

UNDERSTANDING SINGAPORE'S F&B SOCIAL MEDIA LANDSCAPE...

TOP SOCIAL MEDIA PLATFORMS - SINGAPORE 2024

TikTok, YouTube, Facebook, WhatsApp, and Instagram comprise **86%** of all social media use in Singapore.

Having a brand presence on these platforms is essential and can be done efficiently and effectively.

With a DAM system, content can be created once and posted to the desired platforms at the optimal times both maximizing impact and ad spend.