



Digital & Social Media Trends

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contáctica.



Global Digital Snapshot 2017

THE LATEST NUMBERS FOR INTERNET, SOCIAL MEDIA, AND MOBLE USAGE AROUND THE WORLD

TOTAL
POPULATION



INTERNET
USERS



ACTIVE SOCIAL
MEDIA USERS



UNIQUE
MOBILE USERS



ACTIVE MOBILE
SOCIAL USERS



7.524
BILLION

URBANISATION:

54%

3.819
BILLION

PENETRATION:

51%

3.028
BILLION

PENETRATION:

40%

5.052
BILLION

PENETRATION:

67%

2.780
BILLION

PENETRATION:

37%

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; INTERNETLIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAEI; CAFEBAZAAR.RU; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA; MOBILE: GSMA INTELLIGENCE; EXTRAPOLATION OF EMARKETER AND ERICSSON DATA.

Internet Penetration in Puerto Rico

2,191,026

usuarios de 12 años o más conectados



33%

2005

45%

2010

57%

2013

69%

2015

70%

2016

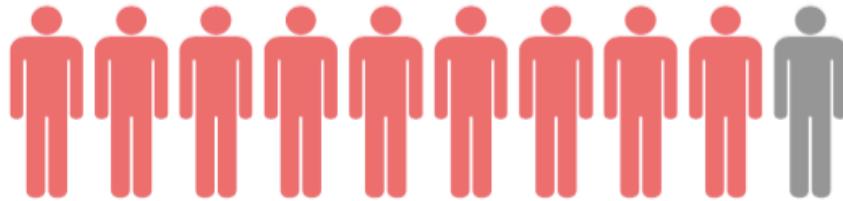
71%

2017

Social Media Penetration in Puerto Rico

94.8%

Usuarios de Internet
que tienen presencia
en alguna red social

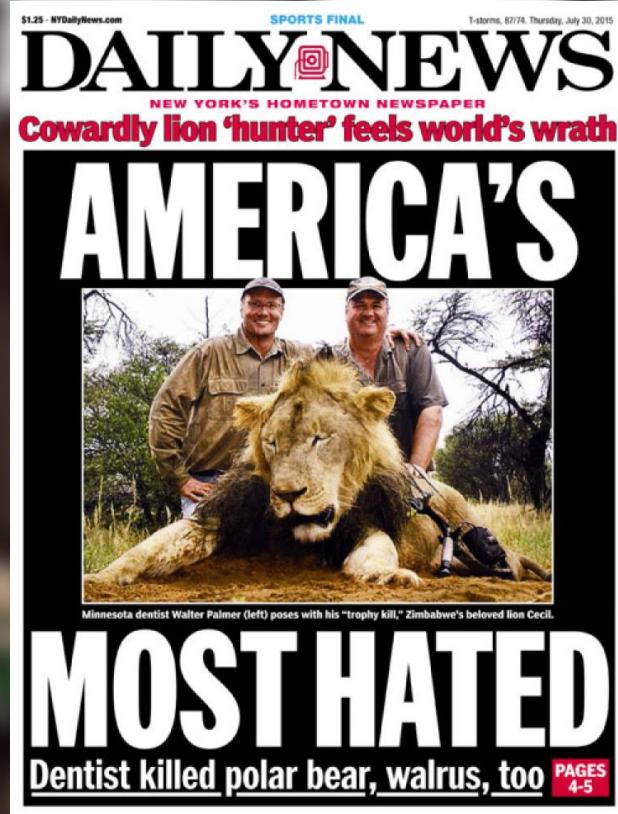


2,077,093



Source: SME Digital & Mobile Behavioral Study 2017

Social Media Impact In Our Lives



Social Media Impact In Our Lives

1:24 AM - 29 May 2016

Juan Abel Echeverria @jaea74 · 50m
First tweet ever at 34000 ft thanks @JetBlue #Quito

jetBlue @jaea74

Follow

1:30 AM - 29 May 2016

JetBlue Airways  @JetBlue

@jaea74 Thank you, Juan! Have a great trip!

1:30 AM - 29 May 2016

Follow



Alexa Burrows @Alexa_Burrows 28 May 14

@JetBlue Yes! Back to Boston! I expect a welcome parade at gate. :)

JetBlue Airways  @JetBlue

@Alexa_Burrows A hearty welcome home, Alexa! Would a twitter parade suffice? 🎶 🎵 🎶 🎵

3:02 AM - 28 May 2014

Follow 1 4

Alexa Burrows @Alexa_Burrows 27 May 14

@JetBlue Hahahah Yes! #bestairlineever

JetBlue Airways @JetBlue · 27 May 2014

@Alexa_Burrows Aw, thanks Alexa! #bestcustomerever

Follow 1 ***



JetBlue Airways  @JetBlue

@Alexa_Burrows Little something to remember us by. :)

7:18 AM - 28 May 2014

Follow 6 11

Social Media Impact In Our Lives



IT'S OFFICIAL! Guinness World Record:
"The Most Responsive Corporate Account
on Twitter is Microsoft's @XboxSupport"
^MB

Responder Retwittear Favorito Más

RETWEETS 35	FAVORITOS 4
----------------	----------------

18:24 - 11 de jun. de 2010





Tendencias Digitales



**TODAY, MORE MESSAGES ARE SENT VIA
MESSENGER APPS THAN ARE SENT VIA EMAIL**

**MESSENGERS WILL OVERTAKE
SOCIAL NETWORKS TO
BECOME THE WORLD'S MOST
ACTIVE SOCIAL PLATFORMS
WITHIN THE NEXT 18 MONTHS.**



**VIDEO IS THE HOTTEST TOPIC IN SOCIAL
CONTENT TODAY (NO SURPRISES THERE)**

BUT SOCIAL VIDEO IS EVOLVING QUICKLY



VIDEO LIVE-STREAMING

THE ABILITY FOR ANYONE TO BRING THEIR NETWORKS AND AUDIENCES INTO THEIR LIVE, HERE-AND-NOW WORLD



360° VIDEO

INTERACTIVE VIDEO CONTENT THAT PUTS THE AUDIENCE IN GREATER CONTROL OF THE ACTION



VIRTUAL REALITY

SOON, WE'LL BE ABLE TO DELIVER IMMERSIVE SOCIAL EXPERIENCES THAT CREATE NEXT-LEVEL ENGAGEMENT

“Wow, Italy is so beautiful!”



Text



PHOTOS



VIDEOS



VR / AR



Watch in VR

360

Mark Zuckerberg blue angels

https://www.facebook.com/search/top/?q=Mark%20Zuckerberg%20blue%20angels

Armando Home

Mark Zuckerberg blue angels

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Like Comment Share

Mark Zuckerberg November 24, 2015

Check out this 360 video of the Blue Angels by USA TODAY. They're some of the world's best pilots flying incredibly close together. I recommend looking around to see how close they actually are. This kind of immersive experience is exactly why we made 360 videos on Facebook.



-1:35

94K 12K Comments 68K Shares 3.1M Views

Like Comment Share

Gerardo Mechaly shared Mark Zuckerberg's post. February 23

YOUR GAMES

Scrabble Marriott Rewards

RECOMMENDED GAMES

Ninna Paola Linda Nahir Carolina Acosta Marelis Ruiz María Martínez Daub... Jorge M. Rodriguez Teresa M. Cuevas Be... Lujia Soto Maria Adelaida Aran... Annie Torres

English (US) - Español - Português (Brasil) - Français (France) - Deutsch

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Search



Popular

Published by Yan R. Torres Laureano [?] · Like This Page · August 9 · Edited ·

El nuevo E-Class 2017 tiene lo que esperas de un Mercedes-Benz y más. Encuentra este modelo y muchos más en la venta de autos de lujo en el Centro de Convenciones este 11 al 14 de agosto. Conoce los detalles aquí: pop.pr/2al3O2r

Like Comment Share



2.2K

Chronological ▾

200 shares

83 Comments

[View previous comments](#)

6 of 83

Rosalinda González Taúl Me quedo con mi BMW y mi Ridgeline mil veces

[Like](#) · [Reply](#) · [Message](#) · 1 · August 11 at 1:57pm

Mayra Bautista Bello

[Unlike](#) · [Reply](#) · [Message](#) · 1 · August 11 at 2:50pm

Illa Gonzalez Sorry pero nada como un Toyota Prius Los híbridos son una maravilla No lujo pero un servicio de calidad por años y ni hablar de lo que ahorro en gasolina 😂😂😂

[Like](#) · [Reply](#) · [Message](#) · August 11 at 3:16pm

Nancy Laureano Lo que está espectacular es poderlo ver en 360 😊

[Unlike](#) · [Reply](#) · [Message](#) · 1 · August 11 at 4:16pm



Write a comment...



LIVE

The image features the Facebook logo on the left, consisting of a blue rounded square with a white stylized 'f'. To its right is another rounded square, this one red, containing the word 'LIVE' in large, white, sans-serif capital letters. The background is a solid blue gradient.

Facebook.com/Live

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Armando Home  

Live Videos

LIVE 6.1K 
OTRO MARZO PARAGUAYO
DUPLEX RADIO MONUMENTAL

Telefuturo TV Channel
[URGENTE] Golpe Parlamentario en #Paraguay: 25 senadores aliados...

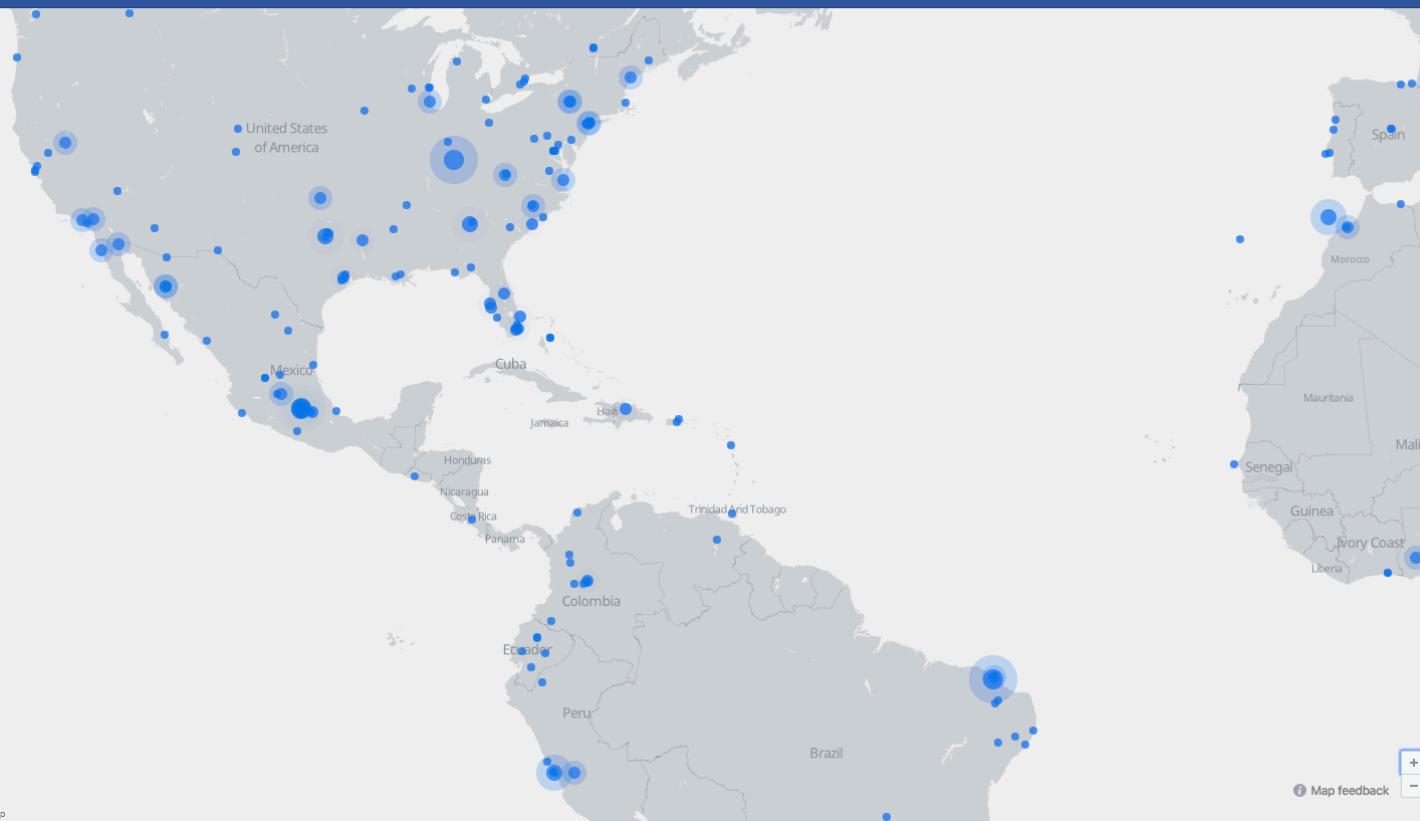
WDRB News Broadcasting & Media Production Company
GIRAFFE ALERT | Our live stream of April, the preg...
2.2K viewers

Fãs De Dragon Ball Media/News Company
DBZ - RENASCIMENTO DE FREEZA
2.1K viewers

Super Deluxe Community
Who lives, dies, or is pregnant? YOU decide in our ...
2K viewers

Secrets Of My Mind. Just For Fun
Cásele quien pueda Unete para más películas: Sec...
1.7K viewers

Filmes Online Terror School
A Nôiva de Chucky >>> COMPARTILHEM <<< Nos...
989 viewers



© OpenStreetMap 

facebook Spaces

VR is better with friends





You are what you post
on **facebook**[®]

Thank You

WE TELL YOUR BRAND'S STORY. DIGITALLY.

