

Social Networking - Ireland - May 2016

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“Social media is seen as a good source of company information among consumers. This indicates that platforms such as Facebook, YouTube and Twitter are becoming increasingly important to Irish consumers during the research phase of many types of purchase decision.”

– James Wilson, Research Analyst

This report looks at the following areas:

- What social networking sites are Irish consumers using?
- Which media networking sites are popular in Ireland?
- How are Irish consumers using social and media networking sites?

Social networking continues to be a popular activity among Irish consumers. Facebook remains the social network of choice in Ireland while Facebook Messenger is the most popular messaging app. On the other hand, YouTube is the most used media network while dating apps and websites have little appeal, with few Irish consumers regularly logging on to these platforms.

Social media is being used as an information source. Irish consumers see these platforms as a good resource for brand and company information and are using social networking sites to check regional issues. Awareness of trolling and cyberbullying has increased among Irish consumers, likely due to the media attention and high-profile campaigns aimed at tackling online abuse.

Continuing to improve reporting features and removal processes for abusive accounts can help social networking sites improve the user experience, attract new users and boost the appeal of these platforms to advertisers.

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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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