

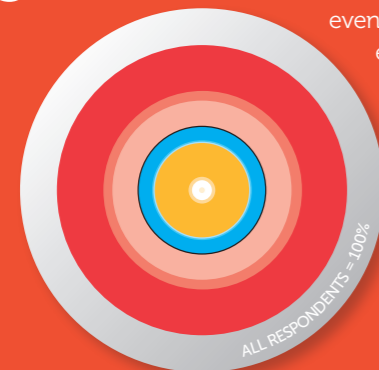
# KEY REASONS FOR USING SOCIAL MEDIA

While the majority of the reasons for using social media have remained unchanged over the last year, there are several notable exceptions.

Keeping up-to-date with current affairs or topics of interest has seen a 50% increase since 2011 – representing an overall 19% increase from 36% in 2011 to 55% in 2013. With more than half of Tasmanians on social media using it for this reason, businesses, journalists and organisations must explore its use and integration into their overall communications strategies.

Joining fan clubs or protest/interest groups saw an increase of more than 40% over 12 months. Those using social media are now well aware of its power and reach, especially when it comes to protesting or voicing complaints.

For this reason, organisations need to be mindful and ensure a social media policy is in place and followed by all employees. A policy should include set boundaries for social media activity and the staff responsible for managing content.



## KEY REASONS FOR USING SOCIAL MEDIA (PERCENTAGE OF RESPONDENTS WHO USE SOME FORM OF SOCIAL MEDIA)

STAYING CONNECTED WITH FAMILY AND FRIENDS	80%	(80)	[75]
KEEPING UP-TO-DATE WITH CURRENT AFFAIRS OR TOPICS OF INTEREST	55%	(47)	[36]
SHARING FILES (VIDEO, PICTURES)	49%	(48)	[39]
INSTANT MESSAGING AND BROADCASTING CURRENT STATUS	36%	(37)	[30]
ORGANISING SOCIAL LIFE	36%	(36)	[30]
WORK PURPOSES	27%	(26)	[17]
FOLLOWING PRODUCTS/BRANDS/COMPANIES	27%	(-)	[-]
JOINING FAN CLUBS OR PROTEST/INTEREST GROUPS	26%	(18)	[17]
ENTERTAINMENT/TO RELAX	4%	(3)	[2]
LISTENING TO MUSIC	1%	(1)	[1]
UNSURE	3%	(3)	[2]

RESULTS IN BRACKETS (2012) [2011]

"With the increased presence of brands on social media, comes an even greater challenge of engaging your target audiences without disrupting their social experience in a negative way."

**Callan Paske,**  
Brand Manager,  
Huon Aquaculture

# LINKEDIN



**LinkedIn** saw another year of solid growth, up more than 50% from the previous year, with 11% usage across the State. It is predicted this will continue to rise, especially as usage among students jumped from 2% in 2012 to 21% in 2013, highlighting their awareness of its power to gain employment and provide networking opportunities.

Usage more-than-doubled for those aged 35-44, with one-in-five now engaged on the professional social media network, emphasising the influence of peer recommendations from other professionals as well as providing a space to deliver commentary on industry-related topics.

In the past, jobseekers have been able to exaggerate or overestimate their skills and information on resumes. LinkedIn brings back an element of trust, as peer recommendations can be tracked from profile to profile, giving employers the opportunity to verify claims quickly and easily.

"LinkedIn is an essential business tool for any professional in the modern world and the main benefit I find is being able to access and keep up-to-date with your global connections on one forum."

**Charles Badenach,**  
Certified Financial  
Planner & Principal,  
Shadforth Financial Group

DEMOGRAPHIC GROUP	FREQUENCY OF USE OF LINKEDIN IN 2013 (%)*					
	MORE THAN ONCE A DAY	DAILY	WEEKLY	MONTHLY	LESS THAN MONTHLY	NEVER
<b>TOTAL</b>	1 (0)	2 (1)	3 (3)	2 (2)	3 (0)	89 (93)
<b>MALE</b>	1 (0)	2 (1)	4 (4)	3 (2)	4 (2)	87 (92)
<b>FEMALE</b>	0 (0)	2 (1)	3 (2)	1 (2)	3 (0)	92 (95)
<b>AGE 18-24</b>	- (-)	2 (-)	- (-)	- (-)	6 (-)	91 (100)
<b>AGE 25-34</b>	3 (2)	2 (3)	4 (1)	- (4)	2 (1)	88 (90)
<b>AGE 35-44</b>	0 (-)	3 (1)	7 (5)	4 (2)	3 (2)	81 (91)
<b>AGE 45-54</b>	0 (-)	3 (1)	5 (6)	3 (2)	4 (1)	85 (90)
<b>AGE 55-69</b>	0 (-)	1 (0)	2 (2)	2 (2)	2 (0)	92 (95)
<b>AGE 70 +</b>	- (-)	1 (1)	1 (1)	- (-)	- (2)	98 (97)

RESULTS IN BRACKETS (2012)

# YOUTUBE



More than half of Tasmanians (54%) are using YouTube – an increase of almost 20% from our 2011 figures. While use by younger Tasmanians held steady over the three years, those aged 35-44 increased usage by more than 30%, and more than 40% for 45-54 years olds. Research on employment status also found 93% of students use the social network, with the closest followers being those employed full-time or self-employed at 67%.

YouTube has turned into the world 'tutorial', offering 'how-to' videos for almost anything. Additionally, it has become a channel for people to express themselves, make entertaining videos, or even contributing to their rise to worldwide fame.

DEMOGRAPHIC GROUP	FREQUENCY OF USE OF YOUTUBE IN 2013 (%)*					
	MORE THAN ONCE A DAY	DAILY	WEEKLY	MONTHLY	LESS THAN MONTHLY	NEVER
<b>TOTAL</b>	3 (3)	11 (8)	22 (19)	13 (12)	6 (5)	46 (53)
<b>MALE</b>	4 (3)	15 (10)	23 (19)	11 (11)	2 (4)	44 (54)
<b>FEMALE</b>	3 (2)	7 (7)	21 (18)	15 (14)	6 (6)	48 (53)
<b>AGE 18-24</b>	13 (14)	36 (29)	29 (35)	6 (11)	- (-)	15 (11)
<b>AGE 25-34</b>	5 (3)	14 (10)	41 (29)	14 (23)	8 (10)	17 (26)
<b>AGE 35-44</b>	4 (3)	12 (7)	26 (19)	27 (20)	4 (9)	27 (42)
<b>AGE 45-54</b>	0 (1)	8 (6)	23 (22)	18 (13)	7 (5)	43 (54)
<b>AGE 55-69</b>	1 (0)	4 (4)	15 (10)	7 (6)	3 (4)	68 (75)
<b>AGE 70 +</b>	- (-)	2 (1)	5 (3)	3 (2)	2 (-)	87 (94)

RESULTS IN BRACKETS (2012)

# GOOGLE PLUS



**Google + (plus)** was the only social media channel in Tasmania to decrease in usage, falling from 12% in 2012 to 9% in 2013, despite being ranked in the top three most used social networking sites worldwide.

While students were most likely to use the social media channel, they would only do so on a weekly or monthly basis as opposed to other channels.

This indicates Google+ has been left in the shadows of Facebook, Twitter and LinkedIn across Tasmania. If Google+ is to increase its presence in Tasmania, it will need to rethink its approach at a local level.

DEMOGRAPHIC GROUP	FREQUENCY OF USE OF GOOGLE PLUS IN 2013 (%)*					
	MORE THAN ONCE A DAY	DAILY	WEEKLY	MONTHLY	LESS THAN MONTHLY	NEVER
<b>TOTAL</b>	1 (1)	2 (3)	3 (5)	1 (2)	0 (0)	91 (88)
<b>MALE</b>	1 (1)	1 (3)	4 (5)	2 (1)	2 (3)	91 (88)
<b>FEMALE</b>	- (1)	4 (4)	2 (5)	1 (2)	2 (-)	91 (89)

RESULTS IN BRACKETS (2012)

# FONTSOCIAL



# SOCIAL MEDIA INDEX 2013 IT'S ALL ABOUT TRUST

With more than half of all Tasmanians using at least one form of social media, many of whom use it to keep up-to-date with current affairs, we thought it timely to ask: **who do Tasmanians trust?**

The findings revealed content shared or endorsed by family, friends and colleagues is most trusted, bringing a whole new meaning to the term 'word-of-mouth'.

For businesses and individuals alike, this offers a valuable insight into how much Tasmanians trust the content delivered to them, and just as importantly, what they don't trust.

Social media has redefined the way Tasmanians talk to each other. Font Public Relations has been tracking social media trends over three years through its annual Social Media Index.

The Font Social Media Index 2013 provides a snapshot of social media usage in Tasmania, based on research conducted with 1000\* adults from across the State in February 2013.

Font provides strategic advice and ongoing support for Tasmanian businesses looking to communicate through social media. Contact us on (03) 6223 3333 or info@fontpr.com.au to start your online conversation.

\*This is a statistically sound representation of Tasmania's demographic profile.

Research conducted by EMRS Pty Ltd.

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# INSTAGRAM



**Instagram** is an online photo-sharing social network, enabling users to take pictures with their smartphones, apply filters and share them online or on various social networking platforms, including Facebook and Twitter.

Instagram's use is currently dominated by the younger generation, with 32% of those aged 18-24 and 17% of 25-34 year olds actively using the social network. While older demographics are still toying with the ins and outs of Facebook and Twitter, Instagram gives younger people an avenue to express themselves, away from the prying eyes of their parents. While only a relatively small portion of the wider Tasmanian community is using Instagram (9%), it is gaining popularity, as social media channels become more focussed on sharing visual content.

# USE OF SOCIAL MEDIA 2013

Of the 1000 Tasmanian adults surveyed in February 2013, 67% mentioned they had used at least one form of social media in the last year – an increase of almost 10% in three years. With over two-thirds of Tasmanians using social media, we can ill afford to ignore it.

Women are still more likely to use social media (70%) as opposed to males (64%), which has been an ongoing trend since our inaugural Index in 2011. There is also a direct correlation between age and social media usage, with younger groups more active. However, as each year goes by this is changing, with an increase of more than 30% in those aged over 70 using social media in the last three years.

Understanding how these tools work and leveraging them where possible is now more important than ever.

"No matter what medium you deal with, if you want to have your voice heard it must be credible. To achieve this on social media, it must have personality, honesty and be timely."  
**Becher Townshend, Managing Director, Font PR**



**USE OF SOCIAL MEDIA IN 2013**  
 (PERCENTAGE OF RESPONDENTS)\*

2013  
 ■ USER **67%** (61) [58]  
 ■ NON-USER **33%** (39) [42]

RESULTS IN BRACKETS (2012) [2011]

DEMOGRAPHIC GROUP (n=1000)	USE OF SOCIAL MEDIA (%)*	
	USERS	NON-USERS
<b>TOTAL</b>	<b>67</b> (61) [58]	<b>33</b> (39) [42]
<b>MALE</b>	<b>64</b> (58) [55]	<b>36</b> (42) [45]
<b>FEMALE</b>	<b>70</b> (64) [60]	<b>30</b> (36) [40]
<b>AGE 18-24</b>	<b>98</b> (95) [92]	<b>2</b> (6) [8]
<b>AGE 25-34</b>	<b>91</b> (92) [88]	<b>9</b> (8) [12]
<b>AGE 35-44</b>	<b>83</b> (78) [74]	<b>17</b> (22) [26]
<b>AGE 45-54</b>	<b>73</b> (64) [52]	<b>27</b> (36) [48]
<b>AGE 55-69</b>	<b>50</b> (37) [38]	<b>50</b> (63) [62]
<b>AGE 70 YEARS +</b>	<b>20</b> (15) [14]	<b>80</b> (85) [86]

RESULTS IN BRACKETS (2012) [2011]

NOTES TO CHARTS & TABLES:

- \* PERCENTAGES MAY NOT SUM TO 100% DUE TO ROUNDING
- REPRESENTS NO RESPONSES
- 0 REPRESENTS LESS THAN 0.5% OF RESPONSES



# IT'S A MATTER OF TRUST

Font's 2013 Index focussed on who Tasmanians trust within their social media networks. Respondents rated groups, with family rating highest at 82%, followed closely by friends and colleagues at 72%. This suggests if one of these groups recommends a business, product or service, people are much more likely to trust this recommendation.

Coming in behind family, friends and colleagues, almost two-thirds of Tasmanians (62%) trusted professional groups such as accountants, lawyers and doctors. Clearly, conversations and opinions regarding industry-related topics will be viewed as coming from a credible source.

Businesses (55%), friends of friends (49%) and brands (48%) all have around half of Tasmanians' trust. Evident from this, is that while we have knowledge of these groups, the inability to put a face to them means we are less likely to trust them.

Media organisations, journalists, politicians and celebrities came in with the lowest trust ratings. Surprisingly, while only 46% of people trust media organisations and journalists on social media, more than 50% of Tasmanians use it for the purpose of keeping up-to-date with news, current affairs and topics of interest.



**AVERAGE "TRUSTWORTHINESS"**  
 (PERCENTAGE OF RESPONDENTS WHO USE SOME FORM OF SOCIAL MEDIA)

- FAMILY **82%**
- FRIENDS AND COLLEAGUES **72%**
- PROFESSIONALS (E.G. DOCTORS, LAWYERS, ACCOUNTANTS) **62%**
- CHARITIES AND COMMUNITY GROUPS **62%**
- BUSINESS **55%**
- SPECIFIC GROUPS **51%**
- FRIENDS OF FRIENDS **49%**
- BRANDS **48%**
- MEDIA ORGANISATIONS AND JOURNALISTS **46%**
- POLITICIANS **36%**
- CELEBRITIES **33%**

"Social media is the way of the future in emergency management, and is already being used brilliantly in many parts of the world, whether deliberately or by accident. There are some incredible resources out there like iRevolution, iDisaster2.0, Jointly, Recovers.org, CSIRO's ESA system, the Emergency Aus app or the Fires Near Me app, to name a few."

**Mel Irons, Founder**  
 "Tassie Fires - We Can Help" Facebook page



# FACEBOOK

Facebook remains the most prominent social network in Tasmania, with 53% of the adult population using it.

Of those on Facebook, the majority (35%) use it on a daily basis. Others use it either weekly (12%), monthly (4%) or not at all. Females lead the charge on Facebook, with 59% usage, with males using it 46% of the time.

Over the last 12 months there has been a 40% increase in Tasmanians aged 55-69 using Facebook. With so many young people using the site, grandparents have started to embrace the medium to connect with their children and grandchildren.

At a local level, Facebook greatly enhanced relief efforts during the 2013 bushfires, with the page 'Tassie Fires - We Can Help' providing valuable information, assisting in the coordination and delivery of supplies, as well as providing regular updates to the wider Tasmanian community.

## 'Tassie Fires - We Can Help' Facebook activity between 4 Jan - 15 Jan 2013

**20,000+ page likes**

The Like button lets a user know what you like and share your content with friends on Facebook

**58,685 people talking about this**

People talking about this is the number of people who have created a story from your post

**246,939 stories**

Stories include sharing, liking, or commenting on your post, answering a question or responding to an event

**24,711,828 total impressions**

Impressions is the number of users who saw a story regardless of whether they took action on it or not

**257,754 engaged users**

Engaged users is the number of people who have clicked anywhere on your post

DEMOGRAPHIC GROUP	FREQUENCY OF USE OF FACEBOOK IN 2013 (%)*					
	MORE THAN ONCE A DAY	DAILY	WEEKLY	MONTHLY	LESS THAN MONTHLY	NEVER
<b>TOTAL</b>	<b>14</b> (11) [10]	<b>21</b> (22) [18]	<b>12</b> (11) [13]	<b>4</b> (3) [4]	<b>1</b> (2) [1]	<b>47</b> (51) [54]
<b>MALE</b>	<b>11</b> (11) [8]	<b>17</b> (20) [17]	<b>12</b> (9) [11]	<b>4</b> (2) [3]	<b>1</b> (2) [1]	<b>54</b> (56) [59]
<b>FEMALE</b>	<b>17</b> (12) [12]	<b>24</b> (24) [20]	<b>12</b> (13) [14]	<b>5</b> (3) [5]	<b>2</b> (1) [1]	<b>41</b> (46) [49]
<b>AGE 18-24</b>	<b>41</b> (34) [35]	<b>37</b> (47) [37]	<b>13</b> (10) [17]	<b>4</b> (1) [-]	<b>-</b> (-) [-]	<b>5</b> (8) [12]
<b>AGE 25-34</b>	<b>23</b> (23) [19]	<b>38</b> (42) [29]	<b>12</b> (13) [20]	<b>3</b> (5) [7]	<b>2</b> (4) [3]	<b>22</b> (13) [23]
<b>AGE 35-44</b>	<b>13</b> (13) [10]	<b>26</b> (22) [25]	<b>21</b> (17) [12]	<b>6</b> (5) [10]	<b>2</b> (5) [3]	<b>32</b> (41) [41]
<b>AGE 45-54</b>	<b>10</b> (6) [3]	<b>18</b> (19) [14]	<b>11</b> (13) [14]	<b>7</b> (3) [4]	<b>2</b> (2) [2]	<b>50</b> (58) [63]
<b>AGE 55-69</b>	<b>7</b> (2) [2]	<b>11</b> (11) [10]	<b>9</b> (10) [10]	<b>5</b> (2) [3]	<b>3</b> (1) [1]	<b>64</b> (75) [74]
<b>AGE 70 +</b>	<b>1</b> (1) [1]	<b>3</b> (4) [2]	<b>5</b> (3) [2]	<b>2</b> (1) [1]	<b>1</b> (2) [2]	<b>88</b> (90) [93]

RESULTS IN BRACKETS (2012) [2011]

"People often ask me if the Facebook page turned out how I planned it; if it did what I wanted it to. I didn't plan anything. I had no idea what I was getting myself into, and how big it would get. It blew me away."

**Mel Irons, Founder** "Tassie Fires - We Can Help" Facebook page



# TWITTER

Twitter usage has increased by almost 100% from 2012 with 12% of Tasmanians using the micro-blogging social network, either daily (4%), weekly (4%) or monthly (4%).

There has been a significant shift in users of Twitter, with 30% of 18-24 year olds using the platform in 2013, as opposed to just 11% the previous year – an increase of just under 200% over the year. Younger Tasmanians are also using this platform and others to keep up-to-date with current affairs, increasing from 49% in 2012 to 65% in 2013.

A quarter of respondents aged 25-34 across the State are now on Twitter, while usage for those aged 45-54 more than doubled from 4% in 2012 to 10% in 2013.

Of the 12% of Tasmanians using Twitter, it is used most frequently by business and community leaders, journalists and politicians. These people are well versed in understanding that less is more, and the 140 character word limit appears to suit their needs.

"I know personally as a communications professional that it has become a major source of up-to-the-minute news for me by following Tasmanian journalists and news outlets – whereas previously I was buying a lot more newspapers."

**Vince Taskunas, General Manager Communication & Advocacy, RACT**

DEMOGRAPHIC GROUP	FREQUENCY OF USE OF TWITTER IN 2013 (%)*					
	MORE THAN ONCE A DAY	DAILY	WEEKLY	MONTHLY	LESS THAN MONTHLY	NEVER
<b>TOTAL</b>	<b>1</b> (1)	<b>3</b> (1)	<b>4</b> (2)	<b>4</b> (2)	<b>0</b> (1)	<b>88</b> (93)
<b>MALE</b>	<b>1</b> (1)	<b>4</b> (1)	<b>3</b> (3)	<b>2</b> (1)	<b>0</b> (2)	<b>89</b> (93)
<b>FEMALE</b>	<b>1</b> (1)	<b>2</b> (2)	<b>4</b> (1)	<b>5</b> (2)	<b>0</b> (1)	<b>88</b> (93)
<b>AGE 18-24</b>	<b>-</b> (1)	<b>6</b> (1)	<b>13</b> (6)	<b>11</b> (3)	<b>-</b> (-)	<b>70</b> (89)
<b>AGE 25-34</b>	<b>1</b> (4)	<b>8</b> (5)	<b>8</b> (3)	<b>9</b> (6)	<b>-</b> (2)	<b>75</b> (81)
<b>AGE 35-44</b>	<b>2</b> (2)	<b>3</b> (2)	<b>2</b> (3)	<b>2</b> (1)	<b>1</b> (3)	<b>90</b> (91)
<b>AGE 45-54</b>	<b>1</b> (1)	<b>1</b> (0)	<b>3</b> (1)	<b>4</b> (1)	<b>0</b> (2)	<b>90</b> (96)
<b>AGE 55-69</b>	<b>0</b> (0)	<b>1</b> (0)	<b>2</b> (1)	<b>1</b> (-)	<b>1</b> (1)	<b>95</b> (97)
<b>AGE 70 +</b>	<b>-</b> (-)	<b>-</b> (-)	<b>-</b> (1)	<b>-</b> (1)	<b>-</b> (1)	<b>100</b> (97)

RESULTS IN BRACKETS (2012)