

Social Media: The Game Changer

MAY 12, 2014
FREE WEBINAR
7 PM



Janette Toral
@digitalfilipino
[Facebook.com/janettectoral](https://www.facebook.com/janettectoral)

2005

Friendster

- Estimated to be used by 5 million Internet users.
- 39% of site traffic is in the Philippines.



Friendster is the fun and safe way to organize your social life

New to Friendster?

Join now - it's free and takes less than a minute to sign up.

[Join Now](#)

Already a member?

email

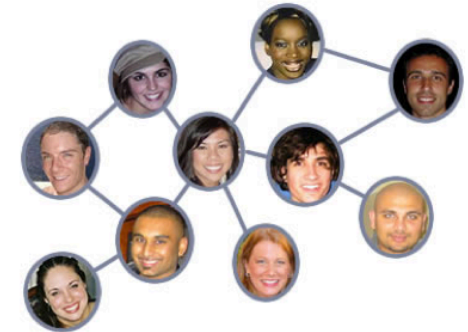
password

remember my email

[Log In](#)

[Forgot your password?](#)

[Problems logging in?](#)



Find out why more than 13 million people have joined Friendster, the FREE online service to:

- Stay in touch with your friends
- Find and reconnect with old friends
- See how your friends are connected
- Be reminded about friends' birthdays
- Meet new people through your friends
- Have fun browsing people who share similar interests

[Learn More >>](#)

2006

Filipino Schoolchildren

- Only heavy male users revealed more personal information over Friendster. Unlike their female counterparts, the heavy male users tried to project a desirable image of themselves through interesting write-ups and photos.
- You are not in without Friendster.
- SNS of the so-called Jologs.

Groovenet.ph

- Home of “There” virtual world.

<http://philippineinternetreview.blogspot.com/2008/03/localized-content-is-key-to-virtual.html>



2007

Young Filipino Internet User Study

- 38% of respondents cited that research is still the primary reason why they go online. For the first time in 7 years of survey activities by DigitalFilipino.com, we've seen social networking and gaming as 2nd and 3rd reasons that motivates young Internet users to go online.
- 375 Internet users from Metro Manila and nearby provinces were randomly surveyed, face-to-face, from March to June 2007 to come up with this report. 89% of respondents are below 25 years old and mostly found in Internet cafes.

2008

Social media info

- Friendster.com sends 30 million user-requested / user-related e-mails everyday.
- Filipinos are top Multiply users (300 million page views a month)
 - Mostly female
 - 18 to 25 years old.
 - Multiply partnered with ABS-CBN Interactive.

<http://www.abs-cbnnews.com/nation/06/19/08/filipinos-are-top-multiply-users>

<http://janettetoral.tumblr.com/post/35446151/friendster-com-sends-30-million-user-requested>

Top 15 countries accessing Friendster

- Philippines
- Indonesia
- Malaysia
- the United States
- Singapore
- Canada
- India
- Australia
- United Kingdom
- Japan
- United Arab Emirates
- China
- Taiwan
- Korea

Groovenet.ph

- Home of “There” virtual world.
- 100,000 users

<http://philippineinternetreview.blogspot.com/2008/03/localized-content-is-key-to-virtual.html>



Social networking: context

North America		Europe		Asia & Oceania	
1	USA	100m	5	UK	17.8m
2	Canada	7.8m	6	Netherlands	6.1m
			7	France	12.8m
			8	Switzerland	1.3m
			9	Spain	10.9m
			10	Italy	10.2m
			11	Denmark	1.3m
			12	Poland	3.6m
			13	Germany	18.8m
			14	Czech	1.9m
			15	Hungary	1.2m
			16	Romania	2.2m
			17	Austria	1.2m
			18	Turkey	5.0m
			19	Greece	1.2m
			20	Russia	8.6m
3	Mexico	6.7m	21	Pakistan	0.26m
4	Brazil	13.8m	22	India	17.8m
			23	China	61.0m
			24	Hong Kong	1.8m
			25	Taiwan	5.4m
			26	South Korea	13.7m
			27	Japan	29.8m
			28	Philippines	3.7m
			29	Australia	5.1m

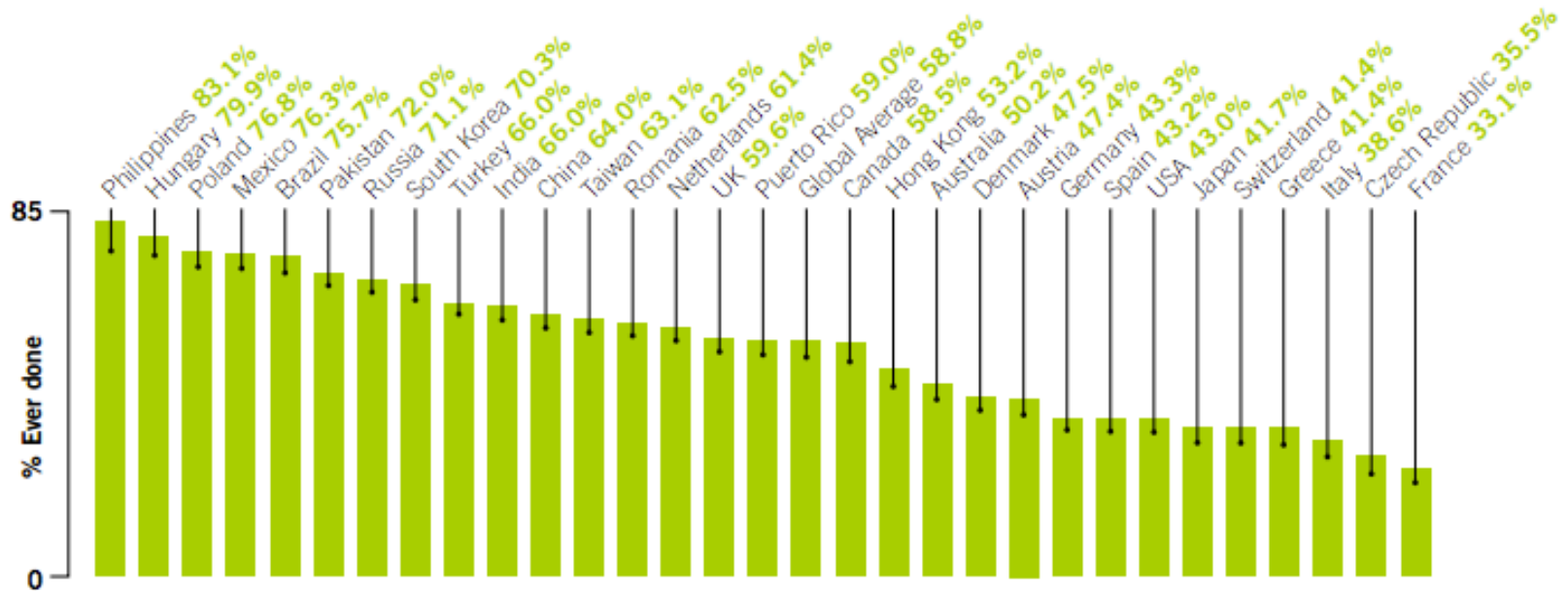
North America		Europe		Asia & Oceania	
1	USA	43m	5	UK	10.6m
2	Canada	4.24m	6	Netherlands	3.7m
			7	France	4.24m
			8	Switzerland	0.8m
			9	Spain	4.7m
			10	Italy	4.0m
			11	Denmark	0.6m
			12	Poland	2.7m
			13	Germany	8.2m
			14	Czech	0.8m
			15	Hungary	1.0m
			16	Romania	1.4m
			17	Austria	0.6m
			18	Turkey	3.3m
			19	Greece	0.5m
			20	Russia	6.1m
3	Mexico	5.1m	21	Pakistan	1.84m
4	Brazil	11.4m	22	India	11.8m
			23	China	39.0m
			24	Hong Kong	0.97m
			25	Taiwan	4.0m
			26	South Korea	9.4m
			27	Japan	12.4m
			28	Philippines	3.0m
			29	Australia	2.6m

Power to the people - Social Media Tracker Wave 3

Internet Users

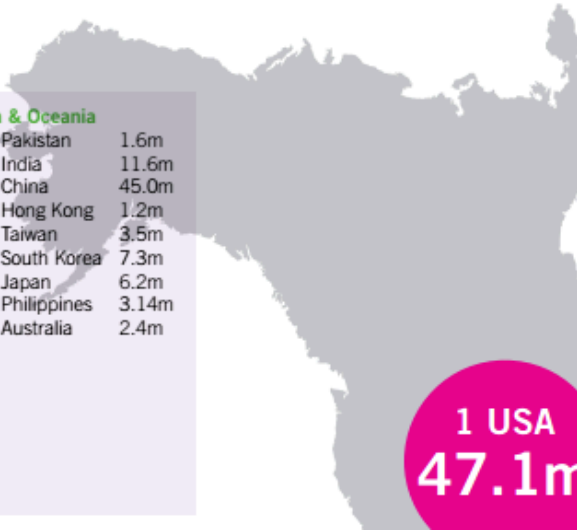
Belong to a Social Network Wave3

"Thinking about using the Internet, which of the following have you ever done?" – "Create a profile on a new social network" Active Internet Universe



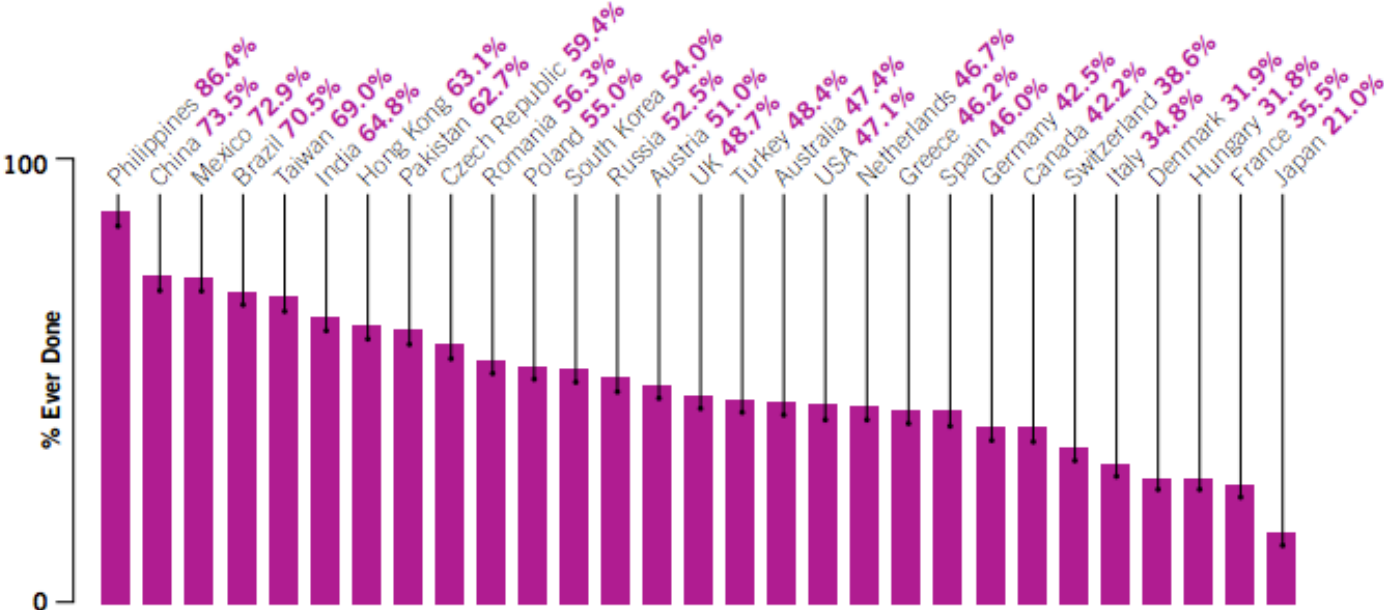
Sharing Content – uploading photos:

North America		Europe		Asia & Oceania	
1	USA	47.1m	5	UK	8.7m
2	Canada	3.0m	6	Netherlands	2.8m
			7	France	3.9m
			8	Switzerland	0.7m
			9	Spain	8.5m
			10	Italy	5.0m
			11	Denmark	0.4m
			12	Poland	2.0m
			13	Germany	8.1m
			14	Czech	1.0m
			15	Hungary	0.4m
			16	Romania	1.3m
			17	Austria	0.6m
			18	Turkey	2.5m
			19	Greece	0.6m
			20	Russia	4.5m
			21	Pakistan	1.6m
			22	India	11.6m
			23	China	45.0m
			24	Hong Kong	1.2m
			25	Taiwan	3.5m
			26	South Korea	7.3m
			27	Japan	6.2m
			28	Philippines	3.14m
			29	Australia	2.4m



Sharing photos Wave 3

"Thinking about using the Internet, which of the following have you ever done?" – "Upload my photos to a photo sharing website" Active Internet Universe



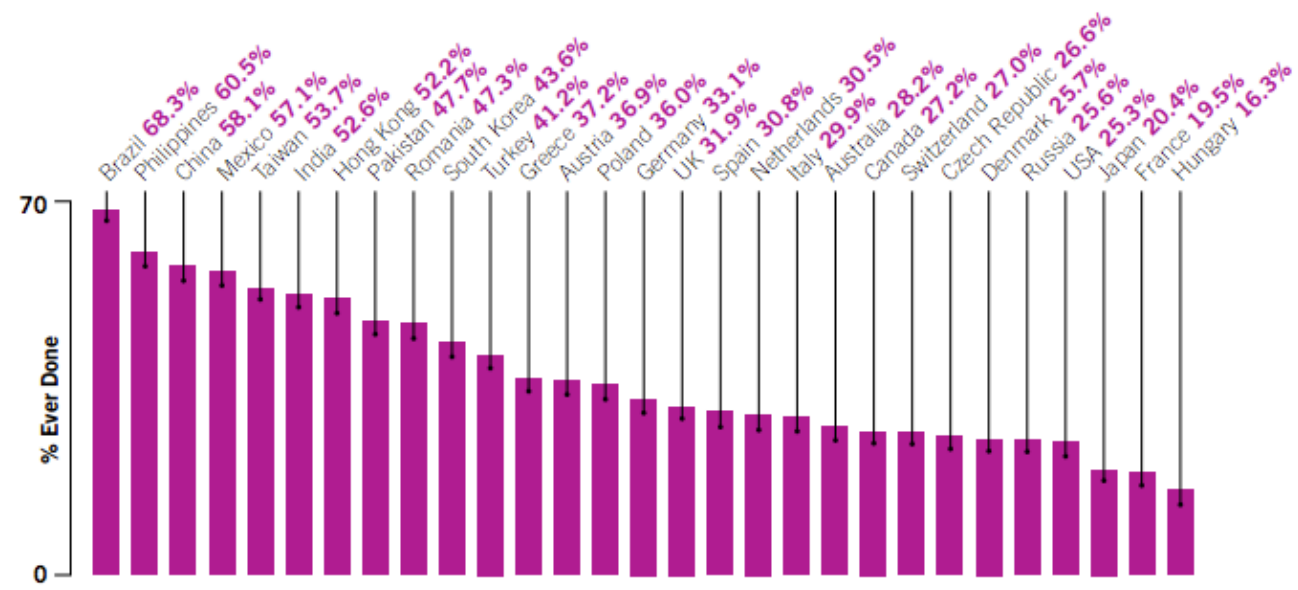
Sharing Content – uploading videos

North America		Europe		Asia & Oceania	
1 USA	25.3m	5 UK	5.7m	21 Pakistan	1.2m
2 Canada	2.0m	6 Netherlands	1.9m	22 India	9.4m
Central & South America		7 France	2.5m	23 China	35.5m
3 Mexico	3.9m	8 Switzerland	0.5m	24 Hong Kong	1.0m
4 Brazil	10.2m	9 Spain	3.4m	25 Taiwan	3.1m
		10 Italy	3.1m	26 South Korea	5.9m
		11 Denmark	0.3m	27 Japan	6.1m
		12 Poland	1.3m	28 Philippines	2.2m
		13 Germany	6.3m	29 Australia	1.5m
		14 Czech Rep.	0.4m		
		15 Hungary	0.2m		
		16 Romania	1.0m		
		17 Austria	0.5m		
		18 Turkey	2.1m		
		19 Greece	0.4m		
		20 Russia	2.2m		

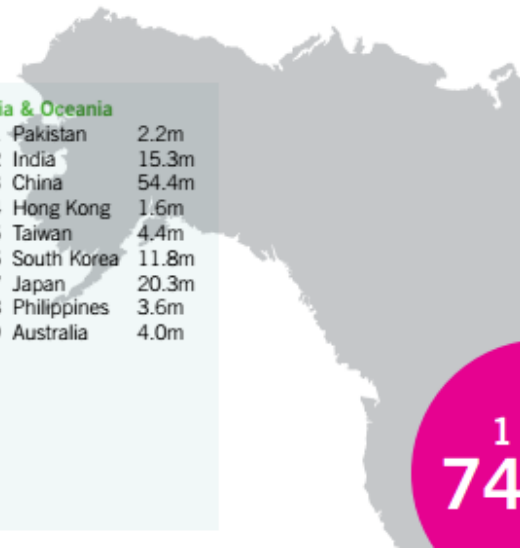
1 USA
25.3m

Uploading Videos Wave 3

"Thinking about using the Internet, which of the following have you ever done?" – "Upload my videos to a video sharing website" Active Internet Usage



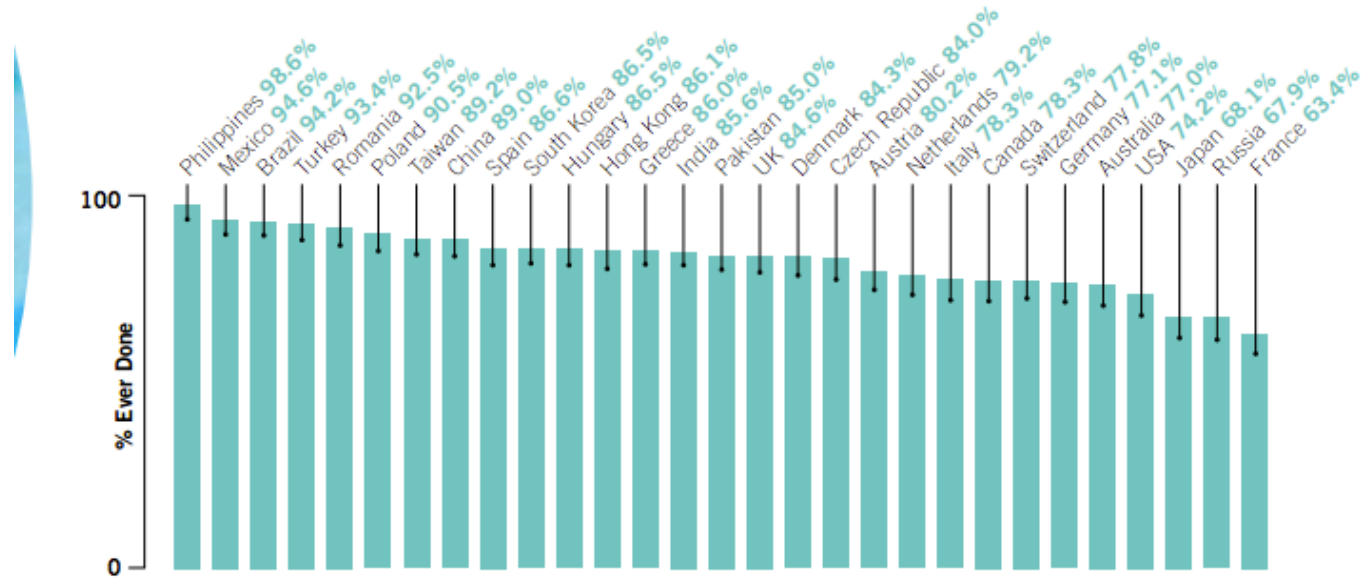
Consuming Content – video clips:



North America		Europe		Asia & Oceania	
1 USA	74.2m	5 UK	15.0m	21 Pakistan	2.2m
2 Canada	5.7m	6 Netherlands	4.8m	22 India	15.3m
Central & South America		7 France	8.1m	23 China	54.4m
3 Mexico	6.4m	8 Switzerland	1.5m	24 Hong Kong	1.6m
4 Brazil	14.5m	9 Spain	9.5m	25 Taiwan	4.4m
		10 Italy	8.0m	26 South Korea	11.8m
		11 Denmark	1.3m	27 Japan	20.3m
		12 Poland	3.2m	28 Philippines	3.6m
		13 Germany	14.6m	29 Australia	4.0m
		14 Czech	1.5m		
		15 Hungary	1.1m		
		16 Romania	1.5m		
		17 Austria	1.0m		
		18 Turkey	4.7m		
		19 Greece	1.0m		
		20 Russia	5.9m		

Watching Video Clips Wave 3

“Thinking about using the Internet, which of the following have you ever done?” – “Watching Video Clips” Active Internet Universe



Issues

- Google powered ads showing inappropriate ads (such as those promoting Filipino women for dating) caused prominent users such as Happy Slip who left MySpace and Friendster.
- Fake account of CIDG chief Avelino Razon sparked attention and investigation was requested for possible identity theft.

<http://newsinfo.inquirer.net/breakingnews/infotech/view/20080117-113057/Razon-not-amused-by-Friendster-account>

<http://technology.inquirer.net/infotech/infotech/view/20080613-142434/Happy-Slip-unhappy-with-inappropriate-ads-on-Friendster>

2009

Social Media Facts

- Facebook users at 5.7 million
- Friendster users in the Philippines at 40 to 47 million.
- Twitter users at 850,000

<http://blog.sysomos.com/2010/01/22/the-top-twitter-countries-and-cities-part-2/>

<http://www.nickburcher.com/2009/09/facebook-usage-statistics-sep-09-huge.html>

<http://www.philstar.com/business/508803/internet-turns-40>

Friendster

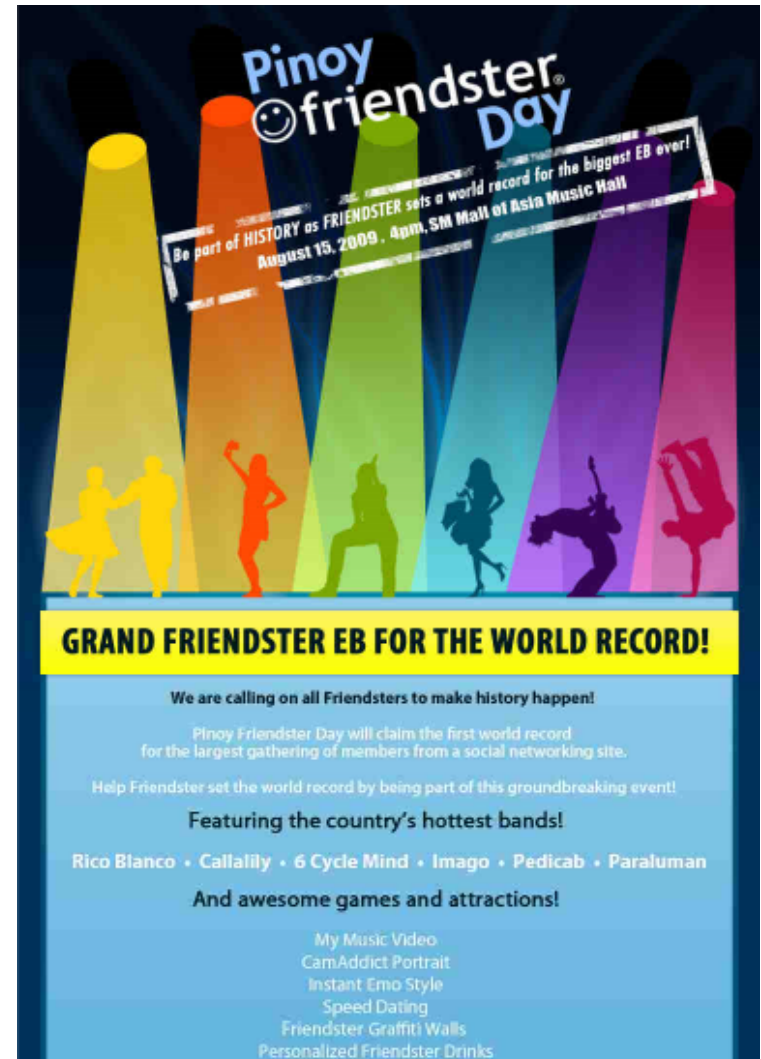
- Friendster's 2009 core strength in having the biggest unique monthly users in Asia has been eroded by Facebook's surge in the region, including the PH.

Friendster

- At the Social Networking and EBusiness Conference Phils, held in Manila recently, Ian Stewart, now Asian Head of Friendster and previously at MTV, said that according to a survey done for MTV, the **number of close friends young people have is 13, with 50 offline acquaintances and 44 online.**

Case Study: Pinoy Friendster Day

- Objective: To set the world record for the world's largest and most well attended eyeball.
- Target market: Young adults, 18-24 years-old.
- Components:
 - Online Official Profile – users downloaded the online invite via this Official Profile.
 - Event at the SM Mall of Asia.
- Results:
 - Over 40,000 invite downloads!
 - Over 50,000 fans!
 - Over 7,000 attendees at the event!



The poster features a dark background with five colorful spotlights (yellow, orange, green, blue, purple) shining down on silhouettes of people dancing. At the top, the text reads 'Pinoy Friendster Day' with a smiley face icon. A tilted banner across the spotlights says 'Be part of HISTORY as FRIENDSTER sets a world record for the biggest EB ever! August 15, 2009, 4pm, SM Mall of Asia Music Mall'. Below the spotlights is a yellow banner with the text 'GRAND FRIENDSTER EB FOR THE WORLD RECORD!'. The bottom section is light blue and contains the following text: 'We are calling on all Friendsters to make history happen!', 'Pinoy Friendster Day will claim the first world record for the largest gathering of members from a social networking site.', 'Help Friendster set the world record by being part of this groundbreaking event!', 'Featuring the country's hottest bands!', 'Rico Blanco • Callalily • 6 Cycle Mind • Imago • Pedicab • Paraluman', 'And awesome games and attractions!', 'My Music Video', 'CamAddict Portrait', 'Instant Emo Style', 'Speed Dating', 'Friendster Graffiti Walls', and 'Personalized Friendster Drinks'.

Notes on Pinoy Friendster Day

- The success of Pinoy Friendster Day inspired several event spin-offs:
 - Pinoy Friendster Day Cebu: 2,000 attendees
 - Friendster Bar Tours 2010
 - Friendster toured Metro Manila and Cebu with The Bloomfields, Paraluman and other bands
 - 40 bars in Metro Manila
 - 500-700 hits per bar
 - Friendster Bar Raids
 - Friendster Promo Girls invaded hot spots in Metro Manila and Cebu
 - 80 bars
 - 500-600 hits per bar

The Charice Pempengco Concert

- **Objective:** Promote Charice Pempengco's first major concert in the Philippines.
- **Duration of the campaign:** 2 weeks

Results:

- **Number of fans in 2 weeks:** 11, 258 ++
- **Number of attendees during the concert:** 8,500 pax (vs. 8,000 capacity)
- **Number of attendees in her concert attributable to Friendster:** 7,000 pax

The image shows a screenshot of a website for Charice Pempengco's concert, "Charice: The Journey Begins". The website features a large image of Charice Pempengco and text indicating the concert date as June 27, 2009, at the SMX Convention Center, Pasay City, starting at 8 PM. It also lists the host, Ms. Regine Velasquez, and special guests. The website is sponsored by HP, SMART, and Mixsonic. Below the main text, there are logos for various sponsors including McDonald's, Doña Maria, and others.

Below the website screenshot is a screenshot of a Friendster profile page for "Charice The Journey Begins". The profile includes a photo of Charice Pempengco, a bio stating she is a 16-year-old female, single, and a fan of Charice Pempengco. It also lists her location as the Philippines and provides a URL for the concert. The profile has a "Send Message" button and a "Send a Smile" button. There are also buttons for "Become a Fan" and "Forward to Friend". A "Recent Updates" section shows several updates, including "added new fan" and "updated profile".

Catching crime suspects through social media

- Ruby Jade Ruba (nursing student slain Cebu. Killers tracked via Friendster.com)
- Killer of 2 GRO arrested (suspect tracked via Friendster)

<http://web.archive.org/web/20080929075156/http://www.mb.com.ph/issues/2007/01/16/MTNN2007011684762.html>

<http://web.archive.org/web/20090212001504/http://www.mb.com.ph/issues/2008/03/11/PROV20080311119134.html>

Celebrity fights on social media

- Ynez Veneracion and Mon Confiado vs. Juliana Palermo

2010

Social Media Info

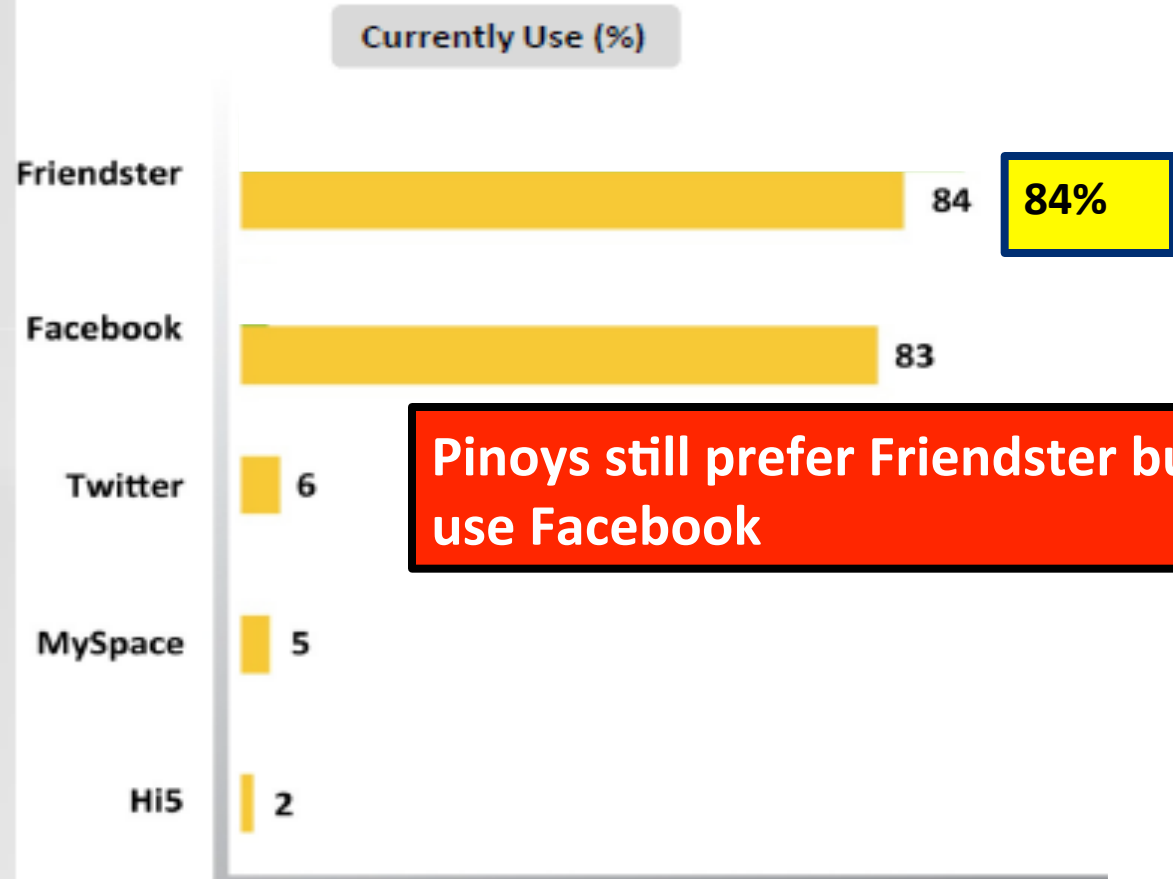
- Philippines was 6th top Twitter user. (14.8% reach)

http://www.comscore.com/Insights/Press_Releases/2010/8/Indonesia_Brazil_and_Venezuela_Lead_Global_Surge_in_Twitter_Usage

<http://www.abs-cbnnews.com/lifestyle/08/13/10/philippines-6th-top-user-twitter>



Friendster won DigitalFilipino Web Awards – November 2010



Pinoys still prefer Friendster but also use Facebook

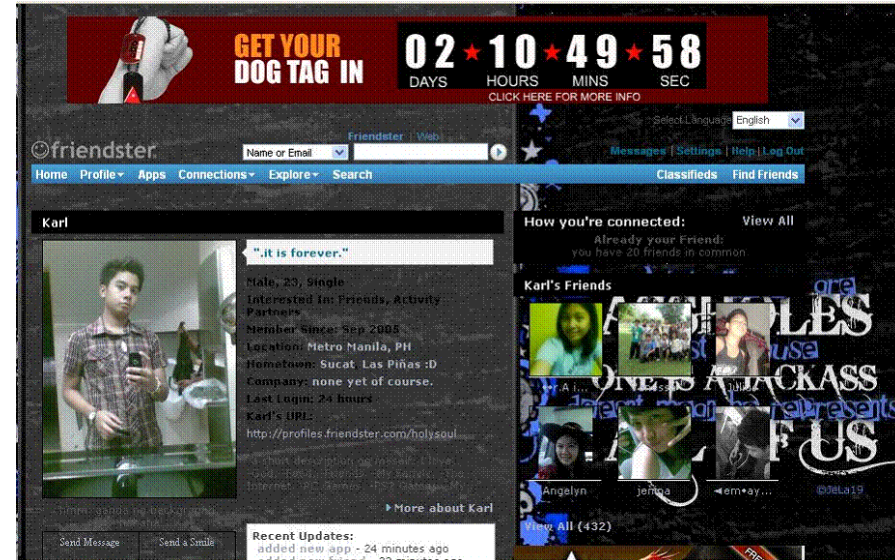
Base: Past month Internet users aged 10+ across National Urban Philippines who have visited Social Networking sites in the past month
Source: Yahoo!-Nielsen Net Index 2010

Friendster in 2010

- Friendster lord it over the 15-29 year old audience, especially in the provinces, conveniently called the “jejemon” market.

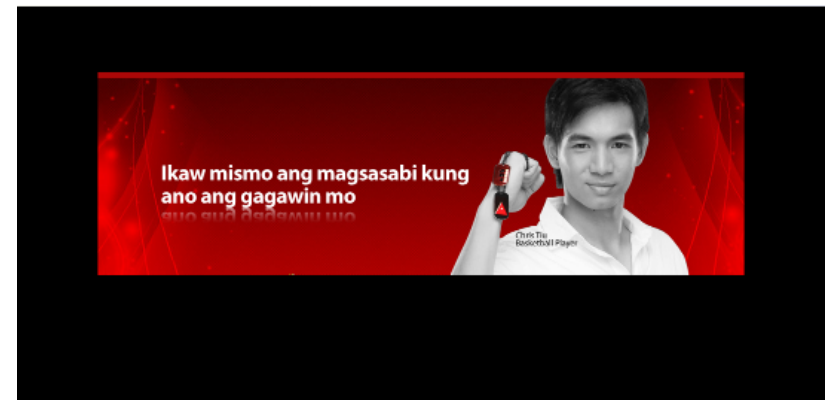
Online to Offline Case Study: Ako Mismo Campaign

- Ako Mismo, DDB Philippines' anti-apathy advocacy was launched online on Friendster.
- The campaign served to announce their June 12 event at the Fort Bonifacio Open Field.
- Target market: Young adults, 18-24 years-old.



Results:

- Attendance: 25,000 people!
- The second leg of the Ako Mismo Campaign was given exclusively to Friendster!



Case Study:

Sen. Bongbong Marcos

- **Objective:** To push then Senatoriable Bongbong Marcos from the surveys' 10th to 7th place.
- **Target market:** All users, 18-up years-old.
- **Components:** Online Official Profile, 5 various ads including one that points to a gaming site, Campus Tours, Bar Raids, and Bar Tour (in Manila and Cebu)
- **Results:** Sen. Bongbong Marcos landed in 7th place in the 2010 elections



2011



THE PHILIPPINES

94,013,200

TOTAL POPULATION



63%

URBAN

37%

RURAL

29,700,000

INTERNET USERS



32 %

INTERNET PENETRATION

26,752,000

USERS ON TOP SOCIAL NETWORK



28 %

SOCIAL NETWORK PENETRATION

88,119,840

MOBILE SUBSCRIBERS

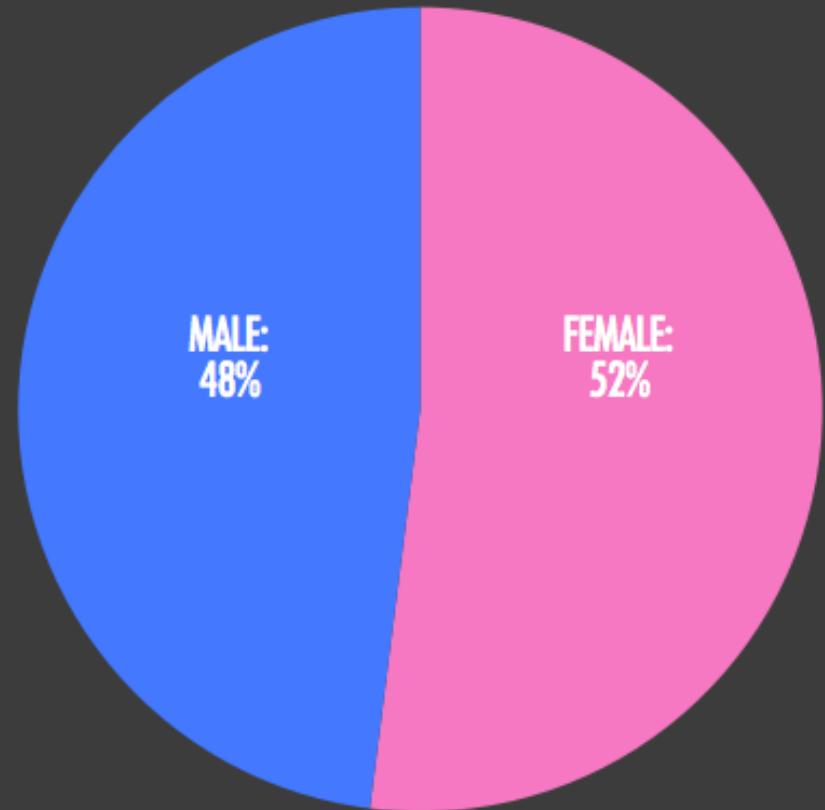
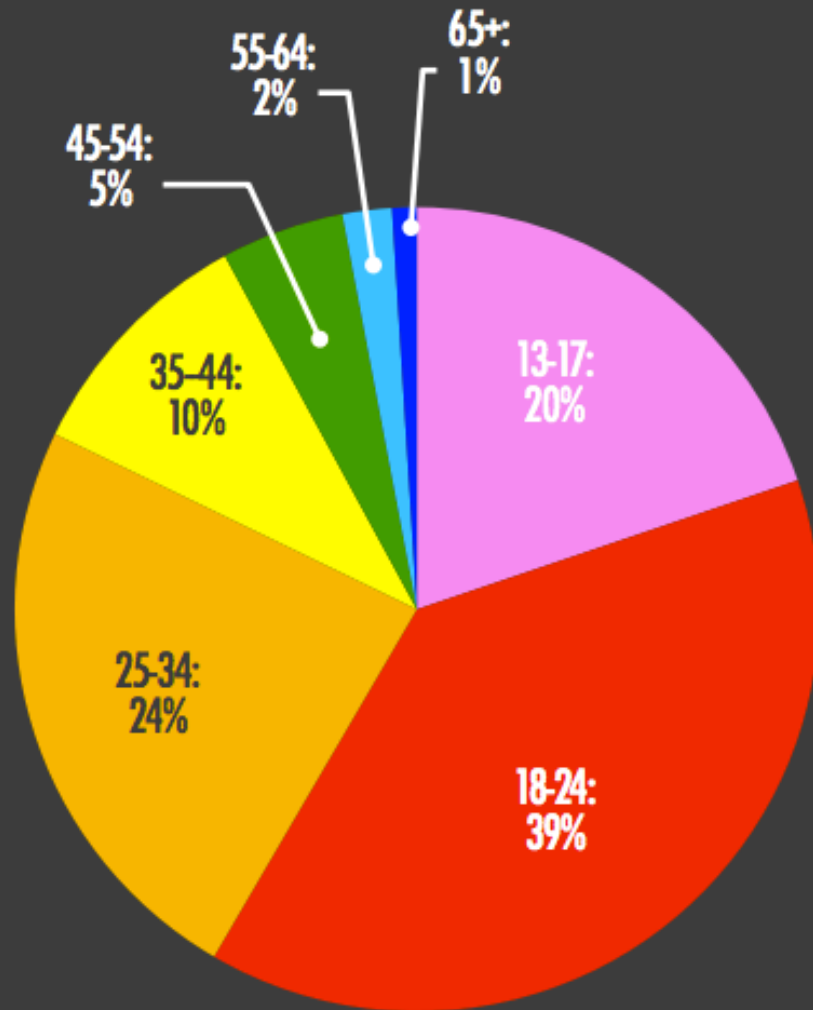


94 %

MOBILE PENETRATION



FACEBOOK DEMOGRAPHICS IN THE PHILIPPINES



WeAreSocial PH Facts

- 87% stream or download online video.
- 47% watch TV or content over the Internet.
- 95% visit social media sites.
- 51% have active YouTube profiles.
- 95% use photo sharing sites.
- 68% listen to music online.
- 65% have interacted with a brand via social media.
- 73% shared thoughts on a brand via social media.



TOP FACEBOOK PAGES IN THE PHILIPPINES

#	BRAND PAGE	LIKES	GROWTH
1	SMART COMMUNICATIONS, INC.	1,119,583	1.04%
2	HAIR EXPERTS	1,022,173	1.15%
3	STARBUCKS PHILIPPINES	963,548	1.24%
4	NESCAFÉ PHILIPPINES	850,766	17.44%
5	RED HORSE BEER	593,066	0.71%
6	GLOBE TELECOM	565,259	7.80%
7	AXE PHILIPPINES	504,827	10.49%
8	MYPHONE	485,240	32.06%
9	HAVAIANAS PHILIPPINES (OFFICIAL)	432,413	1.27%
10	CEBU PACIFIC AIR	400,756	10.37%

NUMBER OF **LINKEDIN** USERS IN THE PHILIPPINES:

899,000

<http://www.slideshare.net/wearesocialsg/we-are-socials-guide-to-social-digital-and-mobile-in-the-philippines-dec-2011>



















Facts

- Twitter users – 4,016,345
- LinkedIn – 473,978
- Foursquare – 45,000
- Companies spent an estimated P2.1 billion last year for online marketing.

Friendster in 2011

- Friendster Music, Games, Wifi, iCafe
- MOL Points / Cards
- Target market: 29 and below

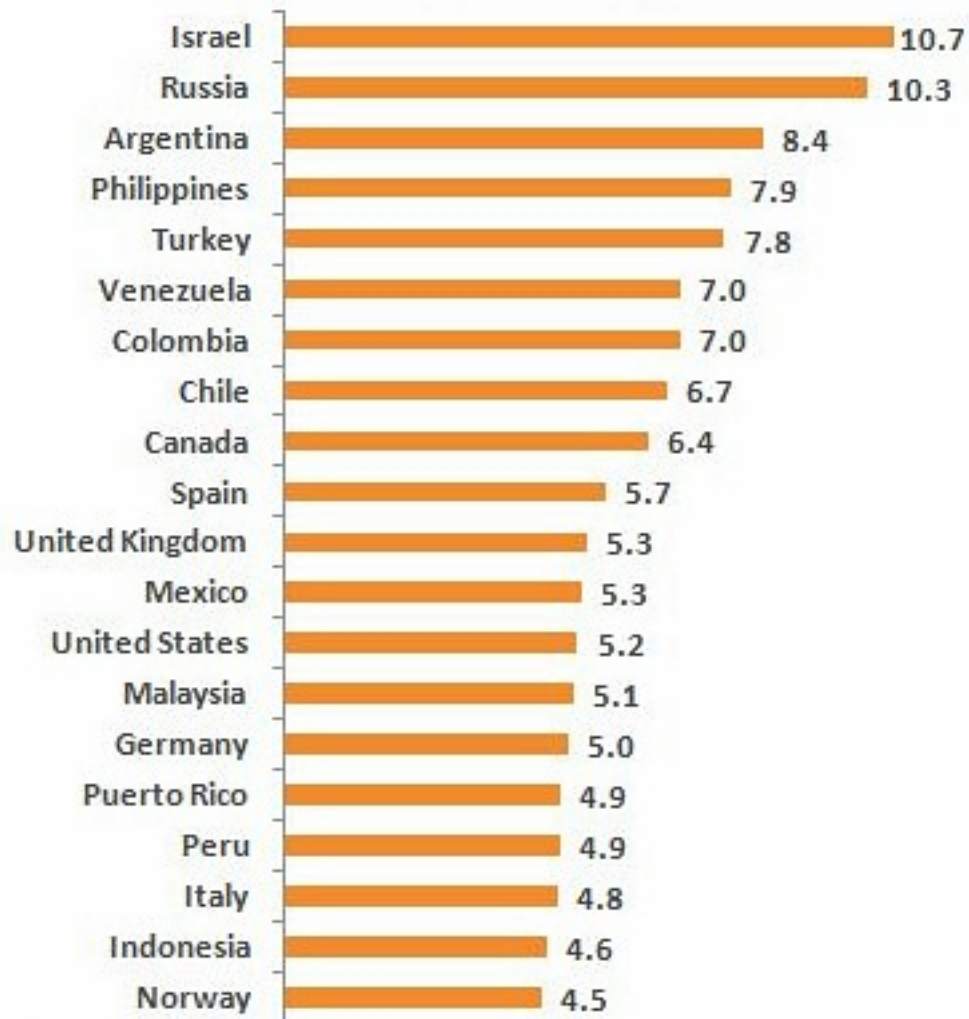
Chart 3: Digital consumers with an active profile

Indonesia	Malaysia	Philippines	Singapore	Thailand	Vietnam
 90%	 78%	 81%	 77%	 56%	 33%
 23%	 51%	 51%	 45%	 43%	 28%
 19%	 31%	 32%	 31%	 39%	 24%

<http://thenextweb.com/asia/2011/11/03/southeast-asias-mobile-internet-revolution-is-on-track-according-to-new-report/nielsen/>

Average Hours Spent per Visitor on Social Networking Sites Across Geographies

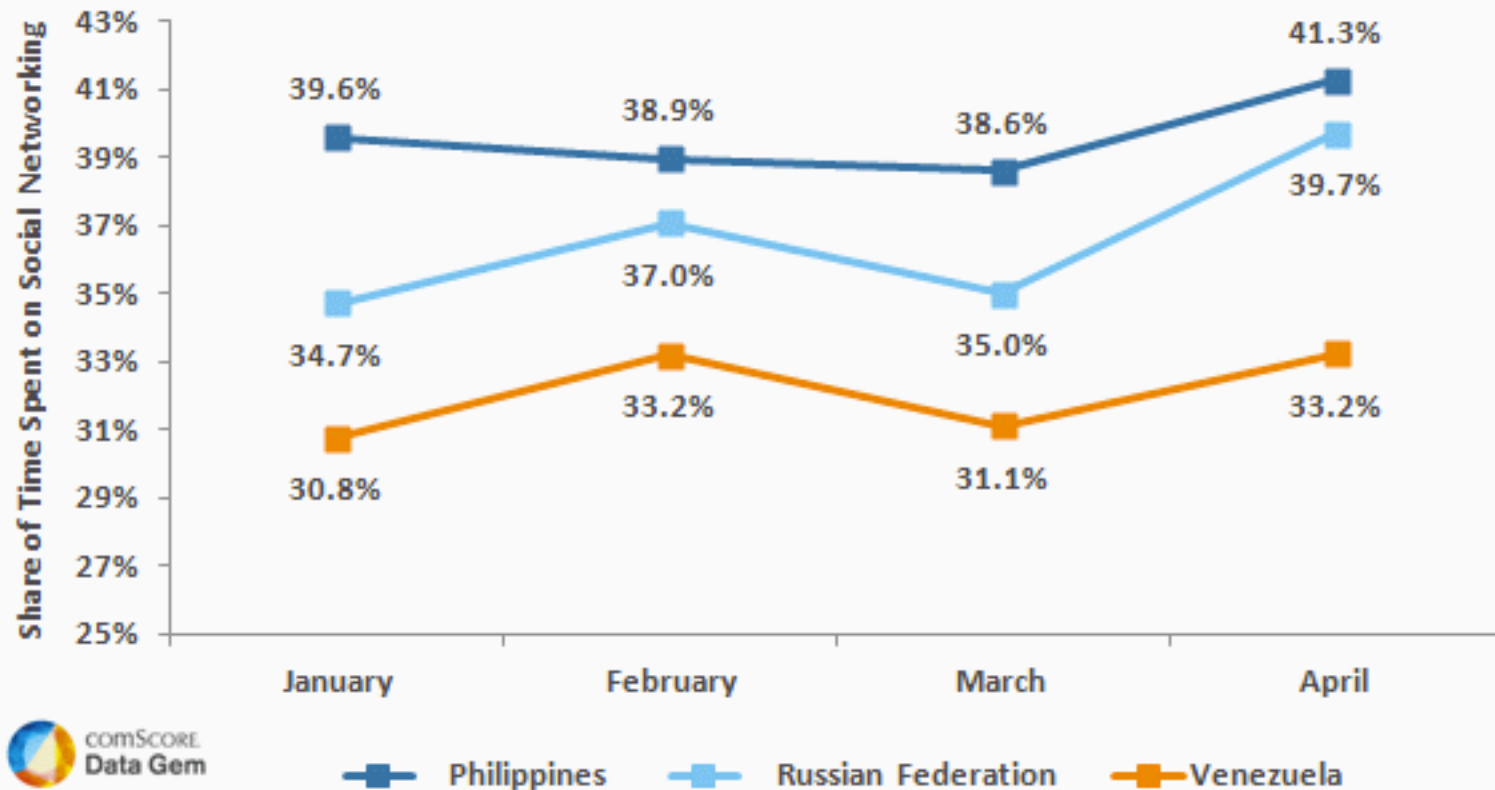
Source: comScore Media Metrix, Apr-2011



<http://www.marketingprofs.com/charts/2011/5212/facebook-growth-outpacing-other-social-media>

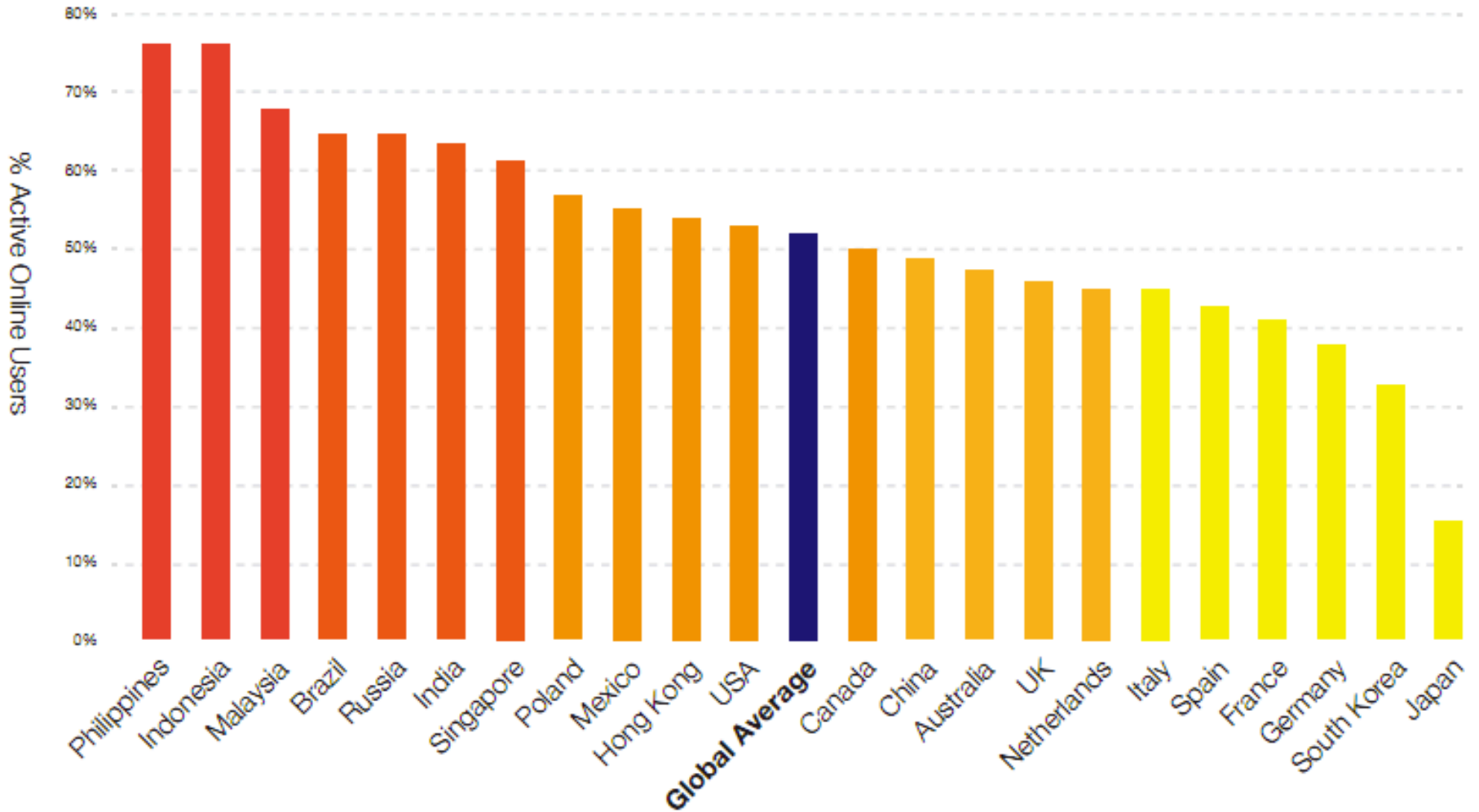
Markets with Highest Share of Time Spent on Social Networking

Source: comScore Media Metrix, January 2010 - April 2011



<http://www.comscoredatamine.com/2011/06/the-philippines-spends-highest-share-of-time-on-social-networking-across-markets/>

Global Social Network Penetration



<http://wearesocial.net/blog/2012/01/social-digital-mobile-philippines/>

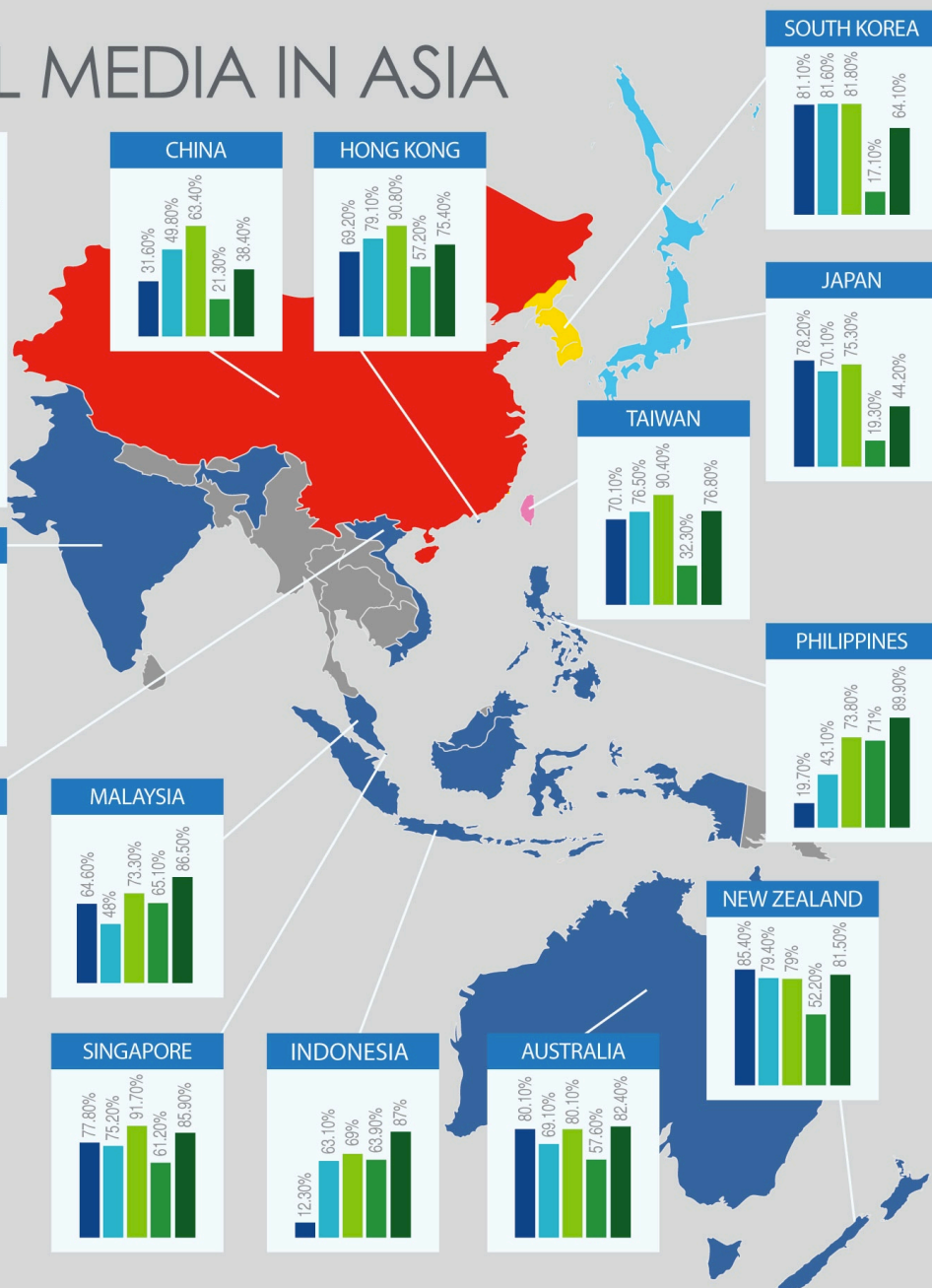
SOCIAL MEDIA IN ASIA

SOCIAL MEDIA IN USE

- Internet Penetration
- Reading & Writing blogs
- Video watching
- Photo Sharing
- Social Networking

POPULAR NETWORKS

- Facebook
- Renren
- Twitter
- Cyworld
- Wretch



<http://www.techinasia.com/social-media-in-asia/>

2012

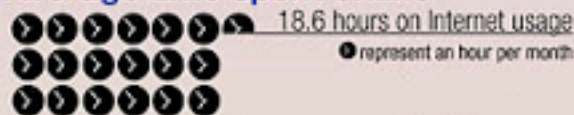
Online population



Mobile penetration



Average time spent online



Accessing the Internet



Ranked #7 globally
Ranked #3 in Asia



'Social networking' capital of the world

Online behaviours



Top five trends

- 1 Mobile takes the lead
- 2 Location-based marketing becomes important
- 3 E-commerce begins to dominate
- 4 Searching becomes big business
- 5 Media set to be revolutionised

Digital Media in Philippines

@janicechuaajf @gloriayeo @paulchensc @zininglim

<http://bit.ly/dmph2011>



EYE ON: THE PHILIPPINES

POPULATION

103,775,000 (1 figure represents 1 million people)



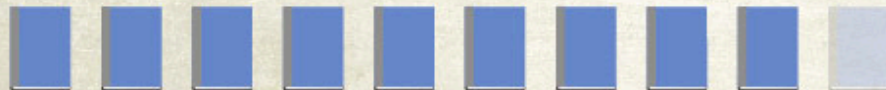
INTERNET USERS

8,278,000; 34th in the world (1 monitor represents 1M users)



LITERACY RATE

9 out of 10; Approximately 93,397,500



ECONOMY

\$4,100

GDP per capita
in USD

158th

GDP per capita
ranking, out of
226 countries

\$390B

Approximate total
GDP in USD

33rd

Total GDP ranking,
out of 226 countries

32.9%

Population living
below poverty line



GEOGRAPHY

300,000 Total kilometers

7,107 Total islands



DEMOGRAPHICS

72 Life expectancy

22.9 Average age

NATIONAL HEROES



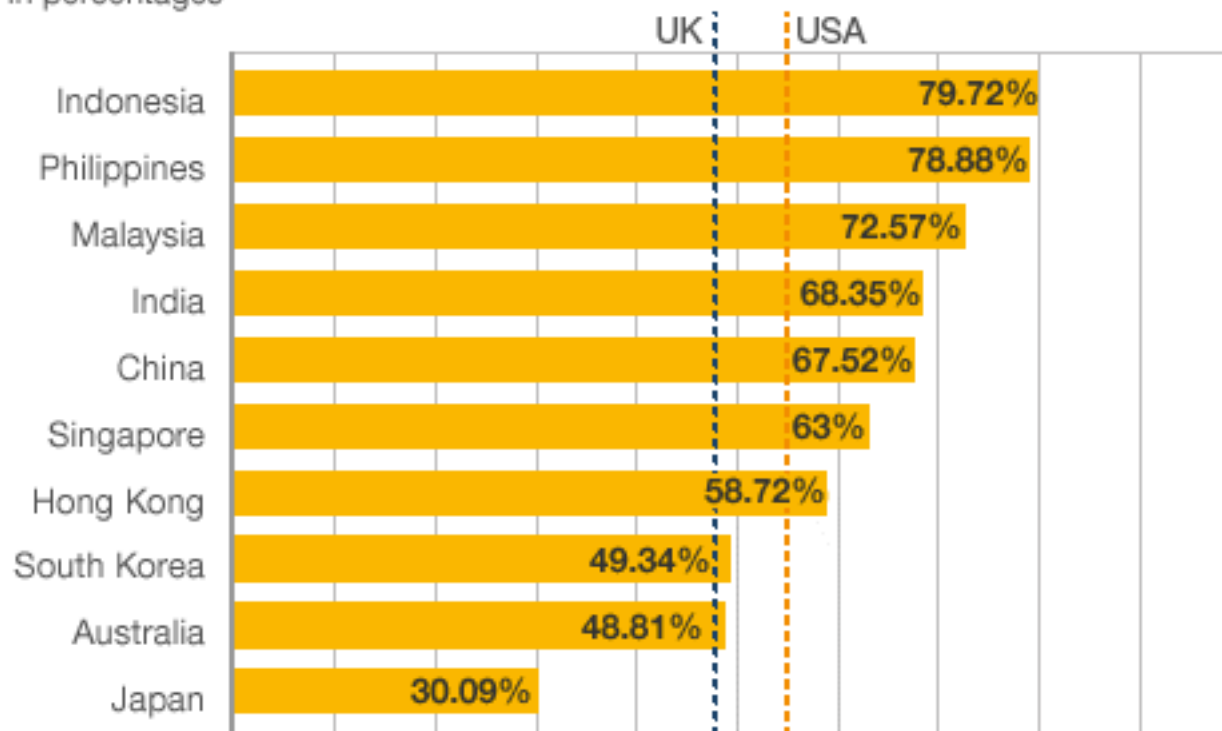
Manny Pacquiao
Champion boxer



Jose Rizal
19th century
Nationalist

Internet users in Asia using social media networks

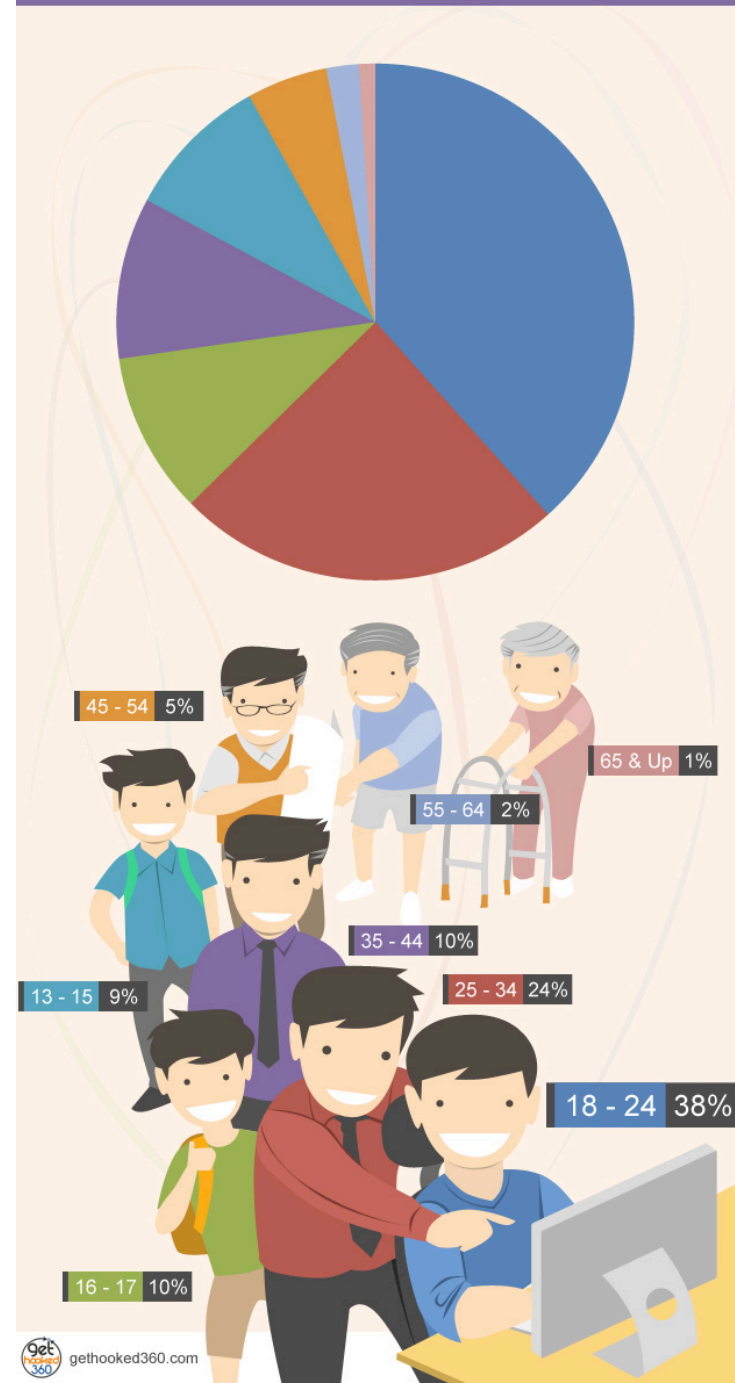
In percentages



Source: GlobalWebIndex Survey 2010

<http://www.bbc.co.uk/news/world-asia-17054056>

Filipino Facebook Users by Age



<http://www.gethooked360.com/young-adults-dominate-facebook-in-the-philippines/>

Social Media Facts

- Facebook – 28, 259,940 PH users

<http://ijustdid.org/2012/07/social-media-marketing-in-philippines/>

Social Media Facts

- Top 5 brands on Facebook
 - Nescafe Philippines – 1,636,615
 - Smart Communications – 1,232,995
 - Starbucks Philippines – 1,159,903
 - Hair Experts – 1,095,652
 - Kit Kat Philippines – 779,968

<http://ijustdid.org/2012/07/social-media-marketing-in-philippines/>

Social Media Facts

- Top 10 Media Facebook Pages
 - Abs-CBN – 2,427,108
 - MYX Philippines – 1,917,193
 - Definitely Filipino – 1,601,276
 - TV5 – 1,252,358
 - FHM Philippines – 885,694
 - GMA News – 458,113
 - Candy Magazine – 395,232
 - Cosmopolitan Philippines – 163,239
 - Photoworld Manila – 163,182

<http://ijustdid.org/2012/07/social-media-marketing-in-philippines/>

facebook Usage in the Philippines

Infographic by www.pinoysocialmedia.com

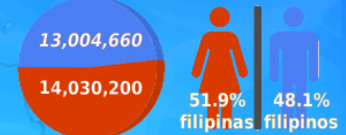
Philippines is ranked

8th

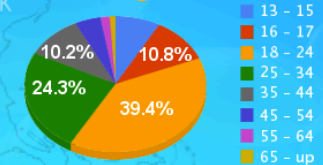
among all countries on facebook worldwide!

1. United States	156,830,880
2. Brazil	48,041,640
3. India	46,307,580
4. Indonesia	42,596,260
5. Mexico	33,560,800
6. United Kingdom	31,106,880
7. Turkey	30,651,580
8. Philippines	27,107,600
9. France	24,435,760
10. Germany	23,687,880

Gender Distribution



Age Distribution



That's 3.2% of the global Facebook population!

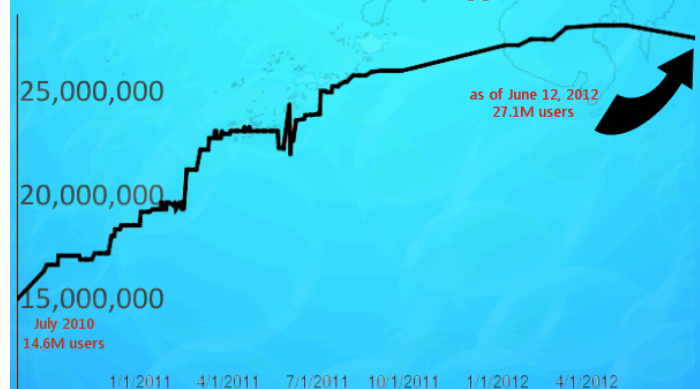
We sampled 60 key cities in the Philippines and ranked them according to Facebook users in each city based on user's current city of residence.

Top facebook population by city

1. Makati City	4,995,280	11. General Santos City	156,800
2. Quezon City	2,443,500	12. Muntinlupa City	146,460
3. Manila	2,139,340	13. Iligan City	129,760
4. Cebu City	823,340	14. Tarlac	128,600
5. Davao City	561,020	15. Olongapo City	118,540
6. Caloocan City	425,880	16. San Fernando, Pampanga	117,300
7. Paranaque City	252,960	17. Naga City	101,920
8. Taguig City	223,860	18. Dumaguete City	82,140
9. Zamboanga City	193,260	19. Cotabato City	75,760
10. Bacolod City	171,600	20. Tagum City, Davao	66,420

These 20 cities alone hold almost half of the Philippine Facebook population!

Growth of facebook Users in the Philippines since 2010



Sources:
 Check Facebook - <http://www.checkfacebook.com>
 Facebook Ads - <http://www.facebook.com/advertising>
 Data for growth is based on statistics compiled between Jan. 2010 to June 2012. All data presented is as of June 12, 2012.

Blog: www.pinoysocialmedia.com
 Twitter: www.twitter.com/jaydj
 Google+: gplus.to/pinoysocialmedia

<http://www.pinoysocialmedia.com/2012/06/infographic-facebook-usage-in.html>

Information Categories

- Displaced Population
- Crop Damage
- Evacuation Centre
- Flooding
- Damaged Houses
- Damaged Infrastructure
- Damaged Hospitals/Health facilities
- Damaged Roads
- Damaged Bridges
- Damaged Vehicles
- Flight Cancellations
- Death(s) Reported
- Damaged Schools



<http://irevolution.net/2012/12/08/digital-response-typhoon-pablo/>

<http://irevolution.net/2012/12/06/digital-disaster-response-typhoon/>

2013

Social Media Facts

- Multiply.com shut down last May 6, 2013.



103 Million POPULATION

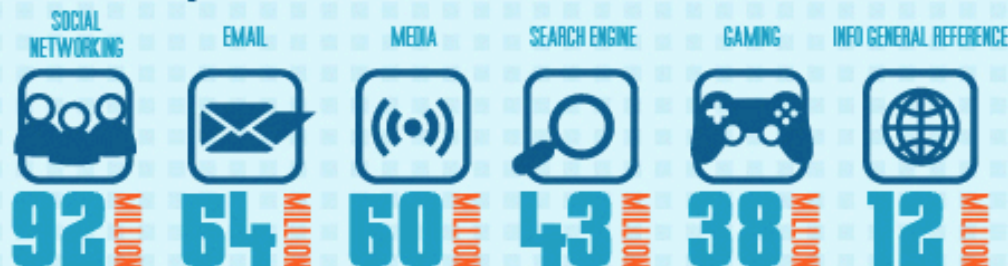


> **33.6 MILLION** INTERNET USERS   

^ **20%** OF INTERNET USERS USE MOBILE INTERNET   

^ **29 MILLION** FACEBOOK USERS 

> **10 MILLION** Filipinos Go Online to Share or Consume Media Content



Sources: Internet World Stats
UM Philippines Wave 6, October 2012
Nielsen Pinoy Netizen Study Q3 2013

EMAIL US AT: mei@funguystudio.com


CALL US AT: (+63) 2 403-1858

www.FunGuyStudio.com

f Top 4 Socially Devoted Facebook Brands

 Average Response Rate

22 %

		Response Time	Response Rate	Answered minus unanswered questions
1	 <u>Cebu Pacific Air</u>	108 min	77 %	327
2	 <u>AirAsiaPhilippines</u>	48 min	90 %	286
3	 <u>Del Monte Kitchenomics</u>	263 min	89 %	99
4	 <u>Pepsi Philippines</u>	1092 min	80 %	66

f Top 5 Facebook Brands

Local Fans **NEW**

1	 <u>Samsung Mobile</u>	2 881 479 / 9.3 %
2	 <u>NESCAFÉ</u>	2 855 214 / 19.8 %
3	 <u>NESCAFÉ</u>	2 851 254 / 99.8 %
4	 <u>Starbucks</u>	2 036 156 / 5.7 %
5	 <u>Kit Kat</u>	1 987 351 / 9.5 %











f Top 5 Facebook Media

Local Fans **NEW**

1	 <u>Abs-Cbn</u>	3 749 531 / 87.3 %
2	 <u>MYX Philippines</u>	3 150 111 / 92.0 %
3	 <u>FHM Philippines</u>	2 137 017 / 73.1 %
4	 <u>ABS-CBNnew...</u>	2 013 062 / 82.4 %
5	 <u>GMA Network</u>	1 700 057 / 86.7 %











TOP 10

Pages	Brands	Media	Entertainment	Sport	Celebrities	Society	Community
-------	--------	-------	---------------	-------	-------------	---------	-----------

#	Page	Local Fans	Fans
1	 Resorts World Manila	1 045 906	1
2	 I am 100% Filipino!	864 887	
3	 My Boracay Guide	452 308	
4	 SM Mall of Asia Official	416 856	
5	 Disneyland	394 736	17
6	 The Philippines	387 524	
7	 CEBU	386 885	
8	 SM Supermalls	375 619	
9	 I Love Philippines!!! (Green...)	356 906	
10	 When In Manila	299 916	











TOP 10

Pages	Brands	Media	Entertainment	Sport	Celebrities	Society	Communi
-------	--------	-------	---------------	-------	-------------	---------	---------











#	Page	Local Fans	Fans
1	 Abs-Cbn	5 005 090	5 681 323
2	 Facebook	4 651 563	147 673 153
3	 MYX Philippines	4 005 600	4 332 542
4	 ABS-CBNnews.com	3 749 695	4 468 334
5	 GMA Network	2 448 079	2 793 210
6	 GMA News	2 386 394	2 909 410
7	 FHM Philippines	2 334 935	3 301 209
8	 YouTube	2 309 252	79 629 785
9	 TV5	1 662 718	2 000 001
10	 MTV	1 633 000	49 742 921

<http://www.socialbakers.com/reports/regional/december-2013-social-marketing-report-philippines-regional>

TOP 10

Pages	Brands	Media	Entertainment	Sport	Celebrities	Society	Community
#	Page	Local Fans ▼				Fans	
1	 Facebook for Every Phone	17 260 646	436 254 729				
2	 Angel Locsin	6 675 899	8 069 261				
3	 Vice Ganda	6 414 740	7 360 263				
4	 Cristine Reyes	6 024 224	6 974 302				
5	 Taylor Swift	5 600 848	61 791 424				
6	 Jesus Daily	5 297 154	26 016 757				
7	 Abs-Cbn	5 005 090	5 681 323				
8	 Facebook	4 651 563	147 673 153				
9	 MYX Philippines	4 005 600	4 332 542				
10	 Erich Gonzales	3 937 270	4 625 315				

TOP 10

Pages	Brands	Media	Entertainment	Sport	Celebrities	Society	Community
#	Page	Local Fans ▼				Fans	
1	 Samsung Mobile	3 444 703	36 795 163				
2	 NESCAFÉ	3 029 088	17 310 618				
3	 NESCAFÉ	3 020 411	3 030 818				
4	 Starbucks	2 137 000	36 650 464				
5	 KitKat	2 094 080	23 149 276				
6	 KitKat	2 090 072	2 118 272				
7	 Smart Communications, Inc.	1 921 285	2 049 283				
8	 Lazada Philippines	1 766 468	1 849 031				
9	 Intel	1 726 645	24 706 436				
10	 OLX Philippines	1 698 998	1 824 358				

#NoToMRTLRTFareHikes

#StrikeTheHike

POSE. POST. PROTEST!

#SelfieProtest

against MRT and LRT fare hikes!

Strike your best Selfie **POSE** with your anti-MRT/LRT fare hike signs. Take your photo, **POST** it online and tag us on various social networking sites. **PROTEST** against MRT & LRT fare increases.



<http://www.techinasia.com/philippines-selfies-protest-train-fare-hikes/>

#Rescue



(for rescue concerns)
include full name, number & address

<http://www.techinasia.com/5-ways-social-media-powerful-tool-philippines-2013/>

2014



There are now
30 Million
Facebook users
in the Philippines

Gender

43%
Male

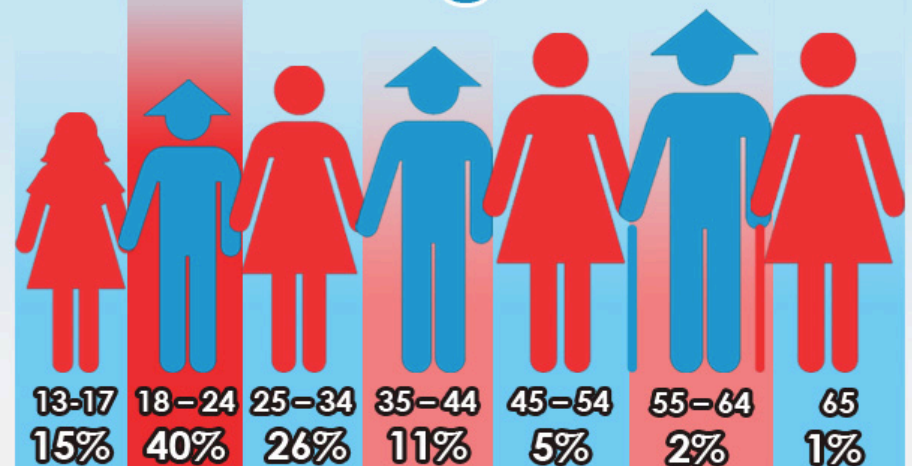


46%
Female

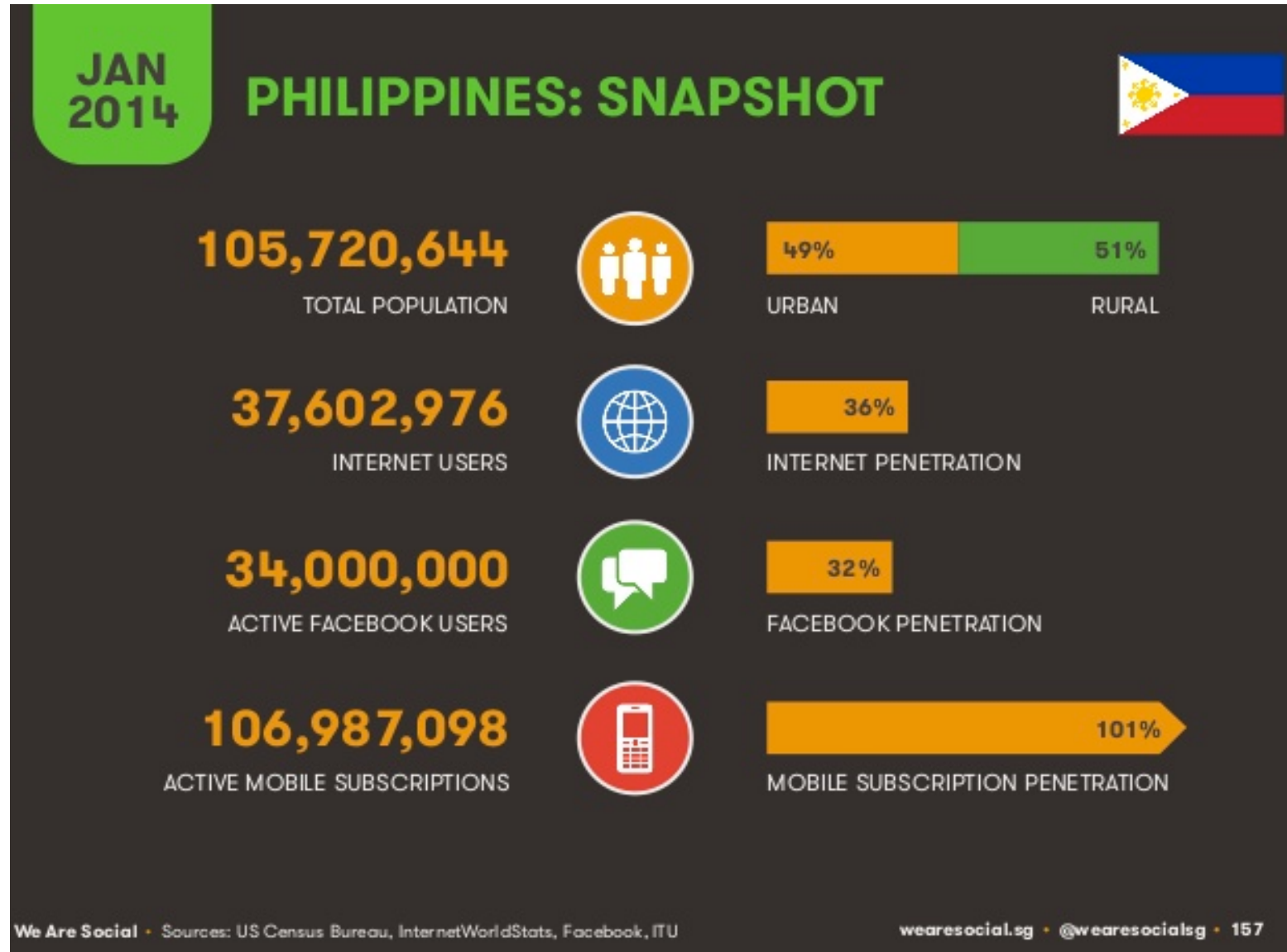


<http://www.gethooked360.com/facebook-reaches-30-million-users-in-the-philippines/>

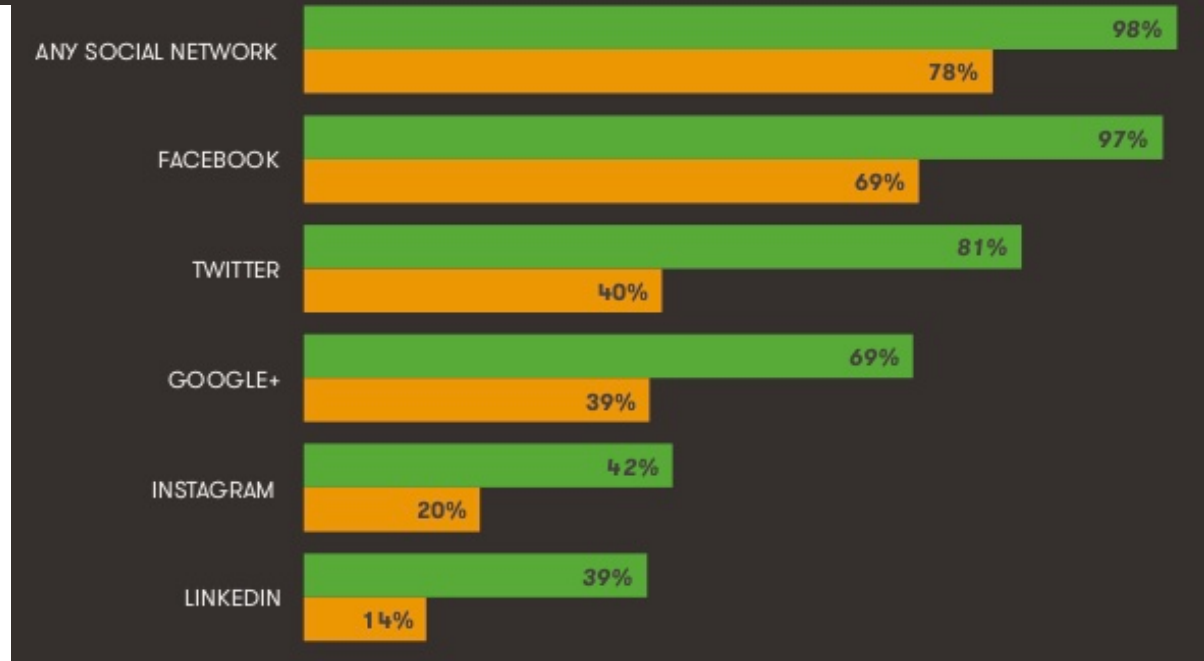
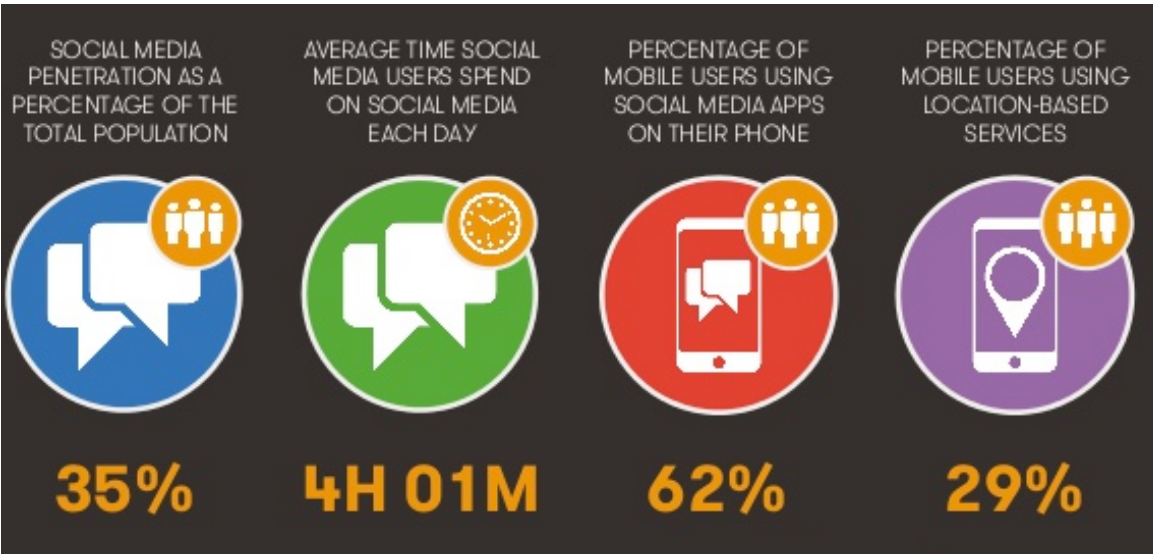
Age



Social, Digital, Mobile in the Philippines



Social Indicators and Social Media Use in the PH



Source: wearesocialsg






f Top 5 Facebook Brands

Local Fans **NEW**

1	 Samsung Mobile	3 259 497 / 9.3 %
2	 NESCAFÉ	3 003 959 / 17.8 %
3	 NESCAFÉ	2 998 860 / 99.7 %
4	 Starbucks	2 111 402 / 5.8 %
5	 KitKat	2 041 789 / 9.0 %










f Top 5 Facebook Media

Local Fans **NEW**

1	 Abs-Cbn	4 445 223 / 87.4 %
2	 MYX Philippines	3 701 095 / 92.2 %
3	 FHM Philippines	2 321 762 / 70.6 %
4	 GMA Network	2 169 418 / 86.7 %
5	 TV5	1 622 323 / 82.4 %

f Top 5 Facebook Brands by Post Engagement Rate

 Average Post Engagement Rate **0.16 %**

		Monthly Change in Engagement Rate	Engagement Rate
1	 El Nido Resorts	 65 %	2.55 %
2	 Thunderbird	 9 %	1.73 %
3	 Chowking PH	N/A	1.67 %
4	 BPIloans.com	 294 %	1.42 %
5	 NIDO FORTIFIED® Philippines	 2 %	1.36 %

f Top 5 Socially Devoted Facebook Brands

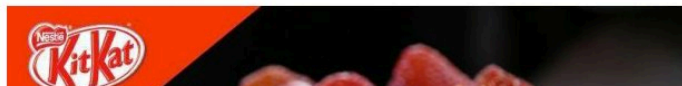
 Average Response Rate **35 %**

		Response Time	Response Rate	Answered minus unanswered questions
1	 Cebu Pacific Air	111 min	74 %	371
2	 AirAsiaPhilippines	180 min	80 %	180
3	 Del Monte Kitchenomics	337 min	92 %	109
4	 Coca-Cola Philippines	1244 min	83 %	47
5	 7-Eleven Philippines	775 min	81 %	45

<http://www.socialbakers.com/reports/regional/march-2014-social-marketing-report-philippines-regional>

 KitKat shared a photo
20th March, 2014

Strawberries to top your cake, anyone? Image Source: KIT KAT Canada



Most Popular Post

299k Total Interactions

285k Likes