



SOCIAL MEDIA USE

FEB
2025

OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



INDONESIA

NUMBER OF SOCIAL
MEDIA USER IDENTITIES



143
MILLION

QUARTER-ON-QUARTER CHANGE
IN SOCIAL MEDIA USER IDENTITIES



0%
[UNCHANGED]

YEAR-ON-YEAR CHANGE IN
SOCIAL MEDIA USER IDENTITIES

we
are
social



+2.9%
+4.0 MILLION

AVERAGE DAILY TIME SPENT
USING SOCIAL MEDIA



3H 08M
YOY: -1.3% (-3 MINS)

AVERAGE NUMBER OF SOCIAL
PLATFORMS USED EACH MONTH

GWI.



7.9
YOY: +1.3% (+0.1)

SOCIAL MEDIA
USER IDENTITIES vs.
TOTAL POPULATION



50.2%

SOCIAL MEDIA USER
IDENTITIES AGED 18+ vs.
POPULATION AGED 18+



62.7%

SOCIAL MEDIA USER
IDENTITIES vs. INDIVIDUALS
USING THE INTERNET



67.3%

FEMALE SOCIAL MEDIA USER
IDENTITIES vs. TOTAL SOCIAL
MEDIA USER IDENTITIES



46.0%

MALE SOCIAL MEDIA USER
IDENTITIES vs. TOTAL SOCIAL
MEDIA USER IDENTITIES

we
are
social



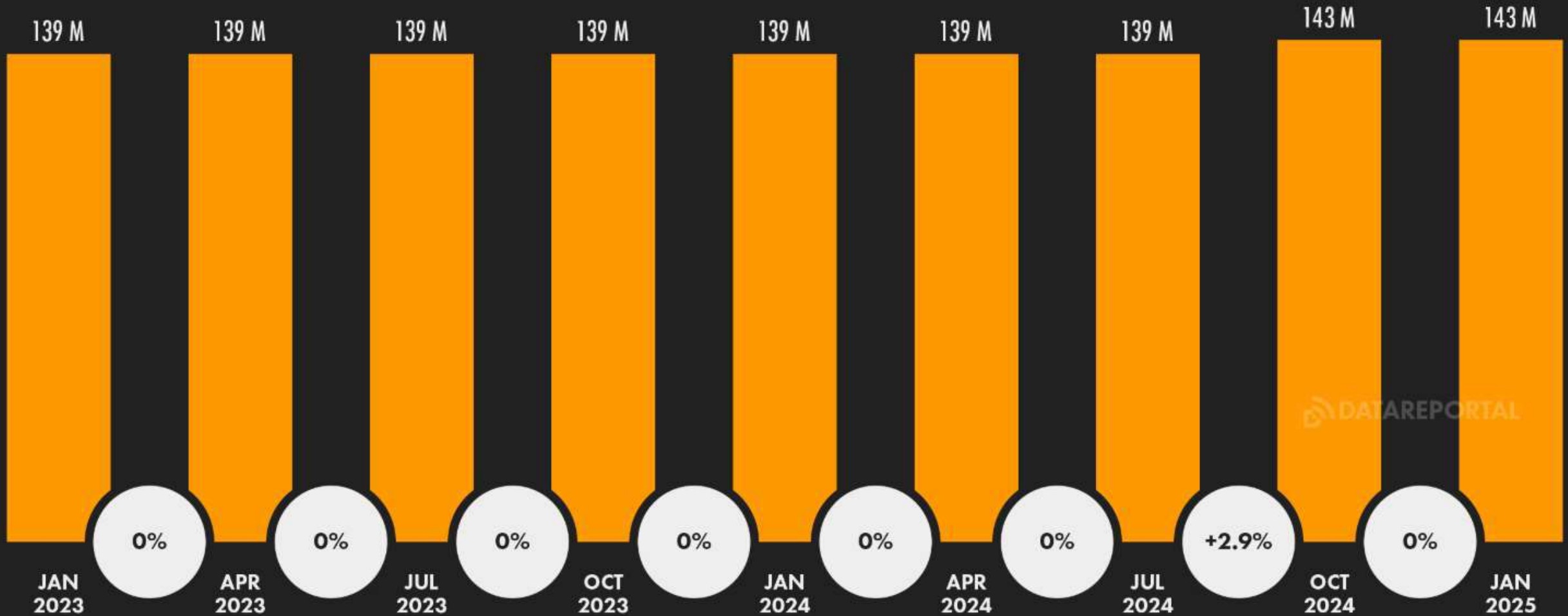
54.0%

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES; CNNIC; BETA RESEARCH CENTER; OCDH; U.N.; [GWI](#) [Q3 2024]. **NOTE:** AVERAGE NUMBER OF PLATFORMS INCLUDES DATA FOR YOUTUBE. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARISONS WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE [NOTES ON DATA](#).

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SOCIAL MEDIA USE OVER TIME (QOQ)

NUMBER OF SOCIAL MEDIA USER IDENTITIES, AND QUARTERLY RATE OF CHANGE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; MEDIASCOPE; OCDH. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE [NOTES ON DATA](#).

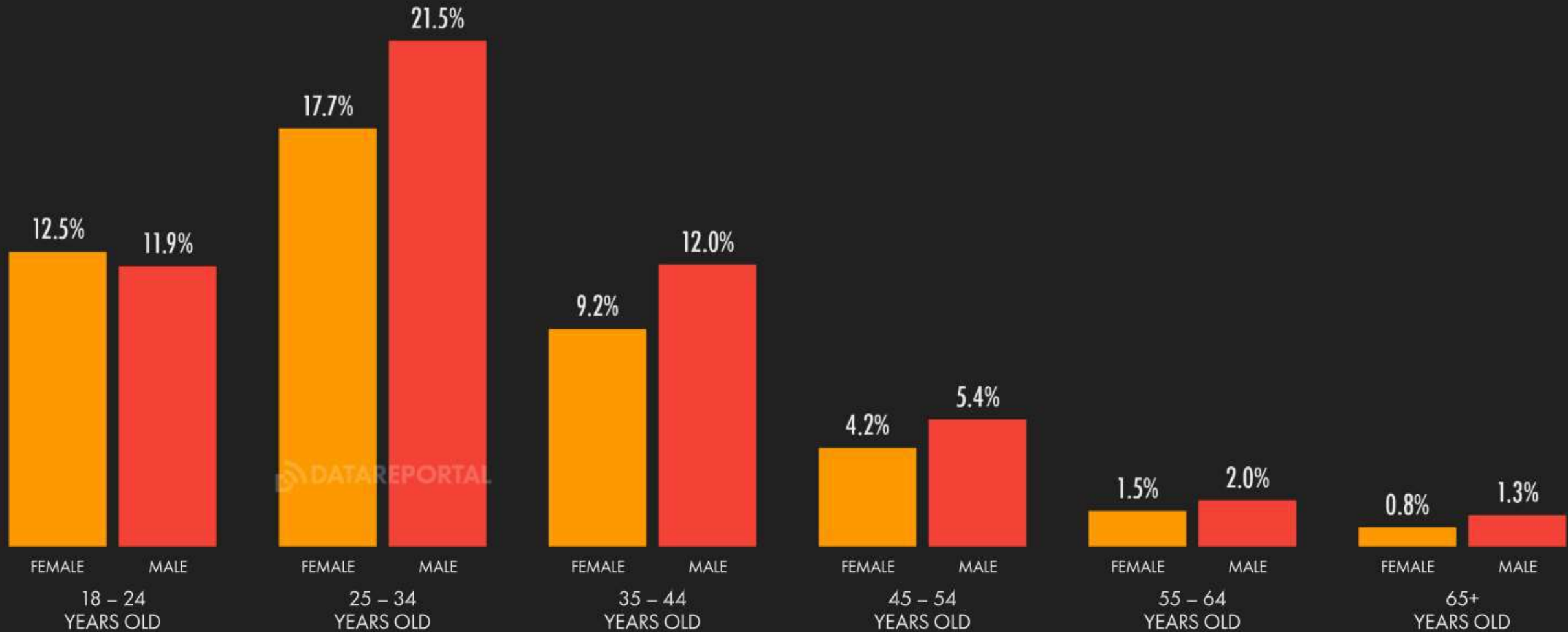
we
are
social

Meltwater

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DEMOGRAPHIC PROFILE: META'S ADULT AUDIENCE

SHARE OF COMBINED, DEDUPLICATED AD REACH FOR USERS AGED 18+ ACROSS FACEBOOK, INSTAGRAM, AND MESSENGER, BY AGE AND GENDER

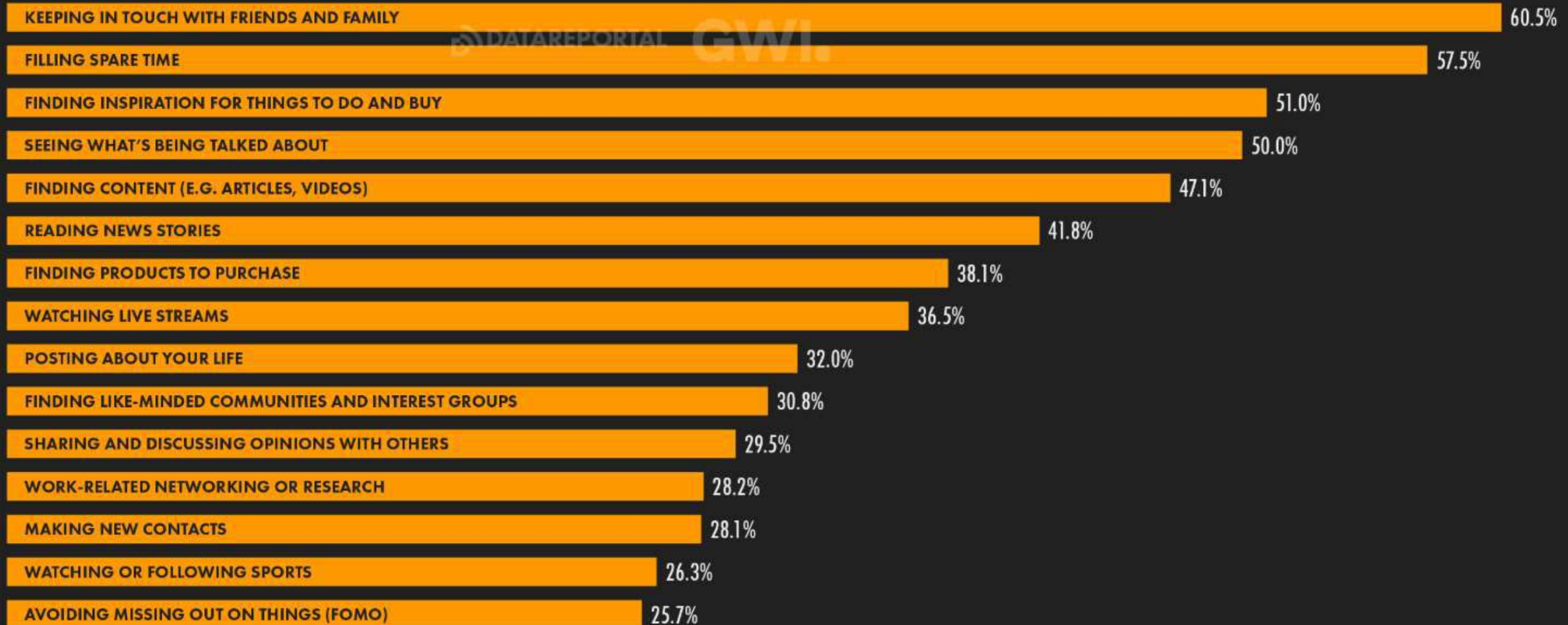


SOURCES: META'S ADVERTISING RESOURCES; KEPIOS' ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. **NOTE:** META'S ADVERTISING TOOLS NO LONGER PROVIDE DEMOGRAPHIC DATA FOR USERS BELOW THE AGE OF 18, SO WHILE THERE MAY BE ACTIVE USERS OF THE COMPANY'S PLATFORMS BELOW THIS AGE, THESE USERS NO LONGER APPEAR IN THE COMPANY'S POTENTIAL AD REACH DATA. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE [NOTES ON DATA](#).

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MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16+ USE SOCIAL MEDIA PLATFORMS



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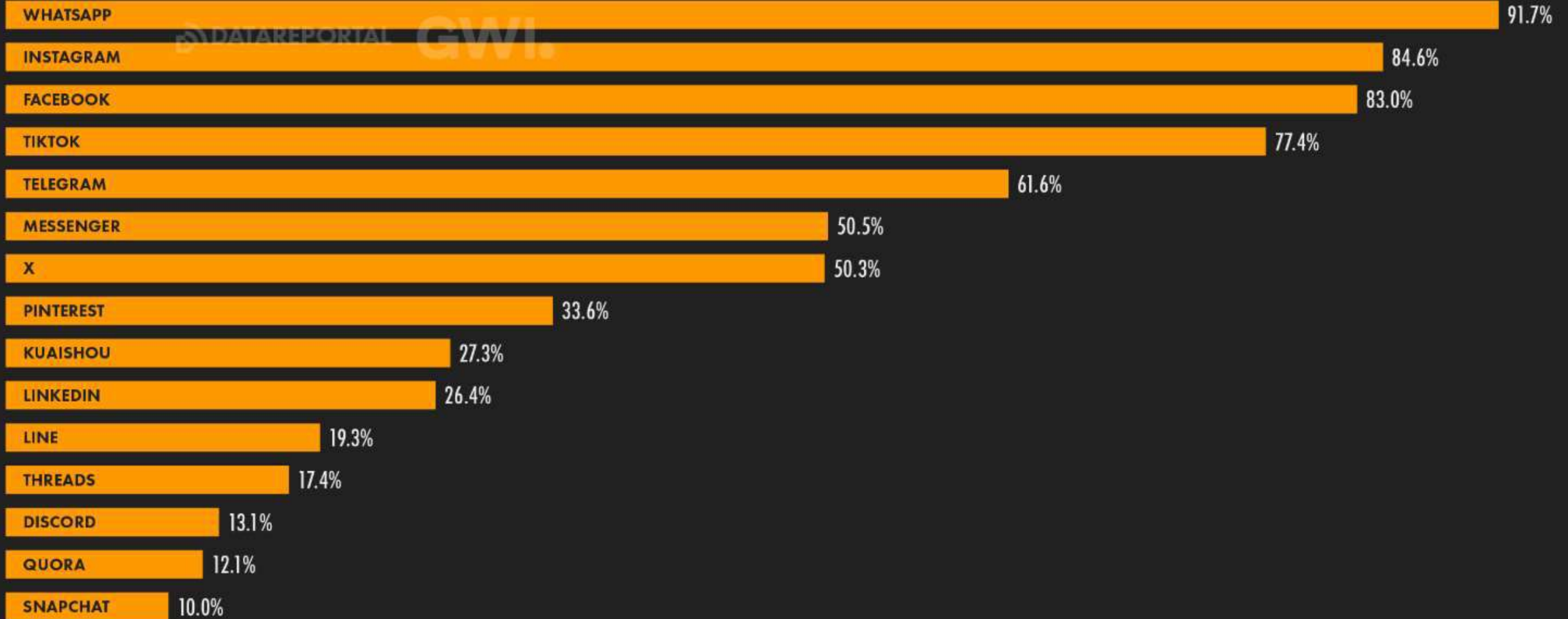
MOST USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE EACH PLATFORM EACH MONTH

NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING



INDONESIA

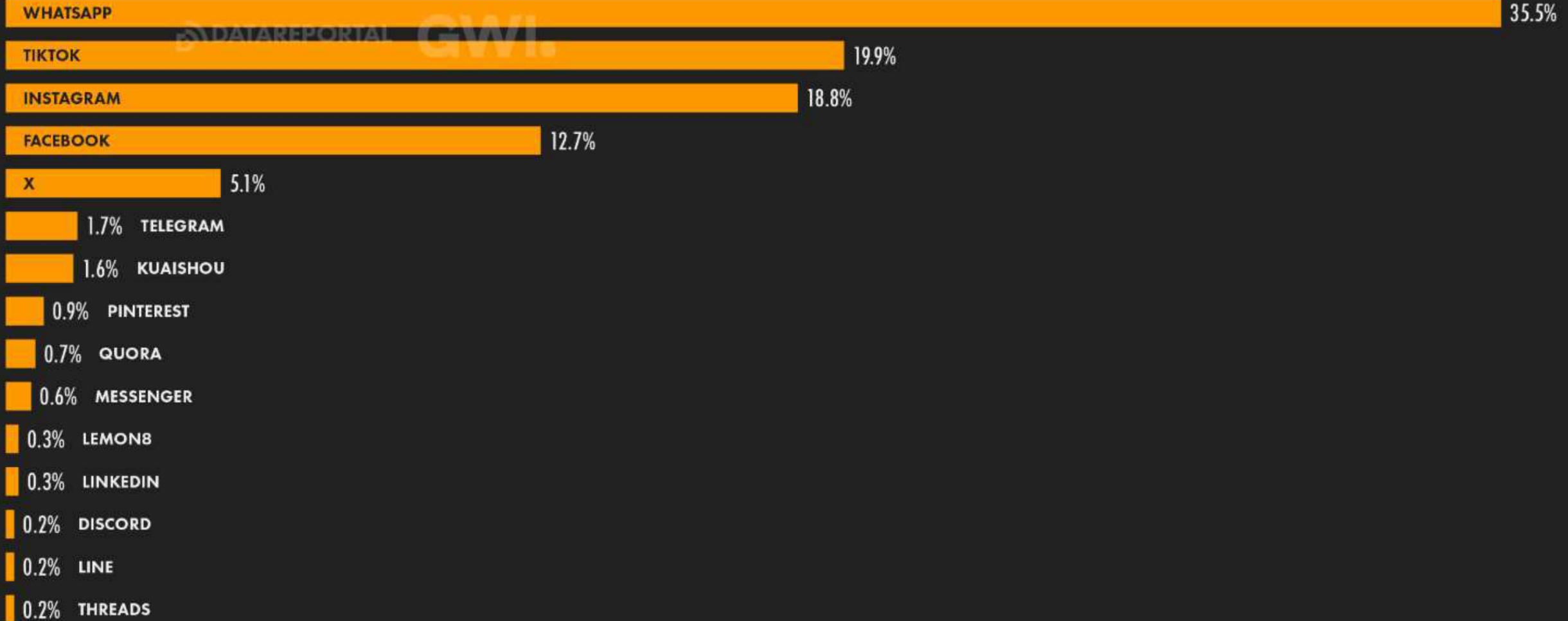


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FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16+ WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

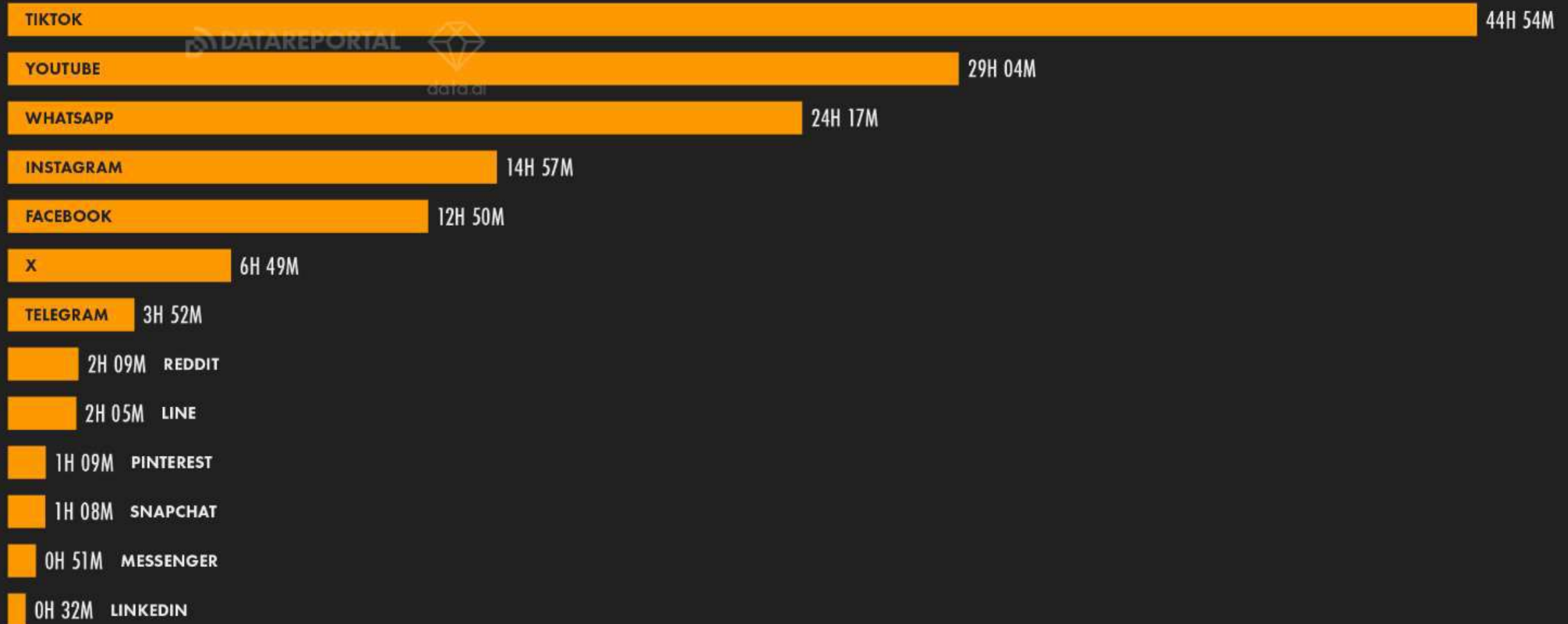
NOTE: YOUTUBE IS NOT AVAILABLE AS AN ANSWER OPTION IN THE SURVEY QUESTION THAT INFORMS THIS CHART



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SOCIAL MEDIA APPS: AVERAGE TIME PER USER

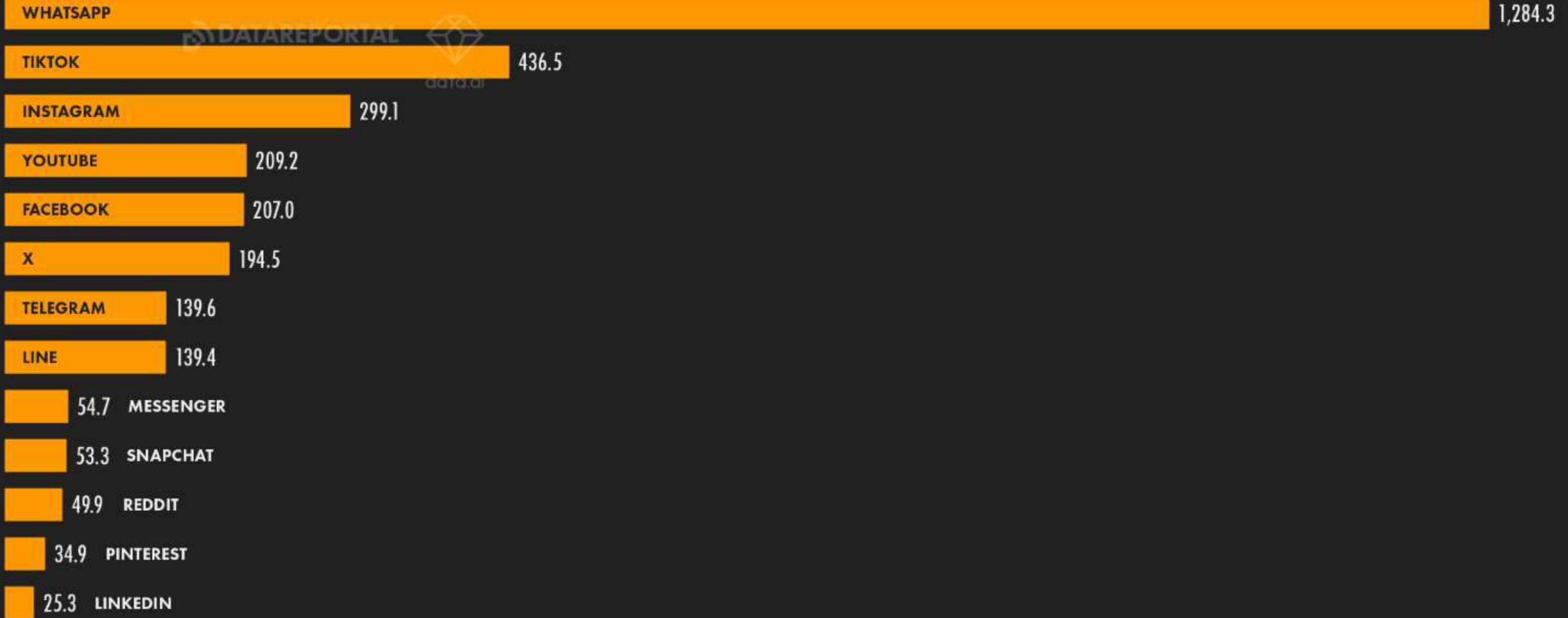
AVERAGE TIME PER MONTH THAT ACTIVE USERS SPENT USING EACH PLATFORM'S ANDROID APP IN NOVEMBER 2024



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SOCIAL MEDIA APPS: AVERAGE MONTHLY SESSIONS

AVERAGE NUMBER OF TIMES THAT ACTIVE USERS OF EACH PLATFORM'S ANDROID APP OPEN THE RESPECTIVE APP EACH MONTH



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USE OF SOCIAL MEDIA FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE EACH SOCIAL MEDIA CHANNEL TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS



ANY KIND OF SOCIAL MEDIA

82.1%

SOCIAL NETWORKS

63.9%

BLOGS ON PRODUCTS OR BRANDS

20.6%

19.3% QUESTION & ANSWER SITES (E.G. QUORA)

16.4% VLOGS (BLOGS IN A VIDEO FORMAT)

13.0% MESSAGING AND LIVE CHAT SERVICES

8.2% FORUMS AND MESSAGE BOARDS

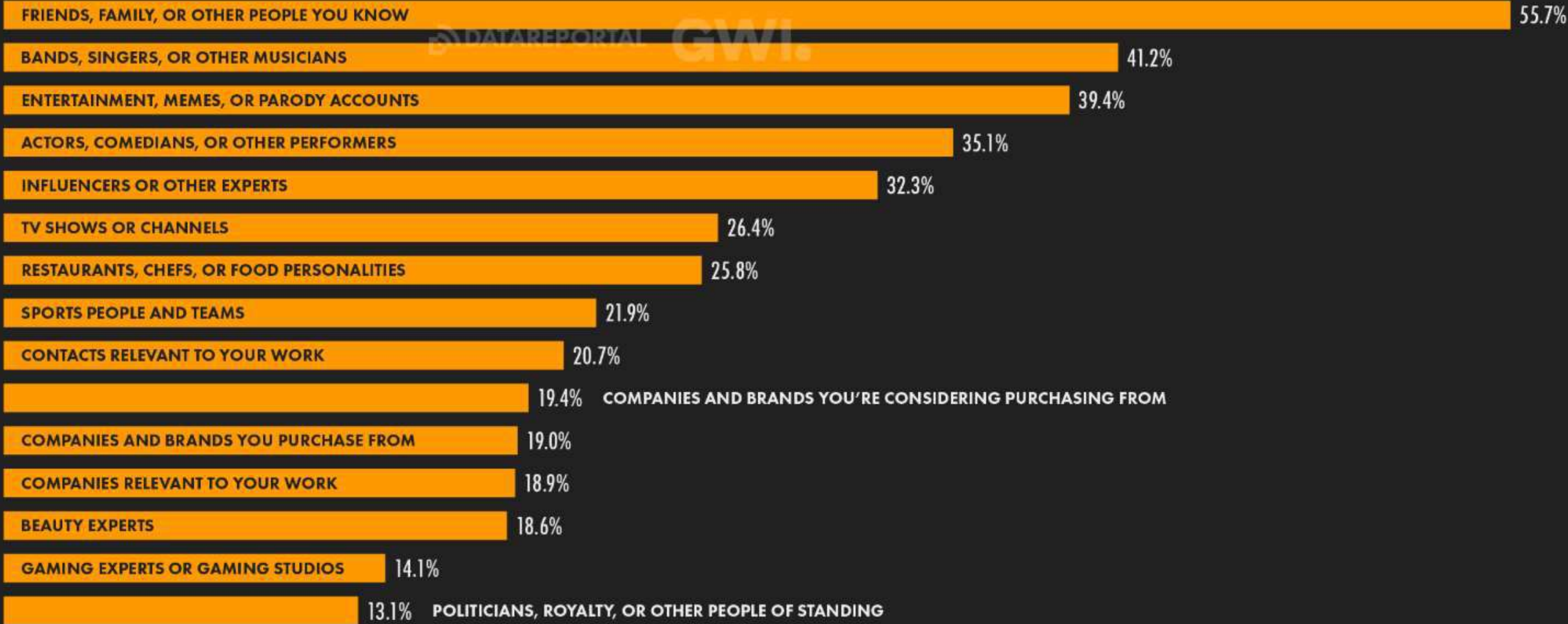
8.1% MICRO-BLOGS (E.G. X)

7.5% ONLINE PINBOARDS (E.G. PINTEREST)

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SOCIAL MEDIA ACCOUNT TYPES FOLLOWED

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16+ WHO FOLLOW EACH TYPE OF ACCOUNT ON SOCIAL MEDIA



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WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA

SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED IN SOCIAL MEDIA PLATFORMS (ANY DEVICE)



FACEBOOK

79.24%

YOUTUBE

18.49%

1.34% INSTAGRAM

0.60% X

0.24% PINTEREST

0.04% LINKEDIN

0.02% REDDIT

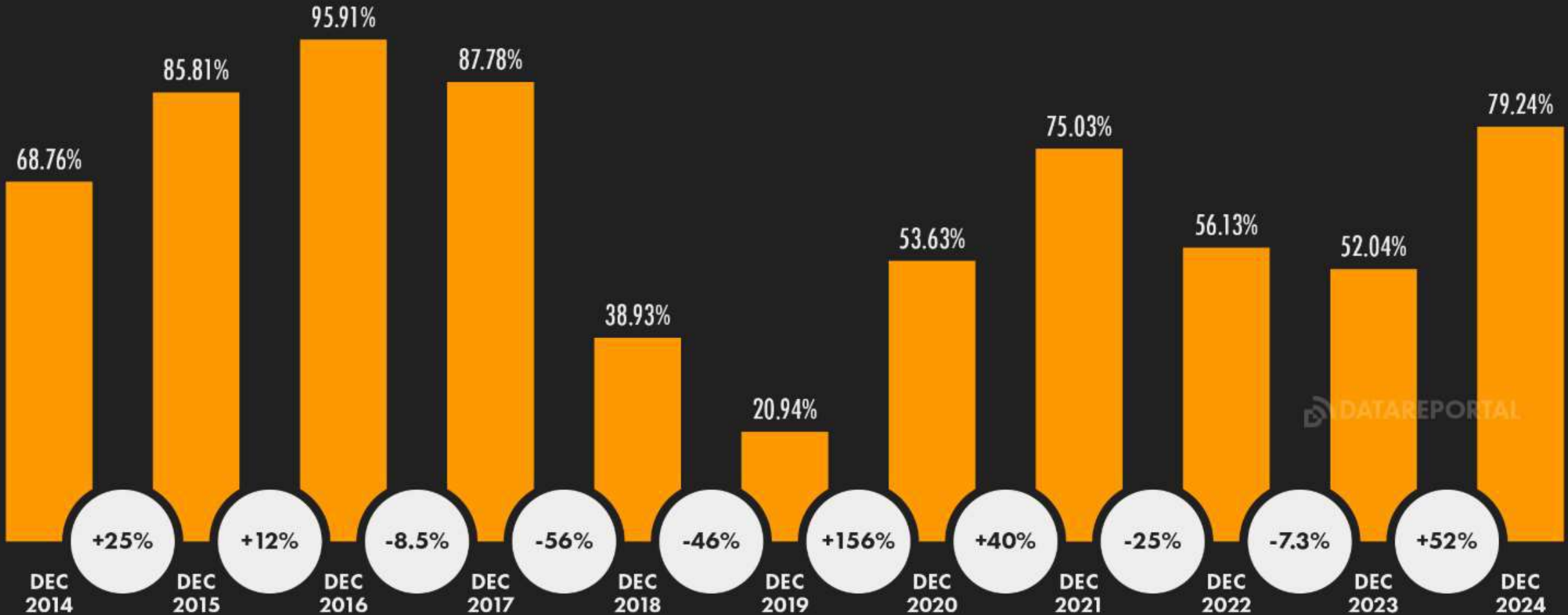
0.03% OTHERS

DATA REPORTAL

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FACEBOOK'S SHARE OF SOCIAL MEDIA REFERRALS

WEB TRAFFIC REFERRED BY **FACEBOOK** AS A PERCENTAGE OF WEB TRAFFIC REFERRED BY SOCIAL MEDIA PLATFORMS (ANY DEVICE)



SOURCE: STATCOUNTER. **NOTES:** DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT FACEBOOK'S SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED ON FACEBOOK AS A PERCENTAGE OF TOTAL WEB PAGE TRAFFIC ARRIVING FROM THE AVAILABLE SELECTION OF SOCIAL MEDIA PLATFORMS IN DECEMBER 2024.