SLEZSKÁ UNIVERZITA

OBCHODNĚ PODNIKATELSKÁ FAKULTA V KARVINÉ

Sociální média

1. přednáška

Úvod, podmínky, základy

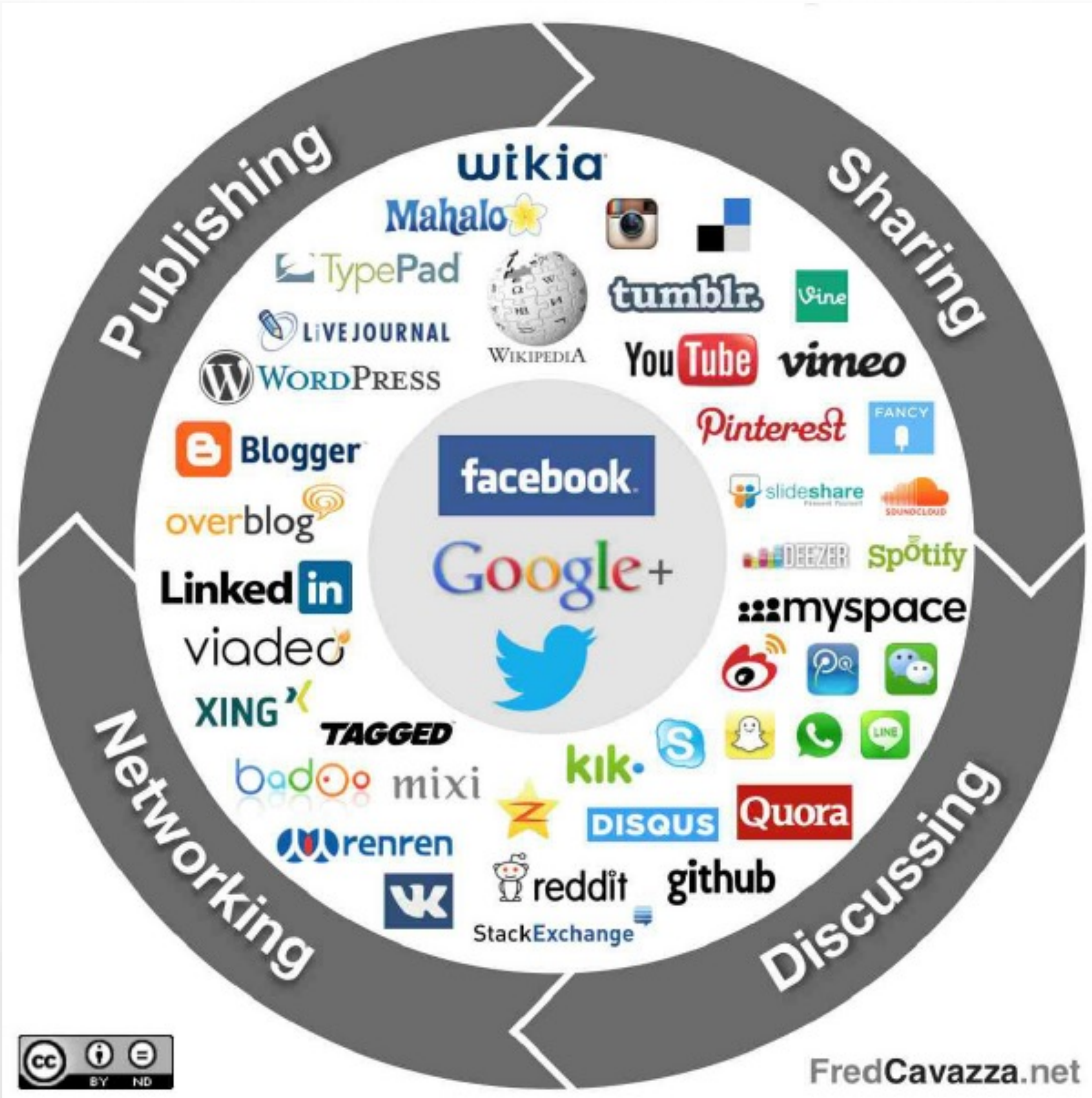
Výsledky učení

- 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


Publishing
Sharing
Discussing
Networking
wikia
Mahalo
TypePad
LIVEJOURNAL
WordPress
Wikipedia
tumblr.
Vine
YouTube
vimeo
Pinterest
FANCY
Blogger
overblog
facebook
Google+
slideshare
SOUNDCLOUD
DEEZER
Spotify
Linkedin
myspace
viadeo
XING
TAGGED
kik.
badoo
mixi
DISQUS
Quora
renren
reddit
github
StackExchange
BY ND
FredCavazza.net

Social Media Landscape 2024

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

Social presence

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- Míra sociální přítomnosti je formována tím zda komunikujeme přímo nebo pomocí média (rozhovor tváří v tvář nebo telefonní hovor) a dále také tím zda jsme v komunikaci přítomní v čase (asynchronní – email vs. synchronní – live chat)
- Teorie sociální presence tvrdí, že čím větší je míra sociální přítomnosti tím existuje větší vliv na chování obou stran komunikace.

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

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Media richness

- Mediální bohatost je kapacita média přenášet informace v reálném čase.
- Telefonní hovor přenáší zvuk, videohovor přenáší také obraz a proto médium, které umožňuje přenášet více informací v reálném čase označujeme jako mediálně bohatší. V tomto případě videohovor.
- Některá média tedy umožňují aby se lidé lépe chápali. Pokud pošlu textovou zprávu nemohu v ní zvolit ironický tón a proto může být zpráva pochopena chybně.

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

Self-disclosure

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- Sebeprezentace (self-presentation) je ochota lidí prezentovat se ostatním (obvykle v co nejlepším světle) a je prováděna pomocí sebeodhalení (self-disclosure).
- Sebeodhalení je vědomé či nevědomé sdílení osobních informací jako jsou myšlenky a pocity s ostatními lidmi.
- Sebeodhalení je klíčový proces při formování vztahů a to jak od těch vážných (manželství) tak po ty epizodické (rozhovor při čekání ve frontě).

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

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Klasifikace sociálních médií

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	Low	Collaborative projects (e.g. Wikipedia)	Content communities (e.g. YouTube)	Virtual game worlds (e.g. World of Warcraft)

- Blogy a mikroblogy
  - Často v textové formě dovolují pouze jednoduchou výměnu informací.

- Herní světy
  - Snaží se replikovat velkou část reálného světa. Postavy jsou popsány informacemi, mají vzhled a komunikují mezi sebou bohaté informace.

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

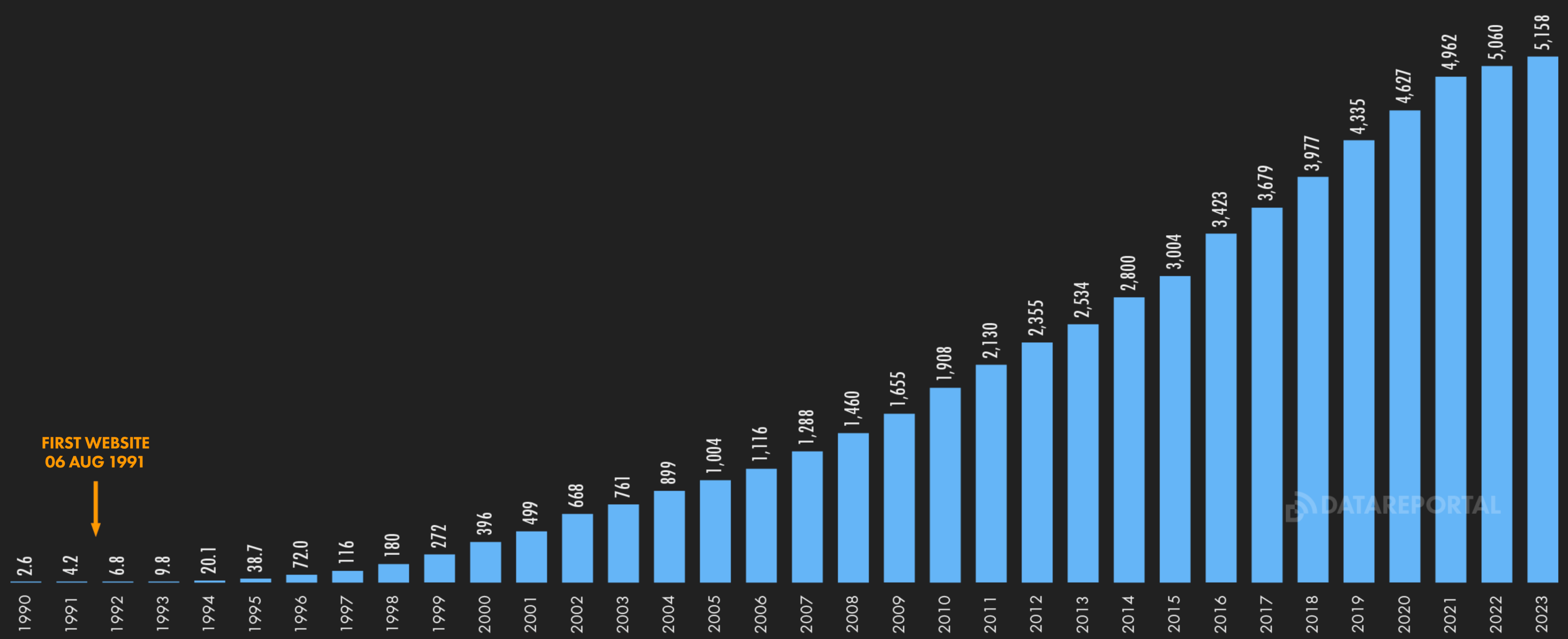
Sociální média

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

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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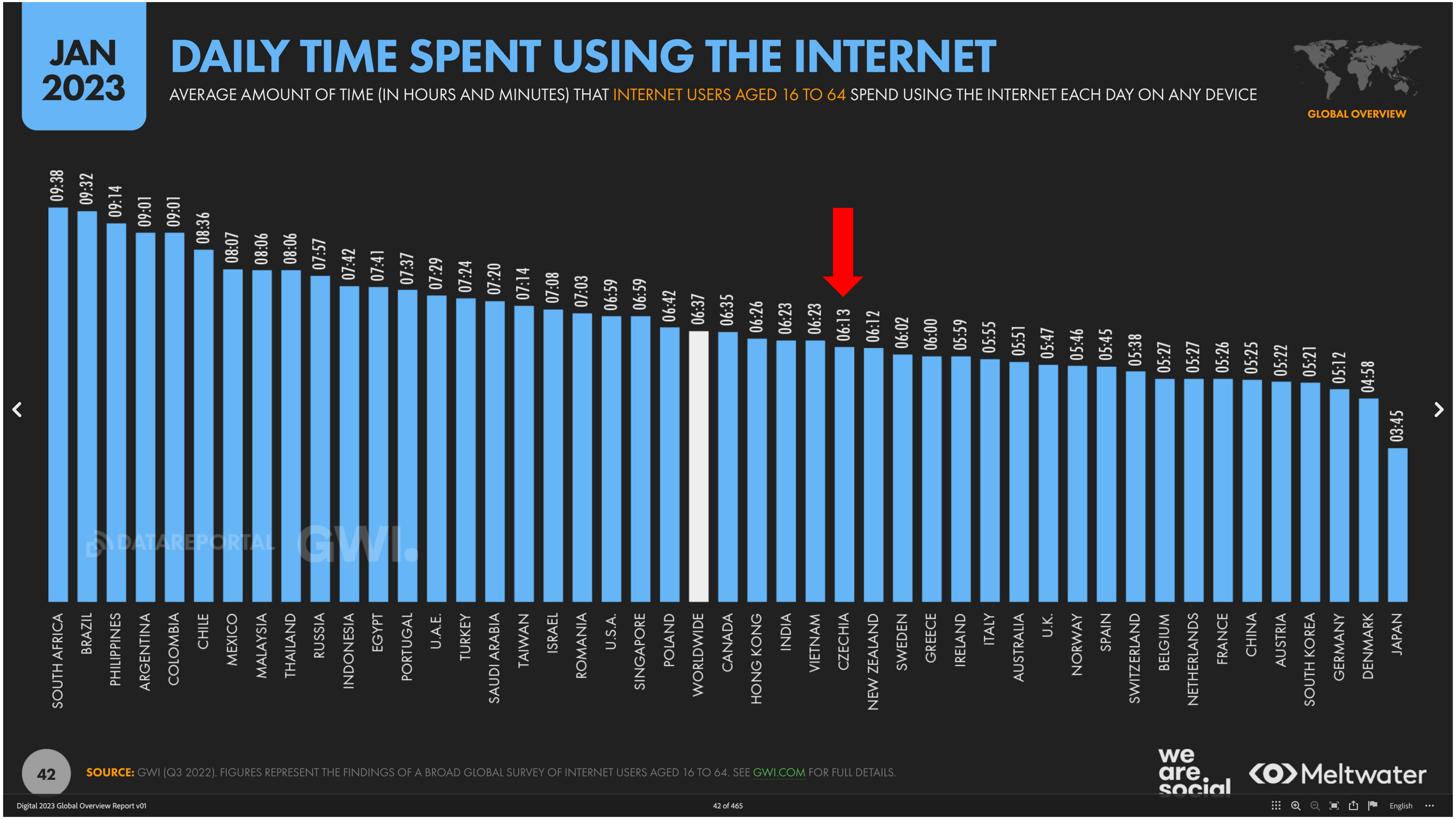
JAN 2023
DAILY TIME SPENT USING THE INTERNET
AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY ON ANY DEVICE
GLOBAL OVERVIEW
SOUTH AFRICA 09:38
BRAZIL 09:32
PHILIPPINES 09:14
ARGENTINA 09:01
COLOMBIA 09:01
CHILE 08:36
MEXICO 08:07
MALAYSIA 08:06
THAILAND 08:06
RUSSIA 07:57
INDONESIA 07:42
EGYPT 07:41
PORTUGAL 07:37
U.A.E. 07:29
TURKEY 07:24
SAUDI ARABIA 07:20
TAIWAN 07:14
ISRAEL 07:08
ROMANIA 07:03
U.S.A. 06:59
SINGAPORE 06:59
POLAND 06:42
WORLDWIDE 06:37
CANADA 06:35
HONG KONG 06:26
INDIA 06:23
VIETNAM 06:23
CZECHIA 06:13
NEW ZEALAND 06:12
SWEDEN 06:02
GREECE 06:00
IRELAND 05:59
ITALY 05:55
AUSTRALIA 05:51
U.K. 05:47
NORWAY 05:46
SPAIN 05:45
SWITZERLAND 05:38
BELGIUM 05:27
NETHERLANDS 05:27
FRANCE 05:26
CHINA 05:25
AUSTRIA 05:22
SOUTH KOREA 05:21
GERMANY 05:12
DENMARK 04:58
JAPAN 03:45
DATAREPORTAL
GWI.
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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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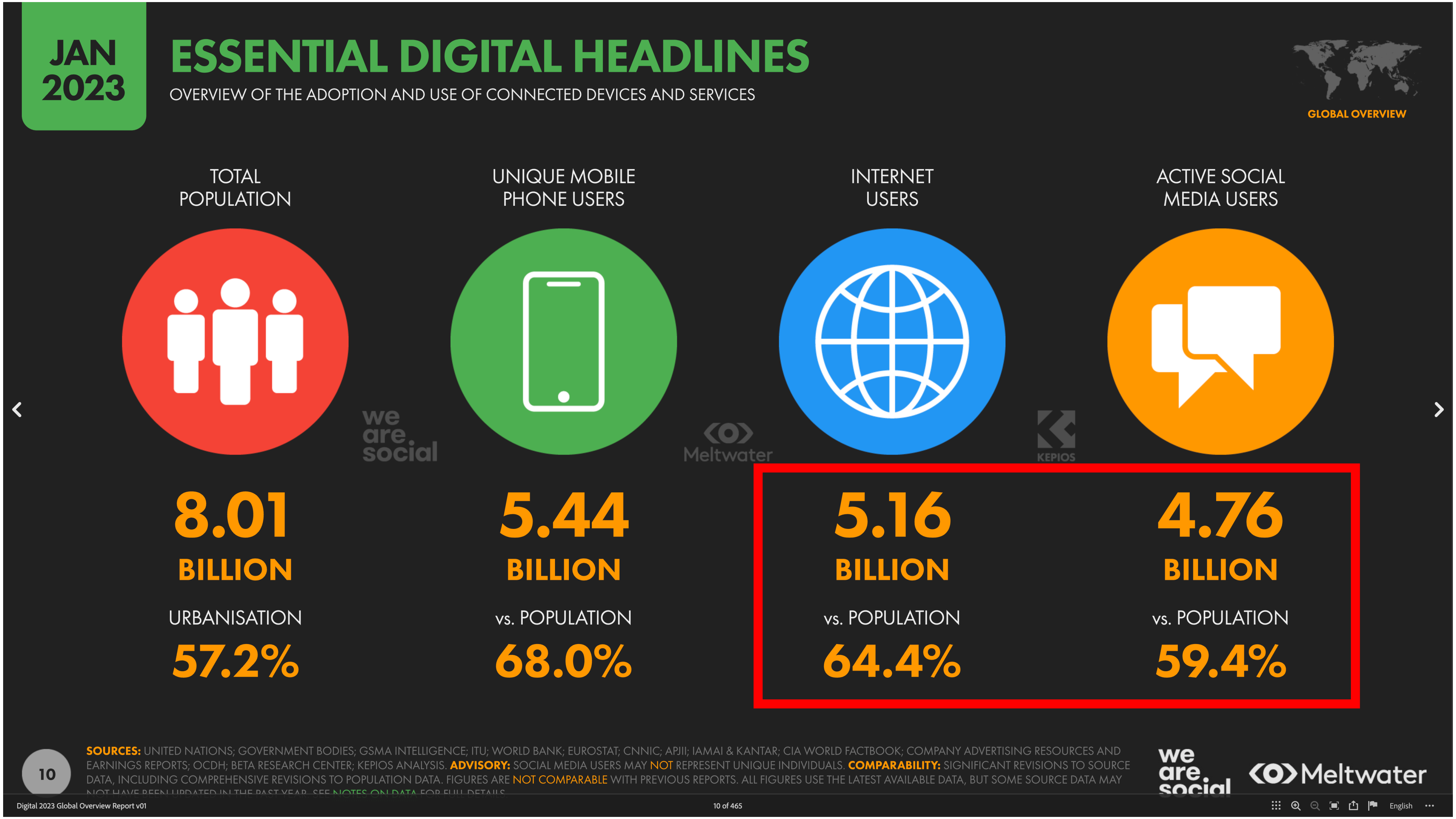
JAN 2023
ESSENTIAL DIGITAL HEADLINES
OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES
GLOBAL OVERVIEW
TOTAL POPULATION
8.01 BILLION
URBANISATION
57.2%
UNIQUE MOBILE PHONE USERS
5.44 BILLION
vs. POPULATION
68.0%
INTERNET USERS
5.16 BILLION
vs. POPULATION
64.4%
ACTIVE SOCIAL MEDIA USERS
4.76 BILLION
vs. POPULATION
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.
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JAN 2024

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	97.8%	+1.7% (+160 BPS)
SMART PHONE	97.6%	+1.8% (+170 BPS)
FEATURE PHONE	6.9%	-12.7% (-100 BPS)
LAPTOP OR DESKTOP COMPUTER	57.7%	-0.5% (-30 BPS)
TABLET DEVICE	30.9%	-8.3% (-280 BPS)
GAMES CONSOLE	19.1%	-5.9% (-120 BPS)
SMART WATCH OR SMART WRISTBAND	30.1%	+0.7% (+20 BPS)
TV STREAMING DEVICE	15.7%	-4.8% (-80 BPS)
SMART HOME DEVICE	16.2%	-1.2% (-20 BPS)
VIRTUAL REALITY DEVICE	4.4%	-21.4% (-120 BPS)

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. **NOTES:** PERCENTAGE CHANGE VALUES REPRESENT RELATIVE 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 ABSOLUTE CHANGE. **COMPARABILITY:** METHODOLOGY CHANGES. SEE NOTES ON DATA.

JAN 2023

DAILY TIME SPENT WITH MEDIA

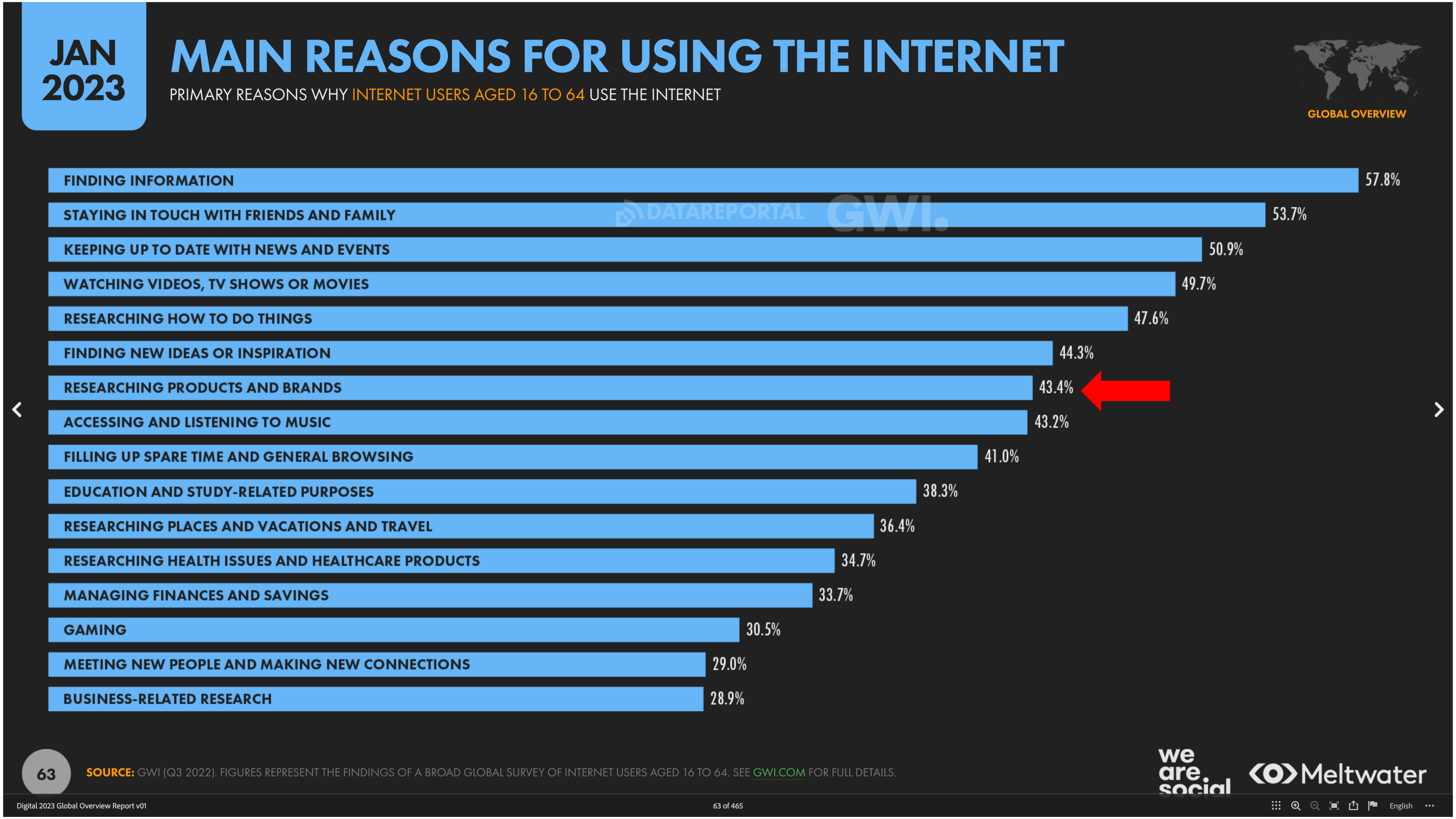
THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES

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	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
-4.8% (-20 MINS)	+1.5% (+3 MINS)	+2.0% (+3 MINS)	+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	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+5.4% (+5 MINS)	-3.3% (-2 MINS)	+12.7% (+7 MINS)	+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
FINDING INFORMATION 57.8%
STAYING IN TOUCH WITH FRIENDS AND FAMILY 53.7%
KEEPING UP TO DATE WITH NEWS AND EVENTS 50.9%
WATCHING VIDEOS, TV SHOWS OR MOVIES 49.7%
RESEARCHING HOW TO DO THINGS 47.6%
FINDING NEW IDEAS OR INSPIRATION 44.3%
RESEARCHING PRODUCTS AND BRANDS 43.4%
ACCESSING AND LISTENING TO MUSIC 43.2%
FILLING UP SPARE TIME AND GENERAL BROWSING 41.0%
EDUCATION AND STUDY-RELATED PURPOSES 38.3%
RESEARCHING PLACES AND VACATIONS AND TRAVEL 36.4%
RESEARCHING HEALTH ISSUES AND HEALTHCARE PRODUCTS 34.7%
MANAGING FINANCES AND SAVINGS 33.7%
GAMING 30.5%
MEETING NEW PEOPLE AND MAKING NEW CONNECTIONS 29.0%
BUSINESS-RELATED RESEARCH 28.9%
DATAREPORTAL
GWI.
63
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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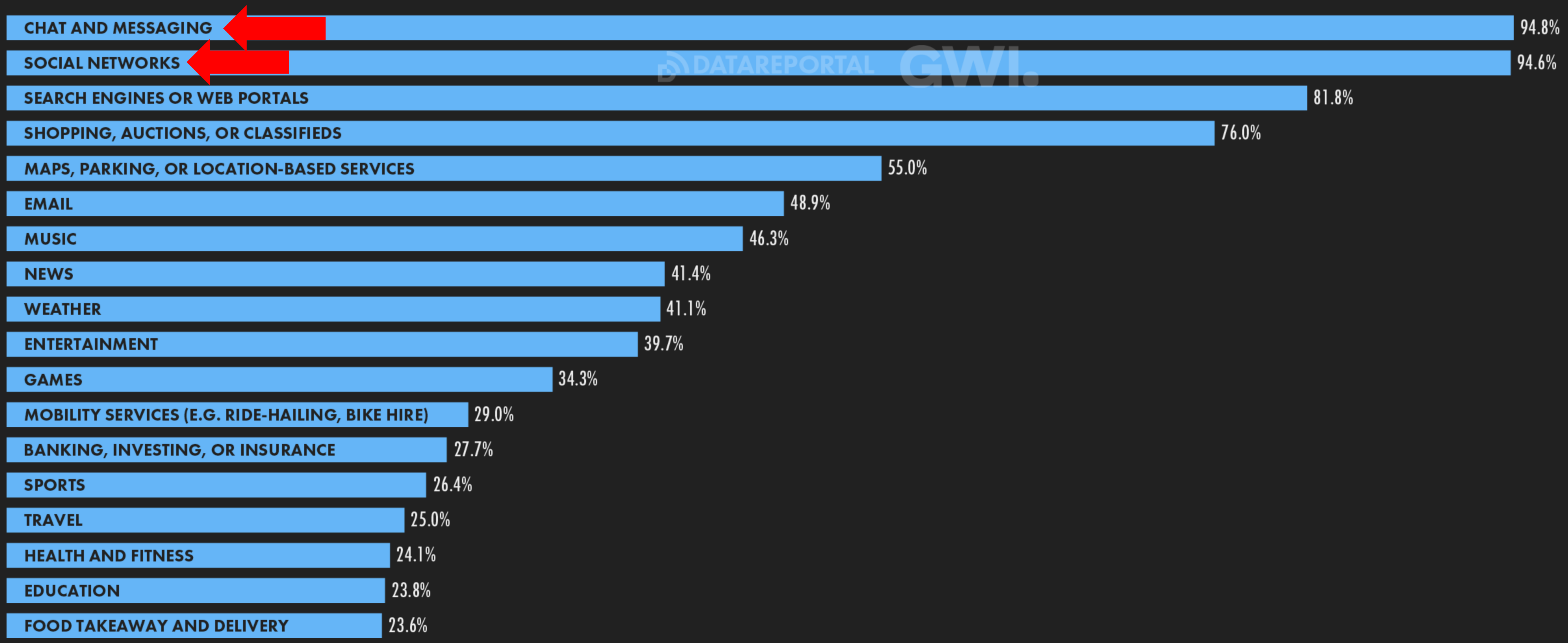
TOP TYPES OF WEBSITES VISITED AND APPS USED

JAN 2023

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.

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Úkol 5 minut dvojice/trojice

Tipněte si každý jaké sociální sítě jsou populární u nás?

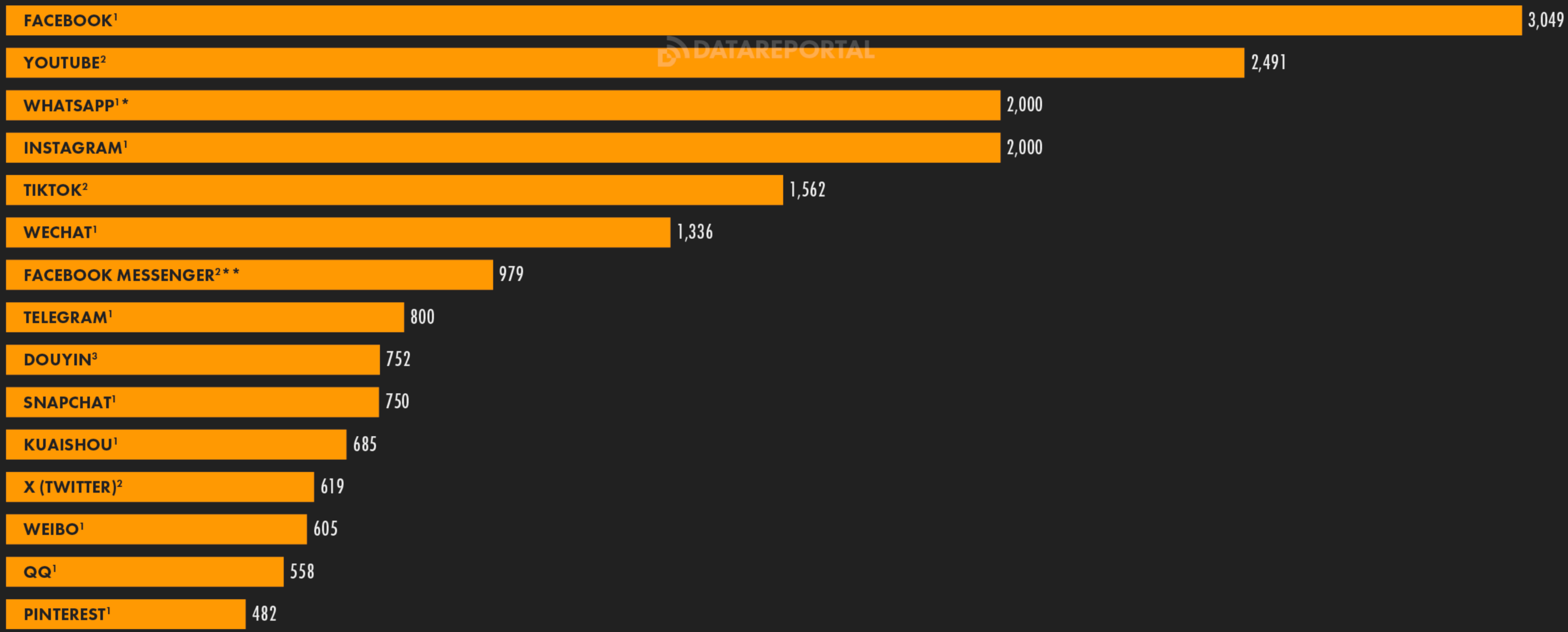
Následně informaci najděte online.

JAN 2024

THE WORLD'S MOST USED SOCIAL PLATFORMS

RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS) (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

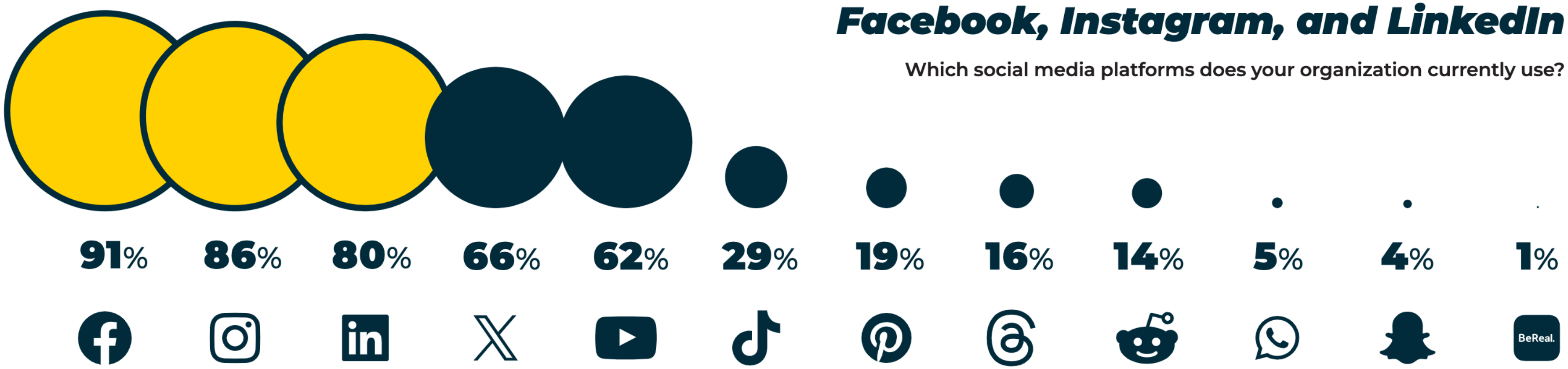
GLOBAL OVERVIEW



SOURCES: KEPIOS ANALYSIS OF (1) COMPANY ANNOUNCEMENTS OF MONTHLY ACTIVE USERS; (2) PLATFORMS' SELF-SERVICE ADVERTISING RESOURCES; (3) IIMEDIA. **ADVISORY:** USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** (*) THESE PLATFORMS HAVE NOT PUBLISHED UPDATED USER FIGURES IN THE PAST 12 MONTHS, SO FIGURES MAY BE LESS REPRESENTATIVE. (**) SOME MESSENGER AD FORMATS ARE CURRENTLY UNAVAILABLE IN AUSTRALIA, CANADA, FRANCE, AND THE UNITED STATES, SO THE FIGURE SHOWN HERE MAY UNDER-REPRESENT FACEBOOK MESSENGER'S ACTUAL AUDIENCE. SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE NOTES ON DATA.

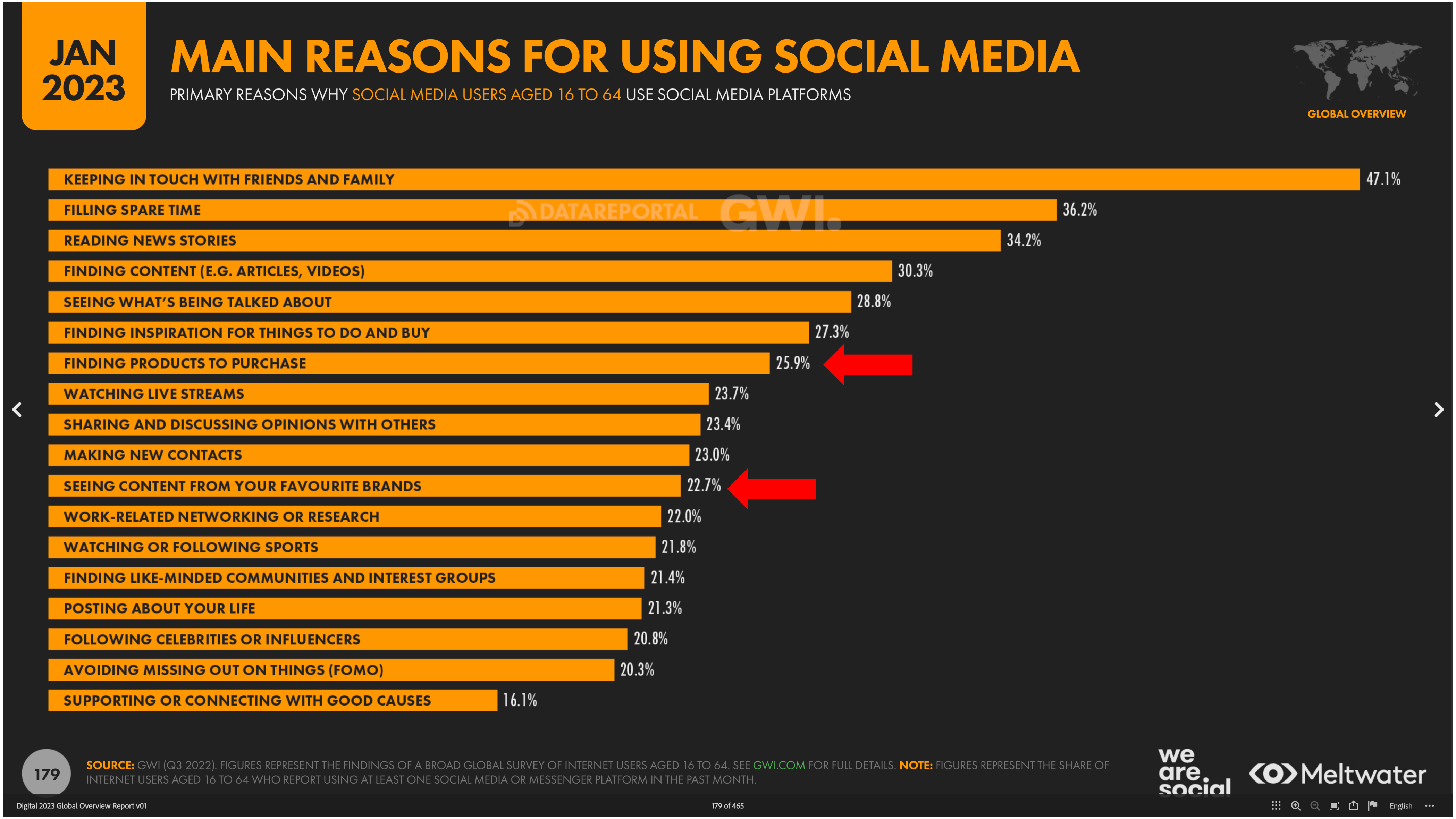
Most orgs have a presence on Facebook, Instagram, and LinkedIn

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
KEEPING IN TOUCH WITH FRIENDS AND FAMILY 47.1%
FILLING SPARE TIME 36.2%
READING NEWS STORIES 34.2%
FINDING CONTENT (E.G. ARTICLES, VIDEOS) 30.3%
SEEING WHAT'S BEING TALKED ABOUT 28.8%
FINDING INSPIRATION FOR THINGS TO DO AND BUY 27.3%
FINDING PRODUCTS TO PURCHASE 25.9%
WATCHING LIVE STREAMS 23.7%
SHARING AND DISCUSSING OPINIONS WITH OTHERS 23.4%
MAKING NEW CONTACTS 23.0%
SEEING CONTENT FROM YOUR FAVOURITE BRANDS 22.7%
WORK-RELATED NETWORKING OR RESEARCH 22.0%
WATCHING OR FOLLOWING SPORTS 21.8%
FINDING LIKE-MINDED COMMUNITIES AND INTEREST GROUPS 21.4%
POSTING ABOUT YOUR LIFE 21.3%
FOLLOWING CELEBRITIES OR INFLUENCERS 20.8%
AVOIDING MISSING OUT ON THINGS (FOMO) 20.3%
SUPPORTING OR CONNECTING WITH GOOD CAUSES 16.1%
DATAREPORTAL GWI.
179
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.
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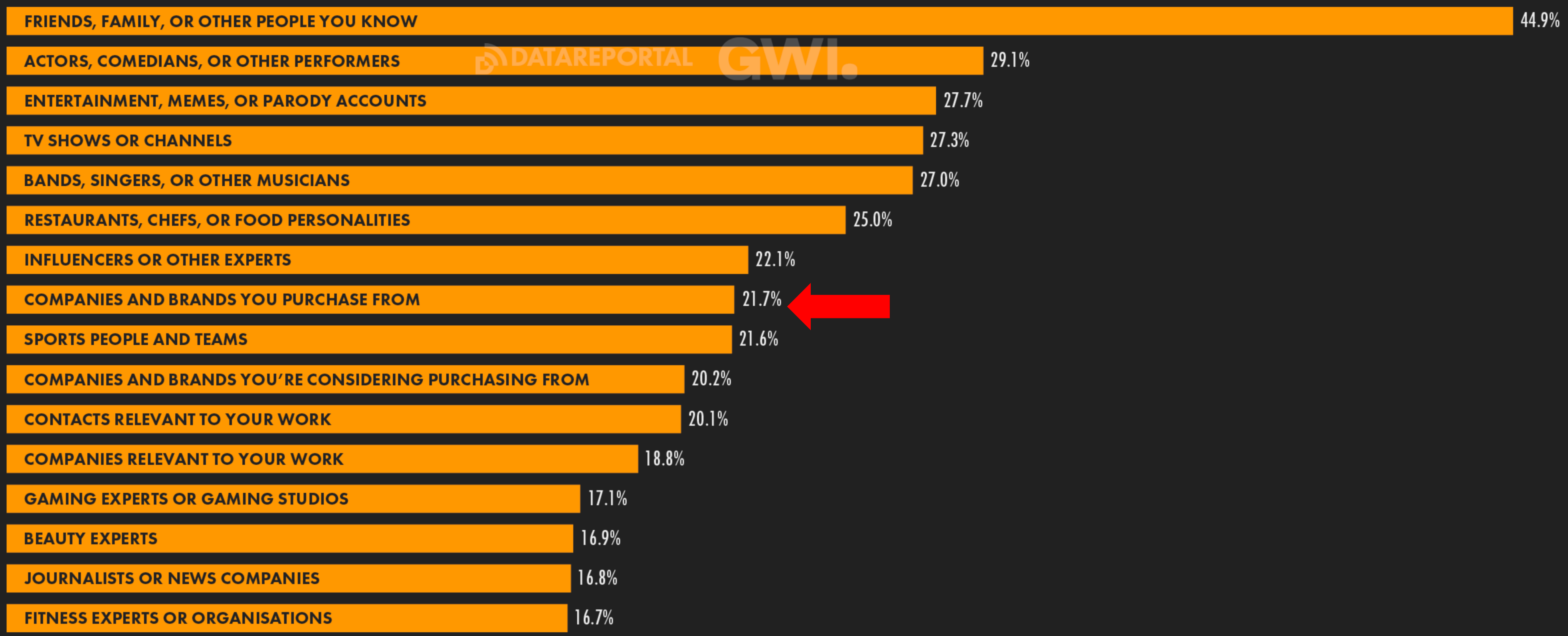
TYPES OF SOCIAL MEDIA ACCOUNTS FOLLOWED

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

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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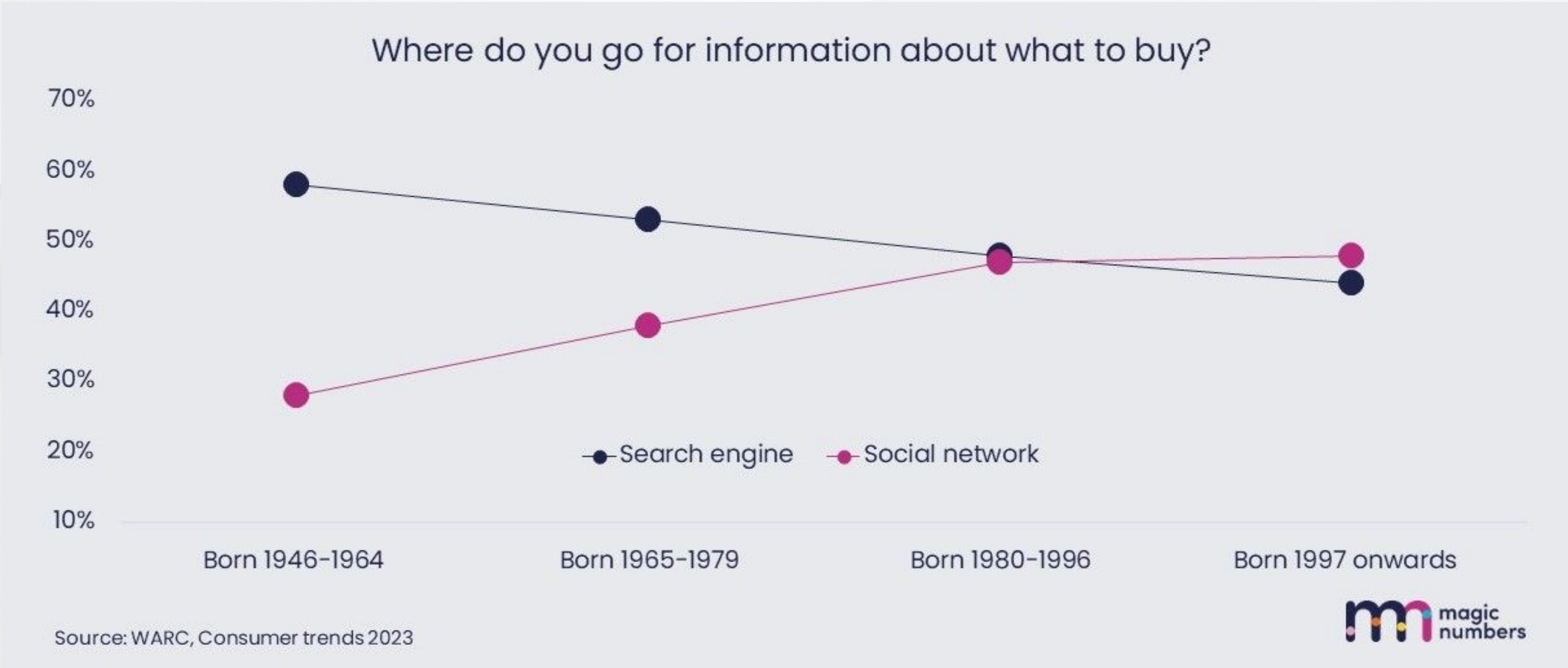
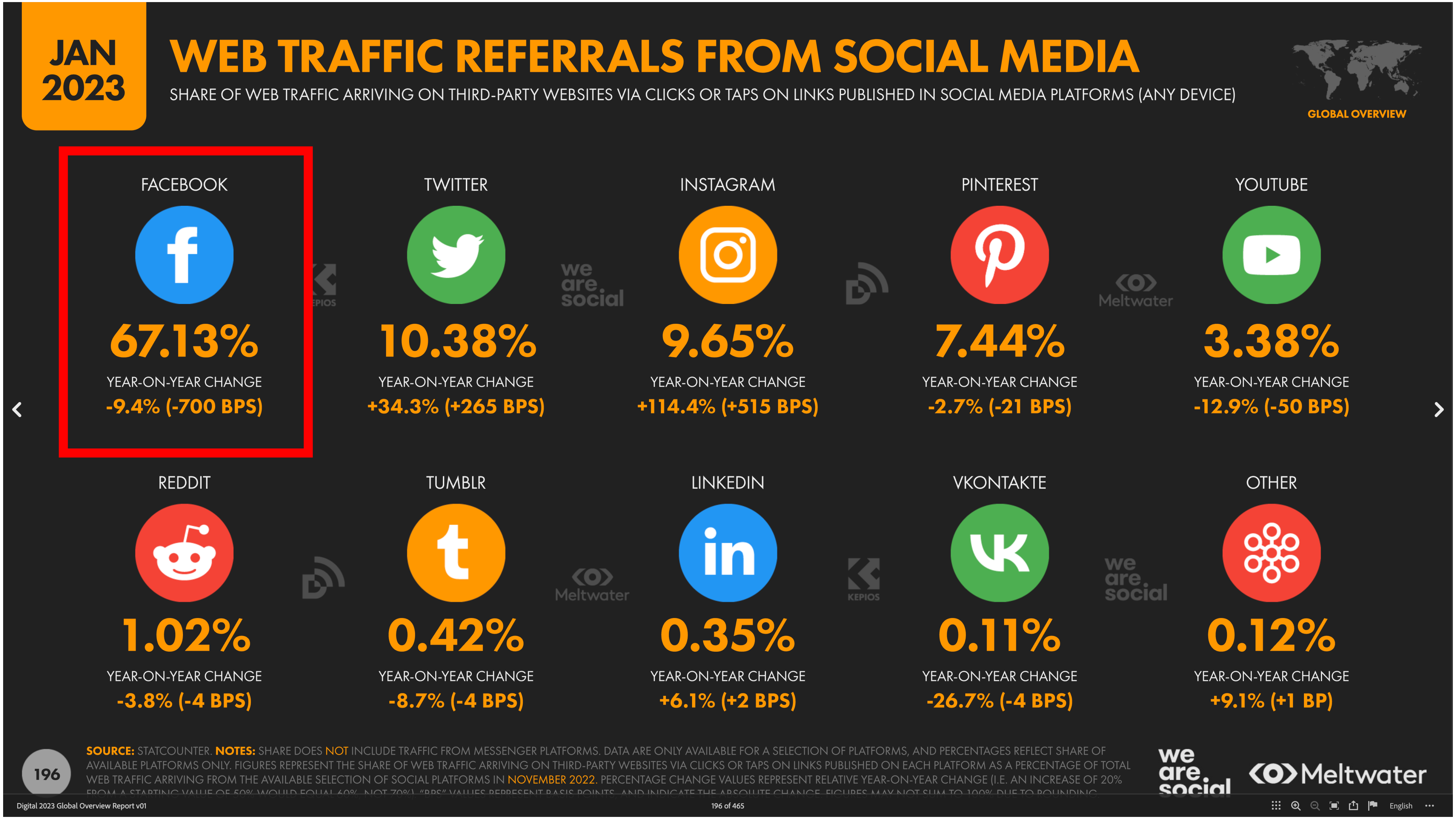


Where do you go for information about what to buy?
70%
60%
50%
40%
30%
20%
10%
Search engine
Social network
Born 1946-1964
Born 1965-1979
Born 1980-1996
Born 1997 onwards
Source: WARC, Consumer trends 2023
magic numbers



JAN 2023
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)
GLOBAL OVERVIEW
FACEBOOK
67.13%
YEAR-ON-YEAR CHANGE
-9.4% (-700 BPS)
TWITTER
10.38%
YEAR-ON-YEAR CHANGE
+34.3% (+265 BPS)
INSTAGRAM
9.65%
YEAR-ON-YEAR CHANGE
+114.4% (+515 BPS)
PINTEREST
7.44%
YEAR-ON-YEAR CHANGE
-2.7% (-21 BPS)
YOUTUBE
3.38%
YEAR-ON-YEAR CHANGE
-12.9% (-50 BPS)
REDDIT
1.02%
YEAR-ON-YEAR CHANGE
-3.8% (-4 BPS)
TUMBLR
0.42%
YEAR-ON-YEAR CHANGE
-8.7% (-4 BPS)
LINKEDIN
0.35%
YEAR-ON-YEAR CHANGE
+6.1% (+2 BPS)
VKONTAKTE
0.11%
YEAR-ON-YEAR CHANGE
-26.7% (-4 BPS)
OTHER
0.12%
YEAR-ON-YEAR CHANGE
+9.1% (+1 BP)
196
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%
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SOCIAL MEDIA PLATFORM AUDIENCE OVERLAPS

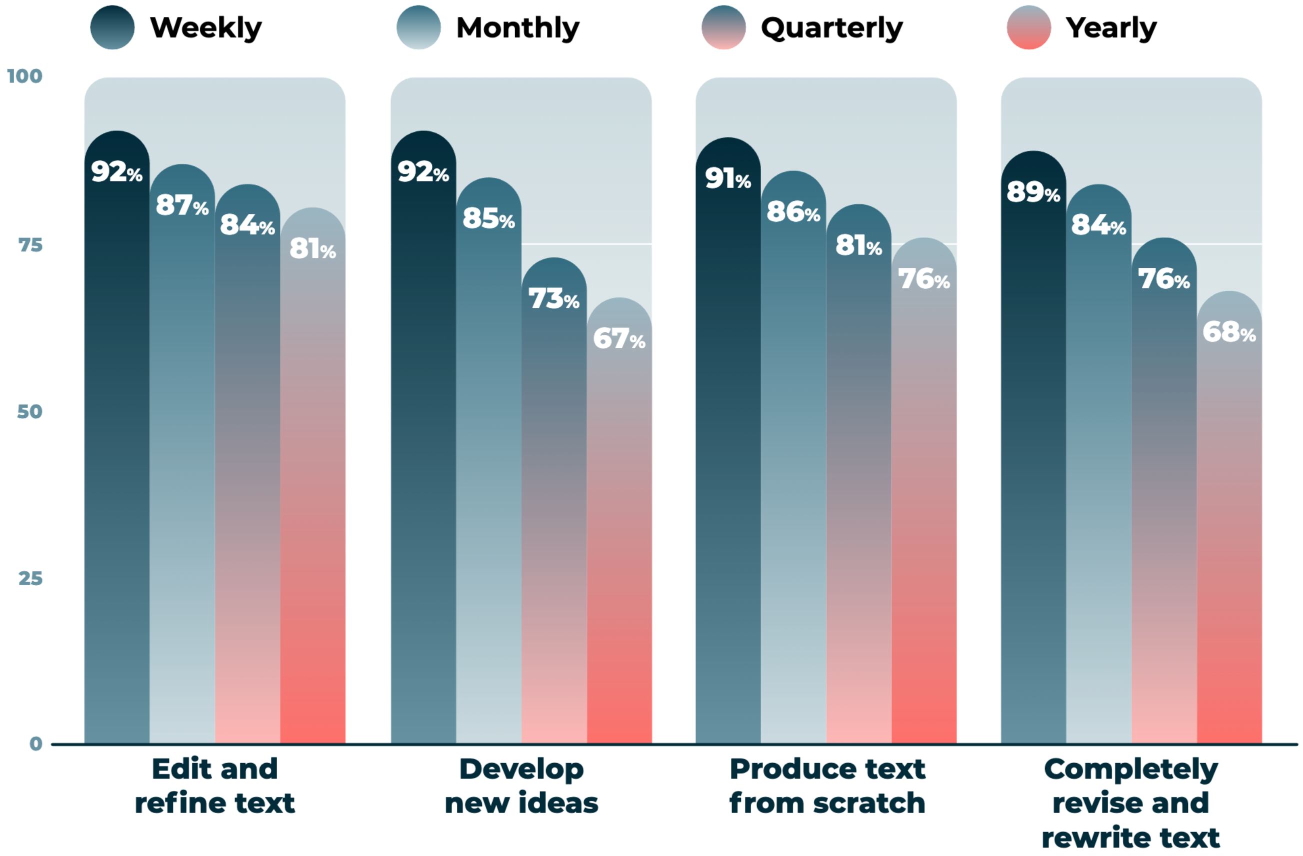
PERCENTAGE OF ACTIVE USERS OF EACH PLATFORM AGED 16 TO 64 OUTSIDE OF CHINA WHO ALSO USE OTHER SOCIAL MEDIA PLATFORMS

	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.

Agile strategists lead the AI charge

Percentage of organizations that use AI for the following activities by frequency of social strategy updates



Samples: 3,864 respondents
Sources: Hootsuite Social Media Trends 2025 Survey

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

Děkuji za pozornost