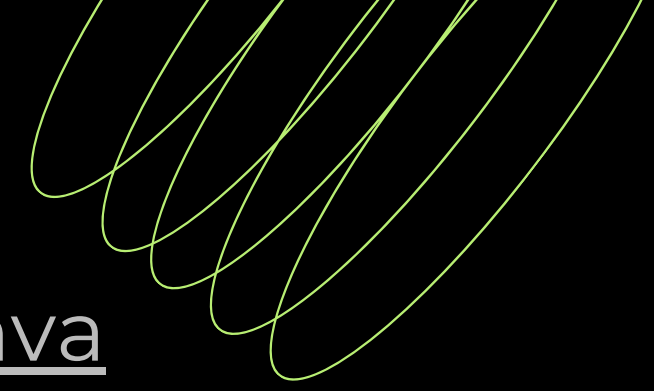
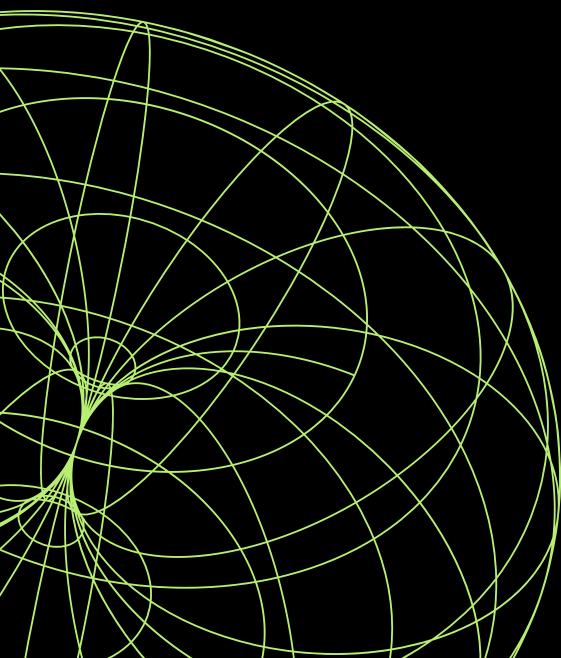
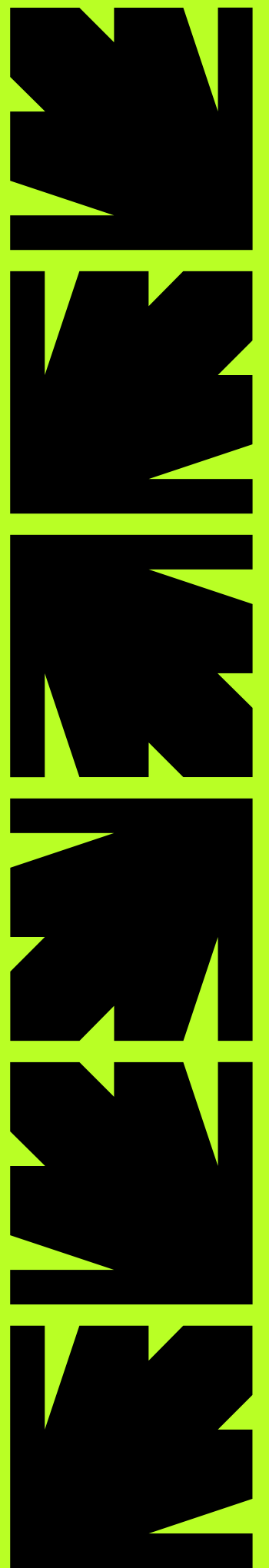
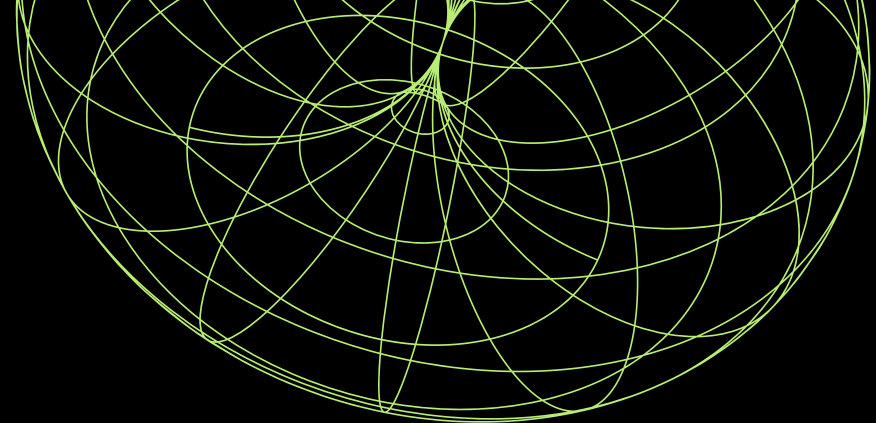


[link για την παρουσίαση στο Canva](#)

# SOCIAL MEDIA

ΚΑΤΕΡΙΝΑ ΣΩΤΗΡΑΚΟΥ & ΚΩΝΣΤΑΝΤΙΝΟΣ ΜΟΥΡΛΑΣ





Τα social media είναι ευρέως διαθέσιμα, εύκολα προσβάσιμα και κυρίως δωρεάν διαδικτυακά εργαλεία, websites και πλατφόρμες, που επιτρέπουν στους ανθρώπους να δημιουργούν το δικό τους περιεχόμενο και να μοιράζονται αυτό το περιεχόμενο, προκειμένου να αλληλεπιδράσουν, να συζητήσουν, να συνεργαστούν, να ανταλλάξουν απόψεις και εμπειρίες με άλλους ανθρώπους της επιλογής τους.

Πηγή: "Language of Love" Social Media Global Study, Millward Brown, 2010



# OUR TEAM

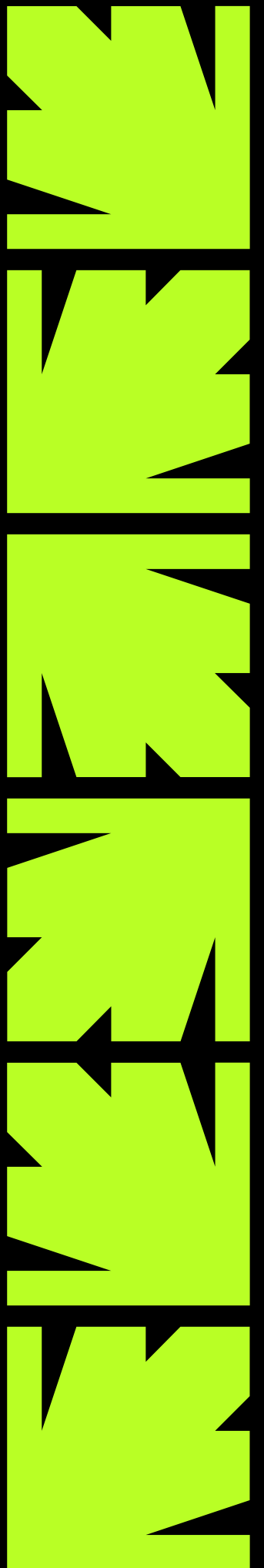
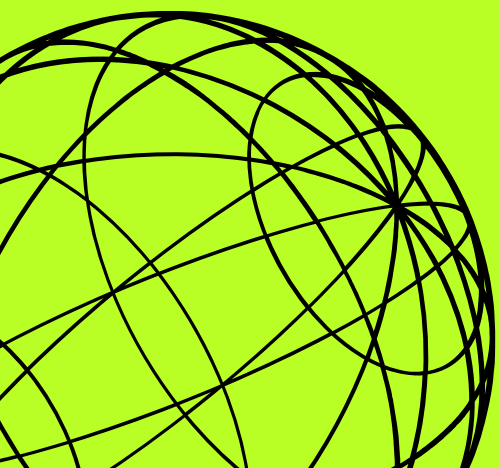
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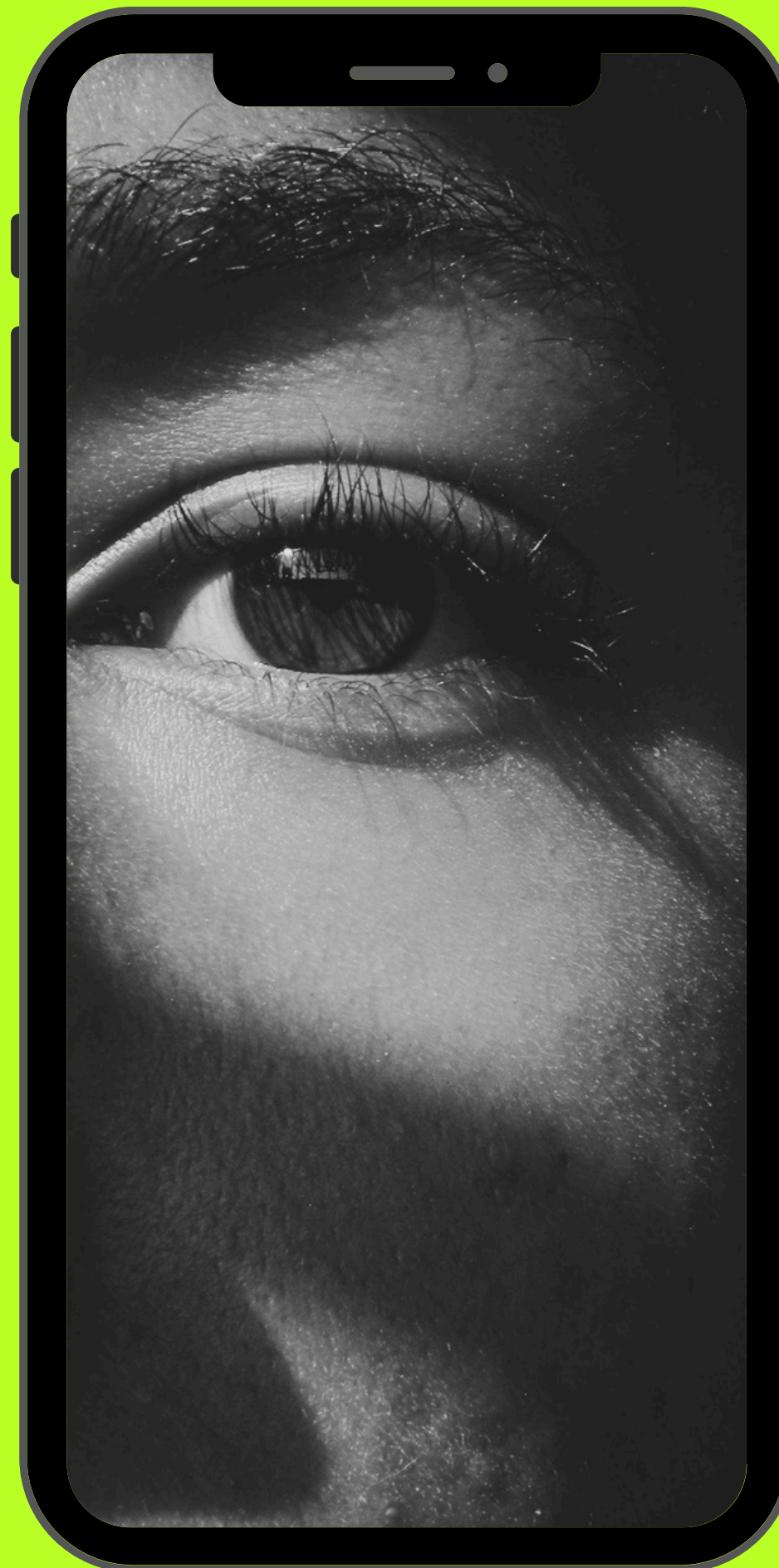
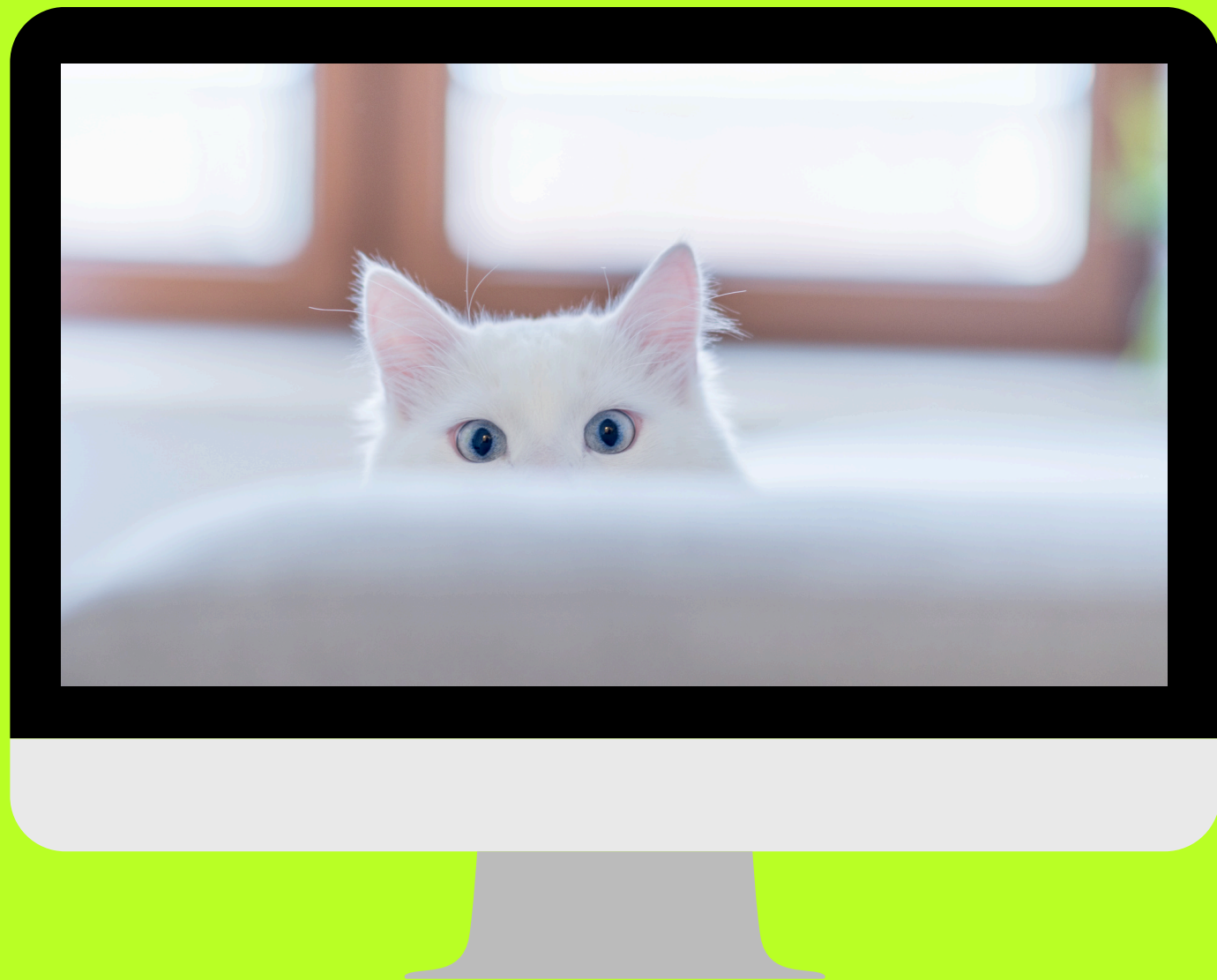
Τα **social media** είναι άμεσα  
σχετιζόμενα με τις ανάγκες και τα  
ένστικτά μας

Διασκέδαση, Επιμόρφωση, Ξεκούραση,  
Έμπνευση, Αίσθημα του ανήκειν,  
Απόδραση, Σύνδεση, Έλεγχος, Έκφραση

Πηγή: "Language of Love" Social Media Global Study, Millward Brown, 2010

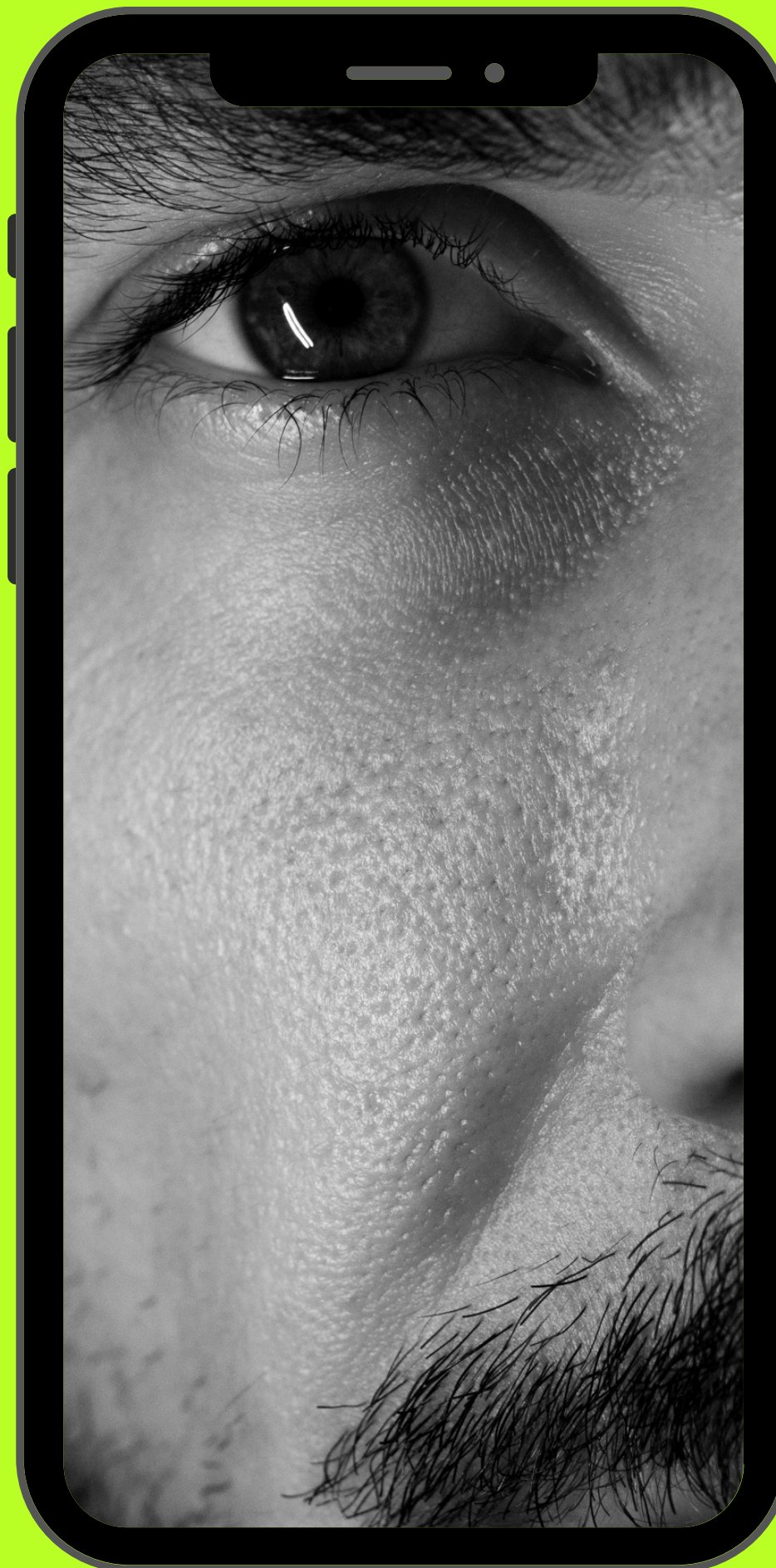
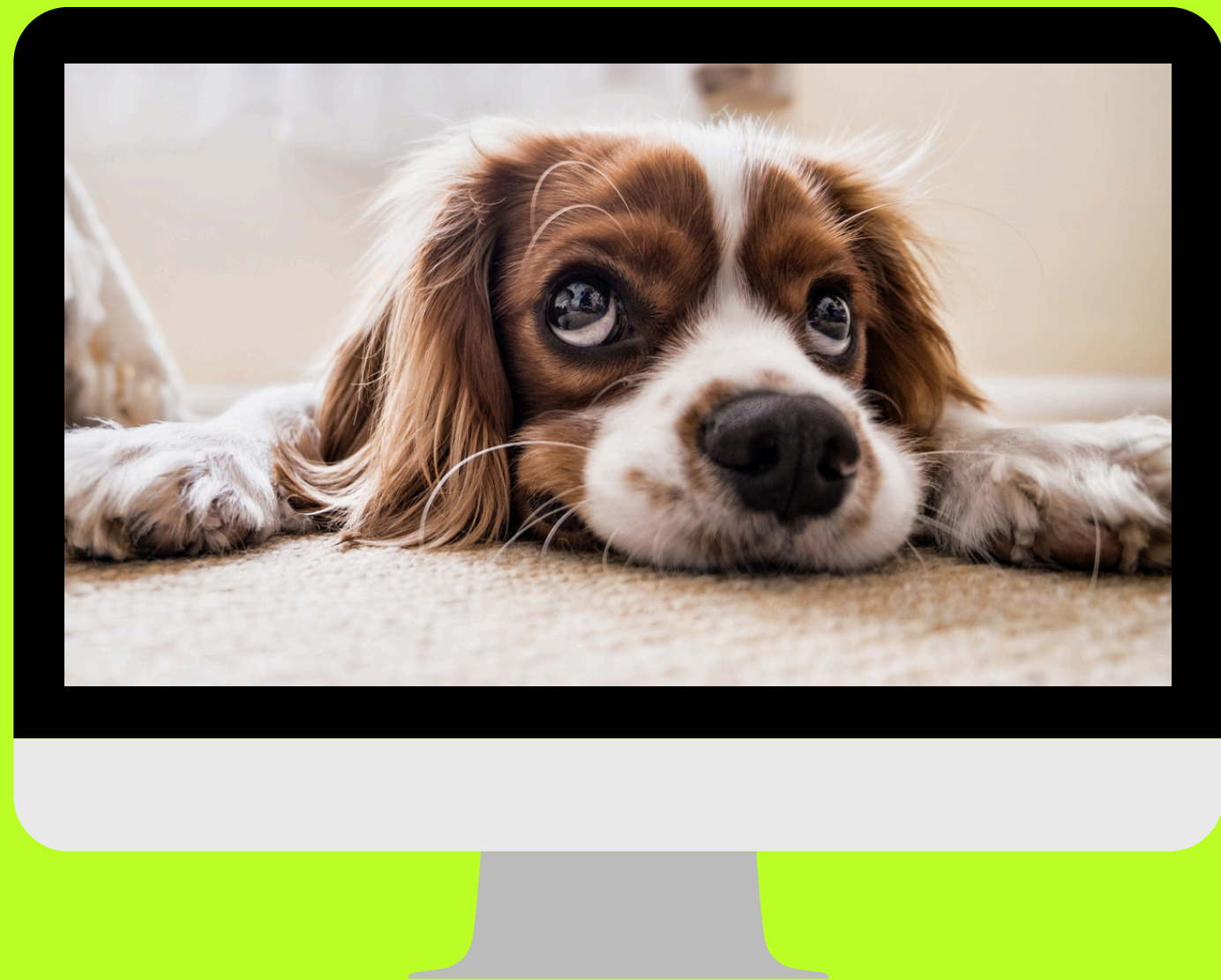


στα social media μας ενδιαφέρει  
το **πόσοι** και **ποιοι** θα μας δουν





αλλά και το **πόσοι** και **πώς** θα  
αλληλεπιδράσουν με το περιεχόμενό μας





### **ΔΗΜΙΟΥΡΓΟΙ**

Κάνουν συχνά post ή γράφουν blogs σχολιαζοντας την τρέχουσα κατάσταση, ανεβάζουν φωτο, βίντεο ή μουσικές που φτιάχνουν οι ίδιοι



### **ΚΡΙΤΙΚΟΙ**

Κάνουν πολλά comments παντου, αλλά και σε blogs



### **ΣΥΛΛΕΚΤΕΣ**

κάνουν fans ή likes και σταχυολογούν υλικό



### **ΣΥΜΜΕΤΕΧΟΝΤΕΣ**

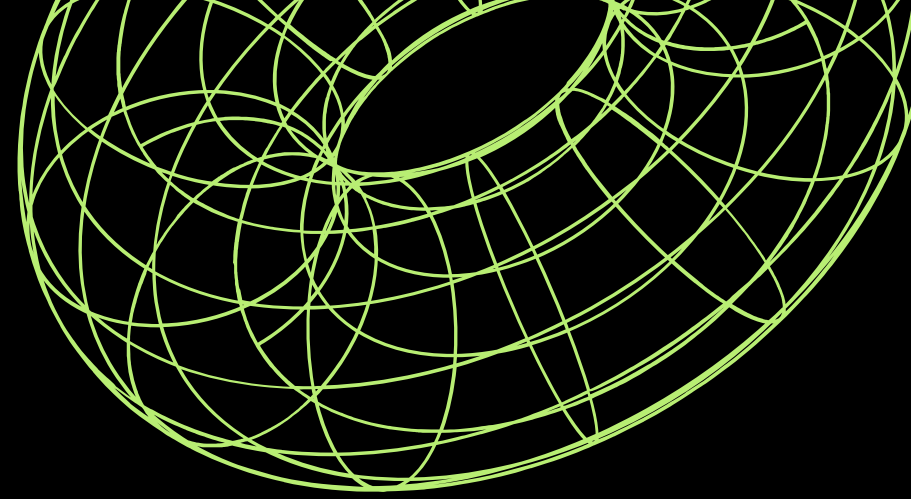
Συμμετέχουν σε ψηφοφορίες



### **ΑΝΕΝΕΡΓΟΙ**

Απλώς έχουν ενεργό προφίλ





80% ελέγχει τον λογαριασμό του μέσα σε 15' από τη στιγμή που θα ξυπνήσει. Από αυτούς, το 62% δεν περιμένει καν 15'.

Μέσα στην ημέρα, ο μέσος χρήστης θα ελέγξει τον λογαριασμό του 14 φορές και συνολικά 30'.

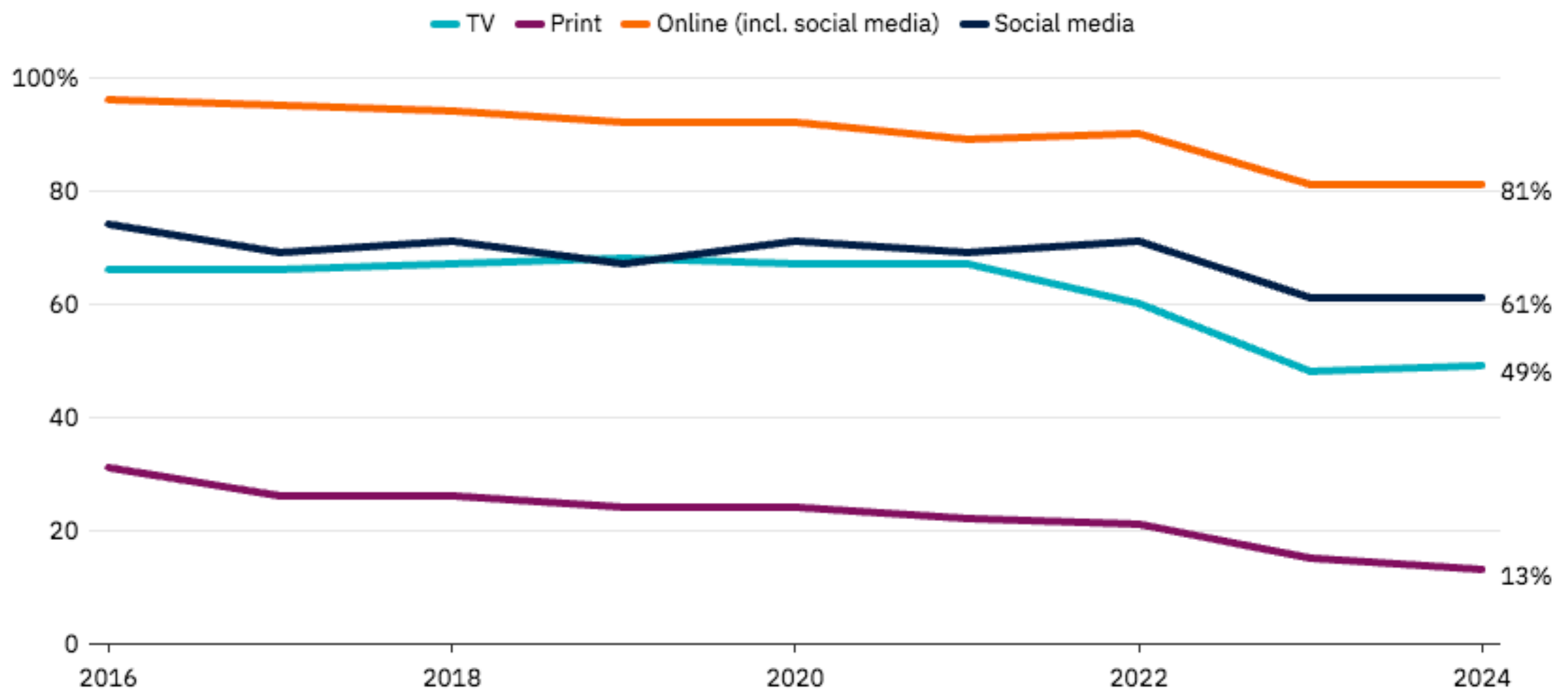


# ΑΠΟ ΠΟΥ ΕΝΗΜΕΡΩΝΟΝΤΑΙ ΟΙ ΕΛΛΗΝΕΣ;

## Sources of news

2016–2024

Greece



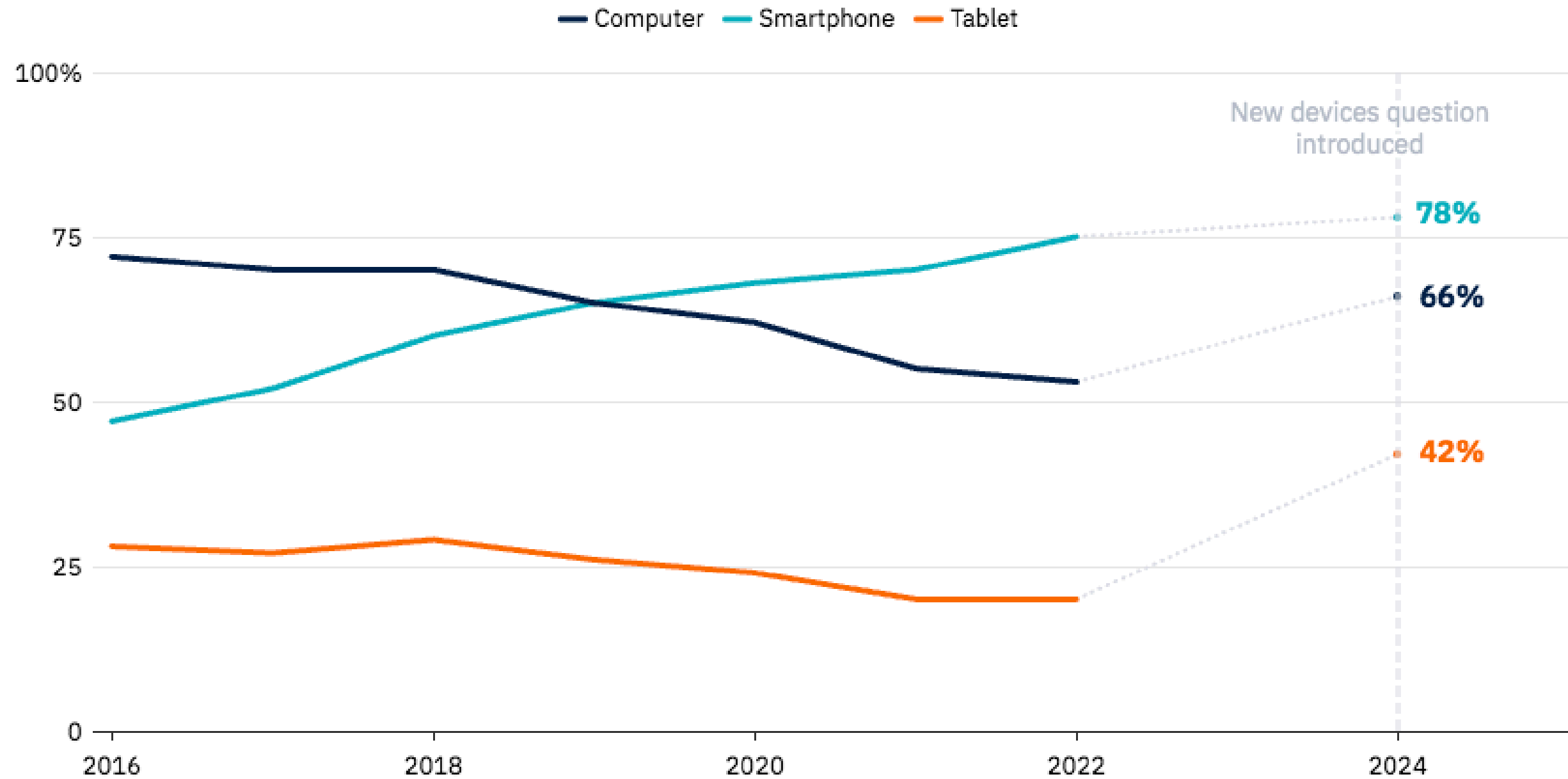


# ΑΠΟ ΠΟΥ ΕΝΗΜΕΡΩΝΟΝΤΑΙ ΟΙ ΕΛΛΗΝΕΣ;

## Devices for news

2016-2024

Greece



# TOP ΕΦΑΡΜΟΓΕΣ

## Top social, messaging, and video networks

Greece

Rank	Brand	For news	For all
1	Facebook	44% (-2)	64%
2	YouTube	29% (-1)	62%
3	Instagram	20% (+2)	47%
4	Facebook Messenger	19% (-)	49%
5	Viber	18% (-2)	51%
6	TikTok	14% (+5)	31%

Figures in parentheses indicate change from previous year.

[Get the data](#) • [Embed](#) • Created with [Datawrapper](#)



Share news via social, messaging or email

**31%**



Το μεγαλύτερο κοινωνικό δίκτυο 🌐  
 Διαθέτει την πιο εξελιγμένη διαφημιστική πλατφόρμα 💰  
 Η Δύναμη των Ομάδων 🤝  
 Τη μεγαλύτερη ποικιλία σε περιεχόμενο 📱

Save

JAN  
2024

## FACEBOOK: MONTHLY ACTIVE USERS

FACEBOOK'S TOTAL MONTHLY ACTIVE USER BASE, BASED ON DATA PUBLISHED IN THE COMPANY'S INVESTOR EARNINGS REPORTS



TOTAL MONTHLY ACTIVE  
FACEBOOK USERS (MAU)



3.05  
BILLION



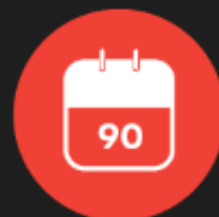
TOTAL FACEBOOK MAU  
vs. TOTAL POPULATION



37.7%

we  
are  
social

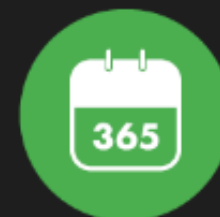
QUARTER-ON-QUARTER CHANGE  
IN TOTAL FACEBOOK MAU



+0.6%  
+19 MILLION



YEAR-ON-YEAR CHANGE  
IN TOTAL FACEBOOK MAU



+3.1%  
+91 MILLION

TOTAL FACEBOOK MAU  
vs. TOTAL INTERNET USERS



57.0%



TOTAL FACEBOOK MAU  
vs. POPULATION AGED 13+



48.1%



FACEBOOK DAILY ACTIVE USERS  
vs. MONTHLY ACTIVE USERS



68.4%

we  
are  
social

FACEBOOK ADVERTISING REACH  
vs. TOTAL FACEBOOK MAU













71.9%











# The Most Downloaded Apps - October 2024

Worldwide











## iOS App Store

1		Threads	12M
2		ChatGPT	12M
3		TikTok *	12M
4		Temu	9M
5		CapCut *	9M
6		Google	9M
7		Instagram	8M
8		Google Maps	8M
9		WhatsApp	8M
10		YouTube	8M

## Google Play

1		Instagram *	44M
2		TikTok *	36M
3		Facebook *	30M
4		WhatsApp	28M
5		Temu	26M
6		Threads	21M
7		Meesho *	20M
8		ChatGPT	20M
9		Telegram	18M
10		WhatsApp Business	16M

## Combined Total

1		Instagram	52M
2		TikTok	48M
3		Facebook	36M
4		WhatsApp	36M
5		Temu	36M
6		Threads	33M
7		ChatGPT	32M
8		Telegram	24M
9		CapCut	23M
10		Meesho	21M

\* Includes downloads of lite and regional versions where applicable.

App Intelligence & Analytics by  appfigures

## A Few New Faces! The Most Downloaded Apps in the World in October

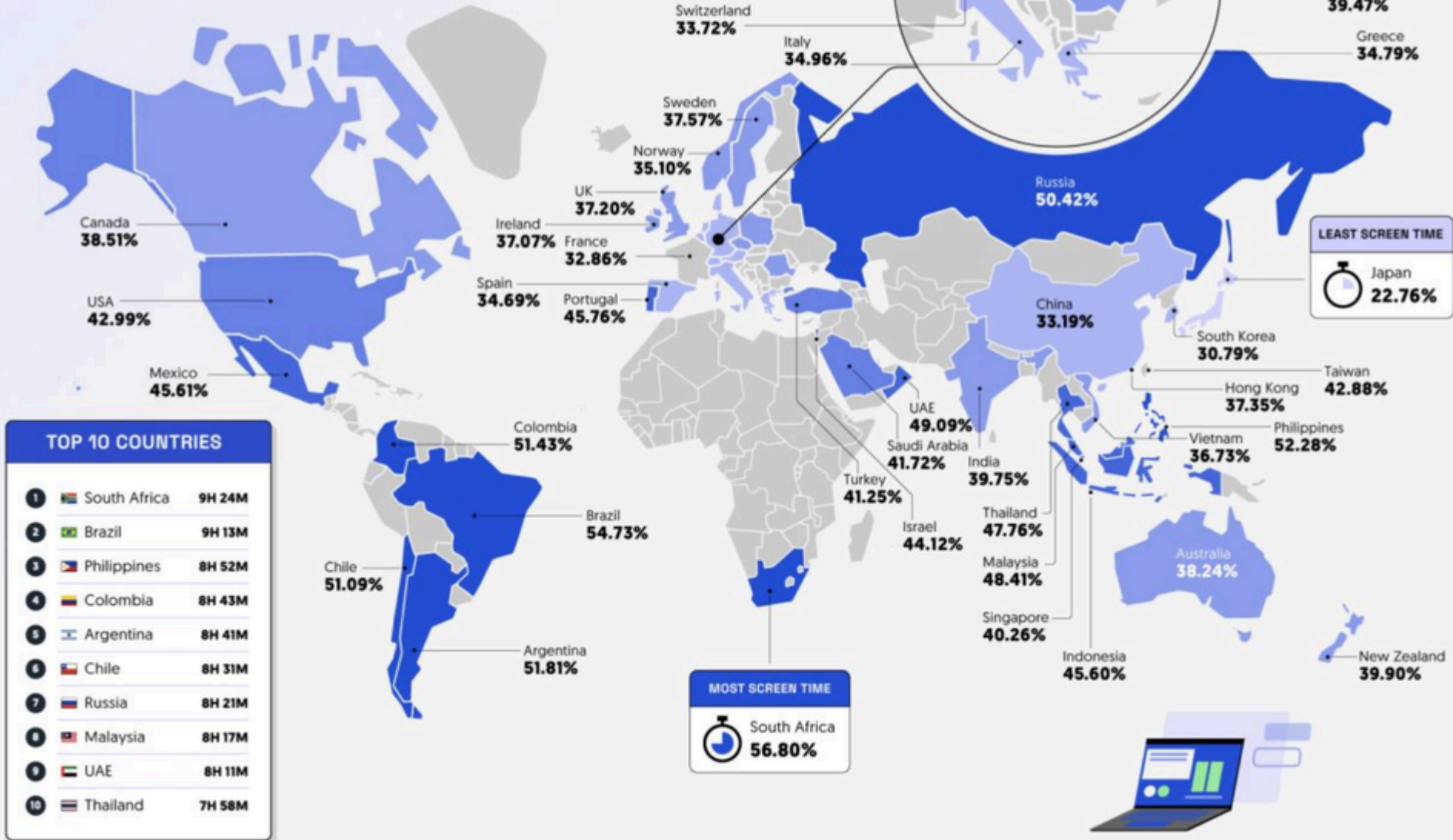
October is behind us so we crunched the numbers and ranked the most downloaded mobile apps in the world. While I don't h...

 Appfigures / Nov 15

# The Average Screen Time (% of Awake Hours) BY COUNTRY

According to the Global System for Mobile Communications, there are 4.3 billion active smartphones throughout the world.<sup>1</sup> And while a majority of the world owns phones, screen time — across all devices — varies from country to country. But where do people look at screens the most?

Screen time is highest in emerging economies in Southeast Asia and South America. In **Brazil**, residents spend **54.7%** of their waking hours looking at screens on average, nearly the most of any country. The average resident in **South Africa** spends a whopping **56.8%** of their waking hours looking at screens — the most worldwide.



**TOP 10 COUNTRIES**

- South Africa 9H 24M
- Brazil 9H 13M
- Philippines 8H 52M
- Colombia 8H 43M
- Argentina 8H 41M
- Chile 8H 31M
- Russia 8H 21M
- Malaysia 8H 17M
- UAE 8H 11M
- Thailand 7H 58M

**METHODS:** Using data from DataReportal and Sleep Cycle, we ranked countries based on the average amount of time spent looking at screens as a percentage of the average number of awake hours.  
**ADDITIONAL SOURCE:** © GSMA. (2023). Smartphone owners are now the global majority, New GSMA report reveals. [gsma.com](https://www.gsma.com)  
 This image is licensed under the Creative Commons Attribution-Share Alike 4.0 International License - [www.creativecommons.org/licenses/by-sa/4.0/](https://www.creativecommons.org/licenses/by-sa/4.0/)  
 Electronics Hub

# Screen Time REPORT

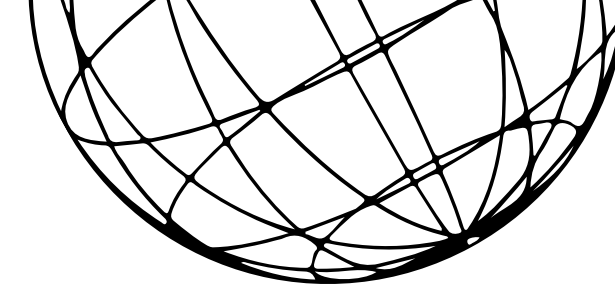
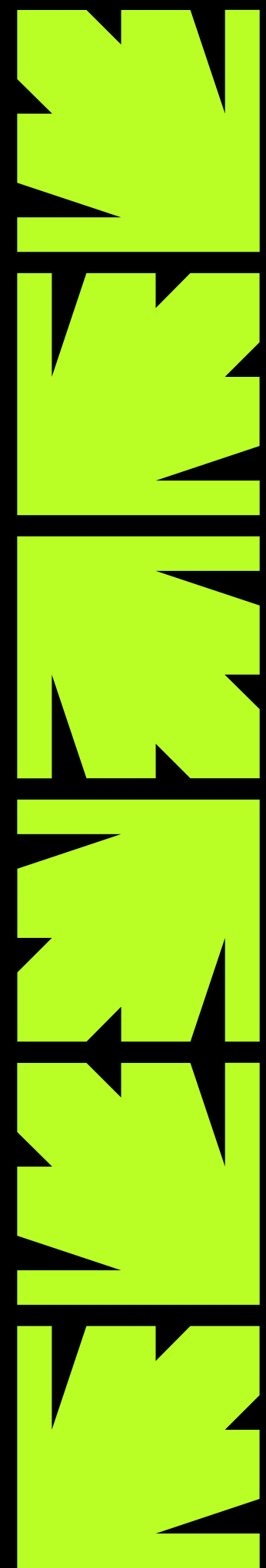


## The Average Screen Time and Usage by Country in 2024

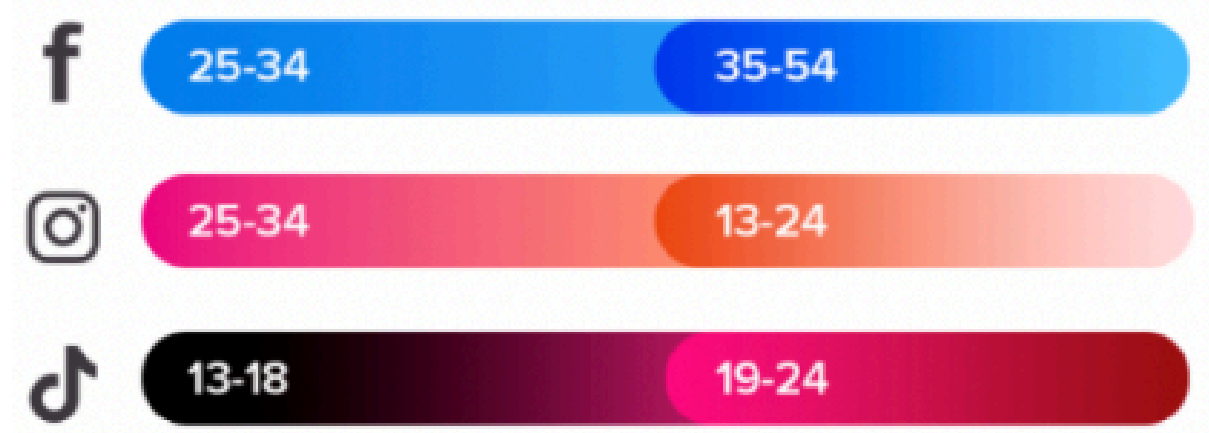
We're a planet addicted to our screens. It's not a new problem — worry about how much television time we clock up has been around since the 1950s — but with so many screens and so many binge-able shows and...

ElectronicsHub / Apr 15

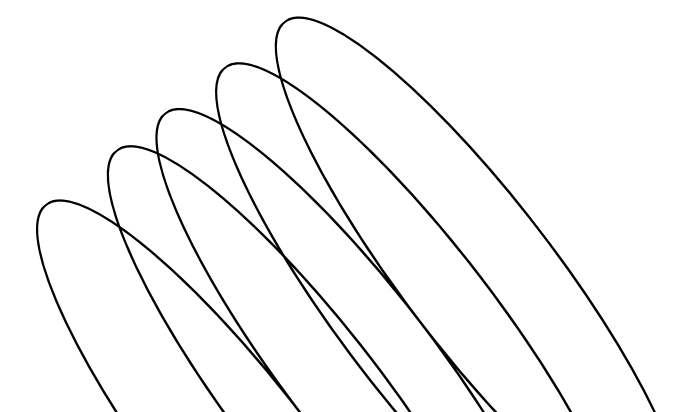
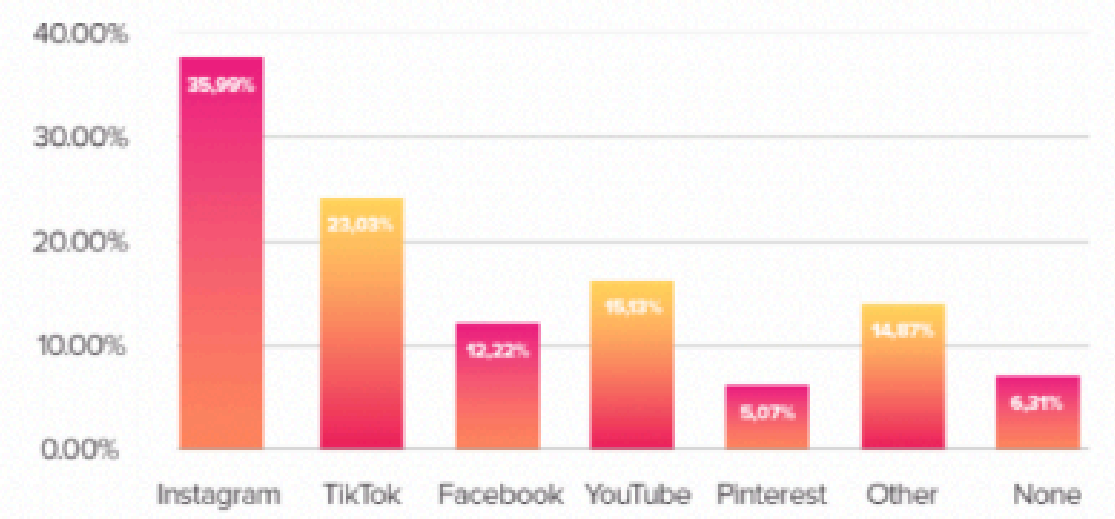
[Link](#)



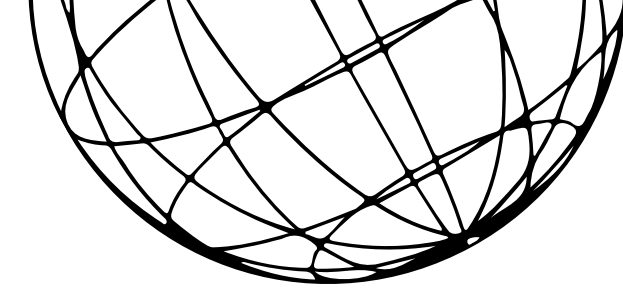
## Most popular age groups by platform:



## Greece's favorite Social Media right now:





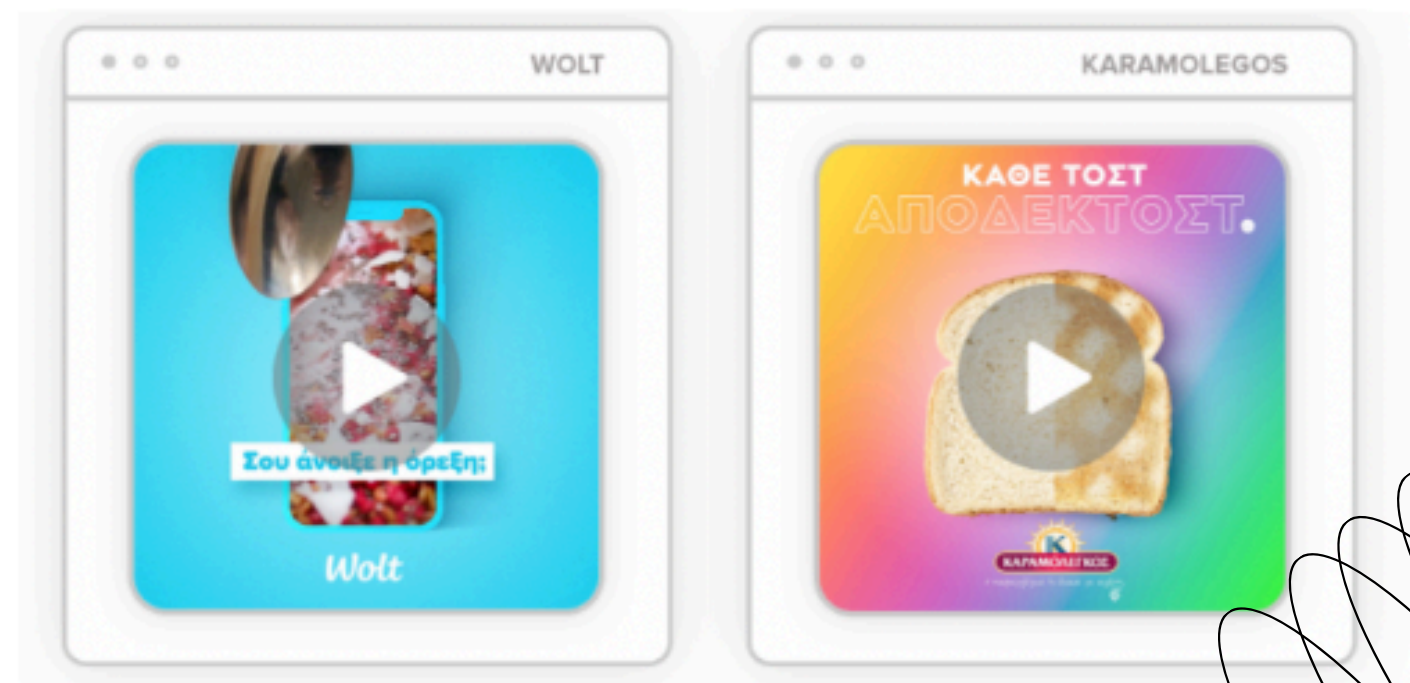


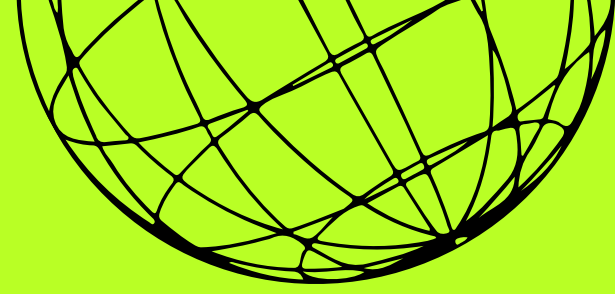
## Instagram is Greece's most influential Social Media platform in terms of driving consumer intent



**3.5M Έλληνες έχουν λογαριασμό στο TikTok**

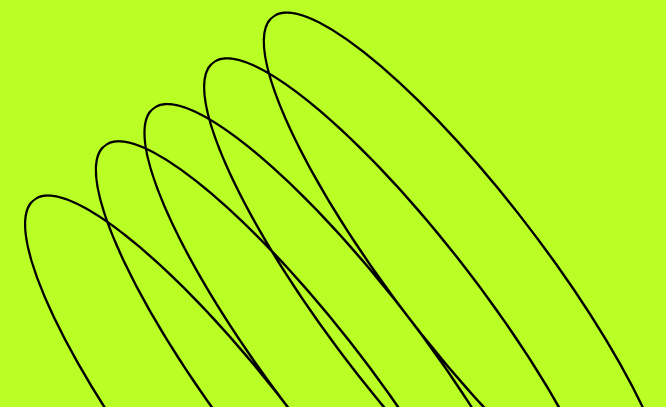
**50% των ερωτηθέντων επηρεάστηκαν από stop-scrolling ads.**





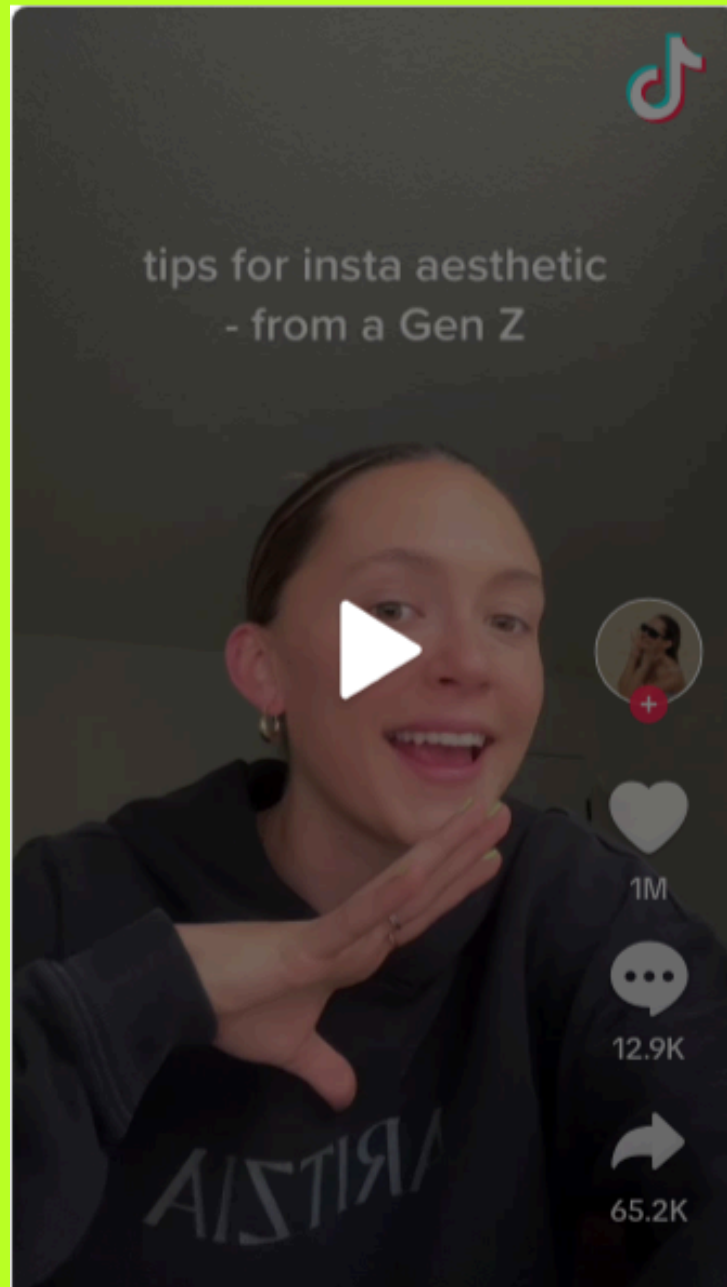
# ΠΟΙΑ ΕΙΝΑΙ ΤΑ ΚΡΙΣ?

π.χ. Απόκτηση links, Απόκτηση likes, Δημιουργία Awareness



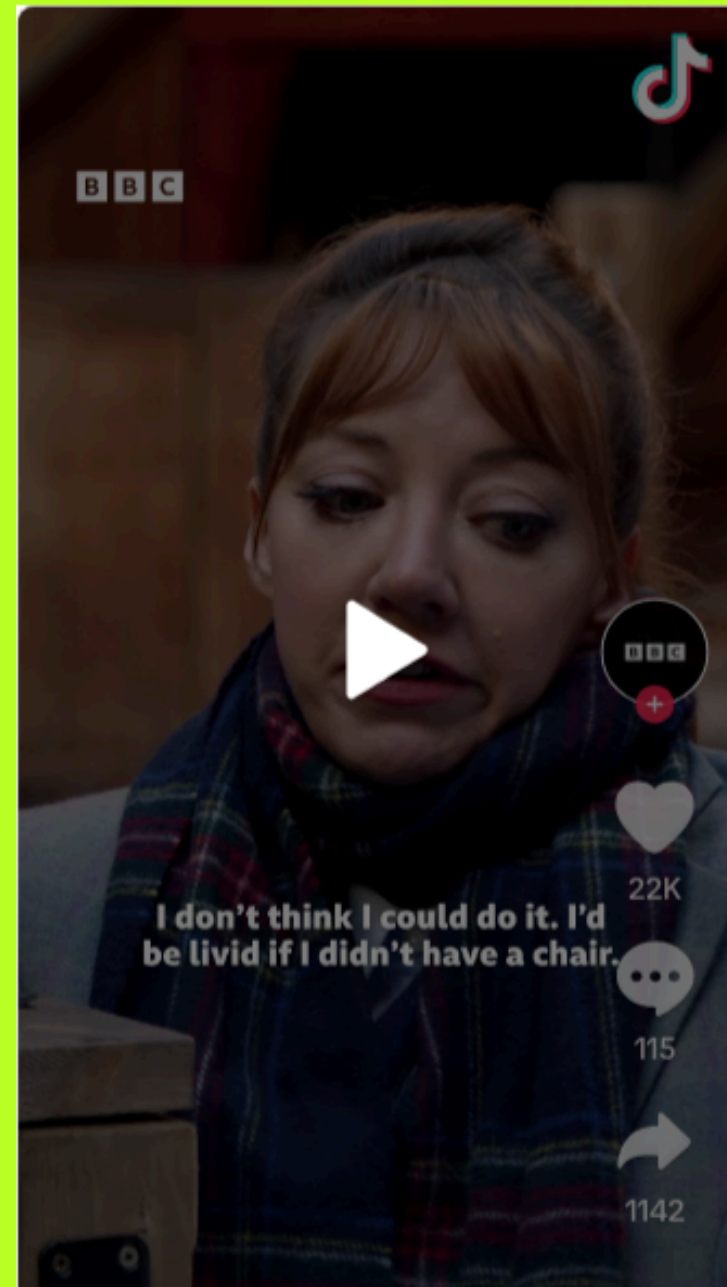


# ΠΑΡΑΔΕΙΓΜΑΤΑ CONTENT



Watch more e [Watch now](#)

**@notfastjustcompetitive**  
dear millenials, we just want what's best for you <3 #igaesthetic #igtips  
🎵 original sound - Nicole 🙇



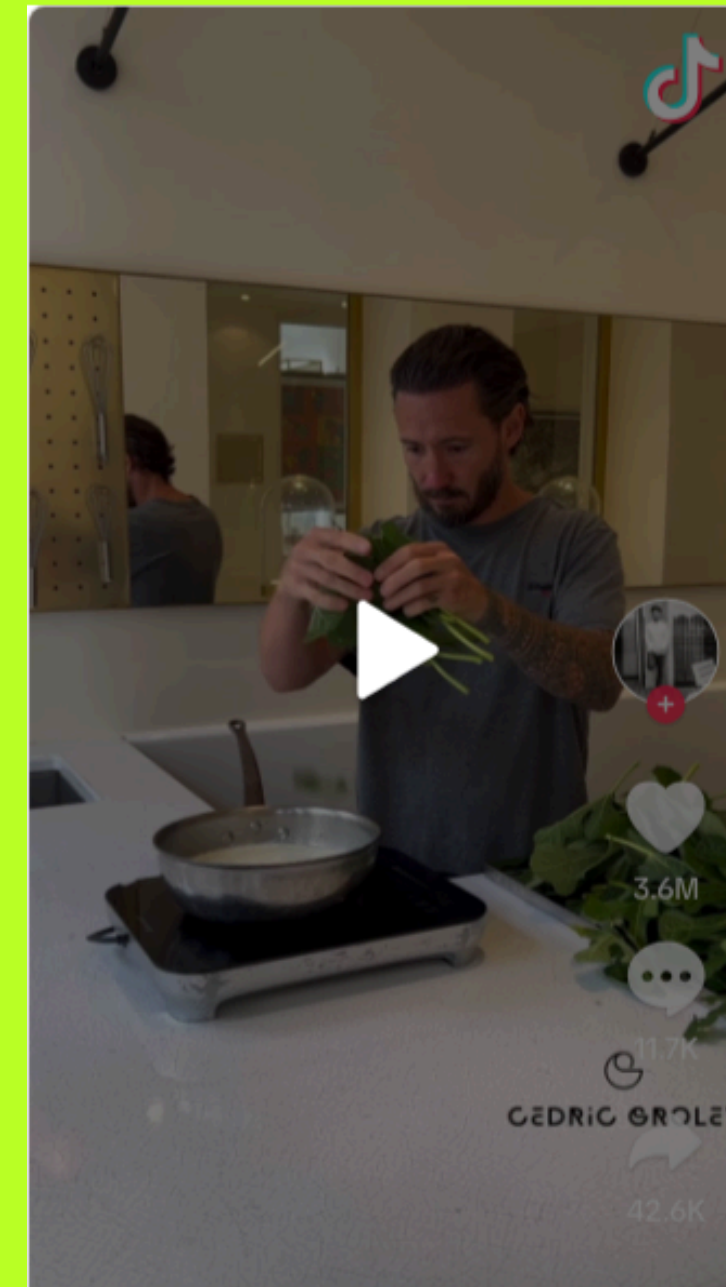
Watch more e [Watch now](#)

**@bbc** ✓  
What kind of masochist would enjoy that? #CunkOnShakespeare #iPlayer ...See more  
🎵 original sound - BBC



Watch more e [Watch now](#)

**@cheersindeed**  
Who's down for french toast at 8:30pm? 🙇 @nicoloosh #dinnertime #quic ...See more  
🎵 original sound - Home Cooking & Stories

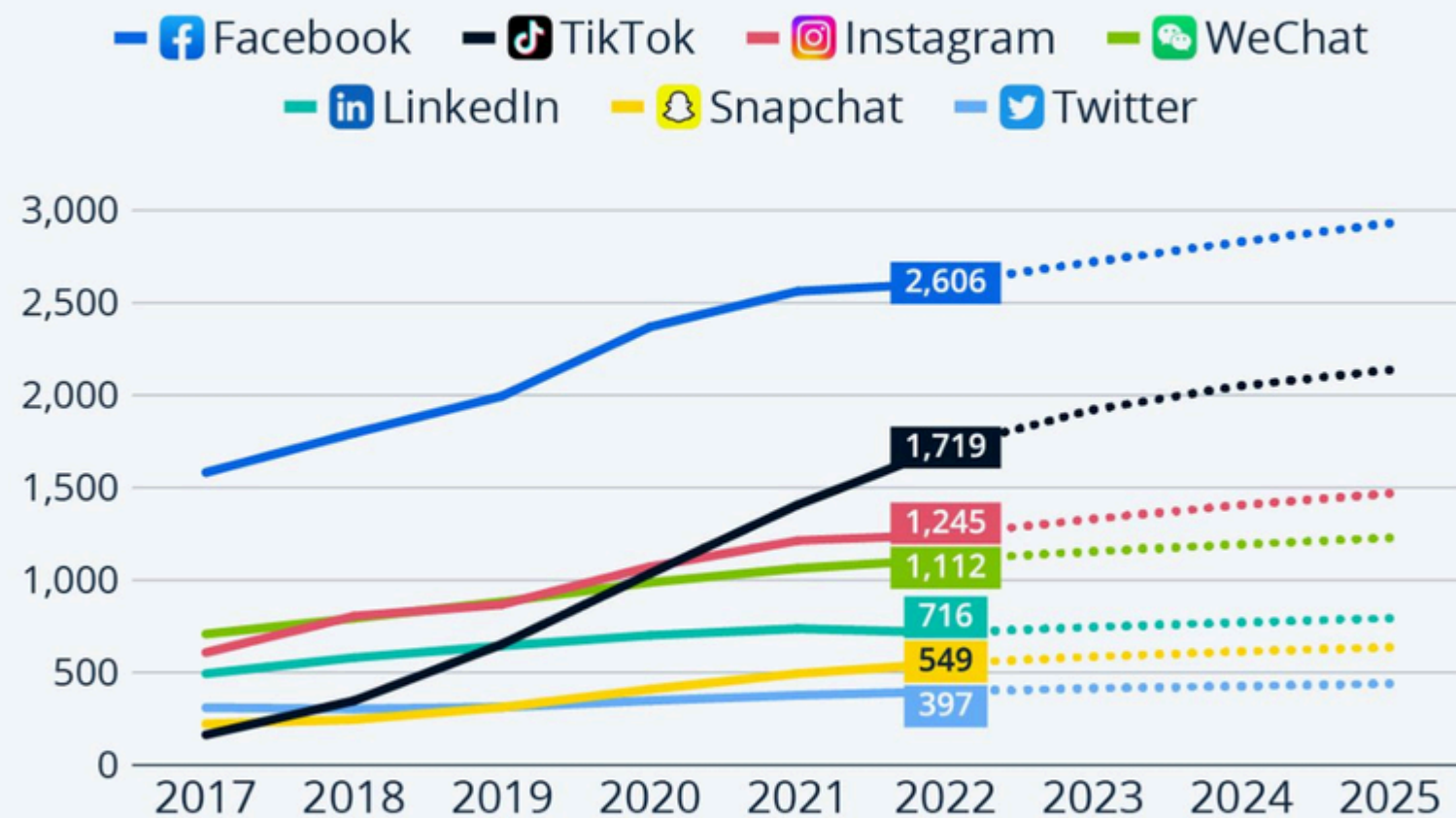


Watch more e [Watch now](#)

**@cedricgrolet** ✓  
Je vais vous faire aimer les figues 🙇 #cedricgrolet #paris #fy  
🎵 September - Earth, Wind & Fire

## The Rapid Rise of TikTok

Number of active users of selected social networks worldwide (in millions)



Estimations as of June 2022. Projections from 2023 until 2025.

Source: Statista Advertising & Media Outlook



Στο TikTok ο στόχος είναι να δημιουργήσουμε περιεχόμενο 10 δευτερολέπτων – 1 λεπτού, προσπαθώντας να τραβήξουμε την προσοχή του κοινού τα 2 δευτερόλεπτα.