



**PRESENTATION
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**EVENT
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Social Media Survey Results



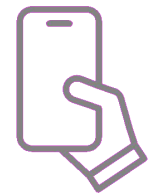
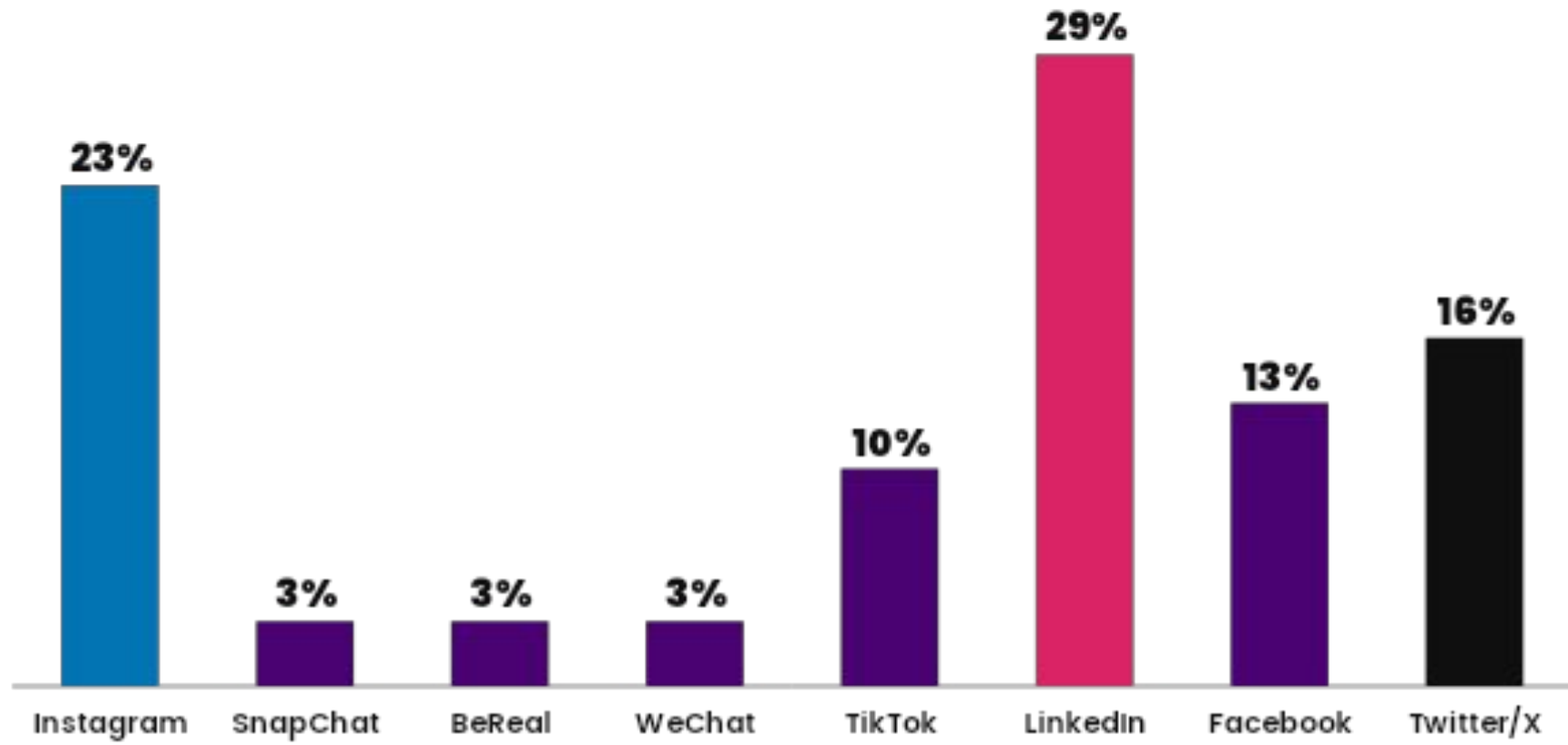
December 2023



Client Feedback



What social platforms do you view/post content on?

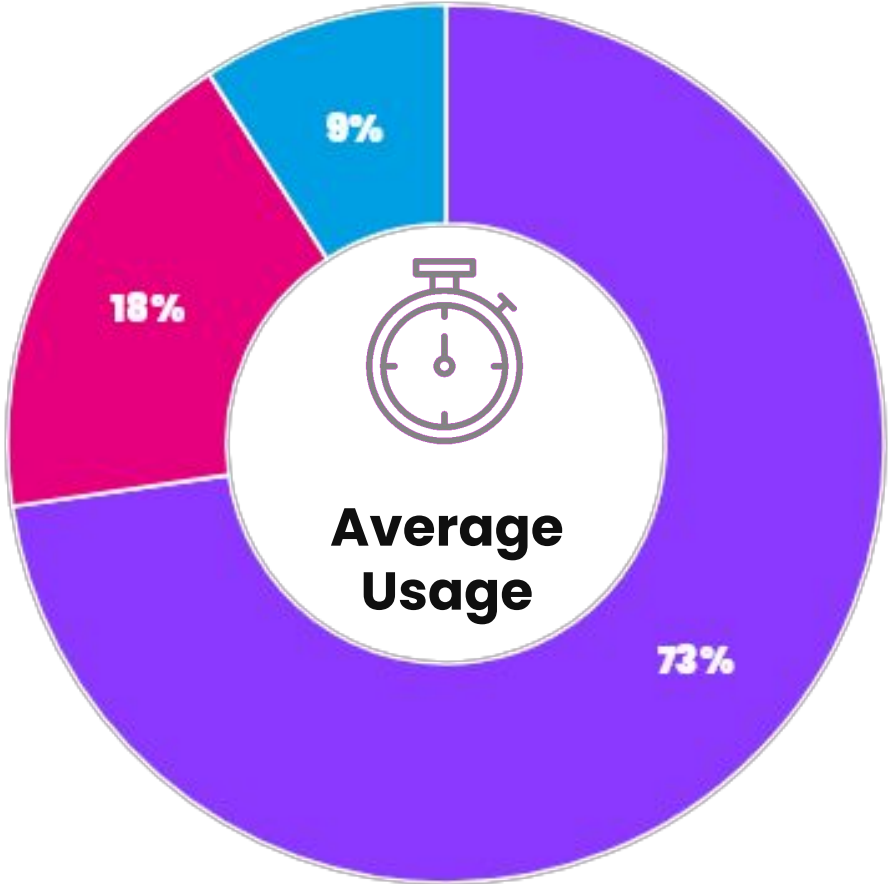


Most popular platforms are:



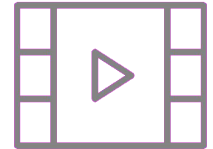
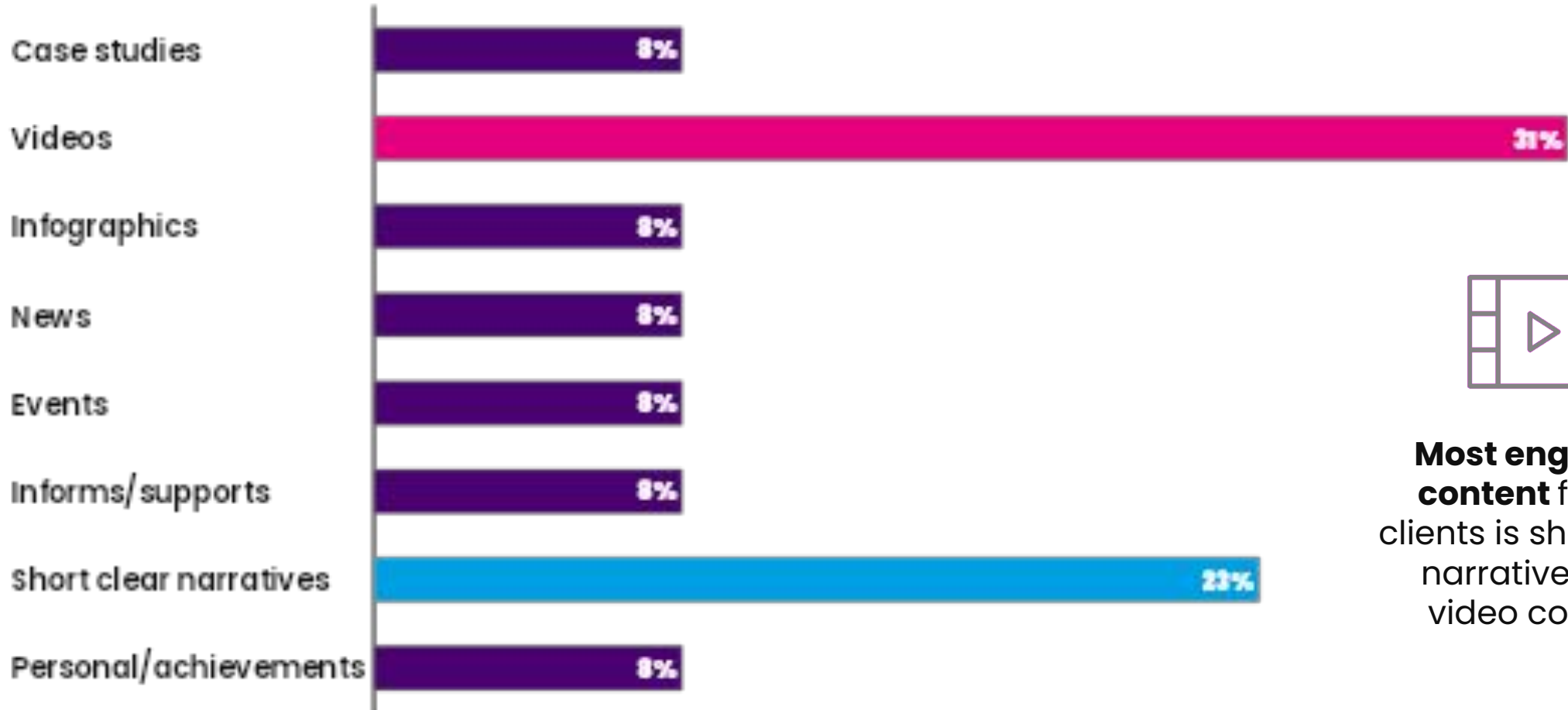
How often do you go on social media?

Some clients highlighted that they are viewing social media multiple times a day.



■ Every day ■ 2 - 3 times a week ■ Not very often

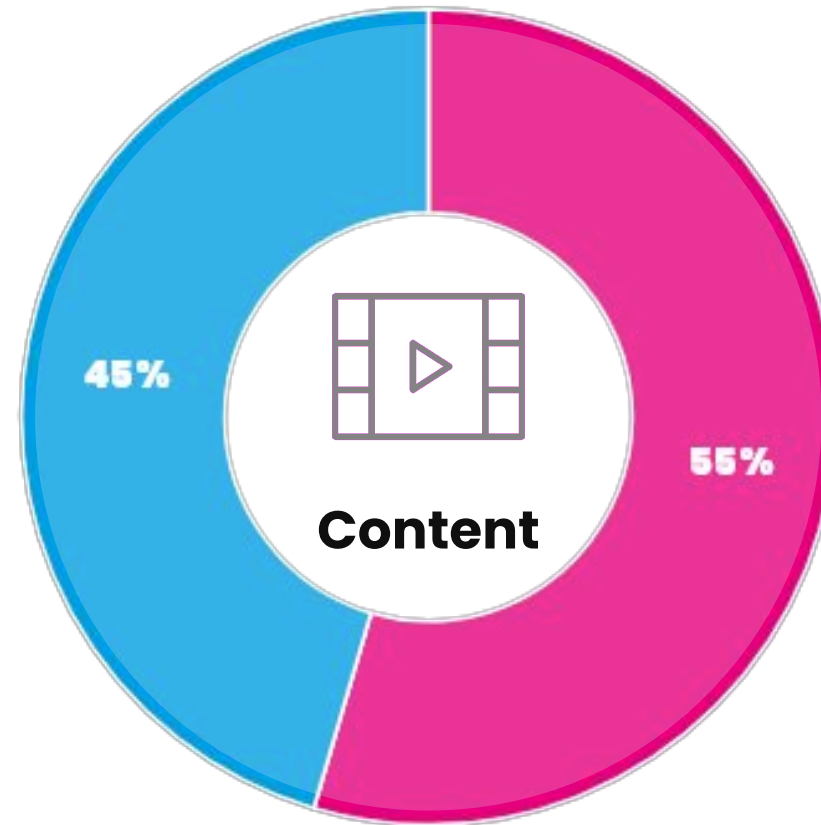
What content do you find most engaging?



Most engaging content for our clients is short clear narratives and video content

Do you prefer to see video/static content?

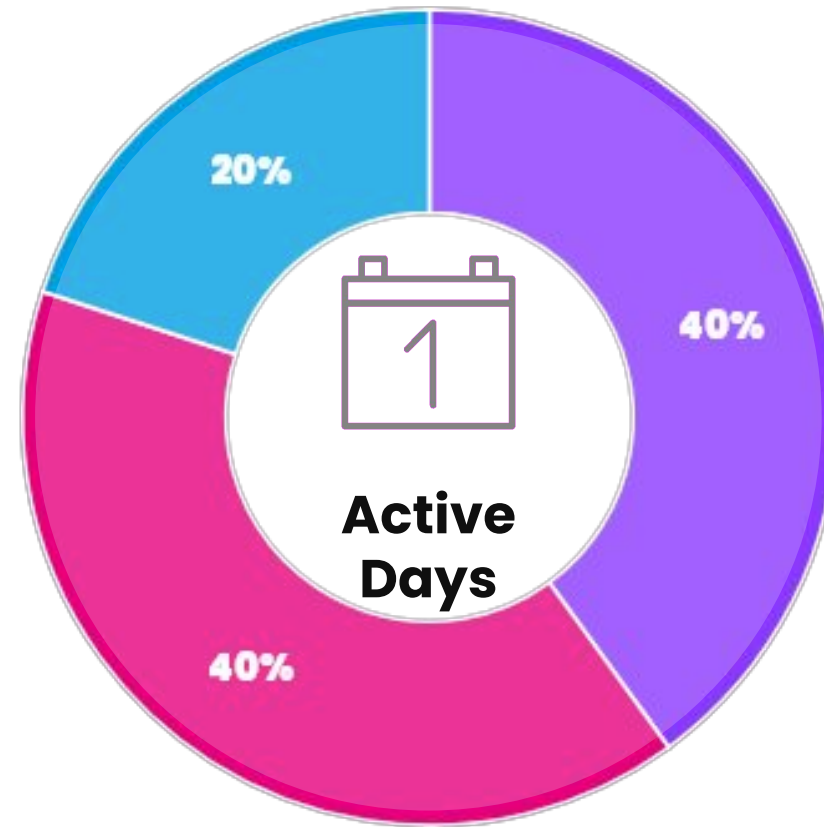
Overall, our clients prefer to see **video content**, but static posts were also something that engages our clients.



■ Static ■ Video ■ Both

What days do you mainly go on social media?

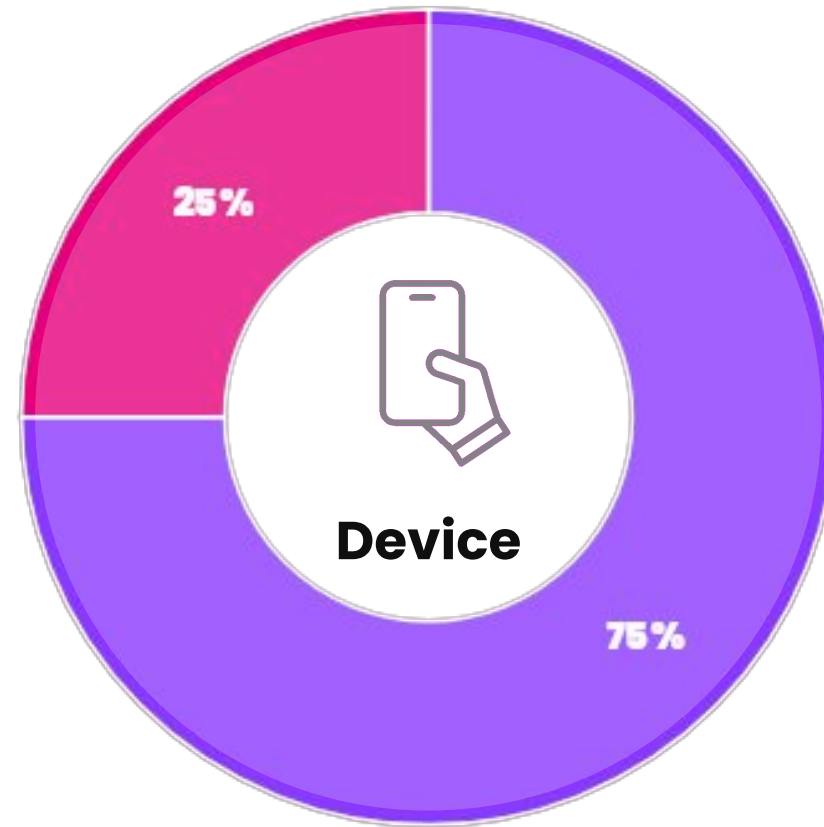
Our clients are **very active** on their social media every day, there were no specific days.



■ Every day ■ Weekdays ■ No set days

What is your go-to device to access your social media feed?

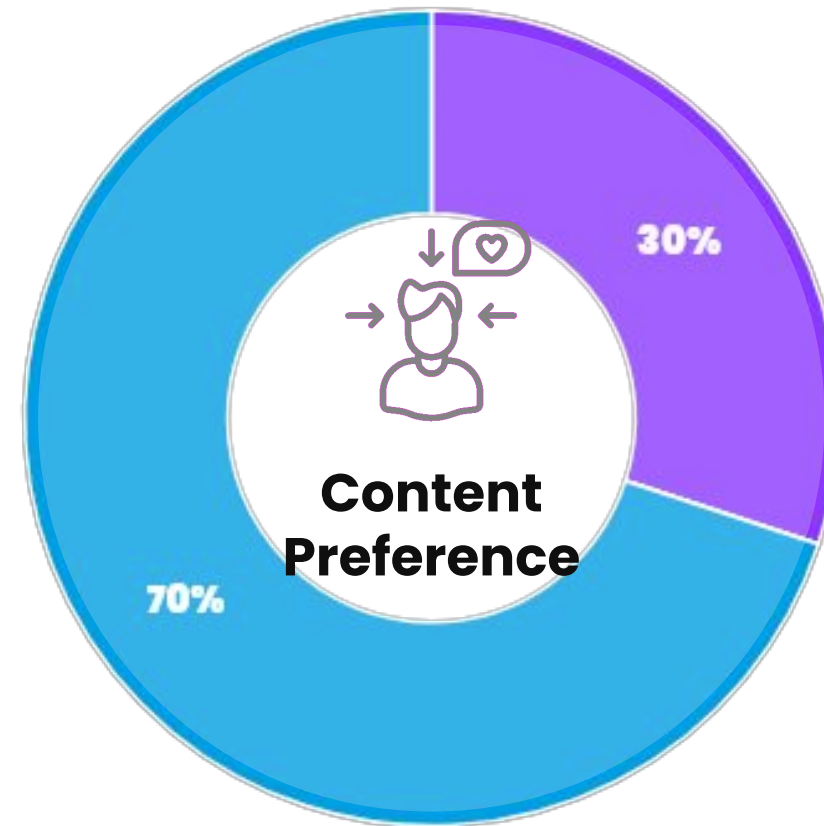
They view social media mainly on their **mobile**.



■ Mobile ■ Desktop

Do you prefer to see educational or entertaining content?

The majority of our clients want to see both **entertaining** and **educational content**.



■ Educational ■ Entertaining ■ Both

Key take outs.

Most popular platforms are **LinkedIn, Twitter/X and Instagram**

The majority of our clients are on social media **every day**

Most engaging content for our clients is **short clear narratives and video content**

Overall, our clients prefer to see **video content**, but static posts were also something that engages them

There were **no set days** our clients went on social media, majority was **every day**

Mobile was the preferred device rather than on a desktop

Our clients want to see **educational and entertaining content**





Thank you.

Laura Price.

Account Manager

+44 (0) 20 3859 8660

+44 (0) 7724 601874

laura.price@presentationexperts.co.uk

purplepatchgroup.co.uk | presentationexperts.co.uk

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