

Social Networking - Ireland - May 2015

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“As social networks crack down on like-gating activities (ie encouraging consumers to ‘like’ a company’s post or profile as part of a competition), brands may be forced to start purchasing advertising space on social networks such as Facebook and Instagram in order to reach consumers.”
– Emma McGeown, Research Analyst

This report looks at the following areas:

- What are the most popular social networks, media networks and messaging apps?
- How do consumers use social network sites in their purchasing process?
- How do Irish consumers engage with brands on social networks?
- Are consumers changing how they communicate with each other?

This report will examine online social media in Ireland through discussing what is influencing or impeding its growth on the island. Furthermore, this report will look at the two types of social media sites and messaging app:

- Social networking sites such as Facebook, Twitter and Google+, where the main aim is to interact with people.
- Media networking sites such as Pinterest, YouTube and Instagram, where the main aim is to view, read, watch or create media content.
- Messaging apps such as Viber, Snapchat and WhatsApp which enable users to send text, images, video and messages to one another.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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