



## Which type of social networker are you?

- Connected engagers
- Credible contributors
- Connected dabblers
- Social spectators
- Passive socialites
- Online experimenters

Just under **50 million** adults (aged 15+) in Britain have had some interaction with a prominent social media site

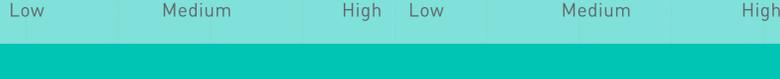
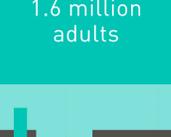
Using our latest **TGI Clickstream** study we've identified six different groups of social media users. The full study\* lets you understand the who, why and how of social media users.

## Here's a snapshot of our findings...

### Connected engagers

Most actively engaged and influential

Have a high level of connections across social media networks, follow brands on social media and post reviews about products and brands online



#### Top social Media activities:



### Connected dabblers

Engaged, but less influential than Connected Engagers



Have a high level of connections across social networks. Tend to follow brands on social media – less likely to post reviews about products and brands



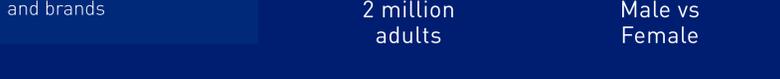
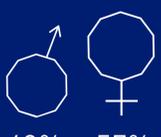
#### Top social Media activities:



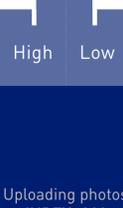
### Passive socialites

Connected and active in personal space, but non-influential

Have a high level of connections across social media networks but do not follow brands on social media or post reviews about products and brands

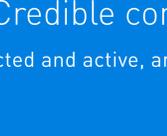


#### Top social Media activities:



### Credible contributors

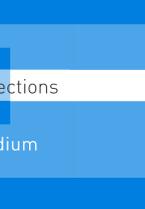
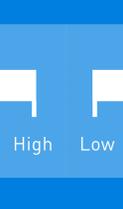
Mid-connected and active, and engaged online



Have an average level of connections across social media networks and follow brands as well as post reviews online



#### Top social Media activities:



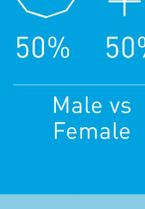
### Social spectators

Mid-connected and active in personal space only, not influential

Have a medium level of connections across social media networks but do not post reviews



#### Top social Media activities:



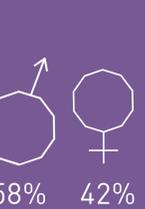
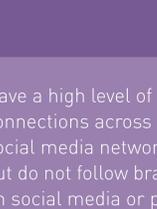
### Online experimenters

Low-connected, but active and engaged online

Have a high level of connections across social media networks but do not follow brands on social media or post reviews about products and brands



#### Top social Media activities:



\* Drawing on Kantar Media TGI's pioneering WHY Code metrics, the full Social Media segmentation details the different types of social media users and online behaviour. For more about this or what TGI can do for you please get in touch with the team: