01

Social Media Changes Our Behaviour

Eating

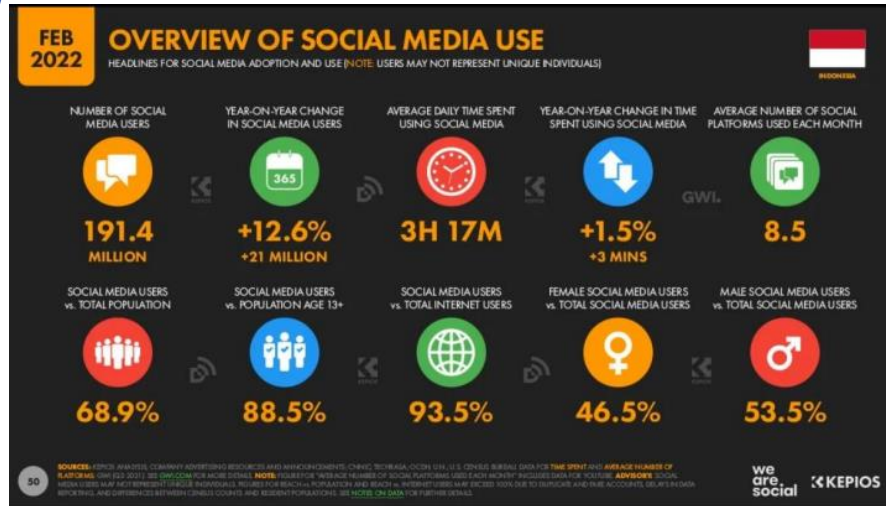Shopping

Social

02

FOMO - Fear Of Missing Out

6 MILLION INDONESIANS
PLAY WITH THEIR GADGET
WHILE IN BATHROOM

03

Social Media Overview (ID)

03

Social Media Overview (ID)

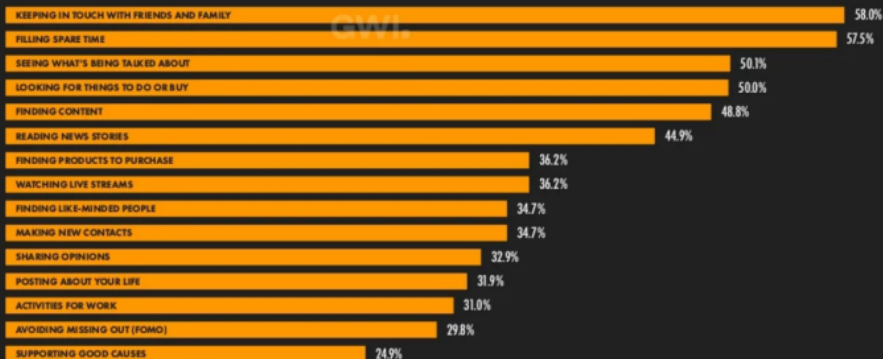**FEB 2022**

MAIN REASONS FOR USING SOCIAL MEDIA
PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS

INDONESIA

GWI.

Reason	%
KEEPING IN TOUCH WITH FRIENDS AND FAMILY	58.0%
FILLING SPARE TIME	57.5%
SEEING WHAT'S BEING TALKED ABOUT	50.1%
LOOKING FOR THINGS TO DO OR BUY	50.0%
FINDING CONTENT	48.8%
READING NEWS STORIES	44.9%
FINDING PRODUCTS TO PURCHASE	36.2%
WATCHING LIVE STREAMS	36.2%
FINDING LIKE-MINDED PEOPLE	34.7%
MAKING NEW CONTACTS	34.7%
SHARING OPINIONS	32.9%
POSTING ABOUT YOUR LIFE	31.9%
ACTIVITIES FOR WORK	31.0%
AVOIDING MISSING OUT (FOMO)	29.8%
SUPPORTING GOOD CAUSES	24.9%

53 SOURCE: GWI (Q3 2021) FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.
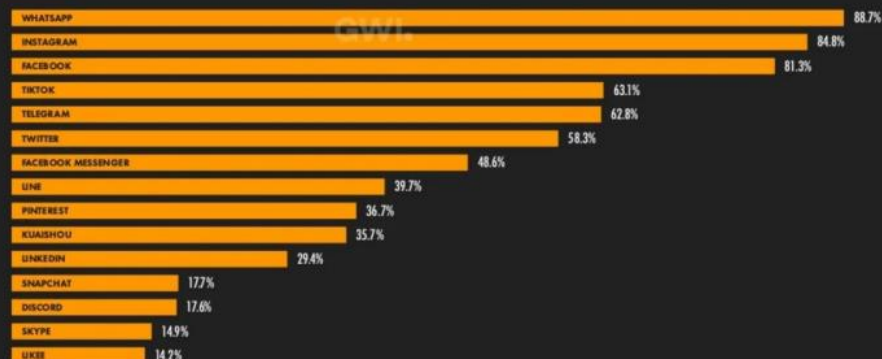
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MOST-USED SOCIAL MEDIA PLATFORMS
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH

INDONESIA

GWI.

Platform	%
WHATSAPP	88.7%
INSTAGRAM	84.8%
FACEBOOK	81.3%
TIKTOK	63.1%
TELEGRAM	62.8%
TWITTER	58.3%
FACEBOOK MESSENGER	48.6%
LINE	39.7%
PINTEREST	36.7%
KUAISHOU	35.7%
LINKEDIN	29.4%
SNAPCHAT	17.7%
DISCORD	17.6%
SKYPE	14.9%
LIKEE	14.2%

54 SOURCE: GWI (Q3 2021) | FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY. COMPARABILITY: A VERSION OF THIS CHART THAT APPEARED IN OUR PREVIOUS REPORTS WAS BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION. GWI'S CURRENT SURVEY FEATURES A REVISED VERSION OF THIS QUESTION THAT DOES NOT INCLUDE YOUTUBE AS AN ANSWER OPTION. WHILE OTHER CHANGES TO THE QUESTION'S WORDING MAY MEAN THAT THE VALUES AND RANK ORDER SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH THOSE SHOWN ON A SIMILAR CHART IN PREVIOUS REPORTS.

we are social · KEPIOS

Social Media KPI (Metrics)

Platform	KPI
Facebook	Fanpage, Reach/Impressions, Engagement, Engagement Rate, Link Clicks
Instagram	Followers, Reach/Impressions, Engagement, Engagement Rate, Link Clicks
Youtube	Subscribers, Video Views, Engagement, Link Clicks
Twitter	Followers, Reach/Impressions, Engagement, Trending Topic
Tiktok	Video Views, Engagement, Followers
Linkedin	Followers, Reach/Impressions, Shares, Link Clicks

FEDUCATION

Always **Compare** To Your Competitors!

Competitor Analysis

Step 1

Identifikasi Kompetitor

01

Step 3

Lakukan Analisa SWOT

03

Step 2

Kumpulkan Data Kompetitor

02

Step 4

Pantau data secara reguler

04

Social Media Tools

1. Publishing

Penerbitan media sosial membantu membuat bisnis, mengelola, dan mempublikasikan konten ke akun media sosial.

2. Analitycs

Alat yang digunakan untuk memantau, menilai dan meningkatkan performa media sosial.
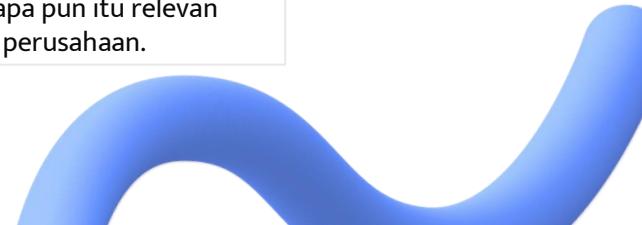
3. Monitoring

Pemantauan media sosial berarti melacak tagar, kata kunci, dan sebutan relevan dengan merek untuk tetap mendapat informasi tentang penonton dan industri.

4. Listening

Merupakan alat untuk memonitori dan analisis daring percakapan tentang merek, topik tertentu , pesaing atau apa pun itu relevan dengan perusahaan.

Social Media Tools

1. Publishing

Tweetdeck, Hootsuite, Later Sendible, Buffer, Creator Studio

2. Analitycs

Socialbakers, Iconosquare, Analisa.io, Socialblade, Fanpage Karma, FB & IG Insights

3. Monitoring

Tweetdeck, Hootsuite, Talkwalker, Locobuzz

4. Listening

Mediawave, Sonar, NoLimit, Digimind, Brandwatch, Brand24

Social Media Report

Weekly Report (IG Feed)

INSTAGRAM FEED	Week 13	Week 14	WoW
	28-3 Apr	4-10 Apr	
Followers	xxx,xxx	xxx,xxx	xx%
Total Growth	xxx,xxx	xxx,xxx	xx%
Total Post	xxx,xxx	xxx,xxx	xx%
Total Reach	xxx,xxx	xxx,xxx	xx%
Highest Reach	xxx,xxx	xxx,xxx	xx%
Total Impression	xxx,xxx	xxx,xxx	xx%
Highest Impression	xxx,xxx	xxx,xxx	xx%
Total Engagement	xxx,xxx	xxx,xxx	xx%
Highest Engagement	xxx,xxx	xxx,xxx	xx%
Avg. Engagement Rate	xxx,xxx	xxx,xxx	xx%

Insight:
- Total followers increased by xx%, this attributed to xxxxxx
- Numbers of growth increased xx%, this mainly because xxxx
- Total Reach and Impression increased by xx%, because xxx But Total Engagement decreased by xx% due to xxxx

Next Action:
- Reduce number of giveaways to increase quality of followers
- Adding more educative content pillars

Data:
Performance Result

Insight:
Analysis from data

Next Action:
Action plan in the future

THANKS!!!

FEDUCATION