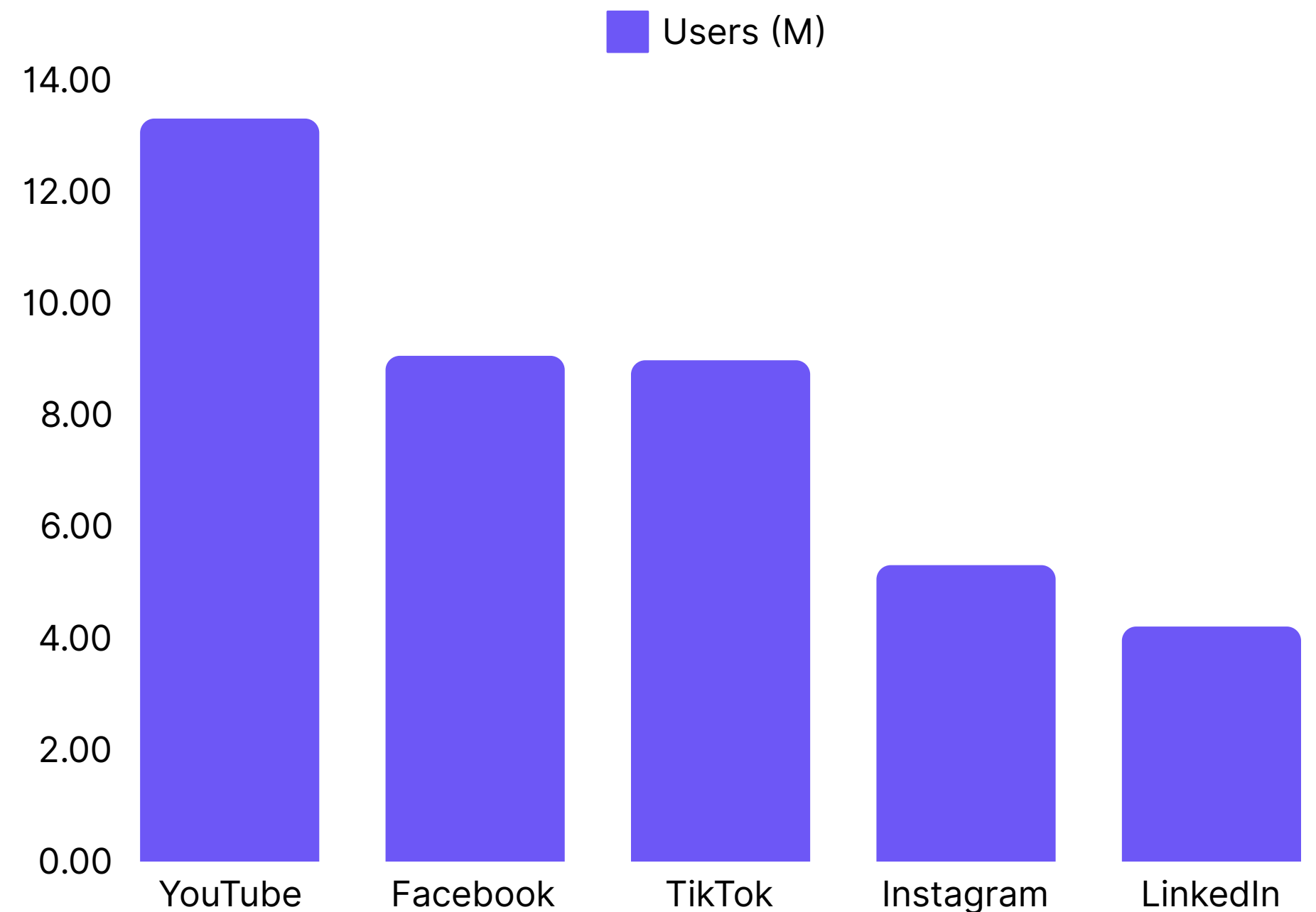


SOCIAL MEDIA

INSIGHTS FOR BRANDS

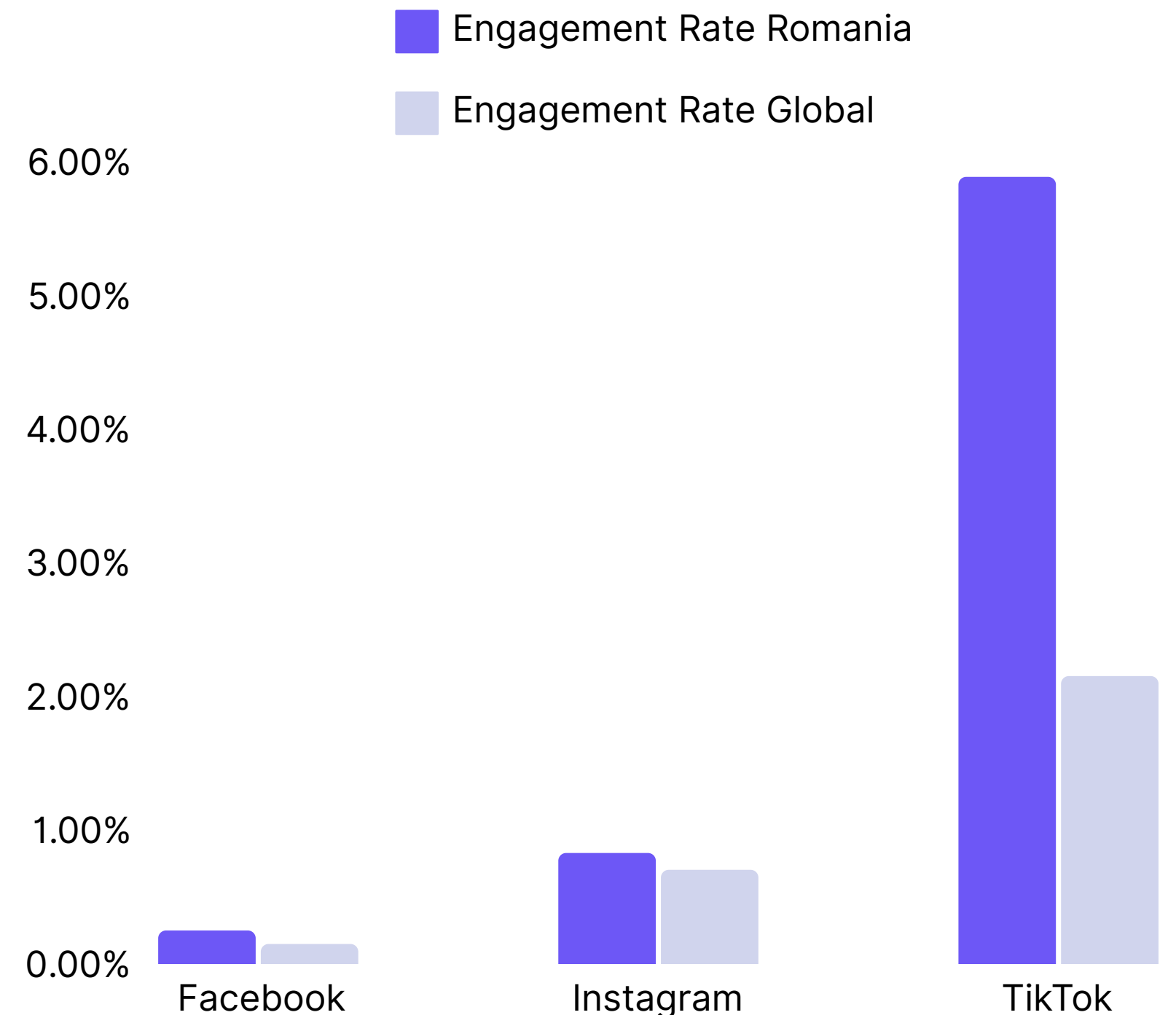
Social Media Users Romania

- YouTube: 13.3M users
- Facebook: 9.05M users
- TikTok: 8.97M users
- Instagram: 5.3M users
- LinkedIn: 4.2M users



Social Media Benchmarks

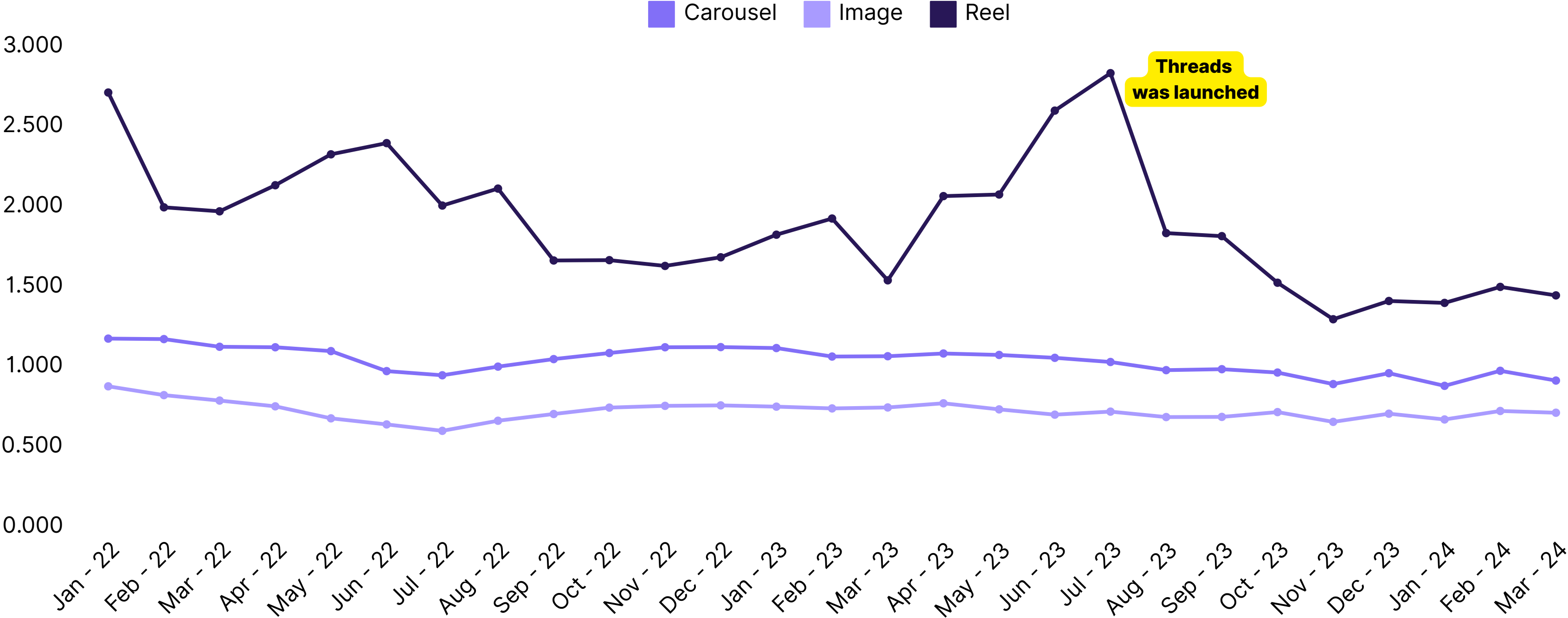
- TikTok Engagement Rate Romania - 5.89%
- Instagram Engagement Rate Romania - 0.83%
- Facebook Engagement Rate Romania - 0.25%



CONTENT STRATEGY

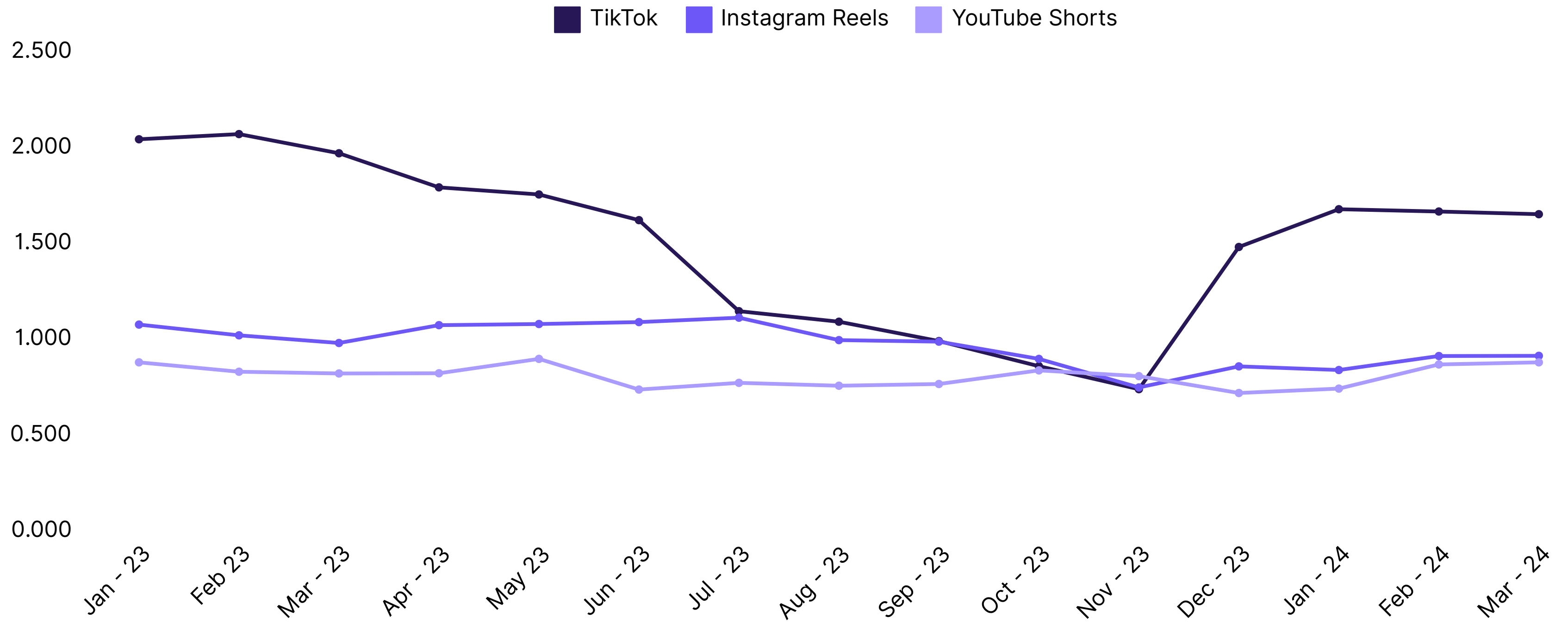
OPTIMIZATION

Engagement Evolution on Instagram



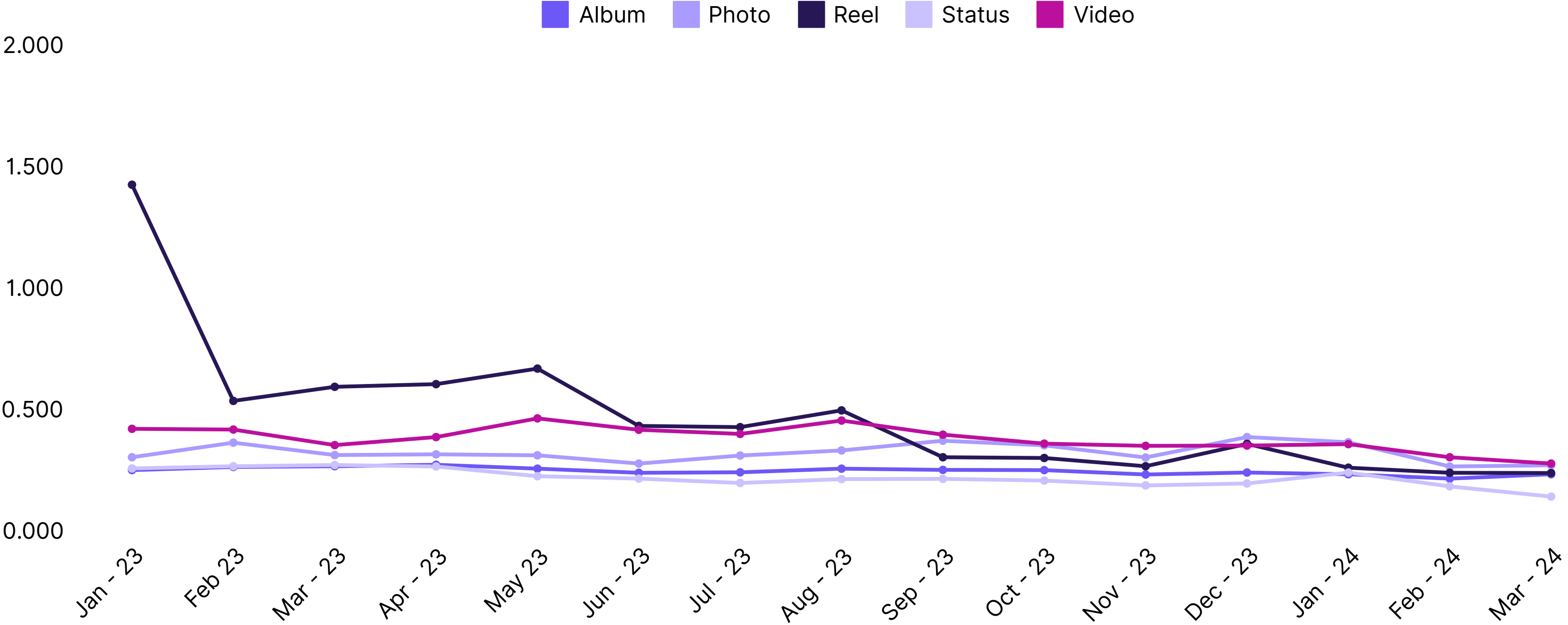
Source: Socialinsider Instagram data global accounts - Jan 2022 - March 2024

Engagement on Short-Form Video



Source: Socialinsider short-form video data from global accounts - Jan 2023 - March 2024

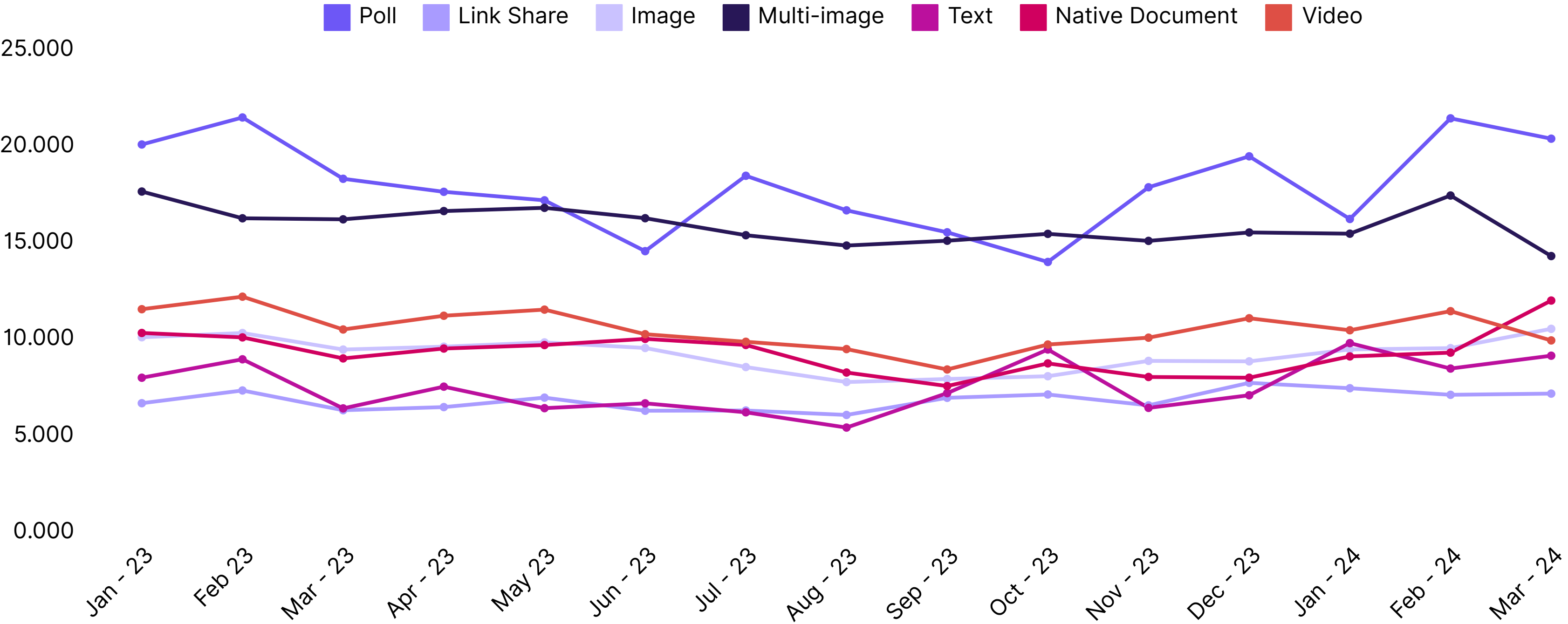
Engagement Evolution on Facebook



Source: Socialinsider Facebook data global accounts - Jan 2023 - March 2024

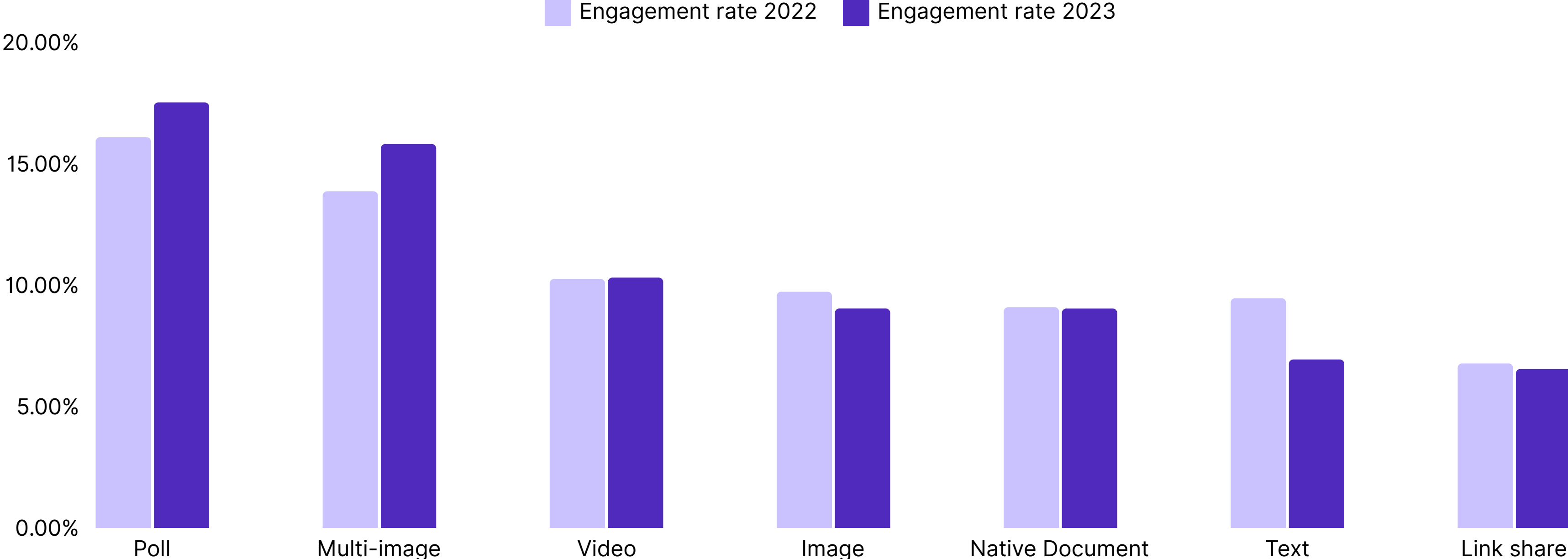


Engagement Evolution on LinkedIn



Source: Socialinsider LinkedIn data global accounts - Jan 2023 - March 2024

LinkedIn Is More Than Jobs



Source: Socialinsider LinkedIn data global accounts - Jan 2022 - Dec 2023

Summary

- **YouTube Romania - 13M users**
- **TikTok users > Instagram users**
- **LinkedIn is an active community**
- **TikTok the most engaging platform**
- **TikTok:** dynamic, interactive, and entertaining content that fosters a strong connection with viewers through relatability and emotional engagement.
- **Facebook and Instagram:** structured promotional content, detailed product information, and community-focused posts that celebrate special occasions and milestones.
- **TikTok = Instagram Reels = YouTube Shorts**
- **LinkedIn is missing**

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**THANK
YOU :)**

Adina Jipa
Founder - Socialinsider

www.socialinsider.io/blog/

Email: adina@socialinsider.io

LinkedIn:

<https://www.linkedin.com/in/adinajipa/>