











# Future of Engagement

Social Media & Tehnologie  
în România



SOS SATELE  
COPIILOR  
ROMÂNIA

## Social Networks in Romania (2020)

	<b>FACEBOOK</b>	12,040,000	monthly users SOURCE: NAPOLEONCAT
	<b>YOUTUBE</b>	12,000,000	monthly users SOURCE: YOUTUBE ROMANIA
	<b>TIKTOK</b>	5,364,860	monthly users SOURCE: TIKTOK
	<b>INSTAGRAM</b>	5,053,000	monthly users SOURCE: NAPOLEONCAT
	<b>LINKEDIN</b>	3,014,000	monthly users SOURCE: NAPOLEONCAT
	<b>SNAPCHAT</b>	2,354,700	advertising audience (13+)* SOURCE: DATAREPORTAL
	<b>PINTEREST</b>	1,309,000	advertising audience SOURCE: DATAREPORTAL
	<b>TWITTER</b>	668,000	advertising audience (13+)* SOURCE: DATAREPORTAL

DATA AVAILABLE IN DECEMBER 2020

\* EXTRAPOLATION OF DATA FROM NETWORK AND POPULATION DATA FROM DATAREPORTAL 2020

COMPILED BY CRISTIAN MANAFU

WWW.MANAFU.RO

# Conținut scurt

*TikTok, Instagram Reels, Stories, Shorts*

# Conținut lung

*YouTube, IGTV, Netflix*

*9-10.000.000 DAU pe YouTube, avg. time 1h/zi*

**LIVE**

*Facebook, Instagram, YouTube, TikTok*

# Abonamentele sunt tot mai populare

*Netflix (2,6m 2018, 600k DAU), Patreon, Twitch, YouTube membership, YouTube premium, Spotify (1,7m 2018, 276k)*

# Cauze UGC

*Galantom, Facebook fundraisers, Facebook Groups*

 **Andreea Burlacu** shared a link.  
Admin Young Kids +2 · March 18 at 10:26 AM · 🌐

Vine ziua mea, zi pe care o donez copiilor cu dizabilitati, mai exact educatiei lor.  
Daca aveti placerea, puteti dona aici. Daca cumva voiati sa-mi ziceti un la multi ani sau sa-mi luati o floare, va invit sa donati contravaloarea.  
Va multumesc! ❤️🙏



ASOCIATIAONIL.GALANTOM.RO  
**Andreea Burlacu: Cel mai frumos cadou de ziua mea**  
Nimic nu e mai frumos decât să împarți bucuria cu cei care au nevoie de ajutor. Anul ace...

  You, Simona Elena Stanescu and 7 others 4 Comments

# Comunități

*Facebook groups, WhatsApp groups*



# Audio

*Podcast, Clubhouse (70k), Discord*

**81 % of millennials expect their  
favorite companies to make  
public declarations of their  
corporate citizenship**

*Nielson 2015 - Global Corporate Sustainability Report  
(USA)*

# Blockchain & NFT

[opensea.io](https://opensea.io)

# Influencers for good

<https://webstockawards.ro/best-social-good-campaigns/#up>

# Apps

# Privacy

# Încă nu în România

*VR, AR, Personal Assistant, Voice Search*

# Like & Share

