

# POSTING ON SOCIAL MEDIA: USAGE AND PRIVACY

IPSOS GLOBAL ADVISOR



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# KEY FINDINGS:

**1** **Mexico, Brazil, and China are the top “social” countries**, with a high rate of usage of a variety of social media platforms. On the other hand, the Japanese show the lowest percentage of frequent use of social media platforms.

**2** There are significant differences according to platforms: **Twitter** is by far **the most “public”** social media (17% keep their tweets to their friends only), while **Facebook and Instagram** are **the most “private”** (34% for Facebook, 31% for Instagram are private-only posters).

**3** **In comparison to other investigated markets, Russians and Chinese show less concern with the privacy of content.** Most of the content they publish online are publicly available.

**4** “Dark Social” is real. **23% of people never post anything** on social media\*, with substantial discrepancies between markets. Japan stands out: a staggering 60% never post vs. 26% in developed markets and only 5% in emerging markets.

**5** **The generation gap is still real in developed countries.** 45% of 50+ y.o never post anything vs. 18% of 16-35 y.o. This gap does not exist in emerging markets.





















**6** **Developed markets** (Australia, UK, US, France, Germany, Japan) are clearly **more prone to “private posting”** than emerging markets (Brazil, Mexico, Russia, China), who are less protective of their posts.

# ACTIVELY POSTING ON SOCIAL MEDIA

# 1

# MEXICO, BRAZIL AND CHINA SHOW HIGHEST RATE OF FREQUENT SOCIAL MEDIA USAGE

Which of the following social media platforms are you using to post content (posts, comments, pictures...) at least once a month?

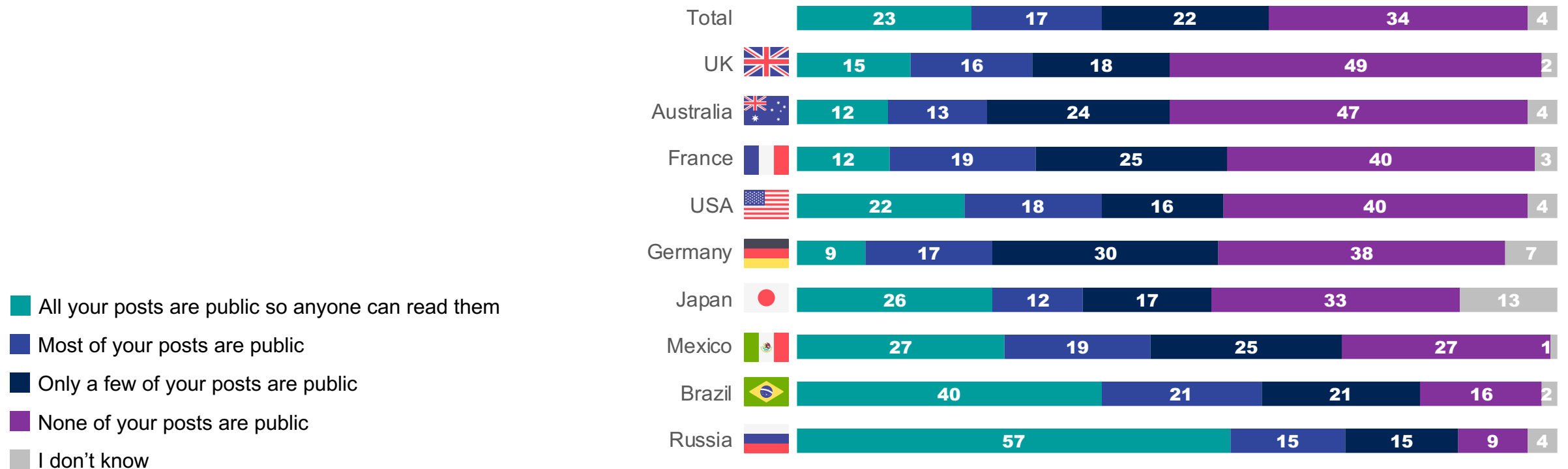
	Total	Australia	France	Germany	UK	Japan	USA	Mexico	Brazil	Russia	China
											
Base	9.195	1.004	1.004	1.004	1.007	1.095	1.000	571	1.003	505	1.002
Facebook 	49%	<b>62%</b>	54%	53%	52%	15%	<b>62%</b>	<b>84%</b>	<b>77%</b>	28%	
WhatsApp 	33%	16%	16%	<b>66%</b>	37%	1%	10%	<b>77%</b>	<b>77%</b>	30%	
Instagram 	27%	31%	17%	25%	25%	14%	34%	36%	<b>50%</b>	33%	
Facebook Messenger 	26%	<b>40%</b>	28%	29%	30%	5%	27%	<b>45%</b>	<b>42%</b>	8%	
Twitter 	17%	11%	13%	11%	21%	<b>28%</b>	23%	<b>29%</b>	24%	12%	
Snapchat 	9%	<b>19%</b>	13%	8%	11%	1%	<b>17%</b>	9%	9%	1%	
LinkedIn 	8%	8%	4%	5%	8%	1%	9%	8%	<b>13%</b>	2%	<b>18%</b>
WeChat 											<b>90%</b>
Sina Weibo 											<b>53%</b>
Vkontakte 										<b>58%</b>	
<b>I never post anything on social media</b>	<b>23%</b>	<b>26%</b>	<b>31%</b>	<b>19%</b>	<b>28%</b>	<b>60%</b>	<b>26%</b>	<b>6%</b>	<b>6%</b>	<b>26%</b>	<b>4%</b>

Base: Representative sample of adults aged 16-64 across 10 markets (Australia, Brazil, China, France, Germany, Great Britain, Japan, Mexico, Russia, United States). Nov 2018: 9,195.

# FACEBOOK IS THE PLATFORM WITH LOWEST RATE OF PUBLIC POSTING, EXCEPT IN RUSSIA.



## Public or private posting by social media platform

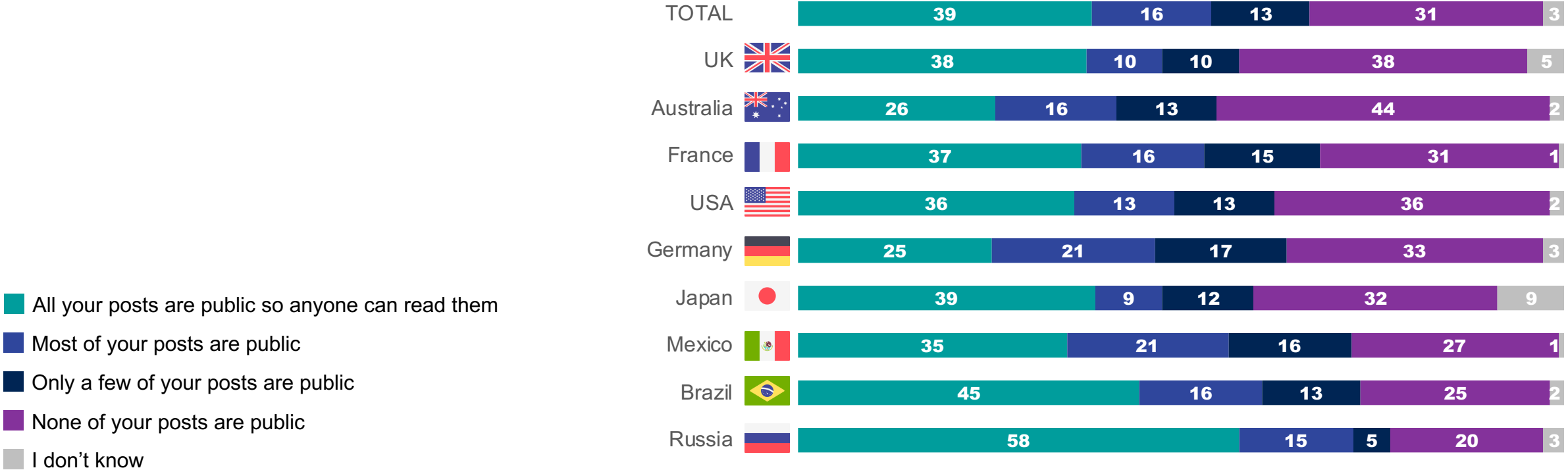


Base: all Facebook posters across 9 markets (Australia, Brazil, France, Germany, Great Britain, Japan, Mexico, Russia, United States). Nov 2018: 4,481.

# RUSSIANS UTILIZE INSTAGRAM MOSTLY PUBLICLY, WHILE MOST AUSTRALIANS KEEP POSTS PRIVATE.



Public or private posting by social media platform

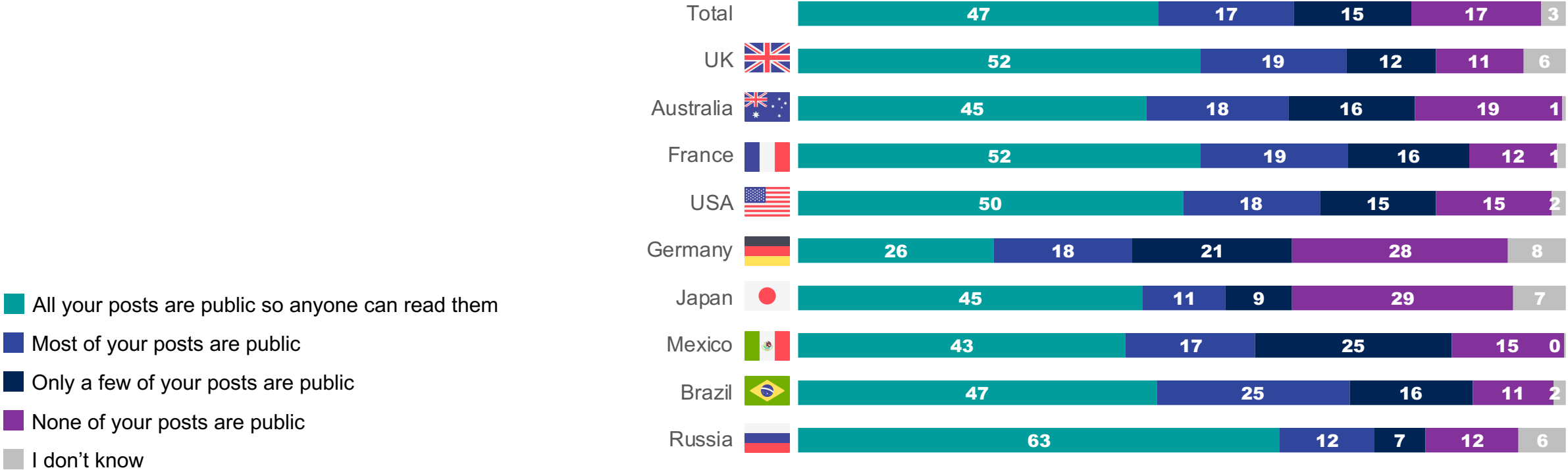


Base: all Instagram posters across 9 markets (Australia, Brazil, France, Germany, Great Britain, Japan, Mexico, Russia, United States). Nov 2018: 1,331.

# TWITTER IS THE MOST PUBLICLY USED PLATFORM ACROSS ALL INVESTIGATED MARKETS.



## Public or private posting by social media platform

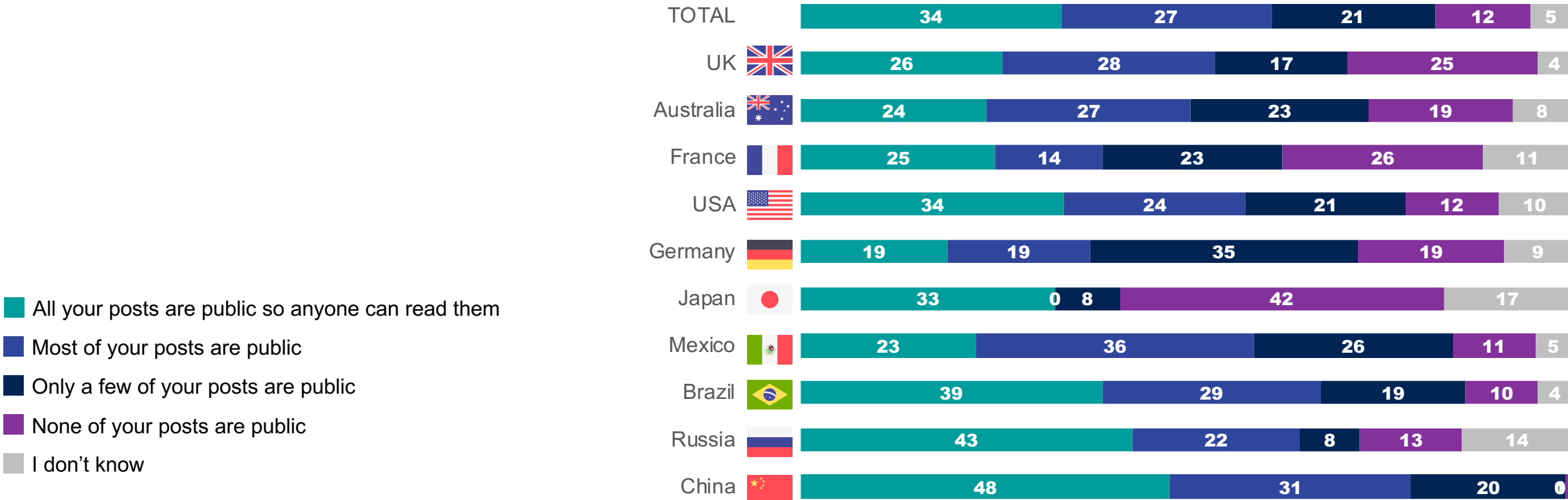


Base: all Twitter posters across 9 markets (Australia, Brazil, France, Germany, Great Britain, Japan, Mexico, Russia, United States). Nov 2018: 1,534

# CHINESE ARE AMONG THE LARGEST USERS OF LINKEDIN, MOSTLY IN A PUBLIC MANNER.



Public or private posting by social media platform



Base: all LinkedIn posters across 10 markets (Australia, Brazil, China, France, Germany, Great Britain, Japan, Mexico, Russia, United States). Nov 2018: 808





# CHINESE USERS SHOW LESS CONCERN ABOUT THE PRIVACY OF THEIR SOCIAL MEDIA CONTENT.



## Public or private posting by social media platform – Sina Weibo



## Public or private posting by social media platform – WeChat



- All your posts are public so anyone can read them
- Most of your posts are public
- Only a few of your posts are public
- None of your posts are public
- I don't know

Base: all Chinese Sina Weibo posters: 539. All Chinese We Chat posters: 897



# AMONG ALL PLATFORMS USED BY RUSSIANS, VK SHOWS THE HIGHEST PERCENTAGE OF USE FOR PRIVATE PUBLISHING\*.



Public or private posting by social media platform – VKontakte



- All your posts are public so anyone can read them
- Most of your posts are public
- Only a few of your posts are public
- None of your posts are public
- I don't know

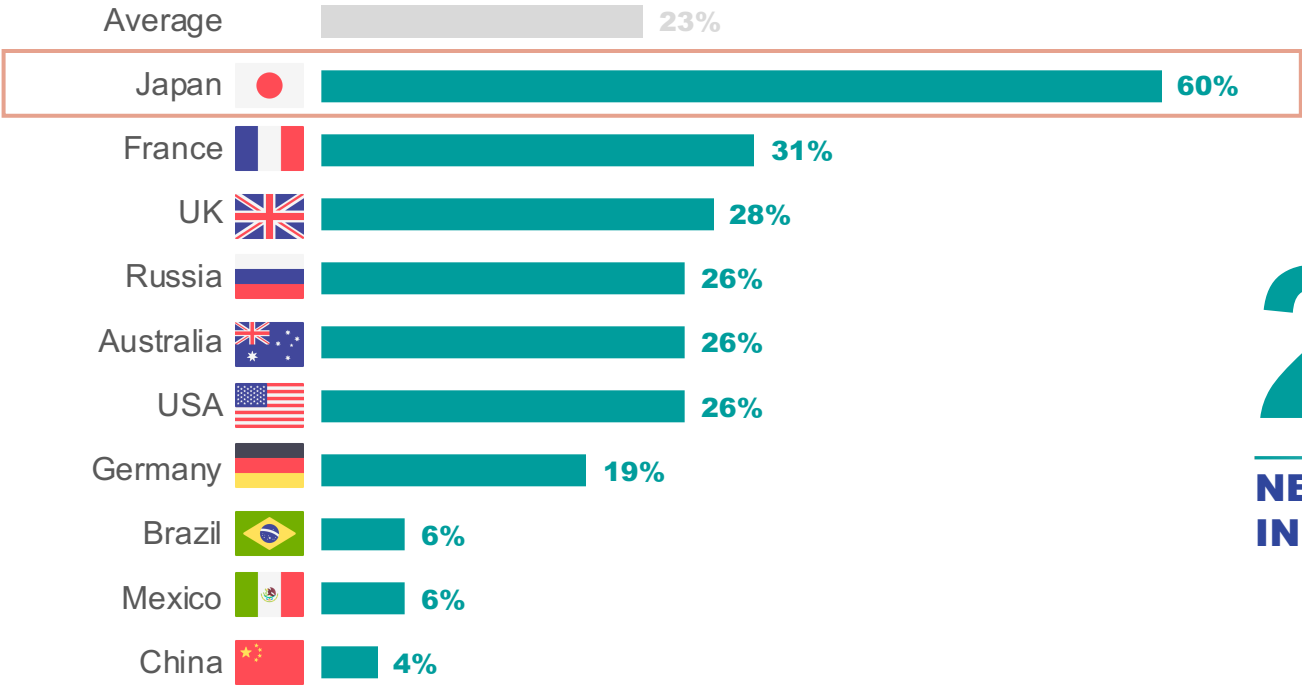
\*Apart from messaging platforms, that only allows private posting. Base: all Vkontakte posters. 283

# PRIVATE VS. PUBLIC POSTING ON SOCIAL MEDIA

# 2

# 1/4 OF RESPONDENTS STATE THAT THEY NEVER POST ANYTHING ON SOCIAL MEDIA.

## I never post anything on social media



(%) agreeing in November 2018 in each country

26%

NEVER POST ANYTHING IN DEVELOPED MARKETS

5%

NEVER POST ANYTHING IN EMERGING MARKETS

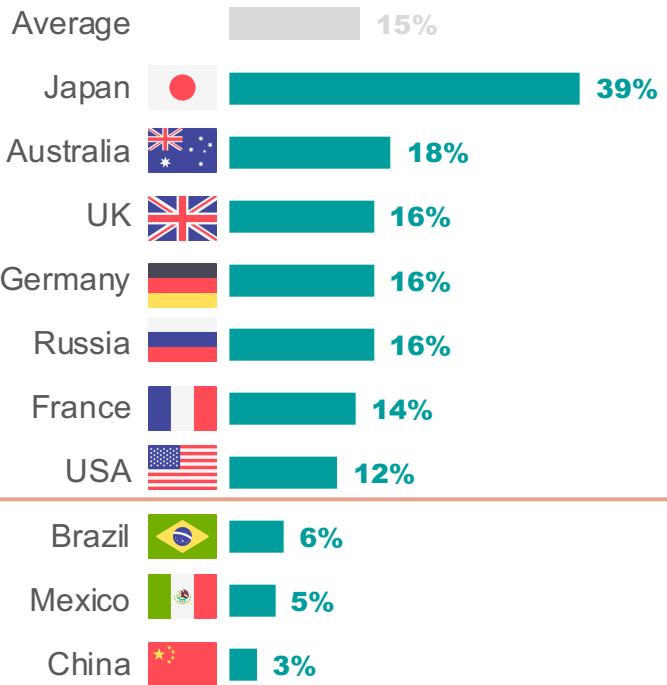
Base: Representative sample of adults aged 16-64 across 10 markets (Australia, Brazil, China, France, Germany, Great Britain, Japan, Mexico, Russia, United States). Nov 2018: 9,195.

# THERE IS A GENERATION GAP IN SOCIAL MEDIA POSTING, EXCEPT IN EMERGING MARKETS.



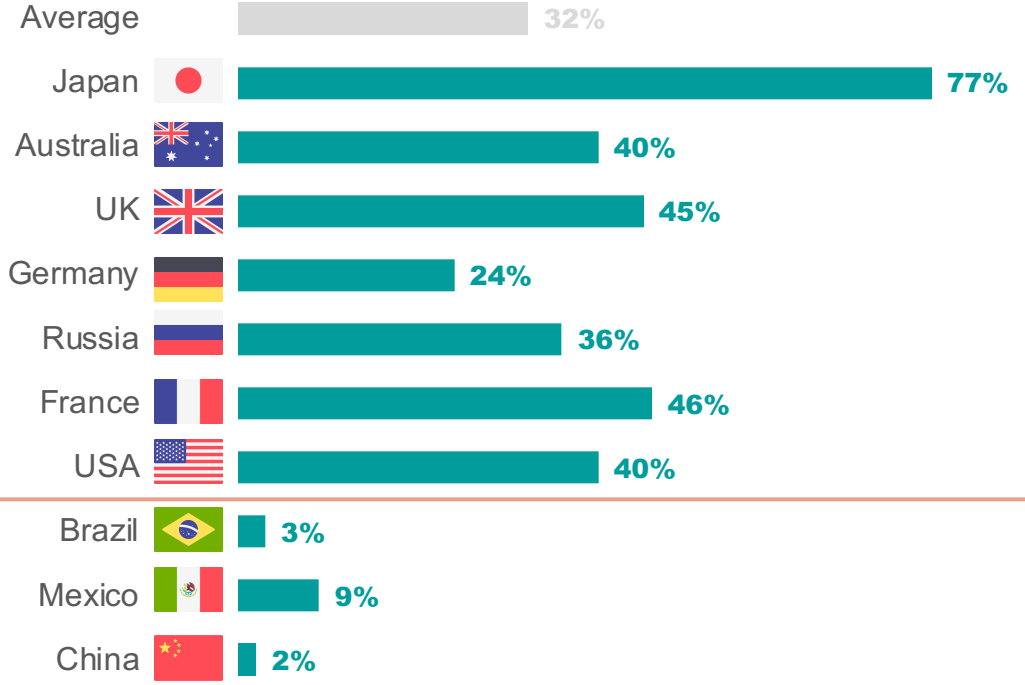
16-35  
YEARS OLD

## I never post anything on social media



50-64  
YEARS OLD

## I never post anything on social media



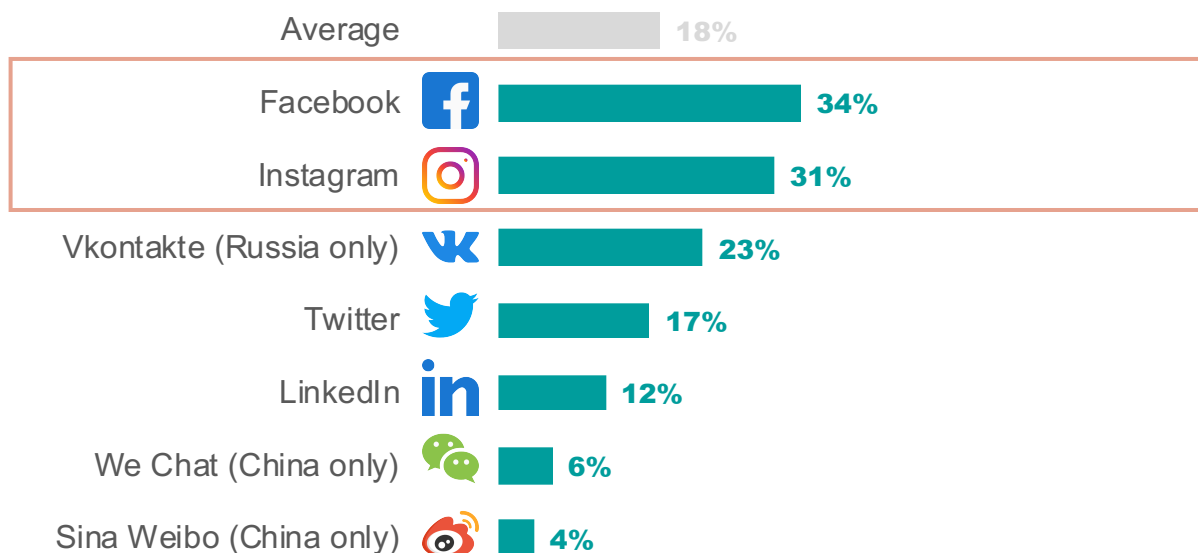
(%) 16-35 years old agreeing in November 2018 in each country.

(%) 50-64 years old agreeing in November 2018 in each country

Base: Representative sample of adults aged 16-64 across 10 markets (Australia, Brazil, China, France, Germany, Great Britain, Japan, Mexico, Russia, United States). Nov 2018: 9,195.

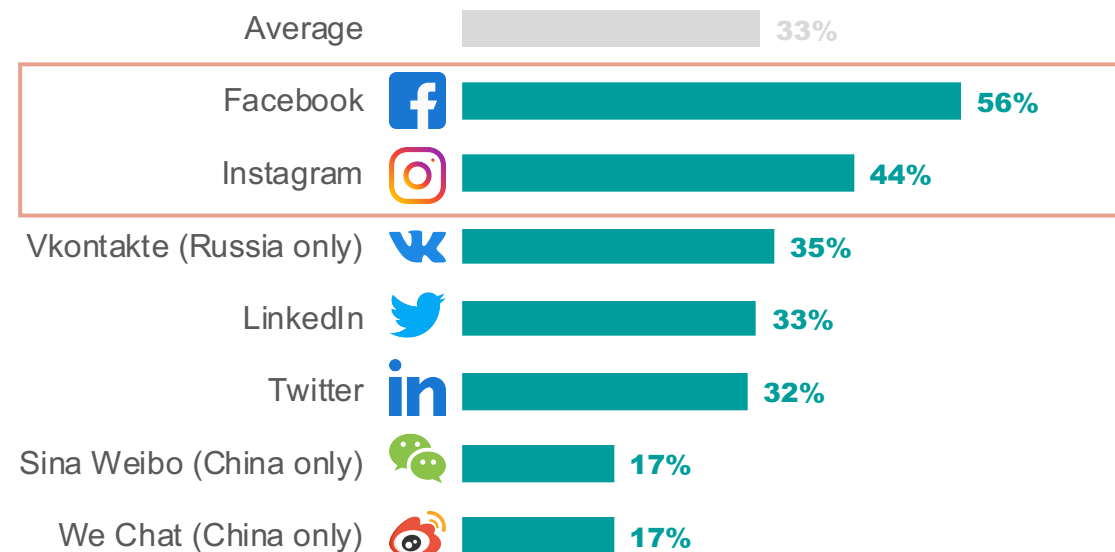
# 1/3 OF PEOPLE POST NONE OR “ONLY A FEW” POSTS PUBLICLY IN SOCIAL MEDIA.

## “None of my posts are public”



(%) agreeing in November 2018 by platform to the statement “None of my posts are public (only my friends can read them).”

## “None or a few of my posts are public”



(%) agreeing in November 2018 by platform to the statement “None of my posts are public (only my friends can read them)” + “only a few of my posts are public”

Base: Representative sample of adults aged 16-64 across 10 markets (Australia, Brazil, China, France, Germany, Great Britain, Japan, Mexico, Russia, United States). Nov 2018: 9,195.

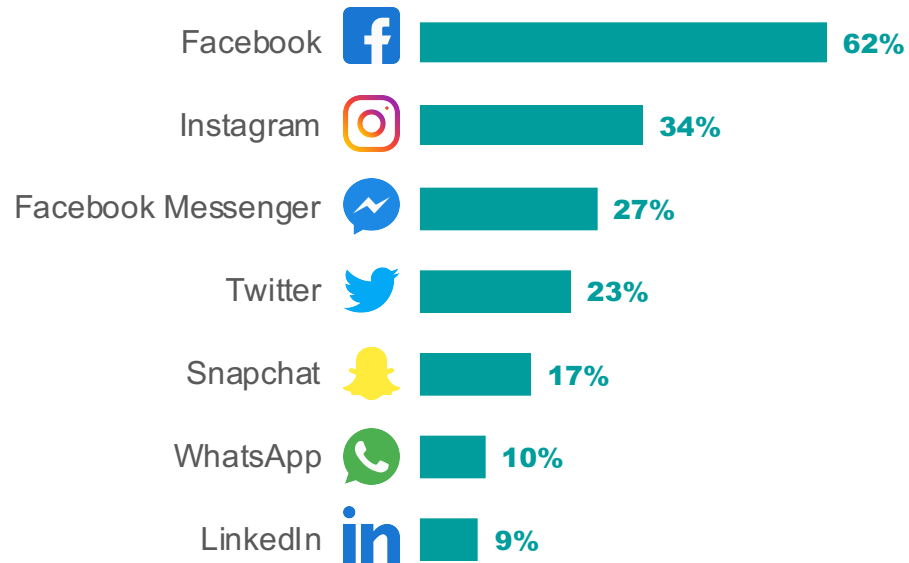
# COUNTRY PROFILES

# 3

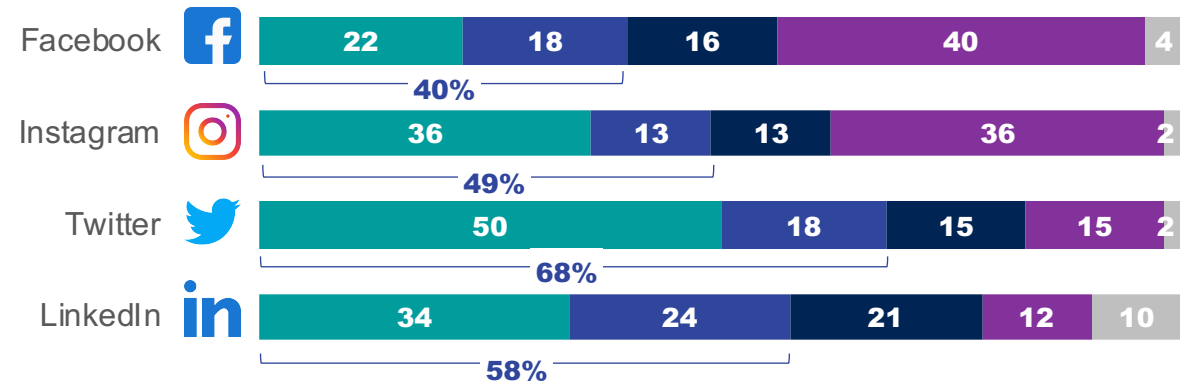
# US: MOST FREQUENTLY USED CHANNELS ARE ALSO THE MOST USED PRIVATELY.



## Social media platforms used to post content at least once a month



## Public or private posting by social media platform



- All your posts are public so anyone can read them
- Most of your posts are public
- Only a few of your posts are public
- None of your posts are public
- I don't know

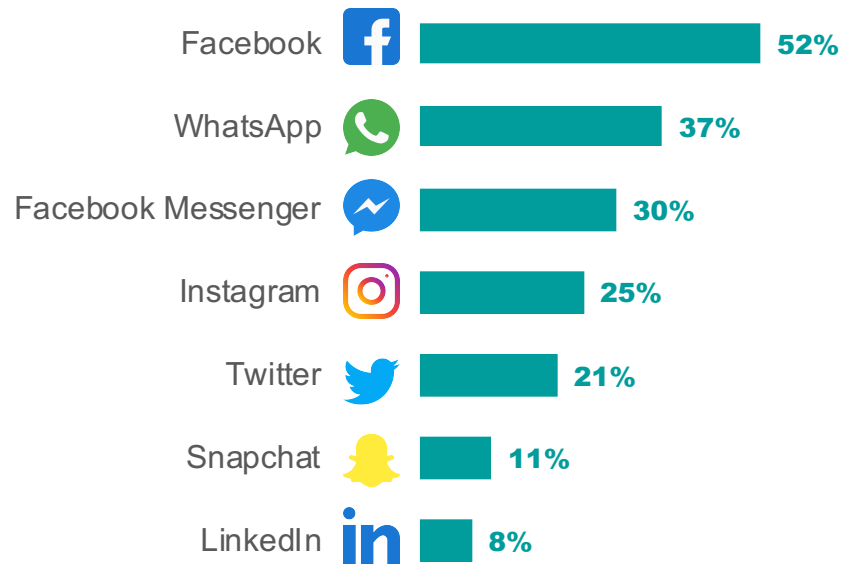
Base: all US respondents. 1,000.



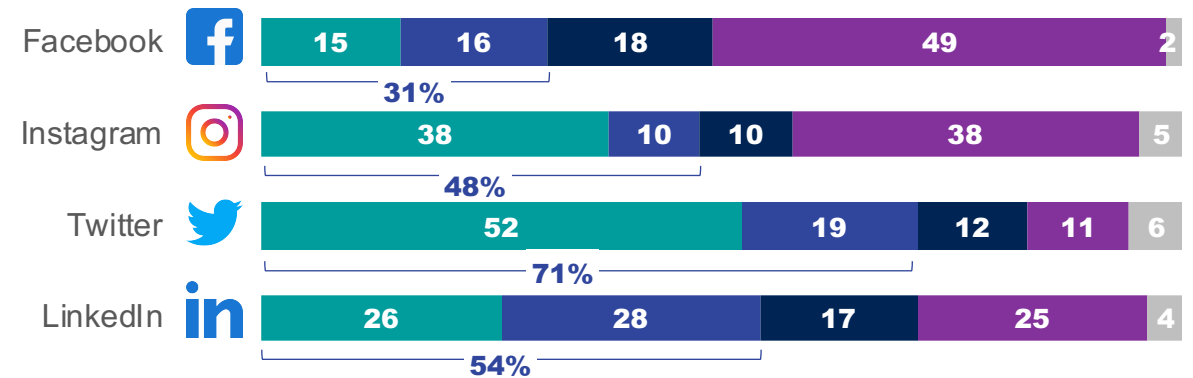
# UK: HIGH USE OF PRIVATE MESSAGING PLATFORMS, LIKE WHATSAPP AND FACEBOOK MESSENGER.



## Social media platforms used to post content at least once a month



## Public or private posting by social media platform



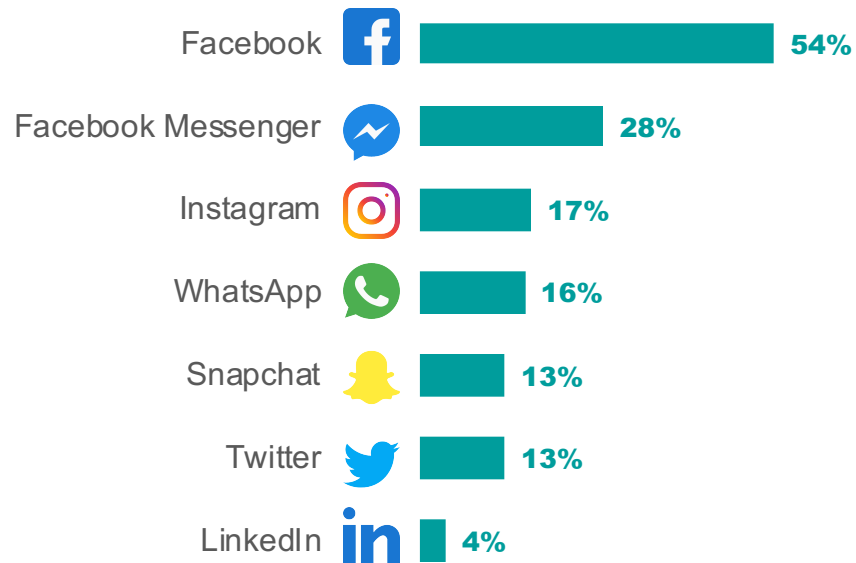
- All your posts are public so anyone can read them
- Most of your posts are public
- Only a few of your posts are public
- None of your posts are public
- I don't know

Base: all UK respondents. 1,007.

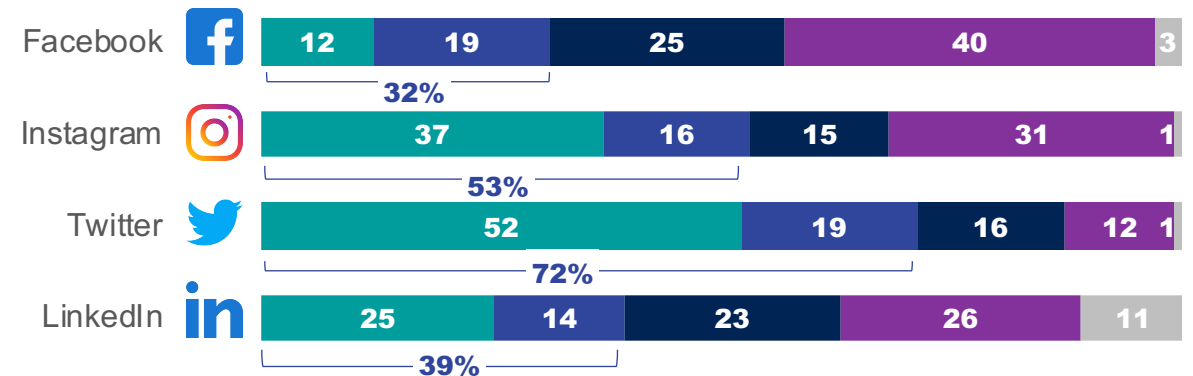
# FRANCE: HIGH USAGE CONCENTRATION ON FACEBOOK.



## Social media platforms used to post content at least once a month



## Public or private posting by social media platform



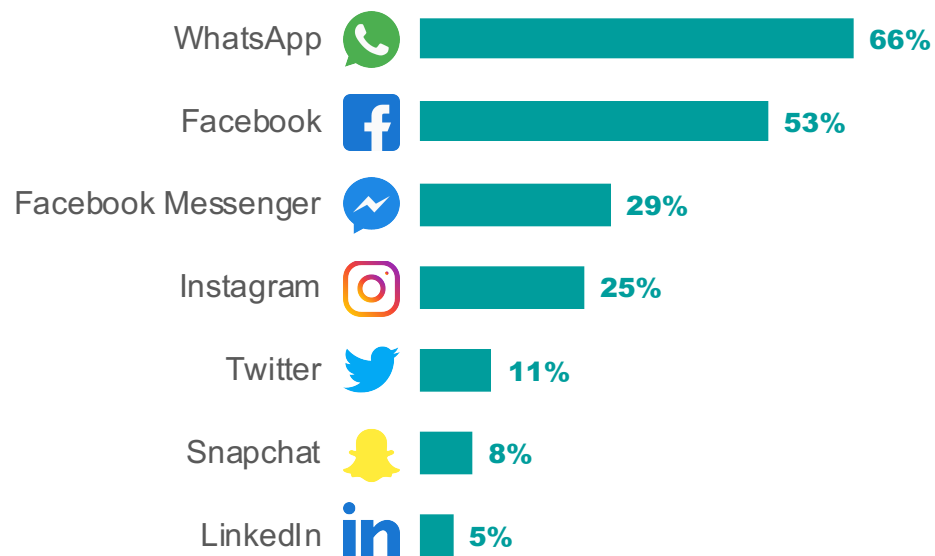
- All your posts are public so anyone can read them
- Most of your posts are public
- Only a few of your posts are public
- None of your posts are public
- I don't know

Base: all France respondents. 1,004.

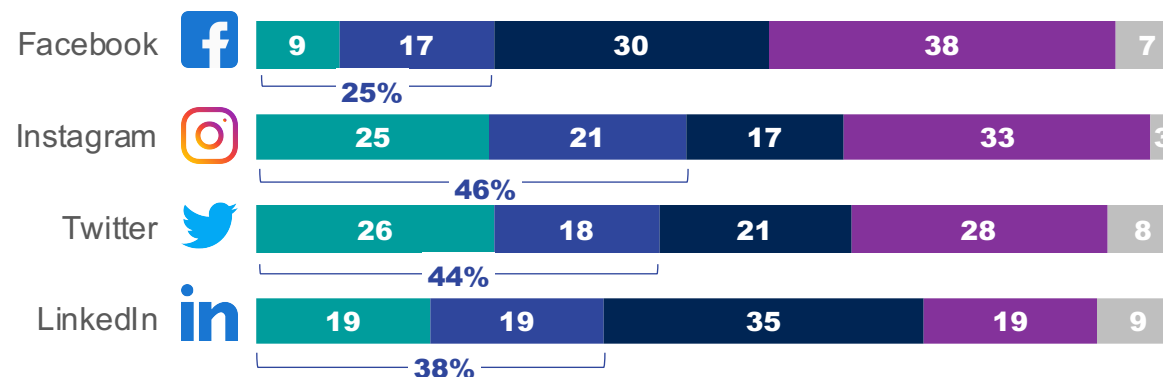
# GERMANY: HIGHEST CONTROL OF PUBLICITY OF CONTENT AMONG INVESTIGATED MARKETS.



## Social media platforms used to post content at least once a month



## Public or private posting by social media platform



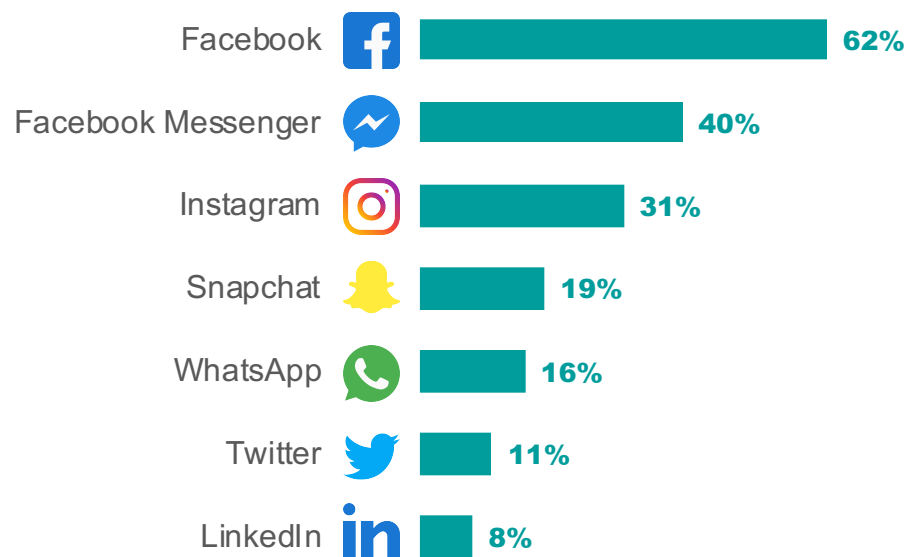
- All your posts are public so anyone can read them
- Most of your posts are public
- Only a few of your posts are public
- None of your posts are public
- I don't know

Base: all Germany respondents. 1,004.

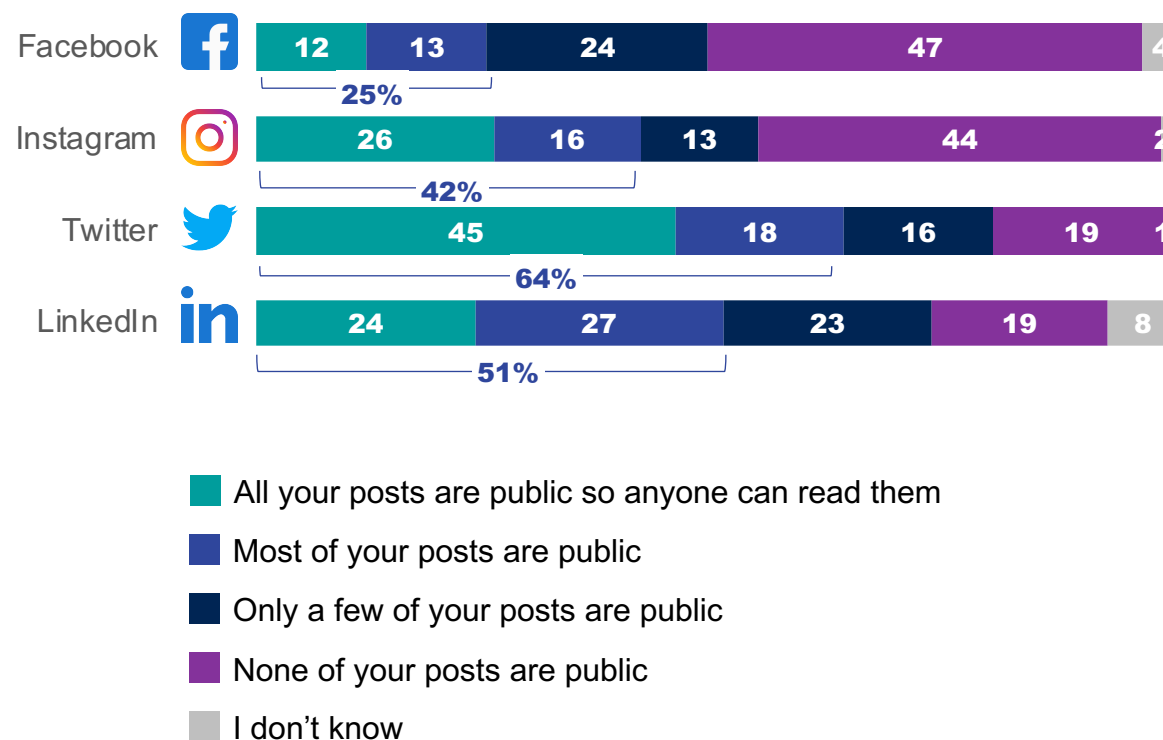
# AUSTRALIA: ONE OF THE MARKETS WITH THE HIGHEST FREQUENT USAGE OF SNAPCHAT.



## Social media platforms used to post content at least once a month



## Public or private posting by social media platform



Base: all Australian respondents. 1,004.

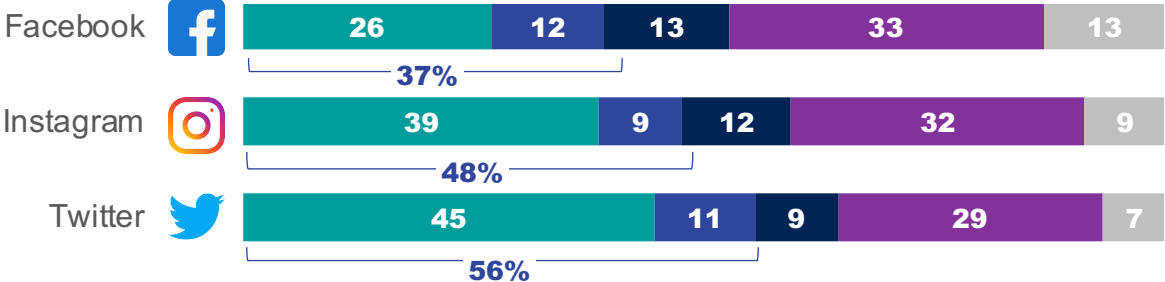
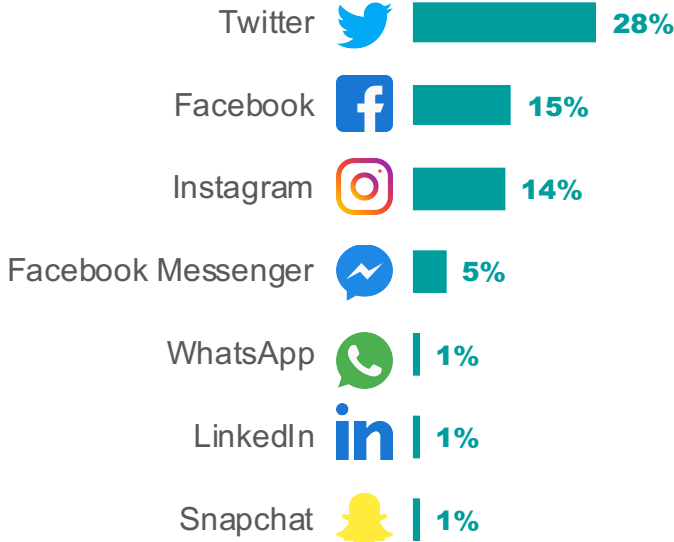
# JAPAN: LOWEST RATE OF FREQUENT USE OF SOCIAL MEDIA PLATFORMS.



**JAPAN**

## Social media platforms used to post content at least once a month

## Public or private posting by social media platform



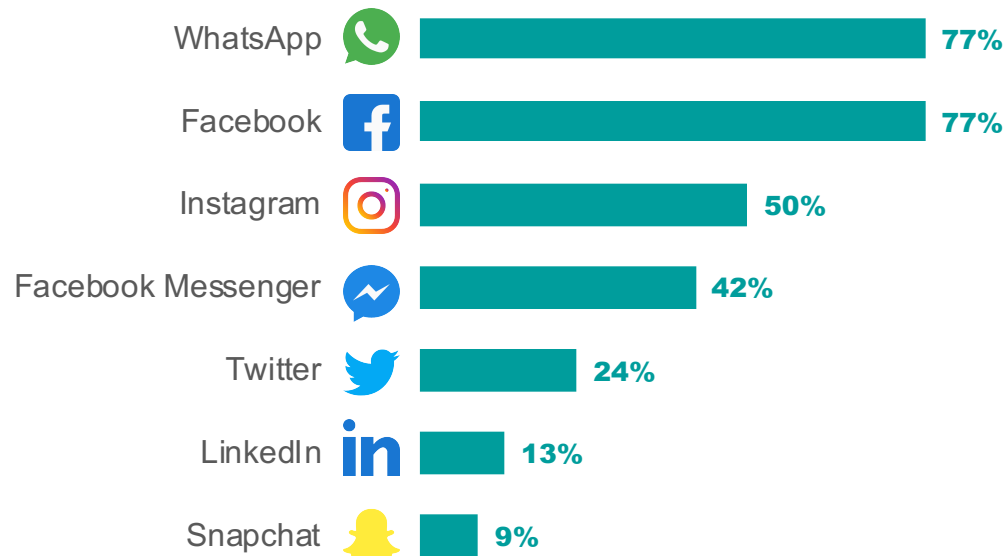
- All your posts are public so anyone can read them
- Most of your posts are public
- Only a few of your posts are public
- None of your posts are public
- I don't know

Base: all Japan respondents. 1,095.

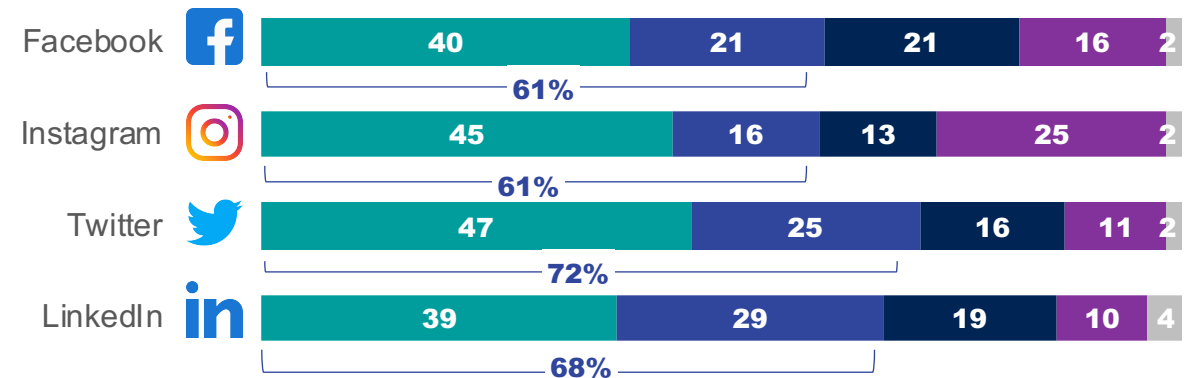
# BRAZIL: FREQUENT USE OF MANY DIFFERENT SOCIAL MEDIA PLATFORMS.



## Social media platforms used to post content at least once a month



## Public or private posting by social media platform



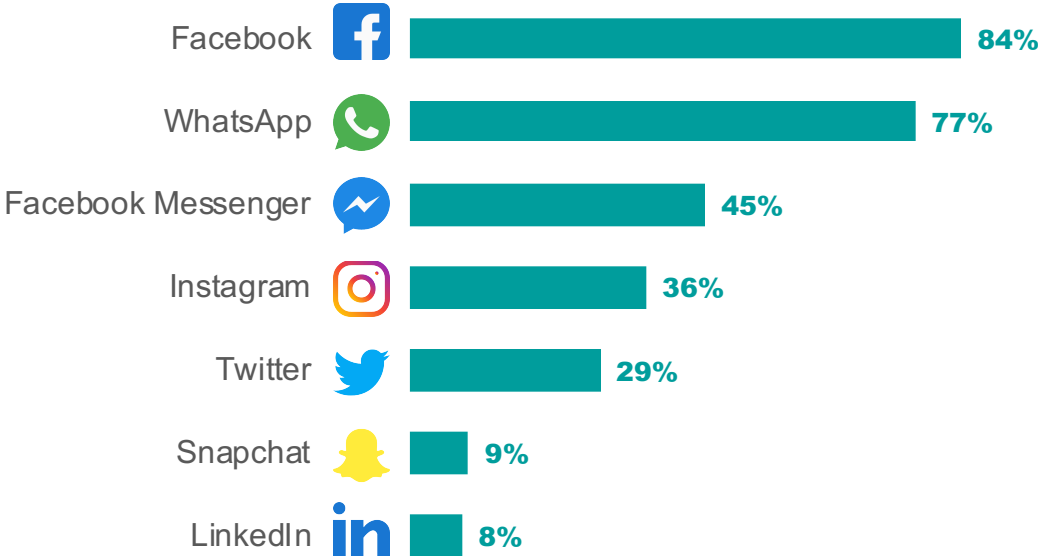
- All your posts are public so anyone can read them
- Most of your posts are public
- Only a few of your posts are public
- None of your posts are public
- I don't know

Base: all Brazil respondents. 1,003.

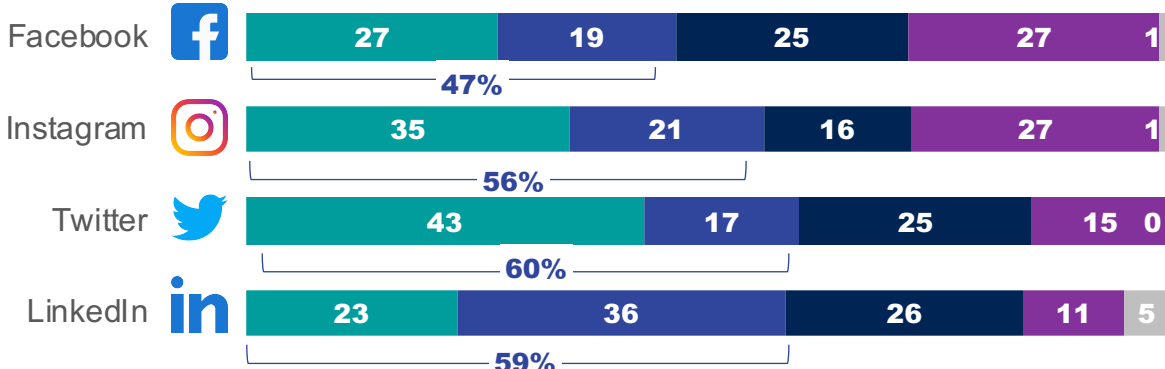
# MEXICO: HIGHEST USAGE OF FACEBOOK AMONG ALL INVESTIGATED MARKETS.



## Social media platforms used to post content at least once a month



## Public or private posting by social media platform



- All your posts are public so anyone can read them
- Most of your posts are public
- Only a few of your posts are public
- None of your posts are public
- I don't know

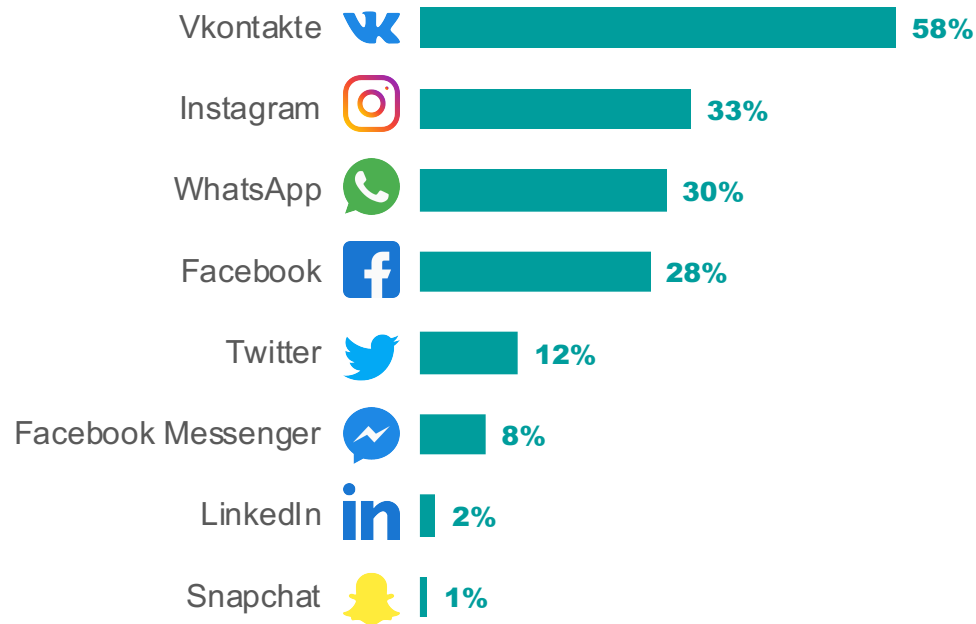
Base: all Mexico respondents 571.



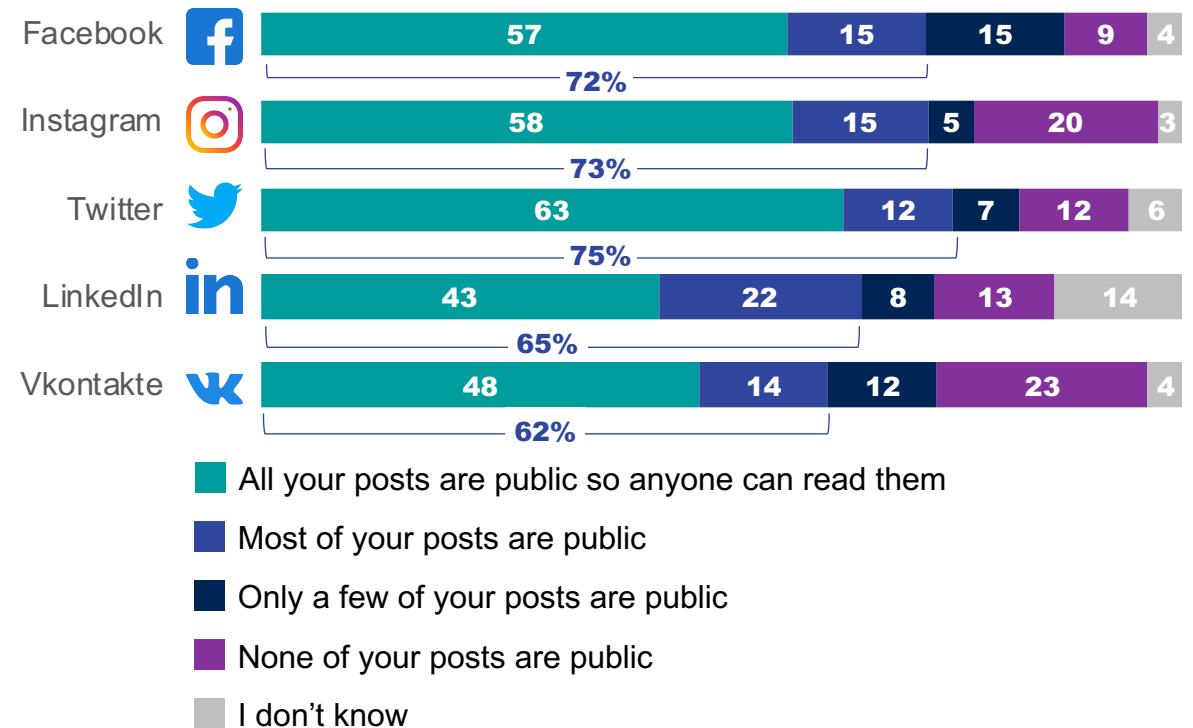
# RUSSIA: SECOND HIGHEST RATE OF PUBLIC CONTENT AMONG INVESTIGATED MARKETS.



## Social media platforms used to post content at least once a month



## Public or private posting by social media platform



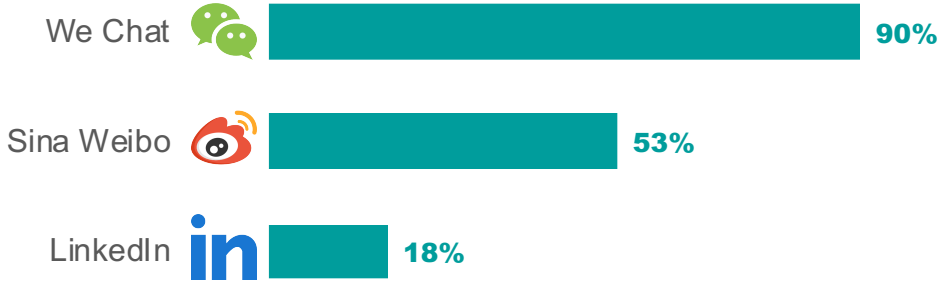
Base: all Russia respondents. 505.



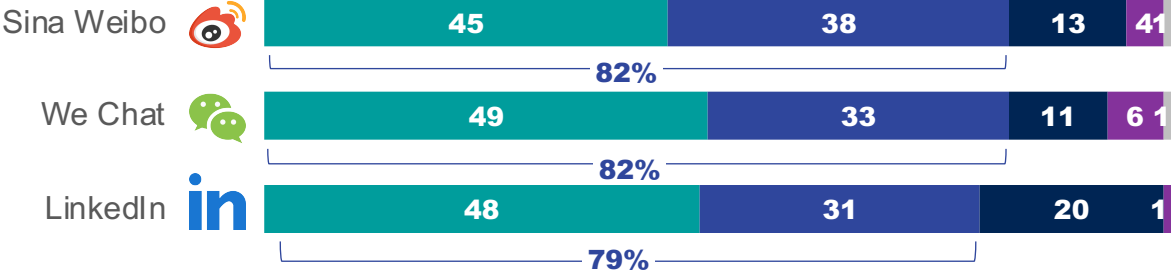
# CHINA: THE HIGHEST RATE OF PUBLIC CONTENT AMONG INVESTIGATED MARKETS.



## Social media platforms used to post content at least once a month



## Public or private posting by social media platform



- All your posts are public so anyone can read them
- Most of your posts are public
- Only a few of your posts are public
- None of your posts are public
- I don't know

Base: all Chinese respondents. 1,002.

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