online and serves as an effective source of entertainment too.

Social media is also an economical communication tool, i.e. using WhatsApp, Viber and Facebook to communicate. Use of voice calls and text messages will incur significant telecommunication costs to consumers. This is especially important for Levant and North Africa countries, rather than the Arabian Peninsula region.

“
I like to watch movies and TV series. Every week, I watch 2 or 3 movies, and an entire TV series in 3 days
 ”
 35-25 year old, Jordanian male



2- Impacts on Businesses and the Macro-Economy

The main drivers for usage of Social media in business can be summarized as follows:

1. Business Growth

- The entire Arab region has recognized the power of social media in impacting business growth.
- Social media is perceived to help perform a faster pace of work
- Creating businesses on social media (e.g. Facebook)
- Driving business and sales: To communicate easily and quickly with consumers through apps, to use appealing visuals to sell products, to advertise brands, to facilitate payment.



2. Improving company image / Brand ambassadors

- Modern image of companies advertising on social media
- Social media allows for more direct interactions with consumers, hence strengthening the relationship with clients
- Benefiting from real time feedback from consumers
- Customer service: made easier, faster and more interactive
- If used improperly, social media can also tarnish reputation of companies





3. Social Media as a Marketing tool

The drivers for using social media as marketing tools are the following:

- Inexpensive advertising on social media platforms; products, brands, events, etc.
- Direct target to the right consumers
- Targeting a large number of consumers
- Speed of message delivery
- Yet, believed to have still a long way to go to have total reliance on social media for driving sales



4. Job opportunities / Talent Hunt

- Increasing career opportunities and job offers through LinkedIn
- Attracting the right talent
- Posting profile of company as a form of advertisement
- New job positions being created, especially in the social media industry
- Higher number of employees needed to work in the social media industry, on the technical level





5. Becoming more consumer-centric

Social media enables the Arab industries and companies to better understand consumers, new product innovations, and others through:

- Consumer feedback
- Gaining information about consumer behavior
- Analyzing and categorizing consumer thoughts and ideas
- This is mostly true for the Arabian Peninsula companies, but also promising in the Levant and North Africa regions.

6. Improving inter office relations

It helps to improve office relations by allowing group behavior among colleagues for better learning. Again, this aspect is mostly important for the Levant region.

7. Improving service operations

Social media across all Arab regions is recognized to help improve service operations by offering a new mode of service which allows customers to place orders, book services, etc. via social media.

“ **More professional contacts, especially LinkedIn. You check skills on it, as well as companies, etc** ”

35-25 year old,
Moroccan male

“ **There are lots of satellite channels which are more developed than us. For example, I benefit from social media pages of BBC** ”

Media manager, Iraq



Some negative impacts on businesses

- Social media is seen to have certain negative impact at work such as inaccuracy in information for planning and strategies by companies.
- Social media throughout all the markets is seen as a double edged sword, if the right content is not highlighted/displayed or communicated to the customers, there is a risk of tarnishing company reputation.
- Existence of fake products, brands and companies abusing the consumer. These issues negatively affect the reputation of companies and lead to lack of trust among the social media users in business.
- Lack of contact among the employees is also seen as detrimental to the business growth leading to poor working relations among employees.

It is seen that social media is considered a threat to other media channels



We need a strong will to live without Face book and WhatsApp



35-25 year old,
Jordanian male

- Currently taking a large share away from TV channels and print media
- Taking advertising spend away from traditional media channels
- Seen to be more expanding in the future
- Consequently, some businesses may become obsolete



You travel the world from your seat and check all the news through Facebook



24-15 year old,
Iraqi female



Stock exchange in particular is highly affected by rumors that are spread on social media, and hence would have an indirect effect on the economy. This is mentioned by economist across the Arab regions.

Controlling those rumors is of utmost importance. Spreading a positive image through Social media would help grow the economy instead.

Most used social media channels for businesses

- **Facebook:**
the information and advertising channel, suitable for gathering/sharing information, advertising about products and brands
- **Viber, WhatsApp and Skype:**
The Communication channel - free voice and video calls within organizations, employees, Job interviews and meetings through Skype
- **Twitter, Instagram and SnapChat**
Quick updates about the company can be provided officially





Thank You

Best Regard

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