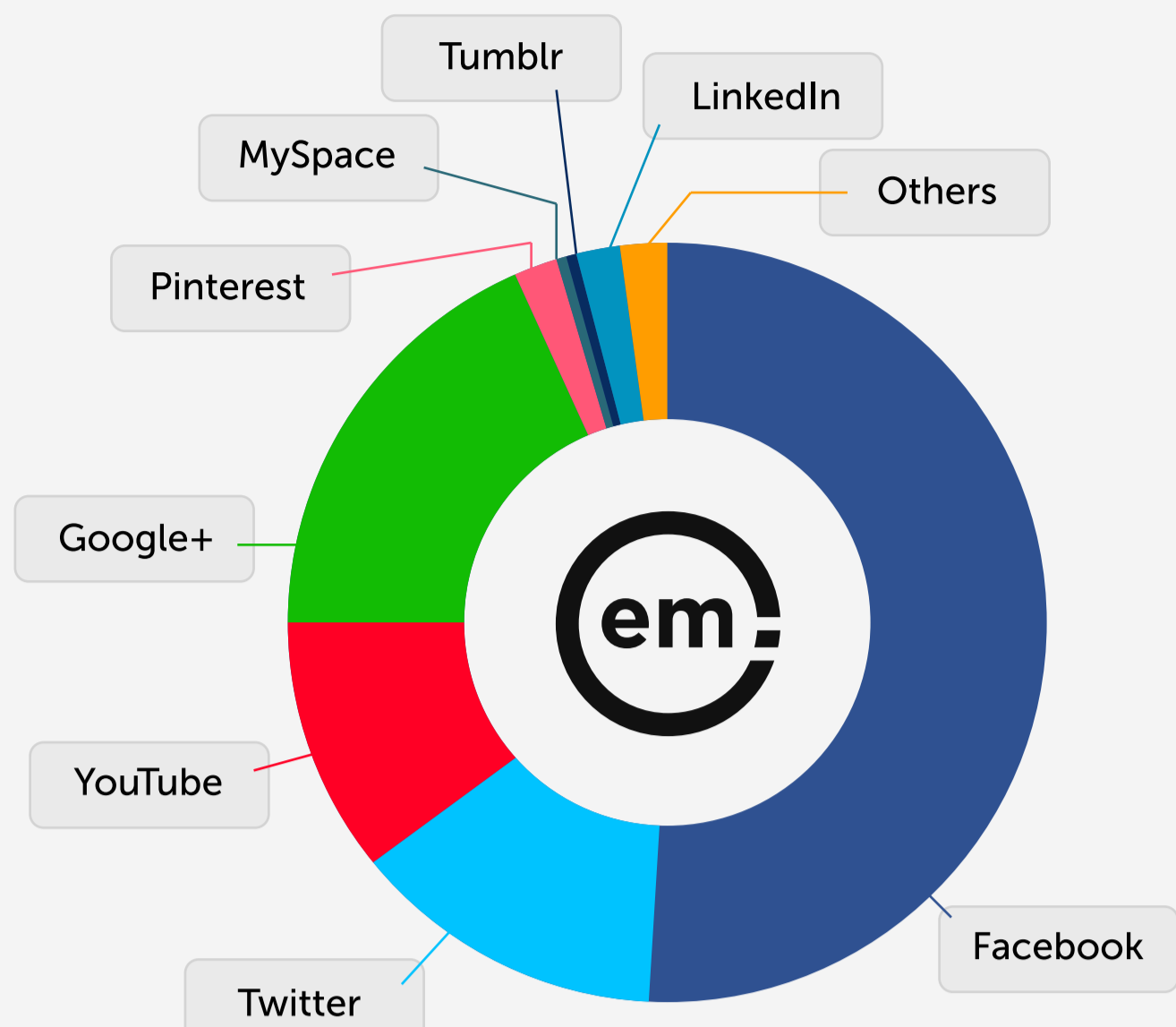


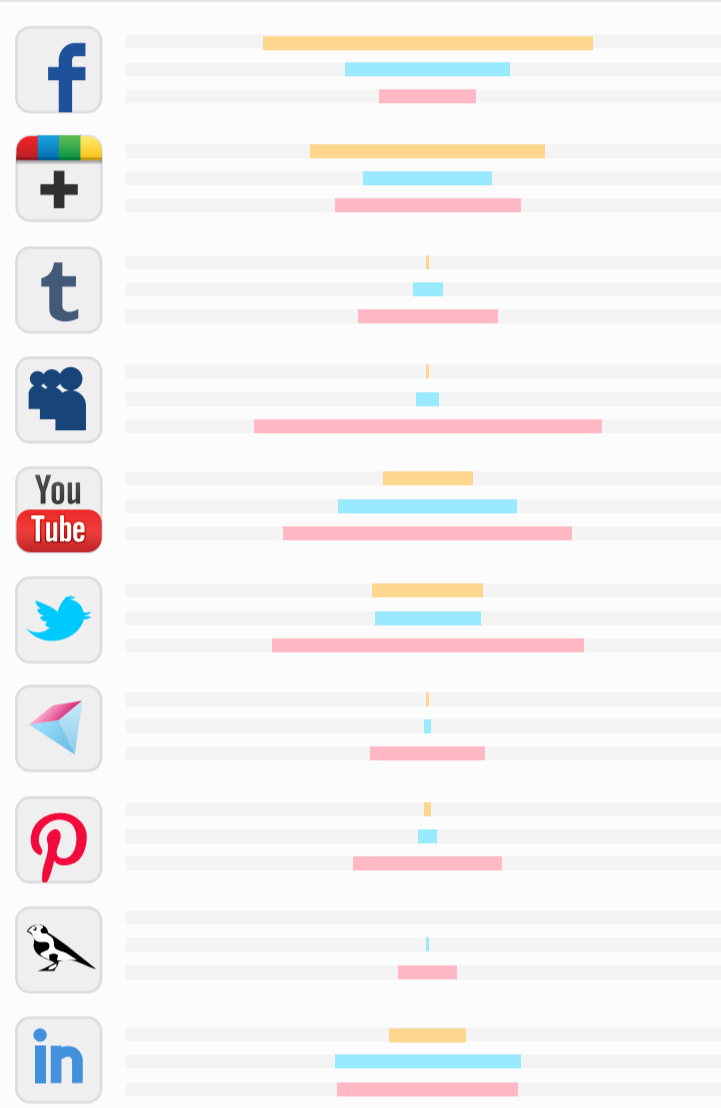
How Are South Africans Interacting with Social Media?

Which social site do you enjoy using most currently?



Are you actively participating on these social sites?

Facebook and Google+ users are an engaged bunch, with an average of 47% of the sites' audience registered and actively contributing via comments and content sharing.

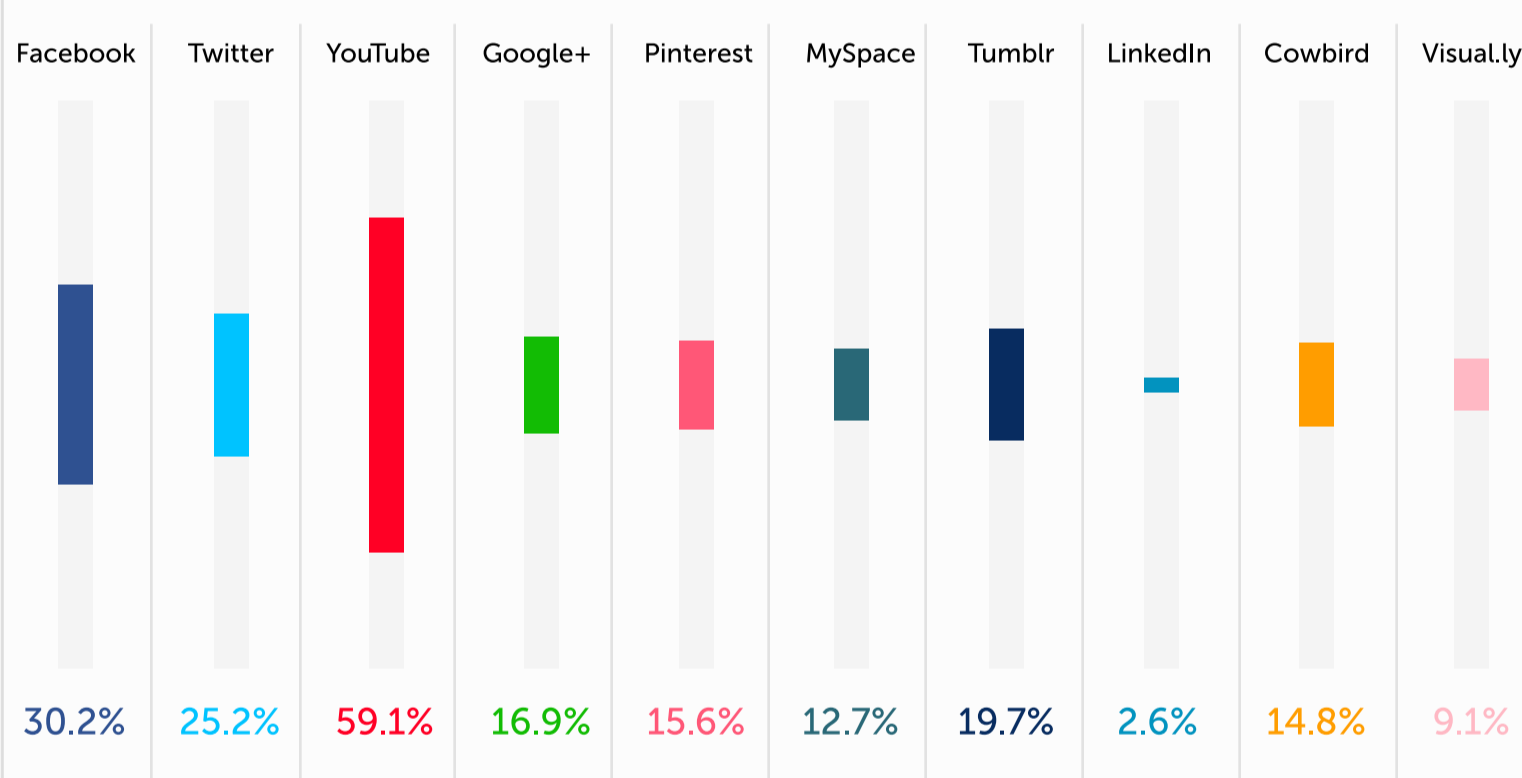


KEY

- I am registered and am an active contributor
- I am registered and use the site occasionally
- No, I am just a visitor

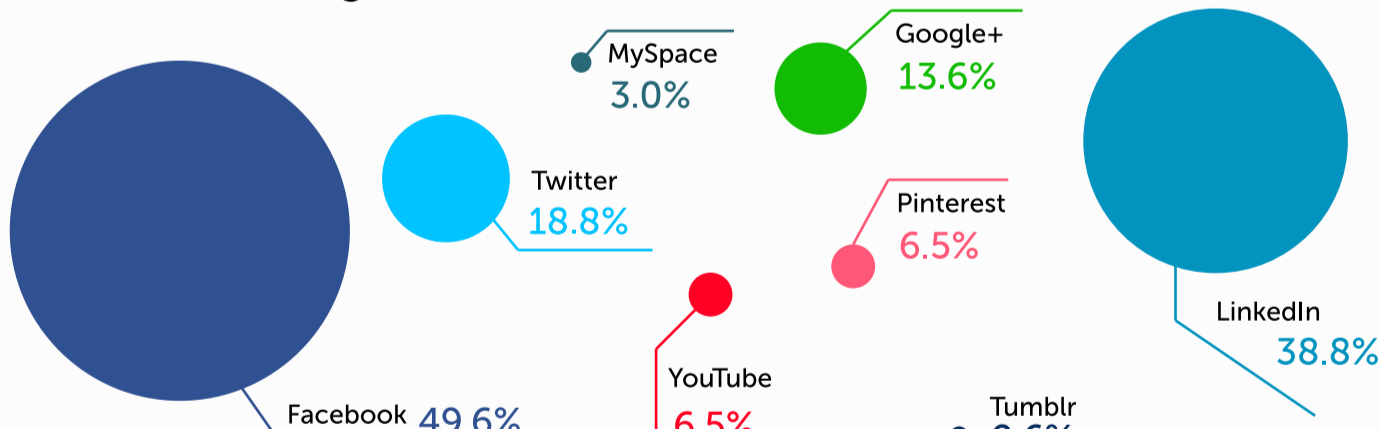
What are the main reasons you visit these sites?

South Africans cited **entertainment** as the main draw of social sites, with YouTube emerging as the site regarded as most entertaining.



Facebook = Social Communities

Facebook is popular among South Africans for its ability to connect like-minded people, with close to half of respondents citing it as the main reason for visiting the social site.



How can social sites provide more value to your experience?

South Africans most value recommendations on social sites that can help them expand their interests.

This highlights the **importance of WOM (Word of Mouth)** and other forms of endorsements.

