



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













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



EUinASEAN: Popularity in each ASEAN Member State

<p> Indonesia:</p> <p>YouTube - 93.8% WhatsApp - 87.7% Instagram - 86.6% Facebook - 85.5% Twitter - 63.6%</p>	<p> Malaysia:</p> <p>YouTube - 93.7% WhatsApp - 91.9% Facebook - 89.1% Instagram - 74.7% Facebook Messenger - 64.3% Twitter - 49.0%</p>	<p> Philippines:</p> <p>YouTube - 97.2% Facebook - 96.8% Facebook Messenger - 92.1% Instagram - 73.4% Twitter - 62.7%</p>	<p> Vietnam:</p> <p>YouTube - 92.0% Facebook - 91.7% Zalo - 76.5% Facebook Messenger - 75.8% Instagram - 53.5% TikTok - 47.6% Twitter - 38.5%</p>
<p> Thailand:</p> <p>YouTube - 94.2% Facebook - 83.3% LINE - 86.2% Facebook Messenger - 77.1% Instagram - 64.2% Twitter - 57.8%</p>	<p> Singapore</p> <p>YouTube - 88.7% WhatsApp - 87.1% Facebook - 82.0% Instagram - 65.1% Facebook Messenger - 53.2% LinkedIn: 37.5% Twitter - 35.0%</p>	<p> Myanmar:</p> <p>Facebook - 114.2%* Facebook Messenger - 71.9% Instagram - 5.9% LinkedIn - 2.5% Twitter - NA YouTube - NA</p>	<p> Cambodia:</p> <p>Facebook - 124.2%* Facebook Messenger - 83.5% Instagram - 16.9% LinkedIn - 4.6% Twitter - 1.3% YouTube - NA</p>
<p> Laos:</p> <p>Facebook - 95.8% Facebook Messenger - 59.2% Instagram - 13.2% LinkedIn - 3.4% Twitter - 1.6% YouTube - NA</p>	<p> Brunei:</p> <p>Facebook - 75.1% Facebook Messenger - 59.2% Instagram - 50.8% LinkedIn - 18.6% Twitter - 28.5% YouTube - NA</p>		

Key Takeaways



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



2



1



3



Key Takeaways



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



2



1



3



Key Takeaways



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

