

# Social Media Trends: Spotlight on Content Creators - Canada - 2023

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## This report looks at the following areas:

- Social media engagement and usage.
- Content creation and the term 'content creator'.
- Following and engaging with social media influencers.
- The impact of influencers on purchases across categories.
- Engaging with products and brands over social media.
- Responding to brands' social media posts.
- Consumers' attitudes towards social media.

While social media was initially conceptualized to be a place for social networking, now, these platforms serve a set of purposes as diverse as Canada's population itself. Whether purchasing a piece of clothing, watching a gamer playing *God of War* on a Twitch live stream, learning how to build a bookshelf, wishing a friend 'happy birthday' or looking up an influencer's review of a beauty product, social media is the place to be. Social media is where things get done. Old, young or anything in between, almost the entire Canadian population uses at least one social media platform.

While social media giant Facebook maintains its place as the most popular site, with half of consumers (51%) posting on it in the past six months, its grip on the market is decidedly associated with age and gender and is on the decline (with only 34% of consumers 18-24 having posted on it in the past six months). In its place, consumers are enthusiastically turning to platforms like Instagram, YouTube and TikTok to engage with brands and influencers, and to create content.

Two thirds of consumers (65%) and a staggering 92% of 18-34 year olds follow a social media influencer. This Report defines an influencer to be someone not known to the user in real life (ie a blogger or celebrity). Arguably, dreams of influencing and monetizing content help younger consumers combat the fatigue felt due to current economic and social pressures. Besides the lottery, there are few other (legal) ways of attaining success as quickly as going viral.



"The social media landscape is ever evolving. No longer is social media simply a place for connecting with friends and family. Now, it has emerged as a place where business gets done."

- **Candace Baldassarre,**  
Research Analyst

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While 'content creator' and 'influencer' are titles that young people aspire to (50% of men aged 18-34 agreed that they wished they were an influencer), only 17% of consumers actually agreed that they were a content creator. Not all content is created equal.

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