

JAN  
2018

# SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

**38.00**  
MILLION

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**46%**

TOTAL NUMBER  
OF SOCIAL USERS  
ACCESSING VIA MOBILE



we  
are  
social

**30.00**  
MILLION

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



**36%**