SLEZSKÁ UNIVERZITA

OBCHODNĚ PODNIKATELSKÁ FAKULTA V KARVINÉ

# Sociální média

1. přednáška

# Úvod, podmínky, základy

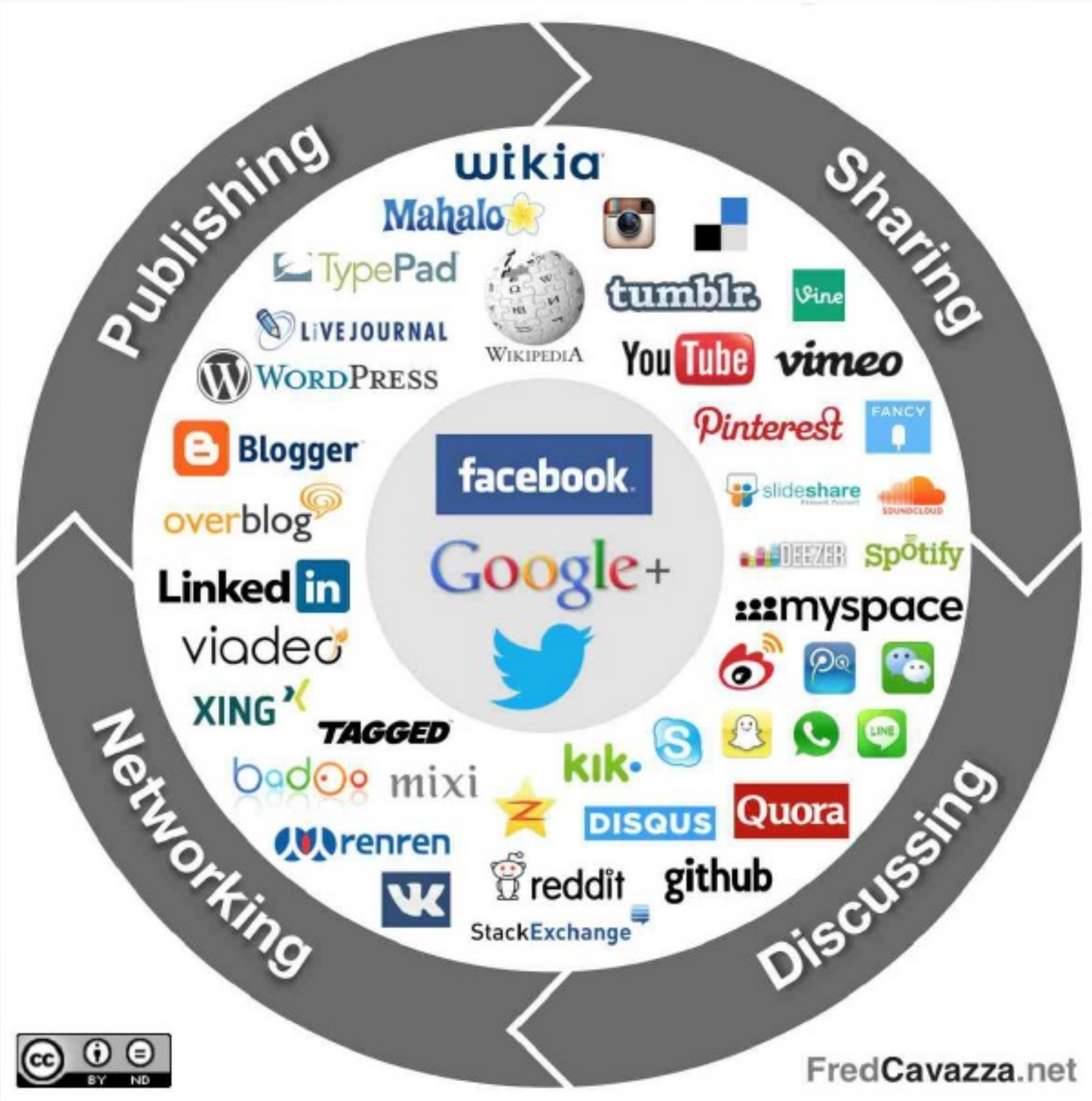
# Výsledky učení

- Kategorizovat sociální média
- Popsat vývojové tendence odvětví médií
- Porozumět fungování sociálních médií
- Umět rozhodovat o tom kdy a jak komunikovat
- Zakomponovat sociální média do kampaně
- Posoudit jak sociální média ovlivňují ekonomickou úspěšnost podniku
- Vést a spravovat profily na sociálních sítích

# Podmínky absolvování

| | |
|---|---|
| • Zkouškový test | 50b |
| • Seminární projekt | 50b |
| • Docházka na semináře | 60% |

- Pro udělení zápočtu je nutné získat 70b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# Social Media Landscape 2023


@FredCavazza

V 1.0

FredCavazza.net

# Klasifikace sociálních médií

| | | Social presence/ Media richness | | |
|---|---|---|---|---|
| | | **Low** | **Medium** | **High** |
| **Self-presentation/ Self-disclosure** | **High** | Blogs and Microblogs (e.g., Twitter) | Social networking sites (e.g. Facebook) | Virtual social worlds (e.g. Second Life) |
| | **Low** | Collaborative projects (e.g. Wikipedia) | Content communities (e.g. YouTube) | Virtual game worlds (e.g. World of Warcraft) |

Zdroj: Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. Business Horizons, 53(1), 59–68. https://doi.org/10.1016/j.bushor.2009.09.003

# Sociální média

- Blogy a mikroblogy
- Sociální sítě
- Virtuální světy
- Kolaborativní projekty
- Obsahové komunity
- Herní světy

JAN 2023

# INTERNET USERS: TIMELINE

NUMBER OF INTERNET USERS BY YEAR (IN MILLIONS)

GLOBAL OVERVIEW


**SOURCES:** KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; WORLD BANK; GOOGLE'S ADVERTISING RESOURCES; CIA WORLD FACTBOOK; CNNIC; APJII; KANTAR & IAMAI; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. **NOTES:** THE TIME REQUIRED TO COLLECT, PROCESS, AND REPORT INTERNET USER RESEARCH DATA MAY MEAN THAT USER FIGURES AND GROWTH TRENDS FOR RECENT PERIODS UNDER-REPRESENT ACTUAL VALUES. SEE NOTES ON DATA FOR FURTHER DETAILS. **COMPARABILITY:** SOURCE AND BASE CHANGES. FIGURES MAY NOT MATCH OR CORRELATE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE NOTES ON DATA FOR DETAILS.

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# DAILY TIME SPENT USING THE INTERNET

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY ON ANY DEVICE

GLOBAL OVERVIEW


**SOURCE:** GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

JAN 2023

# ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

GLOBAL OVERVIEW

| TOTAL POPULATION | UNIQUE MOBILE PHONE USERS | INTERNET USERS | ACTIVE SOCIAL MEDIA USERS |
|---|---|---|---|
| 8.01 BILLION | 5.44 BILLION | 5.16 BILLION | 4.76 BILLION |
| URBANISATION | vs. POPULATION | vs. POPULATION | vs. POPULATION |
| 57.2% | 68.0% | 64.4% | 59.4% |

**SOURCES:** UNITED NATIONS; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; WORLD BANK; EUROSTAT; CNNIC; APJII; IAMAI & KANTAR; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SIGNIFICANT REVISIONS TO SOURCE DATA, INCLUDING COMPREHENSIVE REVISIONS TO POPULATION DATA. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE NOTES ON DATA FOR FULL DETAILS.

JAN 2023

# DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN EACH KIND OF DEVICE

GLOBAL OVERVIEW

| DEVICE | PERCENTAGE | YEAR-ON-YEAR CHANGE |
|---|---|---|
| ANY KIND OF MOBILE PHONE | 96.2% | -0.4% (-40 BPS) |
| SMART PHONE | 95.9% | -0.3% (-30 BPS) |
| FEATURE PHONE | 7.9% | -10.2% (-90 BPS) |
| LAPTOP OR DESKTOP COMPUTER | 58.0% | -8.1% (-510 BPS) |
| TABLET DEVICE | 33.7% | -3.2% (-110 BPS) |
| GAMES CONSOLE | 20.3% | [UNCHANGED] |
| SMART WATCH OR SMART WRISTBAND | 29.9% | +9.1% (+250 BPS) |
| TV STREAMING DEVICE | 16.5% | +6.5% (+100 BPS) |
| SMART HOME DEVICE | 16.4% | +16.3% (+230 BPS) |
| VIRTUAL REALITY DEVICE | 5.6% | +16.7% (+80 BPS) |

**SOURCE:** GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTES:** PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE

JAN 2023

# DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES

GLOBAL OVERVIEW

| TIME SPENT USING THE INTERNET | TIME SPENT WATCHING TELEVISION (BROADCAST AND STREAMING) | TIME SPENT USING SOCIAL MEDIA | TIME SPENT READING PRESS MEDIA (ONLINE AND PHYSICAL PRINT) |
|---|---|---|---|
| 6H 37M | 3H 23M | 2H 31M | 2H 10M |
| YEAR-ON-YEAR CHANGE -4.8% (-20 MINS) | YEAR-ON-YEAR CHANGE +1.5% (+3 MINS) | YEAR-ON-YEAR CHANGE +2.0% (+3 MINS) | YEAR-ON-YEAR CHANGE +7.4% (+9 MINS) |

| TIME SPENT LISTENING TO MUSIC STREAMING SERVICES | TIME SPENT LISTENING TO BROADCAST RADIO | TIME SPENT LISTENING TO PODCASTS | TIME SPENT USING A GAMES CONSOLE |
|---|---|---|---|
| 1H 38M | 0H 59M | 1H 02M | 1H 14M |
| YEAR-ON-YEAR CHANGE +5.4% (+5 MINS) | YEAR-ON-YEAR CHANGE -3.3% (-2 MINS) | YEAR-ON-YEAR CHANGE +12.7% (+7 MINS) | YEAR-ON-YEAR CHANGE +2.8% (+2 MINS) |

**SOURCE:** GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTES:** CONSUMPTION OF DIFFERENT MEDIA MAY OCCUR CONCURRENTLY. TELEVISION INCLUDES BOTH LINEAR (BROADCAST AND CABLE) TELEVISION AND CONTENT DELIVERED VIA STREAMING AND VIDEO-ON-DEMAND SERVICES. PRESS INCLUDES BOTH ONLINE AND PHYSICAL PRINT MEDIA. BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO.

JAN 2023

# MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE THE INTERNET

GLOBAL OVERVIEW


**SOURCE:** GWI (Q3 2022). 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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# TOP TYPES OF WEBSITES VISITED AND APPS USED

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE VISITED OR USED EACH KIND OF DIGITAL PROPERTY IN THE PAST MONTH

GLOBAL OVERVIEW


**SOURCE:** GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

JAN 2023

# SOCIAL MEDIA USERS OVER TIME (YOY)

NUMBER OF SOCIAL MEDIA USERS (IN MILLIONS) AND YEAR-ON-YEAR CHANGE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

GLOBAL OVERVIEW


**SOURCES:** KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; MEDIASCOPE; OCDH. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE CHANGES, BASE CHANGES, AND METHODOLOGY CHANGES. VALUES MAY NOT CORRELATE WITH THOSE PUBLISHED IN PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

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# THE WORLD'S MOST USED SOCIAL PLATFORMS

RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS)

GLOBAL OVERVIEW


**SOURCES:** KEPIOS ANALYSIS OF (1) COMPANY ANNOUNCEMENTS OF MONTHLY ACTIVE USERS; (2) PLATFORMS' SELF-SERVICE ADVERTISING RESOURCES; (3) ANALYSYS.CN. **ADVISORY:** USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** PLATFORMS IDENTIFIED BY (*) HAVE NOT PUBLISHED UPDATED USER FIGURES IN THE PAST 12 MONTHS, SO FIGURES ARE LESS REPRESENTATIVE. BASE CHANGES AND METHODOLOGY CHANGES IN SOURCE DATA MEAN THAT FIGURES MAY NOT BE DIRECTLY COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS.

# Most orgs have a presence on Facebook, Instagram, and LinkedIn

Which social media platforms does your organization currently use?


**Sample:** 4,281 respondents
**Source:** Hootsuite Social Trends 2024 Survey

JAN 2023

# MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS

GLOBAL OVERVIEW


**SOURCE:** GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTE:** FIGURES REPRESENT THE SHARE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING AT LEAST ONE SOCIAL MEDIA OR MESSENGER PLATFORM IN THE PAST MONTH.

# TYPES OF SOCIAL MEDIA ACCOUNTS FOLLOWED

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO FOLLOW EACH TYPE OF ACCOUNT ON SOCIAL MEDIA




**SOURCE:** GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

# WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA

SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED IN SOCIAL MEDIA PLATFORMS (ANY DEVICE)



| PLATFORM | SHARE | YEAR-ON-YEAR CHANGE |
|---|---|---|
| FACEBOOK | 67.13% | -9.4% (-700 BPS) |
| TWITTER | 10.38% | +34.3% (+265 BPS) |
| INSTAGRAM | 9.65% | +114.4% (+515 BPS) |
| PINTEREST | 7.44% | -2.7% (-21 BPS) |
| YOUTUBE | 3.38% | -12.9% (-50 BPS) |
| REDDIT | 1.02% | -3.8% (-4 BPS) |
| TUMBLR | 0.42% | -8.7% (-4 BPS) |
| LINKEDIN | 0.35% | +6.1% (+2 BPS) |
| VKONTAKTE | 0.11% | -26.7% (-4 BPS) |
| OTHER | 0.12% | +9.1% (+1 BP) |

**SOURCE:** STATCOUNTER. **NOTES:** SHARE DOES NOT INCLUDE TRAFFIC FROM MESSENGER PLATFORMS. DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED ON EACH PLATFORM AS A PERCENTAGE OF TOTAL WEB TRAFFIC ARRIVING FROM THE AVAILABLE SELECTION OF SOCIAL PLATFORMS IN NOVEMBER 2022. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

# SOCIAL MEDIA PLATFORM AUDIENCE OVERLAPS

PERCENTAGE OF ACTIVE USERS OF EACH PLATFORM AGED 16 TO 64 OUTSIDE OF CHINA WHO ALSO USE OTHER SOCIAL MEDIA PLATFORMS

GLOBAL OVERVIEW

| | UNIQUE TO PLATFORM | ALSO USING FACEBOOK | ALSO USING YOUTUBE | ALSO USING WHATSAPP | ALSO USING INSTAGRAM | ALSO USING TIKTOK | ALSO USING TELEGRAM | ALSO USING SNAPCHAT | ALSO USING TWITTER | ALSO USING REDDIT | ALSO USING PINTEREST | ALSO USING LINKEDIN |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| FACEBOOK USERS | 0.6% | 100% | 72.3% | 72.0% | 77.4% | 52.3% | 44.2% | 33.1% | 49.0% | 14.0% | 33.4% | 30.6% |
| YOUTUBE USERS | 1.0% | 77.4% | 100% | 70.9% | 75.8% | 49.0% | 46.6% | 30.4% | 50.6% | 16.4% | 35.6% | 30.7% |
| WHATSAPP USERS | 0.8% | 79.4% | 74.1% | 100% | 78.0% | 50.5% | 51.3% | 34.7% | 48.9% | 13.1% | 34.8% | 31.4% |
| INSTAGRAM USERS | 0.2% | 82.1% | 74.9% | 75.1% | 100% | 54.2% | 48.7% | 37.4% | 54.8% | 15.2% | 37.4% | 31.0% |
| TIKTOK USERS | 0.1% | 82.5% | 76.9% | 72.2% | 80.5% | 100% | 49.2% | 39.8% | 56.5% | 16.3% | 39.7% | 29.4% |
| TELEGRAM USERS | 0.1% | 80.1% | 79.2% | 84.3% | 83.3% | 56.5% | 100% | 39.8% | 59.5% | 16.5% | 39.3% | 36.4% |
| SNAPCHAT USERS | 0.1% | 82.0% | 76.1% | 78.1% | 87.3% | 62.5% | 54.5% | 100% | 60.7% | 22.3% | 45.5% | 37.3% |
| TWITTER USERS | 0.1% | 82.4% | 77.1% | 74.6% | 86.8% | 60.3% | 55.2% | 41.2% | 100% | 21.3% | 41.0% | 38.7% |
| REDDIT USERS | 0.1% | 79.1% | 78.1% | 67.1% | 81.3% | 58.5% | 51.5% | 50.9% | 71.6% | 100% | 57.3% | 50.1% |
| PINTEREST USERS | 0.2% | 81.0% | 76.9% | 76.5% | 85.5% | 61.2% | 52.6% | 44.6% | 59.2% | 24.6% | 100% | 42.1% |
| LINKEDIN USERS | 0.2% | 86.6% | 75.2% | 80.4% | 82.6% | 52.8% | 56.8% | 42.5% | 65.1% | 25.0% | 49.0% | 100% |



**SOURCE:** GWI (Q3 2022). SEE GWI.COM FOR MORE DETAILS. **NOTES:** ONLY INCLUDES USERS AGED 16 TO 64. DOES NOT INCLUDE DATA FOR CHINA. TIKTOK IS CURRENTLY BLOCKED IN INDIA, WHICH MAY RESULT IN LOWER VALUES IN THE TIKTOK COLUMN COMPARED WITH OTHER PLATFORMS. VALUES REPRESENT THE USERS OF THE PLATFORM IDENTIFIED IN THE LEFT-HAND COLUMN WHO ALSO USE THE PLATFORM IDENTIFIED IN THE ROW AT THE TOP OF EACH COLUMN. PERCENTAGES IN THE "UNIQUE TO PLATFORM" COLUMN REPRESENT USERS WHO SAY THEY DO NOT USE ANY OTHER SOCIAL NETWORK OR MESSENGER SERVICE, INCLUDING PLATFORMS NOT FEATURED IN THIS TABLE. **COMPARABILITY:** REVISED METHODOLOGY. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

# AI use will skyrocket in 2024

In the last 12/next 12 months, how has/will your organization use(d) AI to assist with social media activities?


**Sample:** 4,278 respondents

**Source:** Hootsuite Social Trends 2024 Survey

# Výsledky učení

- **Kategorizovat sociální média**
- **Popsat vývojové tendence odvětví médií**
- Porozumět fungování sociálních médií
- Umět rozhodovat o tom kdy a jak komunikovat
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- Posoudit jak sociální média ovlivňují ekonomickou úspěšnost podniku
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# Děkuji za pozornost