

Social Media Segmentation

This segmentation is auto-generated from the "Reasons for Using Social Media", "Types of People Followed on Social Media", "Online Product Research", "Brand Discovery", "Online Brand Interactions" and "Online Purchase Drivers" questions.

Brand Followers	<p>People who say any of the following:</p> <ul style="list-style-type: none">• They follow brands they like on social media• They follow brands they are thinking of buying something from on social media• They discover products through updates on a brand's social network page• They have visited a brand's social network page in the last month	Brand Interactors	<p>People who say they have done any of the following within the last month:</p> <ul style="list-style-type: none">• They have asked a question to a brand on a social network• They have clicked on a promoted / sponsored post on a social network• They have interacted with a brand on a messaging app• They have liked / followed a brand on a social network• They have shared a brand's post on a social network• They have uploaded a photo / video on a brand's social network page
Celebrity Networkers	<p>People who say any of the following:</p> <ul style="list-style-type: none">• They use social media to keep up with celebrities / celeb news• They follow actors, comedians, singers or TV presenters on social media	Charity Networkers	<p>People who say either of the following:</p> <ul style="list-style-type: none">• They use social media to support charitable causes• They follow charities / good causes on social media
Content Networkers	<p>People who say any of the following:</p> <ul style="list-style-type: none">• They use social media to find funny / entertaining content• They use social media to watch / follow sports events• They follow vloggers on social media	FOMO Networkers	<p>People who use social media for any of the following reasons:</p> <ul style="list-style-type: none">• Because their friends are on them• To stay in touch with what their friends are doing• To make sure they don't miss out on anything
News Networkers	<p>People who say any of the following:</p> <ul style="list-style-type: none">• They use social media to stay up-to-date with current events• They follow journalists on social media• They follow news / media organizations on social media	Personal Networkers	<p>People who say any of the following:</p> <ul style="list-style-type: none">• They use social media for general networking with other people• They use social media to meet new people• They follow people they know on social media
Professional Networkers	<p>People who say any of the following:</p> <ul style="list-style-type: none">• They use social media to network for work• They follow work contacts on social media• They follow entrepreneurs / business people on social media	Sharers	<p>People who use social media for any of the following reasons:</p> <ul style="list-style-type: none">• To share details of what they are doing in their daily life• To share their opinion• To share photos/videos with others
Shoppers	<p>People who say any of the following:</p> <ul style="list-style-type: none">• They use social media to research / find products to buy• Social media is one of the main sources they use when looking for more information about a product, brand or service• The option to use a "buy" button on social media would make them more likely to buy something online	Non-Networkers	<p>People who do not have a social media account and have not visited / used a social network in the last month.</p>