



Social Media: Sharing and Socialising - UK - 2022

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This report looks at the following areas:

- Performance of major social media platforms and their recent launches
- Frequency of use of social media platforms
- Types of content people post on social media and reasons for posting
- Main reasons people use social media
- People's experience on social media and how that impacts their wellbeing

- Interest in using virtual reality on social media

41% of social media users are interested in using VR on social media to socialise with friends/family, rising to 49% among 16-34 year olds. This is an encouraging sign for the development of the metaverse, with VR socialising at the heart of the success of the concept.

The conflict in Ukraine has had significant implications for the major social media platforms, most of which have been banned in Russia. As with COVID-19, the platforms are having to introduce stricter content moderation policies and features to counteract the spread of misinformation about such a serious event.

One of the greatest threats to social media use is people's concern about its impact on their mental wellbeing. More features, policies and platforms are being introduced that push wellbeing and protection to the forefront, even at the cost of engagement. The popularity of TikTok is re-shaping the social media landscape, with short video and vertical scrolling being introduced across platforms.

Video is now driving interactions on social media, with people able to reply to someone with videos of their own and create collaborative videos. The heavy focus on short video engagement across platforms, which appeals particularly to younger users, is potentially opening the door for more stripped back social media platforms and features (e.g. focused on photos) that appeal to other types of users.



“While there are still many doubts about the metaverse concept, Mintel’s research shows significant interest in using VR on social media for a variety of purposes, especially socialising with friends.”

– **Rebecca McGrath,**
Associate Director for Media and Technology

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