



# **Yellow Social Media Report 2020.**

**Part One - Consumers.**



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# Foreword.

by Trevor Young | PR Warrior

## Using social media to build empathy and connection with your customers.

The use of social media in business is not really rocket science. Indeed, while social has in recent years become a bona fide industry with its own somewhat confusing ecosystem of systems, processes, tools, platforms and 'gurus', if you strip it right back, social media still works best for businesses that are willing to put in the time and effort to:

- a. **regularly publish relevant content** that's useful/helpful/engaging/thought-provoking/entertaining (tick whichever applicable);
- b. **over-index on humanity**, take people behind-the-scenes of the brand, and show the "whites of the eyes" of the owners and leaders of the business; and
- c. **listen to consumers and engage in conversation** with people in a genuine way, responding with empathy if an issue is customer service based.

In other words, if as a business you deliver value on social media over and above your products and services, and if you do it in such a way that is open and human, then you'll do okay. No-one ever went wrong being useful and helpful!

My background in social media goes back to 2005 when I first joined LinkedIn. It was a period of time when, if you invited someone to connect with you on the platform, they thought you were a stalker! I've closely tracked the progress of social media ever since. Has it changed in that time? Of course, yes ... and no.

Social media has become big business for sure, but that's also brought with it a downside for users. As social media grew in popularity, business owners - faced with additional channels to reach potential customers - continued to do what they'd always done: interrupt people with their unwanted promotional messages. As we know, this doesn't work all that well on social media.

Then social channels - natch, Facebook - squeezed the life out of organic reach, forcing businesses to rethink how they got their content in front of their audience. This rethink, naturally, involved cash, and - if you were in a competitive space - wads of it!



Of course, paid social is now very much a thing, but within marketing circles, sometimes it is *the* thing. Focus is on paid, not on building a community of engaged consumers who like and trust your brand.

**Given nearly half of social media users (48%, according to this report) take no notice of ads on social media, and 53 per cent ignore sponsored posts from businesses they don't follow**, merely interrupting people on social channels with promotional messages is only going to become tougher.

To me, it has always been a question of balance.

Organically build visibility, trust and respect with your audience over and over again through ongoing value-added communications. This means that when you do advertise, those people who have been exposed to your brand not only might take notice of you, they may even like and trust your brand because of the connection you've nurtured over time. The result, therefore, is an audience that might be more predisposed to your sales message.

In other words, warm up your audience before you start pitching your wares on social media, versus simply advertising to them cold.

This works well organically, of course, but that can take an extended period of time. If you want to fast-track the process, use social advertising to promote your non-sales content and in doing so, create familiarity and affinity with your intended audience. Online marketing guru Dennis Yu refers to this type of advertising as 'digital postage'.



# Foreword.

by Trevor Young | PR Warrior

## Humanising your brand.

Are people who work in your business, especially the owners and leaders, involved too? Are they out, loud and proud on your branded social channels? Steve Plarre, CEO of Ferguson Plarre Bakehouses, is a [great example](#) of this with his fun videos on Facebook. Ditto the directors of property investment company, OpenCorp, with their [Facebook Live Q&A Shows](#).

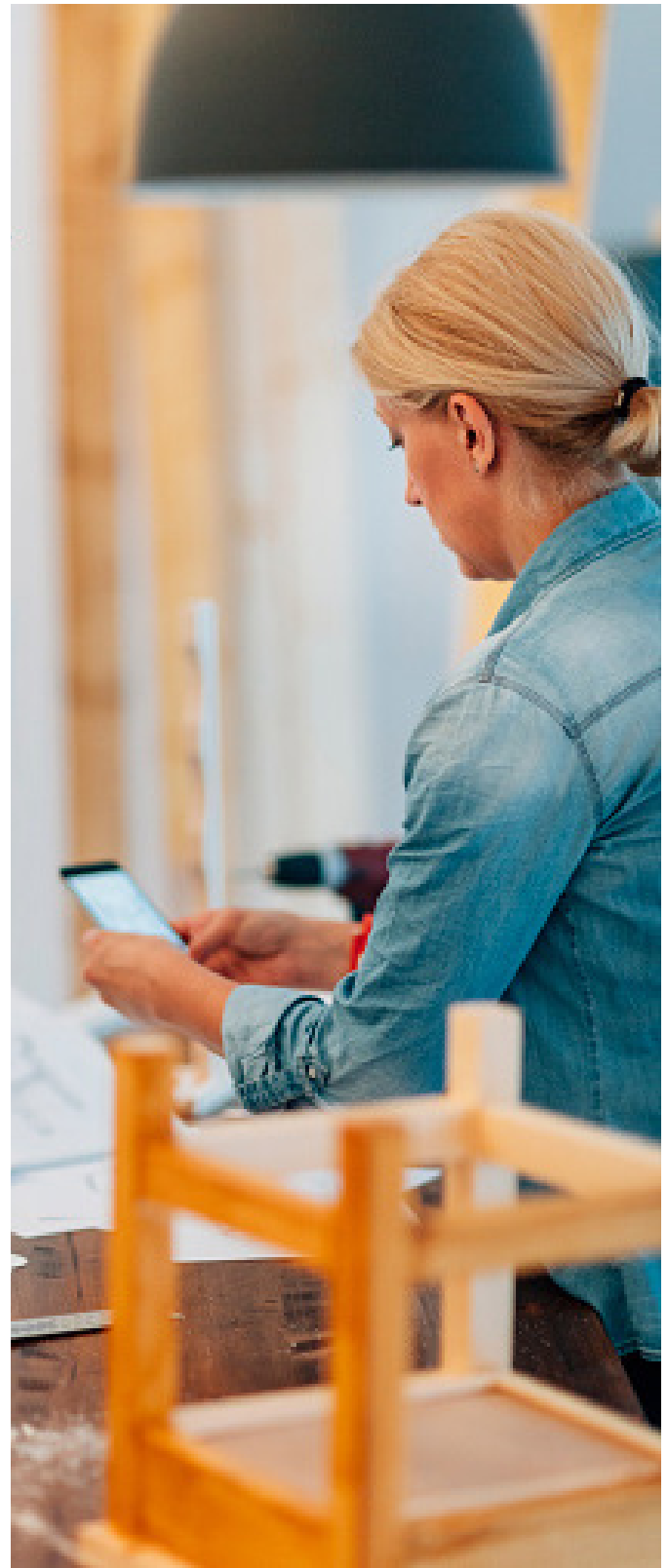
And if representatives of the brand engage with the public on social channels, so much the better.

Indeed, the Yellow Social Media Report 2020 backs this up, with over half of respondents saying they are more likely to trust brands if they interact positively with customers on social media, make their content engaging and relevant, and keep it regularly updated.

Businesses seem to be on the right path here, with 63% using social media to engage in two-way conversations with customers and connections, while almost half the businesses canvassed (45%) claim to monitor or update their social media at least once a day, with 80% doing it weekly.

**The bottom line is this:** We do business with people we know, like, trust ... who are front of mind and talked about in a positive way in the marketplace. If you can achieve any of these cornerstones of familiarity using social media, then your business will be in better shape when it comes to marketing your products and services over the long term.

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# Executive summary.

by Hayley Jovanovic | Chief Marketing Officer, Sensis

Welcome to the new edition of the Yellow Social Media Report – our deep dive into the social media habits of Australian consumers and small businesses.

We released the first Yellow Social Media Report in 2011, and have been surveying Australian consumers and businesses on how social media channels are being used ever since. These findings help Australian businesses stay connected with consumer social media trends. Yellow, as a market leader in providing social media services to Australian businesses large and small, is a part of the Sensis family.



## The commercial and marketing aspects of social media.

SMBs of all types use social media for reasons that are primarily marketing related. Although only a minority of SMBs advertise on social media, most of those who do, see it as effective. Consumers tend to be dismissive of social media advertising, however, solid minorities are receptive and influenced.

Leading reasons why SMBs use social media are to promote the business (33%), create awareness and exposure (28%) and generate sales (17%).

Sixty-three per cent of SMBs use social media channels to engage in two-way communication with customers and contacts. This incidence is at a majority level across the SMB base.

Thirty-seven per cent of SMBs have paid to advertise on a social media channel. This is higher for medium than small businesses (44% vs 34%) and in metro areas (41% vs 31%).

The average estimated annual expenditure by SMBs on social media advertising is just over \$3,000. Together with their average estimated expenditure on content and strategic management services (almost \$2,300 on each), SMBs spend a total of almost \$7,600 on their social media each year. As a percentage of their marketing budget (where one exists) this amount represents 12% on average.

Among the SMBs who have advertised on social media, Facebook (83%) has been used much more than others such as Instagram (22%), LinkedIn (16%) or Twitter (12%).

Regardless of the social media channel used for advertising, around 80% of SMBs say it was effective.



# Executive summary.

by Hayley Jovanovic | Chief Marketing Officer, Sensis

## Following and trusting brands and businesses on social media.

**There is fertile ground for SMBs to build their brand on social media if they take steps to build trust and by offering incentives.**

One third of consumers agree that they will inspect a brand's social media presence before making an online purchase if they have not purchased from their website before.

Among consumers using Facebook and Instagram, 84% and 48% respectively claim to be following brands or businesses on those platforms. Females and those aged between 18 and 39 are above average in this behaviour.

Eighty-two per cent of consumers following brands or businesses on social media are keen on accessing benefits like discounts (62%) and give-aways (47%) from them. SMBs who offer incentives (39%) are in tune with this, being most likely to offer discounts (67%) and giveaways (45%).

Over half the consumers said they are more likely to trust brands if they interact positively with customers on social media (51%), make their content engaging and relevant (54%), and keep it regularly updated (53%). Among females and those aged 18-29 and 30-39 we find 60% or even more displayed such trust.

There is a polarisation of views about trusting brands because they have a large number of followers across sites like Facebook, Instagram or Twitter. However, females and those aged 18-29 and 30-39 are over-represented in those who are more likely to trust brands with many followers.

Twenty-three per cent of consumers like sponsored posts from businesses they follow on social media. However, 53% agree that they ignore sponsored posts from businesses they don't follow, with only 15% disagreeing.

Twenty-five per cent of consumers share brand content they have noticed on social media. This is done by around one third of those aged 18-39.

Thirty-seven per cent feel comfortable about having any of their content being posted on a brand channel. The older the person, the less likely they are to feel comfortable about this.

## Use and effect of social influencers and celebrities in social media marketing.

**The impact of social influencers may be having a greater effect on consumers than SMBs realise, although a majority of consumers claim to be negatively impacted by their brand posts.**

Only 5% of SMBs pay social influencers to promote their business, with most saying it has been effective rather than ineffective (61% to 27% with 12% unable to say).

Around one in four consumers agreed with the statements "I notice or follow any social influencer or celebrities when they post about a brand on social media" and "I am likely to trust posts by a social influencer or a celebrity if their post has been sponsored by a brand."

Sixty-three per cent of consumers say they are less likely to purchase from a brand if they notice any social influencers or celebrities posting something about that brand on social media; 15% are more likely to do so.

Females and the 18-29s are the most positively influenced by social influencers.





# Executive summary.

by Hayley Jovanovic | Chief Marketing Officer, Sensis



## Online comments, ratings and reviews.

**These are proving to be a good engagement tool, as they are quite popular with consumers and most SMBs welcome and respond to them.**

Sixty-five per cent of SMBs invite online comments, ratings or reviews and 62% engage with people who provide feedback about their business via ratings and reviews on social media.

Forty-three per cent of consumers provide online ratings for a wide range of products or services, averaging seven in the last year. This incidence is higher for females and those aged 18-39.

Over two thirds of consumers (68%) read online reviews or blogs to find out what others think about products or services of interest. They average seven reviews before making a purchase decision.

Forty-two per cent have posted online reviews or blogs on products and services or entertainment, averaging six in the last year.

If a business gets back to the consumer after they posted a bad review, 26% said it would change their opinion of that business. Those aged 18-29 were above average in giving this response (39%).

## Measuring social media ROI and success.

**Several methods are used for these purposes by SMBs.**

Thirty-one per cent of SMBs measure their return on investment (ROI) from social media by monitoring response numbers on social media (60%), asking customers (58%) and new sales (32%).

The average estimated ROI from social media is 13%.

Social media success is measured through sales/revenue/profits (62%), number of followers/subscribers (51%), engagement with posts (35%) and take-up of incentives or offers (32%).

I hope you find the survey interesting, and if you would like to get access to the raw data, please email [will.clarke@sensis.com.au](mailto:will.clarke@sensis.com.au)



**Hayley Jovanovic**  
Chief Marketing Officer



# Methodology.

This report is based on research conducted by Di Marzio Research and Glow with the public from December 2019 to January 2020.

The research included 2,012 online interviews. Glow is responsible for the field work and Dynata for the sampling. Di Marzio Research analysed the research and compiled the report.

Data were weighted by age, gender and location, so the sample is reflective of the Australian adult population. Sample sizes by age and gender are shown below.



Age Groups	Total
18 - 29 years	452 (22.5%)
30 - 39 years	378 (18.8%)
40 - 49 years	362 (18.0%)
50 - 64 years	488 (24.3%)
Over 64 years	332 (16.5%)

Gender	Total
Male	49.5%
Female	50.3%
Transgender	0.2%

Location	Total
Sydney	399 (19.8%)
Regional / Rural New South Wales	268 (13.3%)
Melbourne	353 (17.5%)
Regional / Rural Victoria	146 (7.3%)
Brisbane	185 (9.2%)
Regional / Rural Queensland	217 (10.8%)
Adelaide	85 (4.2%)
Regional / Rural South Australia	55 (2.7%)
Perth	136 (6.8%)
Regional / Rural Western Australia	64 (3.2%)
Hobart	24 (1.2%)
Regional / Rural Tasmania	19 (0.9%)
Darwin	18 (0.9%)
Regional / Rural Northern Territory	3 (0.1%)
ACT / Canberra	40 (2.0%)



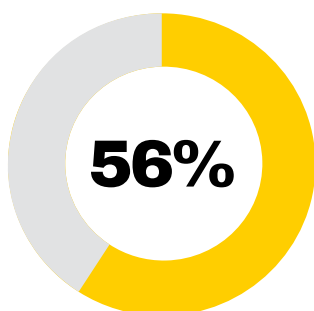


# Australians and social media.

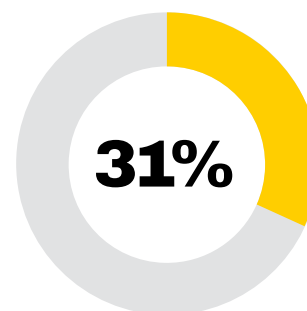




# Internet access.



In 2019, usage of the internet among Australians continued to rise, with 56% of people going online more than 10 times a day. Over a quarter of people (27%) use the internet in excess of 20 times a day. The average number of internet-enabled devices owned is 3.3 per person.



All respondents to this survey said they use social media, with almost one in three (31%) claiming the amount of time they spend on it has increased - compared to just 13% saying they've been using it less. That's consistent for both men and women across all age groups surveyed.

**Q: How often, if at all, do you access the Internet - either on a computer or on your mobile phone or other devices?**

	Total Sample (2012)%	Gender		Age					Location	
		Male	Female	18-29	30-39	40-49	50-64	+65	Metro	R/R
More than 20 times a day	27%	25%	30%	43%	37%	28%	17%	10%	29%	24%
10 to 20 times a day	29%	27%	32%	33%	34%	33%	26%	20%	31%	27%
5 to 10 times a day	23%	25%	20%	15%	19%	23%	28%	29%	22%	24%
1 to 4 times a day	17%	20%	14%	7%	10%	14%	22%	36%	15%	21%
Most days (4 to 6 days a week)	3%	3%	3%	1%	1%	3%	6%	4%	2%	4%
A few times a week or less	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%

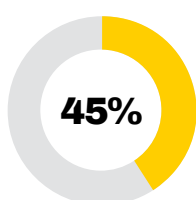
Notes: R/R = Regional / Rural. CAUTION: Small sample size in TAS and NT



## Social media platforms used.

In 2019, Facebook remained the most popular social media platform by a large majority, with 89% of people using the site on both mobile and desktop. This is only slightly less than in 2018 (91%).

YouTube keeps its spot as the second most popular platform, watched by over half of Australians (54%).



Overall, 45% of respondents use Instagram.

One in five Australians use Twitter, LinkedIn and Pinterest, with Snapchat used by 19%. There is no other social media platform that is used by more than 7% of people.



### Q: Which of these social media sites do you use?

	Total Sample (2012)%	Gender		Age				
		Male	Female	18-29	30-39	40-49	50-64	+65
Facebook	89%	88%	91%	86%	89%	90%	90%	93%
YouTube	54%	56%	53%	67%	60%	56%	50%	35%
Instagram	45%	33%	57%	75%	61%	41%	26%	19%
LinkedIn	20%	24%	17%	19%	24%	26%	19%	14%
Pinterest	20%	11%	28%	24%	25%	18%	17%	13%
Twitter	20%	23%	17%	23%	25%	23%	16%	11%
Snapchat	19%	12%	27%	46%	25%	15%	6%	1%
Tik Tok	7%	4%	9%	17%	11%	3%	0%	0%
Tumblr	5%	5%	6%	12%	4%	5%	2%	1%
Tinder	4%	5%	4%	10%	8%	3%	1%	1%
WeChat	4%	5%	3%	7%	5%	4%	3%	2%



# Frequency of social media use.

In Australia, we're a pretty social bunch. Thirty-one per cent of us check our profiles across a range of platforms more than 10 times a day - and 79% check at least once a day. Thirty-seven per cent of women check in at least 10 times a day compared to 25% of men.

Younger generations are the most frequent users - 55% of those aged 18-29 check social media at least 10 times a day.

The average Australian Facebook user accesses the platform 29 times a week - the most popular - with Aussies checking Instagram 28 times a week and Snapchat 27 times.

In the average week, women access many of the major social platforms a lot more than men do: Facebook (33 times a week for women to 26 times for men), Instagram (31 to 22), Snapchat (29 to 22), Tik Tok (30 to 13), Tumblr (27 to 13) and WeChat (27 to 20).

But there's not much difference in the average weekly use of LinkedIn, Twitter, YouTube and Pinterest when it comes to gender. However, like daily usage, those aged 18-29 are the most frequent weekly users.



## Q: How often, if at all, do you use social media sites such as Facebook, Twitter, Instagram or LinkedIn? Would it be...?

	Total Sample (2012)%	Gender		Location	
		Male	Female	Metro	R/R
More than 20 times a day	12%	9%	15%	13%	9%
10 to 20 times a day	19%	16%	22%	20%	17%
5 to 10 times a day	20%	18%	22%	21%	19%
1 to 4 times a day	28%	29%	26%	26%	30%
Most days (4 to 6 days a week)	8%	10%	6%	7%	10%
A few times a week	6%	7%	4%	4%	8%
About once a week	4%	6%	2%	4%	4%
A few times a month (2-3 times a month)	1%	2%	1%	2%	1%
About once a month	1%	1%	0%	0%	1%
Less often than once a month	2%	2%	1%	2%	1%



# Time spent using social media.

YouTube might not be where Australians are checking in the most, but it's the place we're spending the most time. The average Aussie social media user spends over half an hour watching videos every time they're on the platform.

That's ahead of Tik Tok (26 minutes), Tumblr (18 minutes), and Facebook and Pinterest (both 17 minutes). As you'll see in the chart below, there are several other sites Aussies spend over 10 minutes on, every time they log in.

And when you multiply those minutes by the number of times people are accessing each platform, each week, the hours add up - 12 hours per person on YouTube weekly, 8 hours on Facebook, 7 hours on Instagram, 6 hours on Snapchat and 4 hours on Twitter. When it comes to Twitter, 18% tweet daily and 38% at least once a week.

## Q: In a typical week, how many times would you use [platform]?

Average uses per week	Gender		Age				
	Male	Female	18-29	30-39	40-49	50-64	+65
Facebook	25.8	32.7	35.2	34.6	29.9	25.9	20.4
YouTube	22.2	22.8	31.2	25.0	20.9	15.5	12.6
Instagram	21.7	31.3	36.2	28.3	23.4	19.2	7.7
LinkedIn	10.9	14.2	20.7	12.3	10.4	9.5	5.2
Pinterest	13.9	15.8	20.6	15.8	11.5	13.7	8.8
Twitter	19.8	18.3	21.0	20.1	18.4	21.0	9.1
Snapchat	21.7	29.3	33.2	23.0	17.5	15.2	2.8
Tik Tok	13.2	29.8	31.8	13.2	23.5	6.0	4.0



## Q: And, roughly, how long would you spend each time you used [platform]?

Average minute per occasion	Location	
	Metro	R/R
Facebook	16.8	18.0
YouTube	32.8	29.9
Instagram	16.3	12.7
LinkedIn	11.2	9.1
Pinterest	16.7	17.3
Twitter	13.4	13.3
Snapchat	13.6	11.9
Tik Tok	27.6	20.9

R/R = Regional / Rural. CAUTION: Small sample size in WA, SA, TAS and NT



# Social media usage by time of day.

The most popular times for using social media are in the evening (59%) and first thing in the morning (58%). More than one in three people check in on social media while on breaks from work (39%), with 33% using social media at lunch.

## Q: When do you most commonly look at your social media sites?

	Total Sample	Gender		Age				
		Male	Female	18-29	30-39	40-49	50-64	+65
In the evening	59%	56%	61%	57%	61%	56%	65%	52%
First thing in the morning	58%	53%	63%	67%	56%	51%	54%	61%
Breaks	37%	33%	41%	49%	51%	41%	26%	15%
Lunchtime	33%	28%	37%	44%	40%	31%	24%	22%
Last thing before I go to bed	29%	21%	36%	44%	34%	25%	22%	16%
Commuting	20%	17%	23%	36%	29%	20%	9%	5%
When working	11%	12%	11%	17%	18%	12%	6%	5%
Sample size	2012	996	1013	452	378	362	488	332

	Total Sample	State							Location	
		NSW (incl ACT)	VIC	QLD	WA	SA	TAS*	NT*	Metro	R/R
In the evening	59%	57%	59%	61%	61%	51%	65%	67%	58%	60%
First thing in the morning	58%	57%	57%	61%	63%	56%	65%	48%	58%	59%
Breaks	37%	39%	40%	34%	31%	35%	33%	14%	41%	30%
Lunchtime	33%	31%	38%	32%	34%	21%	44%	24%	36%	27%
Last thing before I go to bed	29%	26%	31%	29%	35%	23%	30%	19%	31%	25%
Commuting	20%	22%	22%	18%	19%	16%	7%	10%	27%	9%
When working	11%	14%	12%	10%	8%	6%	7%	10%	13%	9%
Sample size	2012	707	499	402	200	140	43*	21*	1240	772



# Where people are when they're online.

The most popular place for Australians to check social media is at home (94%). When it comes to where in the house, most people are in the lounge room (77%), the bedroom (55%) or their study (25%). And many people (29%) access social media at work, including 40% of those aged 18 to 50.

It's also becoming more common for people to use social media when they're on the toilet (17%). Aussies are gifted multitaskers. This is more likely among younger generations - including around a third of those aged 18-29 (32%) and 30-39 (29%).

More than one in four (27%) use social media on their public transport commutes, and this is higher for women compared to men (33% to 21%). Younger people are also checking social platforms on buses, trams and trains more often (44% of those aged 18-29, and 37% of those aged 30-39).

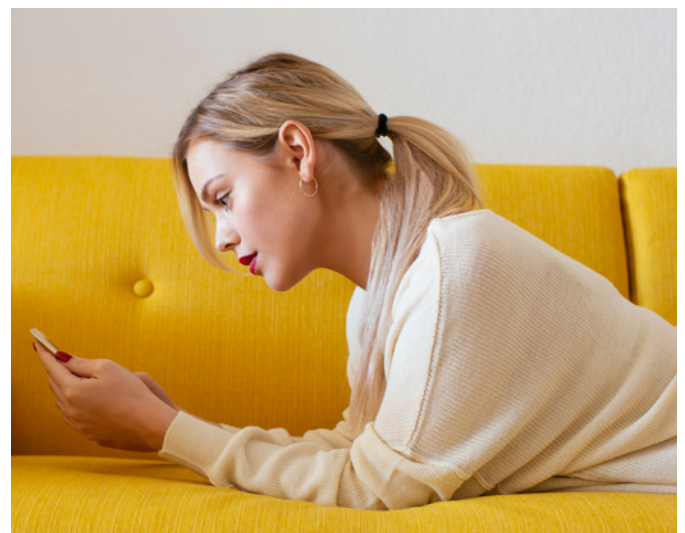
When we go out, Australians are logging in at restaurants, bars and parties (18%), and in the car (16%) - especially women (23% and 21%) and those aged 18-29 (30% and 32%).

## Q: Where do you use social media sites – either on your computer or mobile device? Would you use them...?

	Total Sample	Gender		Age					Location	
		Male	Female	18-29	30-39	40-49	50-64	+65	Metro	R/R
At home	94%	94%	94%	87%	90%	96%	98%	99%	92%	97%
At work	29%	29%	30%	38%	40%	38%	21%	6%	34%	21%
On public transport	27%	21%	33%	44%	37%	28%	16%	10%	34%	16%
When you are out at restaurants, bars, parties etc	18%	14%	23%	30%	24%	18%	10%	7%	21%	14%
In the car	16%	11%	21%	32%	20%	12%	8%	5%	17%	14%
At sporting events	9%	10%	8%	12%	11%	10%	7%	4%	10%	7%
At school or college	8%	6%	10%	24%	9%	3%	1%	0%	10%	5%
At the gym	5%	4%	7%	12%	8%	4%	1%	1%	7%	2%
In the cinema	5%	4%	5%	8%	6%	3%	4%	1%	6%	3%
Sample size	2012	996	1013	452	378	362	488	332	1240	772

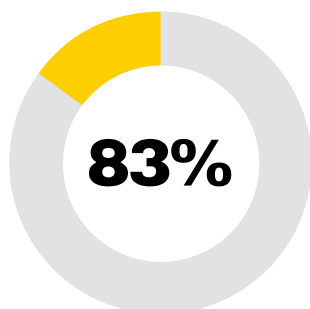
## Q: Where would you normally use these sites at home? In which rooms of the house?

	Total Sample	Gender	
		Male	Female
Lounge/living room	77%	74%	81%
Bedroom	55%	44%	66%
Study	25%	31%	19%
Kitchen	19%	15%	24%
Toilet	17%	16%	18%
Bathroom	10%	7%	13%
Other	2%	2%	2%
Sample size	1888	935	950





# Why we use social media.



For most of us (83%), social media is seen as a way of staying in touch and catching up with friends and family. This is by far the biggest reason for both men (80%) and women (85%) to keep an eye on their accounts.

And it's way out in front of the next most common reason, sharing photos or videos (39%). When it comes to sharing on social media, women are more likely to post photos or videos than men (46% vs 32%).

The other popular reasons for people to use social media include watching videos (32%), finding or connecting with people who have similar interests (31%), and catching up on news and current affairs (30%).

Fourteen per cent of Australians follow the accounts of celebrities and bloggers. This is even more popular for women (20% vs 8% of men) and for those aged 18-29 (26%) and 30-39 (19%).

## Q: For which of the following reasons do you use social media sites?

	Total Sample	Gender	
		Male	Female
Catch up with friends and family	83%	80%	85%
Share photographs or videos	39%	32%	46%
Watch videos	32%	32%	33%
Find or connect with people with the same interests that you have	31%	31%	31%
Get information on news and current events	30%	27%	34%
Follow or find out about particular brands or businesses in general, offers and promotions	23%	20%	27%
Find out about entertainment events such as bands, shows or the cinema	22%	18%	26%
Research products or services you might want to buy	21%	20%	22%
Meet new friends	16%	16%	16%
Play games	16%	14%	17%
Follow celebrities, bloggers or social media personalities	14%	8%	20%
Co-ordinate parties or other shared activities	14%	10%	18%
Engage with brands (rather than email or phoning) for customer service issues e.g. Order tracking, bad service, product enquiries	11%	9%	12%
Provide reviews or write blogs about products or services you have bought	7%	6%	8%
<b>Sample size</b>	<b>2012</b>	<b>996</b>	<b>1013</b>





# TV and social media.

Splitting time between screens is becoming more popular, with almost two thirds (64%) checking social media while watching TV, including 74% of women and 55% of men. Surprisingly, there are more of us using social media while we watch TV across all age groups - except for those aged over 65.

When it comes to what's on the box while we're on social media, movies (58%) and news and current affairs (50%) are most popular.

Men are far more likely (52%) than women (21%) to be watching sports. For women, watching reality TV (42% compared to 22%

of males) and dramas (41% compared to 26% of males) are relatively common while using social media.

Interestingly, more than a quarter (28%) of Australians who are on social media while in front of the TV are using it to discuss what they're watching. But as you'd expect, the running commentary decreases among older age groups (38% of those 18-29 compared to 8% of those over 65).

People often rewatch clips or highlights of their favourite TV shows on social, too (14%). This is most popular among those aged 18-29 (21%) and 30-39 (22%).

## Q: When viewing content created for TV do you primarily view this on...?

	Total Sample	Gender		Age				
		Male	Female	18-29	30-39	40-49	50-64	+65
Live TV	66%	73%	60%	47%	61%	70%	77%	78%
Streaming services such as 9Now, ABC iView, Kayo, Foxtel Go, TenPlay or Plus7	38%	33%	43%	50%	47%	40%	31%	22%
Recorded TV	20%	20%	20%	17%	22%	21%	19%	23%
Replays of content on social media sites such as Facebook, YouTube or Twitter	14%	12%	15%	21%	22%	10%	7%	6%
I don't watch any TV content	7%	6%	8%	9%	7%	6%	4%	7%
<b>Sample size</b>	<b>2012</b>	<b>996</b>	<b>1013</b>	<b>452</b>	<b>378</b>	<b>362</b>	<b>488</b>	<b>332</b>

## Q: Which types of shows do you mainly use social media whilst watching?

	Total Sample	Gender	
		Male	Female
Movies	58%	57%	59%
News and current affairs	50%	51%	50%
Comedy shows	35%	31%	38%
Dramas	35%	26%	41%
Sport	34%	52%	21%
Reality TV shows	34%	22%	42%
Documentaries	29%	30%	29%
Soaps	23%	18%	27%
Other types	4%	3%	6%
<b>Sample size</b>	<b>1291</b>	<b>544</b>	<b>746</b>



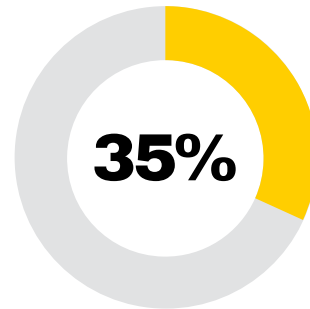


# Trust in social media as a news source.



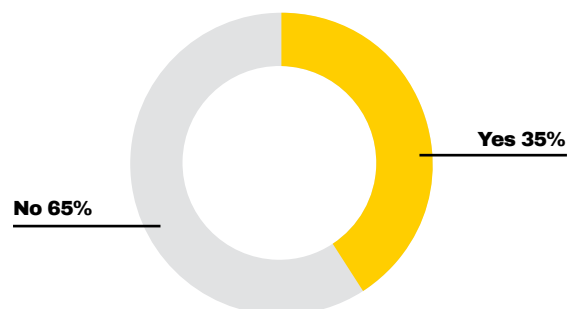
While it's dropped since 2018, traditional media (70%) is still seen as a trusted source of news when compared to social media (14%). However, people's trust in social posts made by friends or family has risen slightly (also at 14%) ... that's something worth celebrating!

Compared to other age groups, people aged between 18-29 (26%) and 30-39 (25%) tend to place more trust in what they see on social media.



More than one in three people (35%) said they've reacted to something on social media and later found out it was fake news. This figure is only slightly higher than it was in 2018 (33%). This is more likely to happen to women than to men (40% vs 28%). Surprisingly, this is more common among people aged between 18-29 (52%) and 30-39 (42%).

**Q. Have you ever reacted to something on social media only to find out later that it was not true?**





# Social media and consumer behaviour.



Just under a quarter of Aussies (23%) use social media to keep up to date with brands, businesses, offers and promotions. This tends to be more popular among women compared to men (27% to 20%) and is most common among people aged 30-39 (33%).

When people are using social media to do their research, holidays, travel and accommodation related searches top the list (65%). This is followed by entertainment (58%), movies and TV shows (56%), clothing and fashion (55%), appliances and electronic equipment (53%), hospitality venues (51%) and music (50%).

Women are more likely to be using social media to research clothing and fashion (69% to 38% of men), hospitality

(60% to 41%), cosmetics and beauty (56% to 15%) and personal services like hairdressing (35% to 18%), whereas men are more likely to spend time researching computer hardware (41% to 23%) and software (35% to 18%).

When Aussies do their research on social media, it often leads to them making a purchase (61%). And when they do purchase it's most likely via an online transaction (80%).

Before making a first time purchase, one third of people admit to looking at an online retailer's social media channel. This is more common among women than men (38% to 28%), especially for those aged 18-29 and 30-39 (42% and 41% respectively).



# Social media and consumer behaviour.

**Q: You mentioned that you use social media sites to research products or services you might want to buy. What types of products or services would you mainly look for?**

	Total Sample	Gender		Age				
		Male	Female	18-29	30-39	40-49	50-64	+65
Holiday/travel/accommodation	65%	65%	65%	58%	58%	66%	71%	76%
Entertainment	58%	52%	63%	63%	66%	68%	52%	29%
Movies / TV shows	56%	52%	60%	62%	60%	62%	51%	39%
Clothing/fashion	55%	38%	69%	71%	66%	55%	38%	35%
Appliances and electronic equipment (other than computers)	53%	55%	51%	43%	59%	51%	56%	55%
Hospitality – Restaurants / Cafes/ Bars	51%	41%	60%	43%	58%	50%	53%	47%
Music	50%	53%	47%	63%	57%	41%	49%	24%
Furniture/things for the home	43%	36%	49%	41%	51%	46%	38%	35%
Cosmetics/beauty	37%	15%	56%	54%	46%	36%	24%	14%
Trades and home services like builders, plumbers, electricians, gardeners, cleaners etc	33%	36%	30%	15%	36%	35%	37%	47%
Computer hardware	31%	41%	23%	22%	30%	39%	37%	29%
Games	31%	34%	29%	40%	37%	34%	19%	27%
Health and medical services like doctors, physiotherapists, dentists, medical centres etc	31%	31%	32%	24%	35%	32%	28%	41%
Personal services like hairdressers etc	27%	18%	35%	33%	36%	28%	19%	14%
Computer software	26%	35%	18%	20%	23%	28%	33%	24%
Professional services like accountants, lawyers etc.	19%	22%	16%	14%	26%	27%	15%	10%
Other	4%	6%	3%	0%	5%	7%	8%	0%
<b>Sample size</b>	<b>419</b>	<b>196</b>	<b>222</b>	<b>91</b>	<b>101</b>	<b>74</b>	<b>104</b>	<b>49</b>



# Following and trusting brands on social media.

Almost four in ten Australian consumers (39%) follow businesses or brands on social media - especially women (49% compared to 29% of men) and those aged 18-29 (59%) and 30-39 (56%).

Among the people we surveyed, 82% of those who follow brands or businesses do it because they're interested in discounts (62%), giveaways (47%) and product information (41%). This is even higher among Facebook users (84%), especially women (88%), and those aged 18-29 and 30-39 (91% and 90% respectively).

Surprisingly, just under half of Instagram users (48%) follow brands or businesses. Again, women (53%) are more likely to do so than men (38%), with the most prevalent among the age 18-39 group.

On Facebook, the majority of users follow holiday, travel and accommodation related brands and businesses (37%). Instagram users are most likely to follow clothing and fashion brands (59%).

Almost a quarter of Australian social media users (23%) engage with sponsored posts from businesses they follow, while 53% of people say they outright ignore them.

Positive interaction between brands and customers on social media leads to higher levels of trust according to 51% of people surveyed. Other ways brands can gain consumer trust is by making content engaging and relevant (54%), and keeping it regularly updated (53%).

## Q: Do you follow any business or brand on social media?

	Total Sample	Gender		Age				
		Male	Female	18-29	30-39	40-49	50-64	+65
Yes	39%	29%	49%	59%	56%	43%	24%	11%
No	61%	71%	51%	41%	44%	57%	76%	89%
Sample size	2012	996	1013	452	378	362	488	332

## Q: Which of these things would you like to get from businesses or brands you might follow on social media?

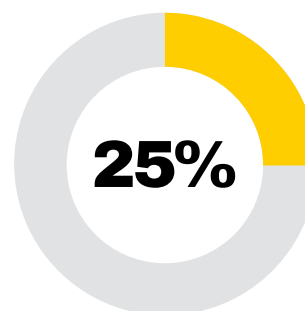
	Total Sample	Gender	
		Male	Female
Discounts	62%	58%	66%
Give-aways	47%	41%	53%
Product information	41%	36%	46%
Tips/advice	32%	28%	36%
Entertainment	22%	21%	24%
Invitation to events	20%	19%	21%
Information about the company	18%	17%	18%
Feedback forums	14%	13%	15%
Industry information	12%	14%	10%
None of these	18%	21%	14%
Sample size	2012	996	1013

## Q: If or when you check a brand's social media presence, are you more likely to trust the brand if...?

		Total Sample	Gender	
			Male	Female
They have a large number of followers across sites like Facebook, Instagram, Twitter	Yes	34%	27%	40%
	No	36%	41%	31%
They interact with their customers in a positive way on social media	Yes	51%	42%	60%
	No	22%	28%	17%
They regularly update their content	Yes	53%	46%	61%
	No	22%	26%	17%
You find their content engaging and relevant to you	Yes	54%	48%	61%
	No	21%	26%	16%
Sample size		2012	996	1013

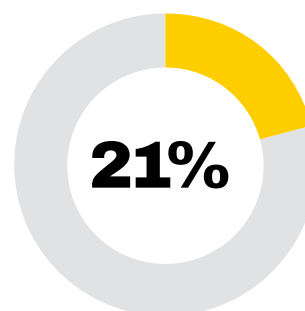


# Sharing branded content on social media.



A quarter of Aussie social media users (25%) say they've shared branded content on their social media feeds, with this most common among those aged 18-39.

Those who shared branded content on social media are most likely to do so on their Facebook Timeline (68%) or via Facebook Messenger (54%).



Some people have even been busy creating brand-related content. Twenty-one per cent of people say they've created their own content at the request of a brand, although this is definitely most common among younger generations (37% of those aged 18-29 as opposed to 5% of those aged over 65).

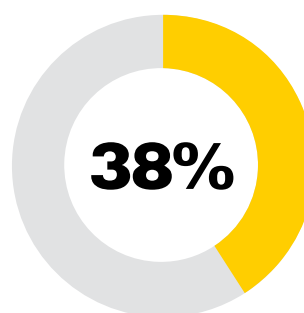
And those who create their own content are increasingly more comfortable with their content being shared by brands (37%), especially millennials.



# Opinions on social media advertising.



Australians are divided when it comes to advertising in their social feeds. Thirty-one per cent say they're happy to see ads - including 40% of those aged 18-39 - and 30% say they're not. The rest of the people surveyed said they had no feelings either way.



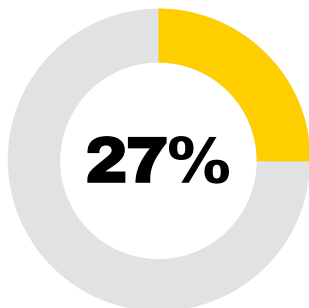
Almost four in 10 consumers (38%) said they sometimes click on ads they see in their social feeds to find out more about what's being advertised. This behaviour is especially common among women (44%) and those aged 18-29 years (44%).

## Q: How do you feel about businesses or brands advertising on social media sites? Do you agree or disagree (or have no opinion either way) with the following statements?

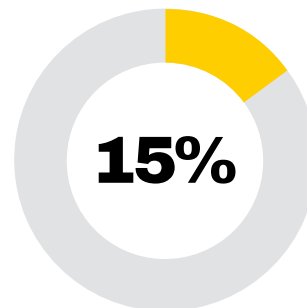
		Total Sample	Gender	
			Male	Female
I'm quite happy to see ads on social network sites	Agree	31%	29%	33%
	Disagree	30%	34%	27%
I take no notice of the ads on social network sites	Agree	48%	51%	46%
	Disagree	22%	22%	23%
I like sponsored posts from businesses I follow on social networks	Agree	23%	21%	24%
	Disagree	40%	43%	36%
I'm turned off by companies or brands that advertise on social media	Agree	30%	33%	27%
	Disagree	27%	24%	29%
I sometimes click on ads I see on social network sites to find out more	Agree	38%	31%	44%
	Disagree	39%	45%	33%
I ignore sponsored posts from businesses I don't follow	Agree	53%	55%	50%
	Disagree	15%	16%	15%
I will inspect a brand's social media presence before making an online purchase if I have not purchased from their website before	Agree	33%	28%	38%
	Disagree	35%	42%	29%
<b>Sample size</b>		<b>2012</b>	<b>996</b>	<b>1013</b>



# Impact of influencers and celebrities on consumers.



Just over a quarter of Australians (27%) notice social influencers and celebrities when they post about a brand on social media. Twenty-five per cent of people trust branded posts by influencers and celebrities when clear hashtags are used, like #ad or #spon.



Only 15% of those surveyed said they're more likely to purchase from a brand or business who pay influencers or celebrities to make social posts, whereas 63% say that this type of marketing makes them less likely to purchase.

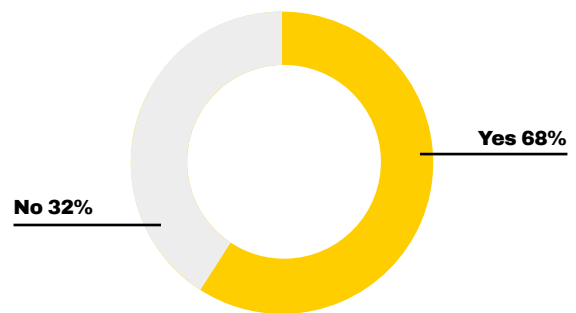




# Rating and reviewing businesses and brands.



**Q. Do you ever read online reviews or blogs to find out what other people think about products or services you might be interested in?**



Just under half of Australians (43%) say they've rated products or services online in the last year. Those that have say they've made an average of seven ratings. Brands and businesses in the travel, tourism and accommodation sector receive the most online ratings (53%), followed by hospitality (35%) and entertainment (31%).

Women are more likely to rate fashion (37%), cosmetics and beauty (23%) and personal services (16%) than men. However, men are much more likely to give online ratings to computer hardware and software businesses and brands.

More than two thirds of Australian consumers (68%) say they read online reviews about products or services they're interested in. On average, people read seven reviews before deciding to make a purchase. Forty-two per cent of people post online reviews of products and services - primarily on the social media channels of the brand or business (42%) or the comments section of their website or blog (40%). Aussies also take to Google (39%), Trip Advisor (33%), Yelp (31%) and Zomato (31%) to write reviews. Those who review have posted an average of six over the past year.

As with online ratings, travel, tourism and accommodation brands and businesses are the most-reviewed (52%) followed by hospitality (32%) and entertainment (27%).

Keeping with the trend, women are more likely to review fashion (30%), cosmetics and beauty (20%) and personal services (17%) compared to men. Men are much more likely to review computer hardware, software and video games.

Interestingly, 26% of people (39% of those aged 18-29) said they would be open to changing their opinion of a business if they replied to their negative review.

**Q: For what types of products or services have you provided online ratings?**

	Total Sample	Gender	
		Male	Female
Holiday / travel / accommodation	52%	55%	51%
Hospitality – Restaurants / Cafes / Bars	35%	32%	37%
Entertainment	31%	33%	30%
Movies / TV shows	28%	28%	28%
Appliances and electronic equipment (other than computers)	27%	30%	24%
Clothing / fashion	26%	13%	37%
Music	24%	28%	22%
Trades and home services like builders, plumbers, electricians, gardeners, cleaners etc	20%	22%	17%
Games	15%	18%	12%
Cosmetics / beauty	15%	5%	23%
Furniture / things for the home	14%	11%	16%
Personal services like hairdressers etc	12%	8%	16%
Computer hardware	12%	17%	7%
Health and medical services like doctors, physiotherapists, dentists, medical centres etc	12%	10%	13%
Computer software	10%	13%	7%
Professional services like accountants, lawyers etc.	8%	10%	6%
Other	6%	6%	6%
<b>Sample size</b>	<b>869</b>	<b>402</b>	<b>465</b>



# Rating and reviewing businesses and brands.



**Q: Do you ever provide online ratings? If so, in the last year, how many times do you think you would have provided an online rating?**

Ever provide such online ratings	Total Sample	Gender		Age				
		Male	Female	18-29	30-39	40-49	50-64	+65
Yes	43%	40%	46%	49%	51%	39%	42%	34%
No	57%	60%	54%	51%	49%	61%	58%	66%
Sample size	2012	996	1013	452	378	362	488	332
<b>Ratings provided in last year</b>								
1 or 2	19%	15%	23%	20%	18%	20%	20%	19%
3-5	36%	34%	38%	41%	35%	31%	33%	39%
6-10	22%	26%	19%	23%	26%	21%	20%	23%
11-20	10%	11%	9%	7%	7%	13%	14%	7%
More than 20	9%	9%	8%	5%	10%	11%	8%	9%
Don't know	4%	5%	3%	4%	4%	5%	5%	3%
Mean number	7.0	7.5	6.6	6.2	7.3	7.7	7.3	7.0
Sample size	869	402	465	220	191	141	205	112



# Rating and reviewing businesses and brands.

**Q: Have you ever posted an online review or blog where you provide your thoughts or opinions on products, services, entertainment and so forth? If 'YES' where do you usually post your reviews for products or services? Is it on....?**

Ever post such reviews	Total Sample	Gender		Age				
		Male	Female	18-29	30-39	40-49	50-64	+65
Yes	42%	40%	43%	42%	47%	43%	41%	35%
No	58%	60%	57%	58%	53%	57%	59%	65%
Sample size	2012	996	1013	452	378	362	488	332

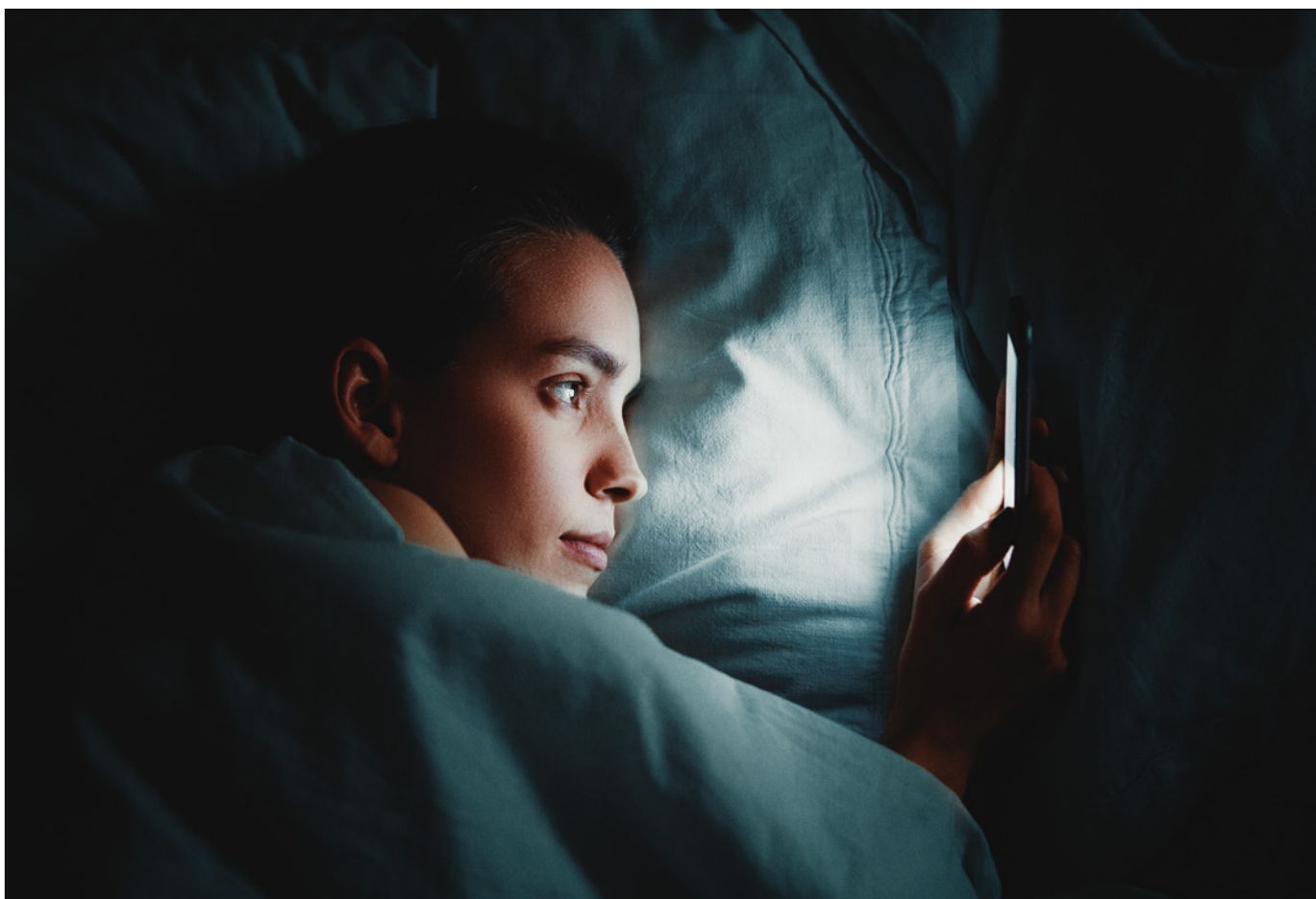
Where post such reviews	Total Sample
Social media channels of the brand or business	42%
Comments section of the brand or business website or blog	40%
Google reviews	39%
Trip Advisor	33%
Yelp, Zomato etc.	31%
Sample size	840

**Q: If a business gets back to you after you have posted a bad review, would that change your opinion of that business?**

	Total Sample	Gender		Age				
		Male	Female	18-29	30-39	40-49	50-64	+65
Yes	26%	28%	24%	39%	25%	27%	21%	13%
No	25%	27%	23%	24%	26%	20%	27%	26%
Maybe	49%	45%	53%	37%	49%	53%	52%	61%
Sample size	840	399	440	192	179	155	199	115



# Psychological impact of social media.



Thirty-one per cent of Australians (39% of women and 24% of men) believe they're spending too much time on social media. This sentiment is even more common in those aged 18-29 (49%) and 30-39 (37%).

Almost a third of the people surveyed (32%) said they feel 'excited' if something they post on social media receives more likes than usual. Consistent with many other findings, this is more common among women (38%) and those aged 18-29 (48%) or 30-39 (40%).

Nine per cent of people said they can feel 'anxious' when they're unable to access their social media accounts, and this feeling is higher among women (13%) and those aged 18-29 (16%).

Increasing in comparison to the 2018 results, 27% of people say they've seen others being bullied or harassed on social media, and 16% say they have been the victim of bullying

or harassment. Among those aged 18-29, 38% say they've witnessed bullying and harassment, and 29% say they've been bullied or harassed online.

Nearly a quarter of people (23%) check social media while eating with family or friends, with women almost twice as likely to do this compared to men (30% to 16%). Sneaking a look at social during breakfast, lunch or dinner is most common among those aged 18 to 39 (40%).

Regretting posts isn't uncommon. Eighteen per cent of those surveyed said they've posted something on social media they later regretted. This is more common among women than men (22% vs 14%). Sixteen per cent of people expressed concern that their social media footprint could have a negative impact in their future, while 5% say they've relied on social media for medical advice over advice given by their doctor. Watch out Dr. Google!



# Psychological impact of social media.

**Q: When you think about the amount of time you currently spend on social media sites, do you feel it is...?**

	Total Sample	Gender		Age				
		Male	Female	18-29	30-39	40-49	50-64	+65
Too much	31%	24%	39%	49%	37%	27%	23%	23%
About right	58%	64%	51%	37%	52%	59%	67%	67%
Not enough	4%	5%	3%	5%	5%	6%	2%	2%
Don't know	7%	7%	7%	10%	6%	8%	7%	7%
<b>Sample size</b>	<b>2012</b>	<b>996</b>	<b>1013</b>	<b>452</b>	<b>378</b>	<b>362</b>	<b>488</b>	<b>332</b>

**Q: Which, if any, of these experiences have happened to you?**

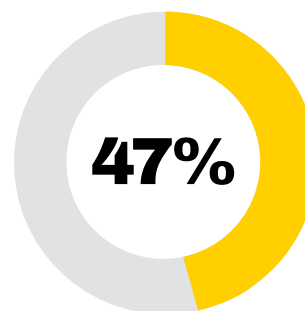
	Total Sample	Gender	
		Male	Female
Felt excited when one of your posts has received more likes than usual on social media	32%	26%	38%
Witnessed someone else being bullied or harassed on social media	27%	22%	32%
Checked your social media while eating a meal with family or friends	23%	16%	30%
Posted something that you later regretted	18%	14%	22%
Worried that your social media footprint might one day come back to haunt you	16%	13%	18%
Been bullied or harassed on social media	16%	14%	17%
Felt anxious when you haven't been able to check your social media accounts	9%	6%	13%
Relied on social media for medical advice that was different to your doctor's	5%	4%	6%
None of these	37%	43%	31%
<b>Sample size</b>	<b>2012</b>	<b>996</b>	<b>1013</b>

**Q: When do you most commonly look at your social media sites?**

	Total Sample	Gender	
		Male	Female
In the evening	59%	56%	61%
First thing in the morning	58%	53%	63%
Breaks	37%	33%	41%
Lunchtime	33%	28%	37%
Last thing before I go to bed	29%	21%	36%
Commuting	20%	17%	23%
When working	11%	12%	11%
<b>Sample size</b>	<b>2012</b>	<b>996</b>	<b>1013</b>



# Impact of social media on personal life.

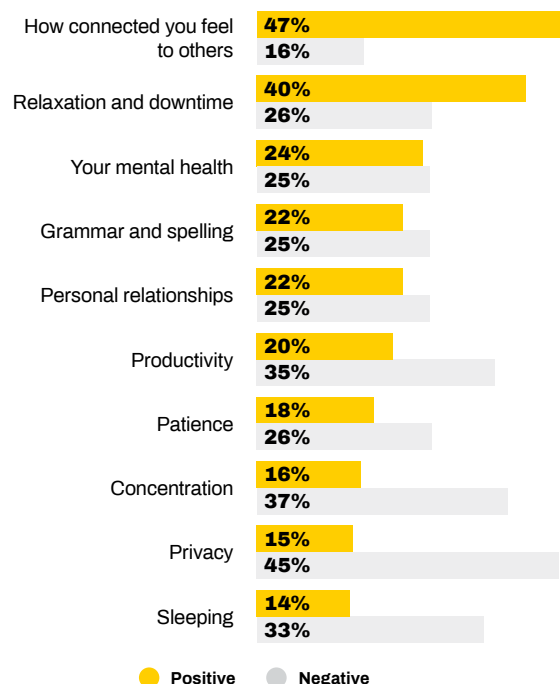


Social media has the power to bring people together. Just under half of people (47%) believe social media has a positive impact when it connects people, while 39% of those surveyed say it has a positive impact on their relaxation and downtime.

Privacy, concentration, productivity, patience and sleep habits are among the areas people feel are most negatively impacted by social media in their life, particularly women and those aged between 18-39.

The opinions were split when asked about the impact of social media on users' mental health, personal relationships, and grammar and spelling.

## Perceived impact of social media on...





## Relationships on social media.



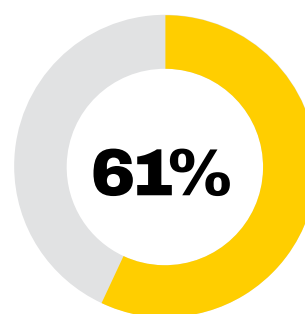
The platforms where users have the highest average number of friends, contacts or followers are Tumblr (251), Instagram (244), Hinge (227), Facebook (210), LinkedIn (200) and Twitter (196).

Across the majority of platforms, younger users tend to have more friends, contacts or followers than those in older age groups. For example, those aged 18-29 have an average of 347 Facebook friends, while those aged over 65 have an average of 90 Facebook friends.

Women tend to have more friends, contacts or followers on Facebook, Instagram and Tumblr compared to men, while the opposite is true for Twitter, Snapchat, LinkedIn, YouTube, Pinterest, Tik Tok and WeChat.



## Parental concerns regarding social media.



Restricting social media use is enforced by 61% of parents of young children or teenagers. The most common method is limiting the amount of time allowed online (30%), followed by restricting the times of day when kids can access social media (20%).

Some parents choose to take away access to social media as a form of punishment (17%); some make sure their kids only use social media with a responsible adult present (14%); and some place restrictions on where social media can be used (13%).

More than eight in ten Aussie parents are concerned that their children are at risk of coming into contact with dangerous people online. But more than a quarter (28%) of those surveyed say they don't have the computer skills to minimise the risks, while 18% are unsure if they have those skills.

### Q. If parent of child or teen, in which ways, if any, is social media use by children or teens restricted in your household?

Restrict use in this way	Parent of child/teen
Not at all	39%
Amount of time allowed on social media	30%
Times of day when social media use is allowed	20%
Not allowing use without a responsible adult present	14%
Taken away as punishment	14%
Where social media use is allowed	13%
In other ways	6%
<b>Sample size</b>	<b>840</b>





## Metro vs Regional.



The heaviest users of social media (10 or more times a day) are slightly more prevalent in metro areas rather than regional areas (33% to 26%). Those who have increased their social media use in the last year are more commonly found in metro areas (34% to 27%). Similarly, people living in metro areas are more likely to say they spend too much time on social networking (33% vs 28%).

People in metro areas are more likely to use social media during breaks (41% vs 30%), at lunchtime (36% to 27%), last thing before bed (31% to 25%), while commuting (27% to 9%) and while working (13% to 9%).

Social media use outside the home is more pronounced for metro residents. City dwellers are more likely to access social media in the bedroom (61% vs 45%), in the kitchen (22% vs 15%), on the toilet (19% vs 13%) and when watching TV (67% to 59%).

The use of Facebook, Pinterest and Tumblr does not vary much by location but other social media platforms, including Instagram (52% to 34%), LinkedIn (25% to 13%), Twitter (23% to 15%) and Snapchat (22% to 15%), are more popular among metro residents.

Metro residents have a greater number of friends, contacts or followers on the social media sites they use as the following averages show: Instagram (275 to 168), Facebook (238 to 168), LinkedIn (213 to 160), Twitter (211 to 160), Tik Tok (208 to 125), Snapchat (135 to 95), Pinterest (112 to 87), YouTube (62 to 24).

People living in metro areas are more likely to follow a brand or business on social media (43% to 33%) and are more likely to leave an online rating (38% to 46%). However, location does not appear to impact on posting or reading of online reviews or blogs.



# Metro vs Regional.

## Q: Do you follow any business or brand on social media?

	Total Sample	Location	
		Metro	R/R
Yes	39%	43%	33%
No	61%	57%	67%
Sample size	2012	1240	772

## Q: How often, if at all, do you use social media sites such as Facebook, Twitter, Instagram or LinkedIn? Would it be...?

	Total Sample	Location	
		Metro	R/R
More than 20 times a day	12%	13%	9%
10 to 20 times a day	19%	20%	17%
5 to 10 times a day	20%	21%	19%
1 to 4 times a day	28%	26%	30%
Most days (4 to 6 days a week)	8%	7%	10%
A few times a week	6%	4%	8%
About once a week	4%	4%	4%
A few times a month (2-3 times a month)	1%	2%	1%
About once a month	1%	0%	1%
Less often than once a month	2%	2%	1%
Sample size	2012	1240	772

## Q: When do you most commonly look at your social media sites?

	Total Sample	Location	
		Metro	R/R
In the evening	59%	58%	60%
First thing in the morning	58%	58%	59%
Breaks	37%	41%	30%
Lunchtime	33%	36%	27%
Last thing before I go to bed	29%	31%	25%
Commuting	20%	27%	9%
When working	11%	13%	9%
Sample size	2012	1240	772

## Q: Compared to last year, have you increased, decreased or spent about the same amount of time using social media sites?

	Total Sample	Location	
		Metro	R/R
Increased	31%	34%	27%
About the same	54%	52%	58%
Decreased	13%	13%	14%
Don't know	2%	2%	2%
Sample size	2012	1240	772

## Q: Where would you normally use these sites at home? In which rooms of the house?

	Total Sample	Location	
		Metro	R/R
Lounge/living room	77%	78%	77%
Bedroom	55%	61%	45%
Study	25%	24%	26%
Kitchen	19%	22%	15%
Toilet	17%	19%	13%
Bathroom	10%	11%	8%
Other	2%	2%	2%
Sample size	1888	1140	748

## Q: Where do you use social media sites - either on your computer or mobile device? Would you use them...?

	Total Sample	Location	
		Metro	R/R
At home	94%	92%	97%
At work	29%	34%	21%
On public transport	27%	34%	16%
When out at restaurants, bars, parties etc	18%	21%	14%
In the car	16%	17%	14%
At sporting events	9%	10%	7%
At school or college	8%	10%	5%
At the gym	5%	7%	2%
In the cinema	5%	6%	3%
Sample size	1888	1140	748



## Case study.

### Austrack Campers.



### How a Yellow Social Ads campaign led this Aussie SMB down a new customer track.

Operating for 14 years, Austrack Campers is a trailer and hybrid camper manufacturer with showrooms in Queensland and Melbourne. The business focuses on delivering top quality products at reasonable prices.

Partnering with Yellow since 2017, Austrack were already using Yellow SEM, SEO and Yellow Online. Wanting to expand the audience base even further, it was decided to trial a Yellow Social Ads campaign.

### More than likes.

While Austrack already had a social account, Austrack director Linden Lawson understood the need to get a professional in to help turn the platform into a valuable sales tool for the business.

“Yellow has an expert understanding on targeting areas for more results. Plus their approach on content and post timing is all strategically based. There’s no guess work.”

### What does social success look like?

“Our Yellow Social Ads campaigns delivers a bit of everything,” says Linden.

“Form fills on Facebook for product enquiries, which we receive via a list from Yellow every day. Plus we also get lots of straight requests and website clicks.”

In terms of content success, Linden lists videos as their preferred post style, “Pictures say a thousand words but video takes it a step further.”

After nearly a year running the campaign, Linden says social ads now play a “massive” role in marketing his business, “and it’s growing day by day.”

**Since the campaign started in March 2020, Facebook leads have increased by 265%.**

In addition to a lead generation campaign, Yellow also designed a social content marketing campaign which has seen Austrack’s Facebook followers increase by 51%.

### 2020 and beyond.

When asked for his tip on emerging social trends, Linden says, “I’ve noticed businesses are starting to post more fun, light-hearted content, which is gaining traction. Social media is also becoming more interactive, therefore engagement with potential customers is more important than ever.”

“Fundamentally, social media is super important to any business – it’s targeted and engaging, and it gives you more bang for your buck.”

 [@austrack](https://www.instagram.com/austrack)

 [facebook.com/austrack/](https://www.facebook.com/austrack/)



## Case study.

### Grand Auto Wreckers.



### How Yellow helped an unlikely social butterfly build their business on social.

Grand Auto Wreckers, in Lonsdale, SA, are Datsun parts specialists and the number one source of Nissan 4x4 parts in Australia, delivering to customers right across the country.

Partnering with Yellow for over 20 years, Grand Auto Wreckers have historically relied on fairly traditional marketing products, with an ad in the print books and more recently expanding to online with a paid listing on Yellow Online.

Three years ago, however, Director Anthony Norris started talking to Yellow about social media as a lead generating tool for the business.

### Why social media ads?

Like many proactive businesspeople, Anthony was keen to take advantage of the explosion in social media in Australia and reach a younger audience.

“We wanted to target the right audience - people looking for the products and services we offer to help them get their car back on the road,” says Anthony.

“I knew social was going to be a big marketing platform, so I wanted to be on top of things,” he says.

And he was right.

As Anthony tells us, “Over the past 3 years our targeted Yellow Social Ads have produced a load of networking opportunities and lots of people ring us specifically from seeing the ads.”

**Yellow Social Ads delivered a 186% increase in clicks to Grand Auto Wreckers’ website from January to February.**

### The impact of coronavirus.

In the past few months Anthony has seen an increase in leads coming from both his social media platforms and via eBay. While not surprising given how much time Aussies have been spending online recently, this highlights how important it is to maintain a consistent social media presence.

### Where to now?

Given that Anthony thinks social generates about 20-30% of his business, he’s sticking with the plan.

“We notice that as soon as a new Yellow Social Ad goes out, we get a spike in calls,” he says.

 [facebook.com/grandautowreckers/](https://facebook.com/grandautowreckers/)



## About Yellow.



Yellow is the champion of Australian small and medium businesses. Its brands include Yellow Pages, True Local, WhereIs, Found Digital, and Pocket Office. Yellow also provides an extensive range of digital marketing services including search engine marketing, search engine optimisation, digital display, websites and social media services for all business types. Yellow is a division of Sensis – Australia’s leading marketing services company. Other Sensis brands include White Pages, Connect, Connect Plus and Sensis Data Solutions.

This year, the Yellow Social Media Report has been released in two parts, with this edition focusing on the results of the consumer survey. A second report features the business survey results.

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A Sensis Company  
ABN: 30007423912  
Published July 2020

**yeNow**