

# BRAND AUDIT: IMPACT OF DIGITAL OUTREACH INITIATIVES







- More than 4.5 billion social media users as of October 2021
- Global total continues to increase at a rate of 1 million users / day

Source: Digital 2021 October Global Statshot Report





## JANUARY 2020 TO MARCH 2021



https://eeas.europa.eu/delegations/association-southeast-asian-nations-asean\_en







**EUinASEAN** 







https://eeas.europa.eu/delegations/association-southeast-asian-nations-asean\_en

- Resources that can be **downloaded** (e.g. factsheets, press releases) were key to driving on-site action
- Facebook was the largest source of social media driven traffic to the website
- (3) Most visitors were from Indonesia
- The **COVID-19 pandemic** was a key topic during the January 2020 March 2021 period









### EUinASEAN: Popularity in each ASEAN Member State

#### Indonesia:

YouTube - 93.8% WhatsApp - 87.7% Instagram - 86.6% Facebook - 85.5% Twitter - 63.6%

#### Malaysia:

YouTube - 93.7% WhatsApp - 91.9% Facebook - 89.1% Instagram - 74.7% Facebook Messenger - 64.3% Twitter - 49.0%

#### Philippines:

YouTube - 97.2%
Facebook - 96.8%
Facebook Messenger - 92.1%
Instagram - 73.4%
Twitter - 62.7%

#### **Vietnam**:

YouTube - 92.0%

Facebook - 91.7%

Zalo - 76.5%

Facebook Messenger - 75.8%

Instagram - 53.5%

TikTok - 47.6%

Twitter - 38.5%

#### Thailand:

YouTube - 94.2%
Facebook - 83.3%
LINE - 86.2%
Facebook Messenger - 77.1%
Instagram - 64.2%
Twitter - 57.8%

#### Singapore

YouTube - 88.7% WhatsApp - 87.1% Facebook - 82.0% Instagram - 65.1% Facebook Messenger - 53.2% LinkedIn: 37.5% Twitter - 35.0%

#### **Myanmar:**

Facebook - 114.2%\*
Facebook Messenger - 71.9%
Instagram - 5.9%
LinkedIn - 2.5%
Twitter - NA
YouTube - NA

#### **Cambodia**:

Facebook - 124.2%\*
Facebook Messenger - 83.5%
Instagram - 16.9%
LinkedIn - 4.6%
Twitter - 1.3%
YouTube - NA

#### Laos:

Facebook - 95.8%
Facebook Messenger - 59.2%
Instagram - 13.2%
LinkedIn - 3.4%
Twitter - 1.6%
YouTube - NA

#### Brunei:

Facebook - 75.1%
Facebook Messenger - 59.2%
Instagram - 50.8%
LinkedIn - 18.6%
Twitter - 28.5%
YouTube - NA

































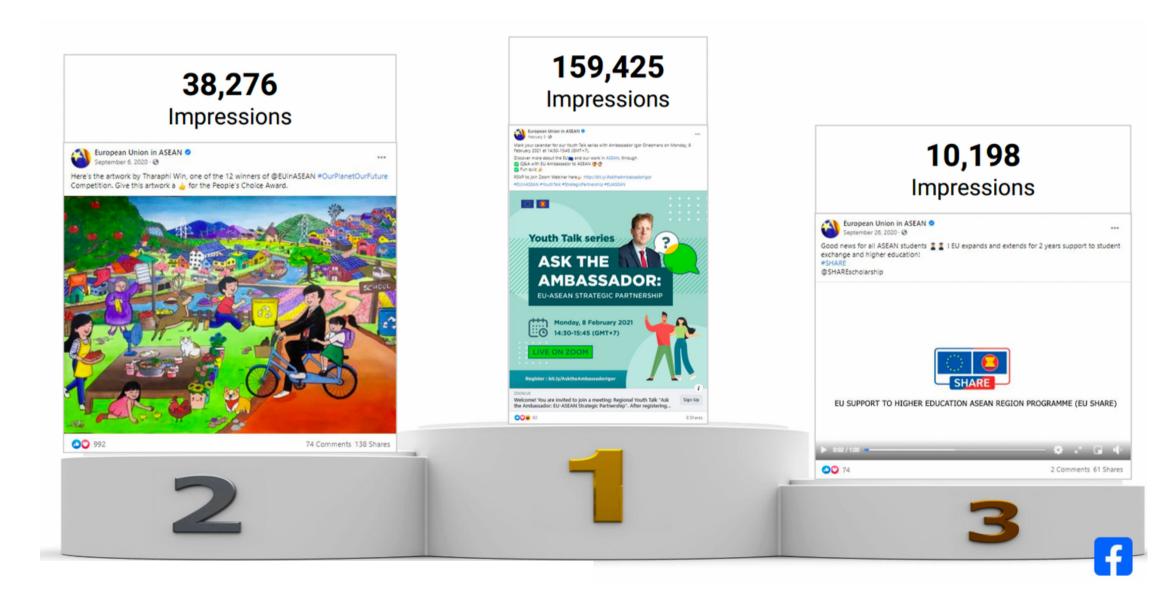




## Key Takeaways



- Still the most used and engaged-with platform
- Largest age group:25-34
- Average of 38 minutes per day



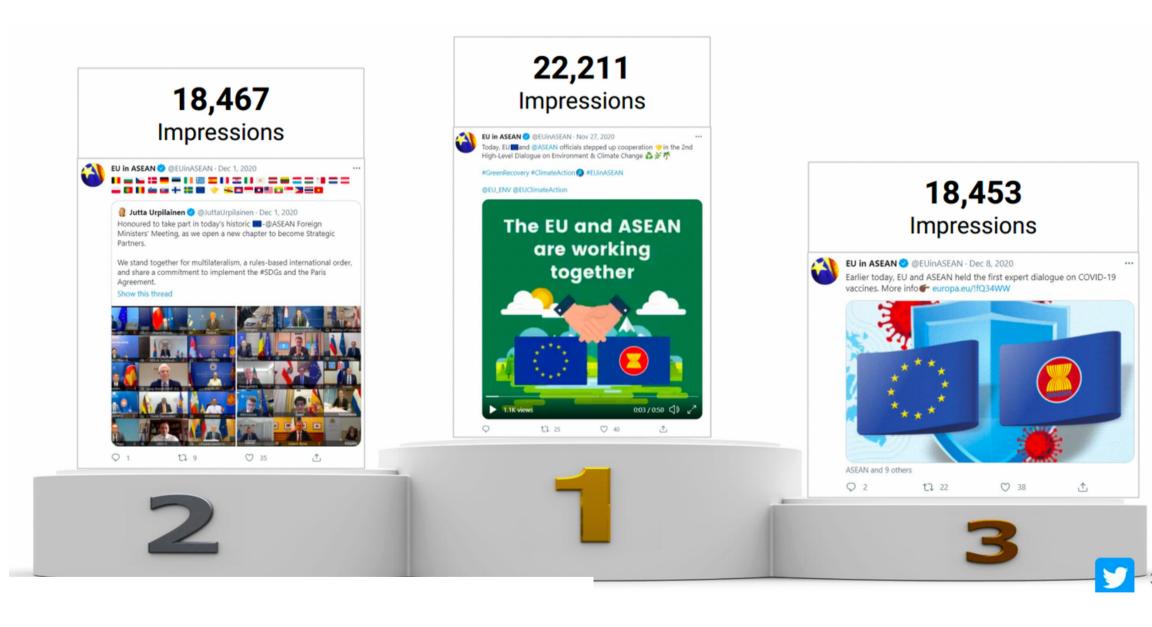




## Key Takeaways



- Place for immediate reactions and breaking news
- Largest age group:30-49
- Average of 3.5
   minutes / session







## Key Takeaways



- 2nd largest platform after Facebook
- Largest age group:25-34
- Average of 29 minutes per day



