



Media Leaders eSummit
MIDDLE EAST 2021

HOW THE
MIDDLE
EAST USED
SOCIAL
MEDIA
IN 2020

DAMIAN RADCLIFFE

@damianradcliffe

REPORT PURPOSE



EVIDENCE BASE FOR DECISION MAKERS

Inform digital strategy, campaigns, skills development and investment.



TRACK TRENDS OVER TIME

What's changing, and why?



MAKE SENSE OF AN UNPRECEDENTED YEAR

Over 200 sources consulted.



OVERVIEW



I. OUR LOVE OF SOCIAL



- Social Media Users in MEA average **over 3.5 hours a day on social platforms.**
- Internet users in the Middle East have an **average of 8.4 social media accounts.**
- **UAE, with an average of 10.5 accounts,** highest accounts per person globally.

II. SIZEABLE REACH



FACEBOOK

- Egypt (44 million users, 9th largest market in the world) + Turkey (37 million x market)
- Egypt, Morocco and Algeria in Top 10 fastest growing markets.



TWITTER

- Turkey (6th), Saudi Arabia (8th) and Egypt (18th) in the Top 20 largest markets.



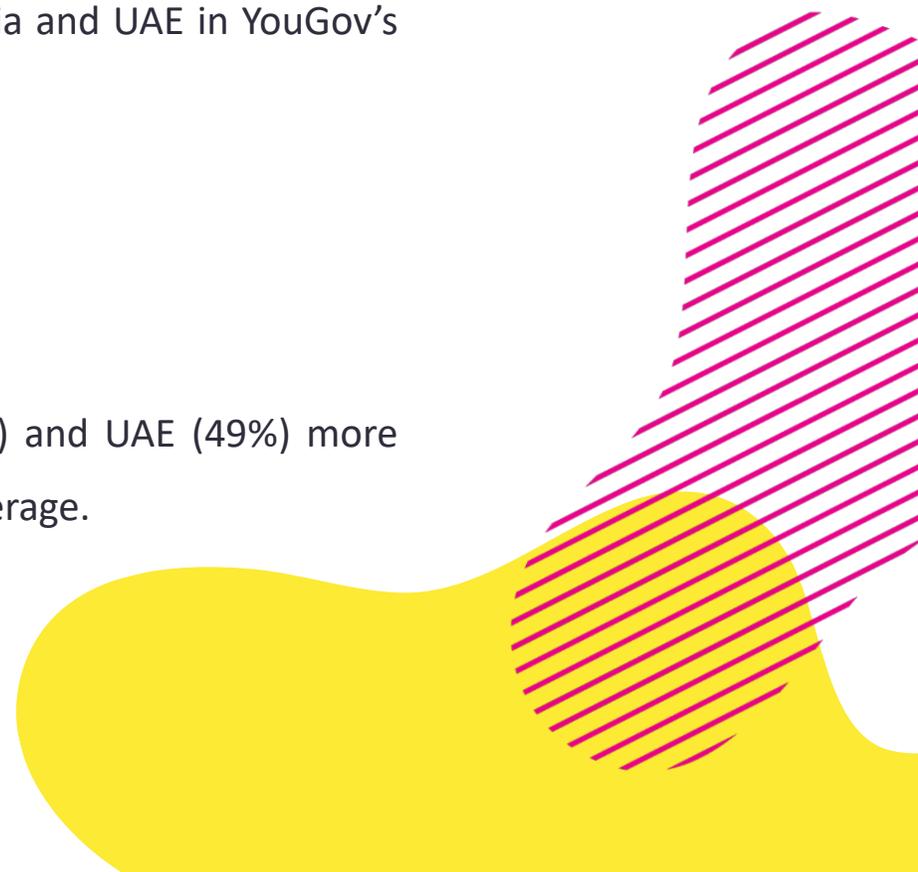
III. IMPACT

TRUSTED

- Google, WhatsApp and YouTube in the Top 10 brands list for Egypt, Saudi Arabia and UAE in YouGov's 2020 [Best Brand Rankings](#).

IT'S NOT JUST ABOUT NEWS AND ENTERTAINMENT

- Users in Morocco, Egypt (60%), Saudi Arabia (59%), Turkey (56%), Israel (52%) and UAE (49%) more likely to use social media as part of their research into brands than the global average.



SHIFTING BEHAVIORS

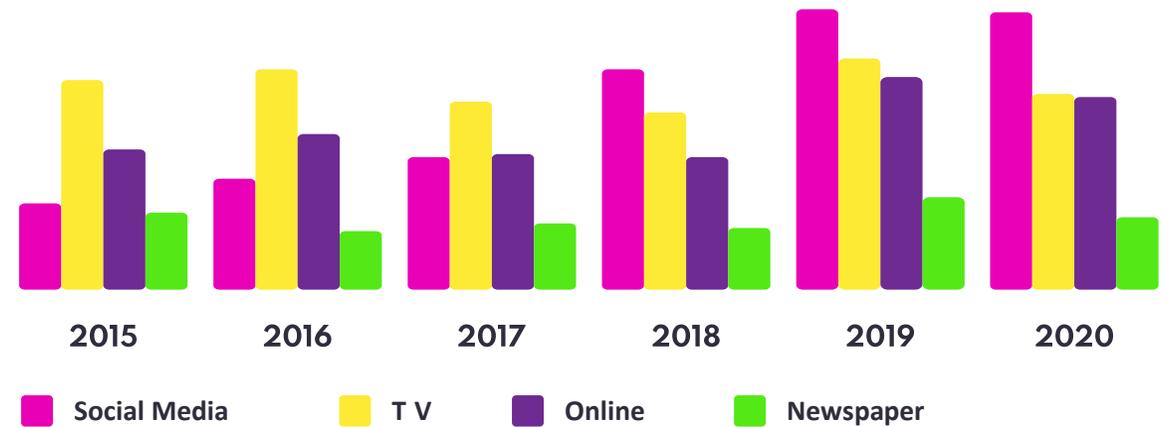


I. GROWING SOURCE FOR NEWS

79% of Arab Youth say they get their news from social media. That's up from 25% in 2015.

via [Arab Youth Survey](#)

WHERE DO ARAB YOUTH GET THEIR NEWS?



II. THE RISE OF TIKTOK



Top TikTok influencers grew their fanbase by average of 65%, between February and August 2020

- Few influencers have successfully crossed over from other platforms.
- Highest engagement rates seen in Bahrain, Oman and Saudi Arabia.



@jumana_khan_
8.4 M

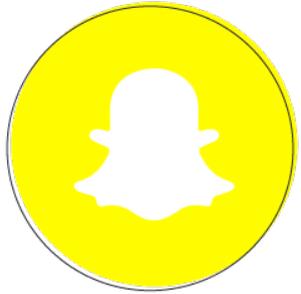


@sarahmiladd
6.6 M



@xzayx89
5.2 M

III. SNAPCHAT'S IMPORTANCE



1. 67 million monthly unique users, **up 38% year-on-year** (Oct. 2020).
 2. 60% of 13 to 24-year-olds in UAE. 90% of 13 to 34-year-olds in KSA.
 3. UAE, KSA, and Kuwait, **users spent 77 mins a day on the app** in Ramadan.
 4. Daily watch time on Snapchat Discover increased over 50% year-on-year.
 5. Four MENA countries in the 15 largest national markets for the app.
- Saudi Arabia (*5th = 17.9 million users*)
 - Turkey (*10th = 9.7m*)
 - Iraq (*11th = 9.6m*)
 - Egypt (*13th = 8.9m*)

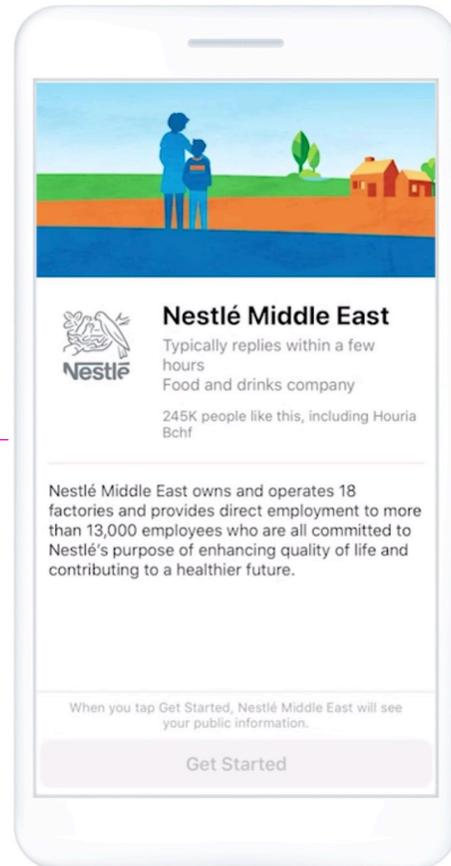


BUSINESS DEVELOPMENT

The image features a solid pink background. On the left side, there is a large, organic, yellow shape. In the top-left corner, a blue hatched pattern forms a curved shape. On the right side, there is another large, organic, yellow shape. Above this shape, there are two parallel, slanted blue lines. The text 'BUSINESS DEVELOPMENT' is centered in the middle of the image in a white, outlined, sans-serif font.

I. CHAT APPS AND CONSUMER RELATIONS

**NESTLÉ
MIDDLE EAST
RAMADAN
CHATBOT**



**RXWAND
COVID-19
ASK NAMEESA
CHATBOT**



II. DIGITIZATION AND ONLINE SHOPS

Although overall sales were down, survey of small and medium sized businesses (SMBs) in Egypt, Saudi Arabia and UAE, by Facebook, the World Bank, and Organization for Economic Co-operation and Development (OECD) reported:

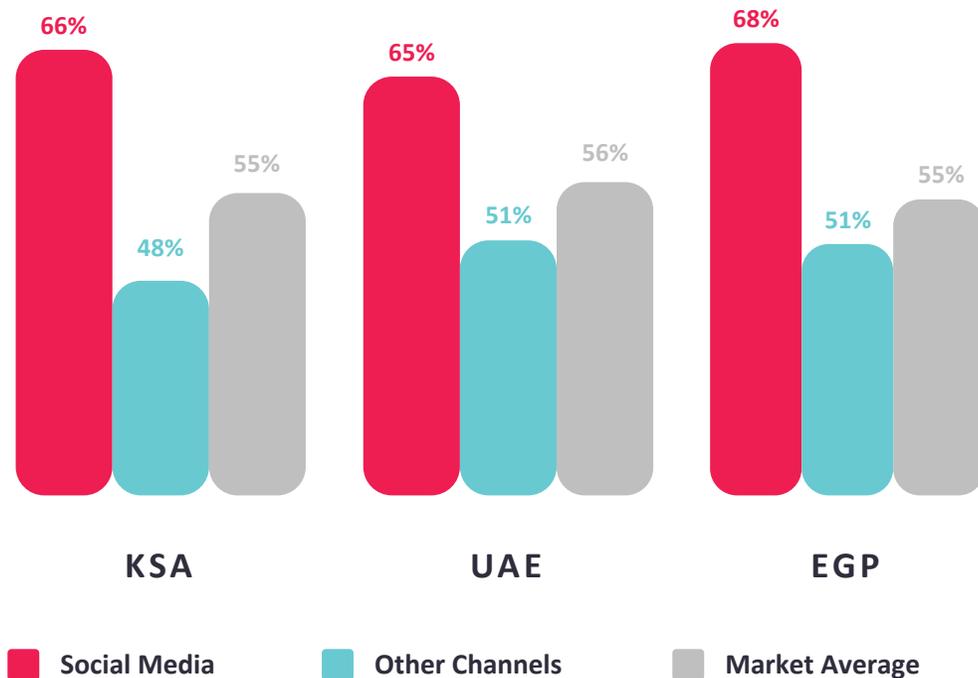
- **25% increase in digital sales**, as a result of SMBs accelerating their digitization and use of social media to promote their goods and services.

#حِبِّ-الْحَاوِي
#LOVE LOCAL



III. TIK TOK AS A PATH TO PURCHASE

INTENT TO PURCHASE



68% of users in Egypt, 66% in KSA and 65% in UAE say an ad on TikTok has persuaded them to proceed with a purchase.

○ On other channels drops to 48% in KSA and 51% in UAE and Egypt.

THE IMPACT OF COVID-19



I. WE SPENT MORE TIME ON SOCIAL

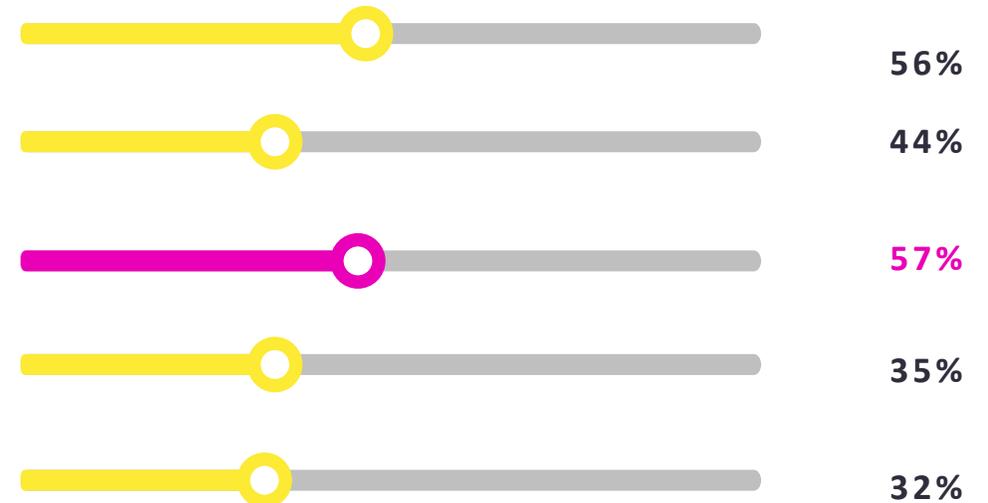
DAILY TIME SPENT ON SOCIAL MEDIA

Average hh:mm spent on social networks on a typical day (January - March).

Latin America	03:38
Asia Pacific	02:08
Middle East & Africa	03:32
Europe	01:40
North America.....	02:06

SPENDING LONGER ON SOCIAL MEDIA

Percent who have spent longer on social media because of the outbreak (May).



II. PUBLIC HEALTH MESSAGING



Images of messages delivered through the campaign: [via](#) Campaign Middle East

III. PARTNERSHIPS

FACTCHECKING + DEBUNKING



INFLUENCERS + GOVERNMENT



PUBLIC HEALTH BODIES + SOCIAL NETWORKS





FIND OUT MORE

NEW MEDIA ACADEMY

2020 ANNUAL SOCIAL MEDIA REPORT

THANKS FOR LISTENING

Feel free to get in touch!

Twitter: @damianradcliffe

Email: damianr@uoregon.edu

Web: www.damianradcliffe.com

