



The UK Social Media Review

Winter 2022/23

Understand the changing social
media habits of consumers

Maybe*

Introduction

Following the UK Social Media Review published in summer 2022, Maybe* has revisited the survey to continue to understand changes in consumers' use of social media in the autumn months and running into the 2022 festive shopping period.

As the UK economy and consumer purse is stretched further and further by the week, there is an increasing need for businesses to remain relevant and in the consideration of their existing and potential customers.

The findings of our 2022 surveys demonstrate that consumers are using social media increasingly when making purchasing decisions – whether that's looking for inspiration from friends and family, engaging with the brands/businesses directly, or responding to adverts in their social media feeds.

As our summer 2022 insight revealed – only 19% of businesses are active on social media; this updated insight highlights that businesses who aren't engaging their audiences in the channels they use risk losing customers who are becoming more cautious about their spending.

Whilst the annual festive shopping period showed few signs of wavering, consumers continued to shop predominantly in store, and how they are using social media to influence their purchasing decisions during this period is changing dramatically. This is particularly pertinent to smaller businesses who may not have the budget for large national campaigns – people are looking to social media to support and engage with the independents before they step outside and buy their gifts.

[Get the Summer 2022 UK Social Media Review paper here](#)



86%

**of consumers
spend at least
7hrs a week on
social media**

Only



19%

**of UK businesses are
active on social media**



**46% of people
used social media
more than they did
last year for ideas
on what to buy
this Christmas**

In summary

Increased average consumer time spent on social media shows the importance of being present – we saw a **150% increase** in people saying they use social media for up to **five hours a day**. Meanwhile only 19% of businesses are active on social media (posting at least once a month).

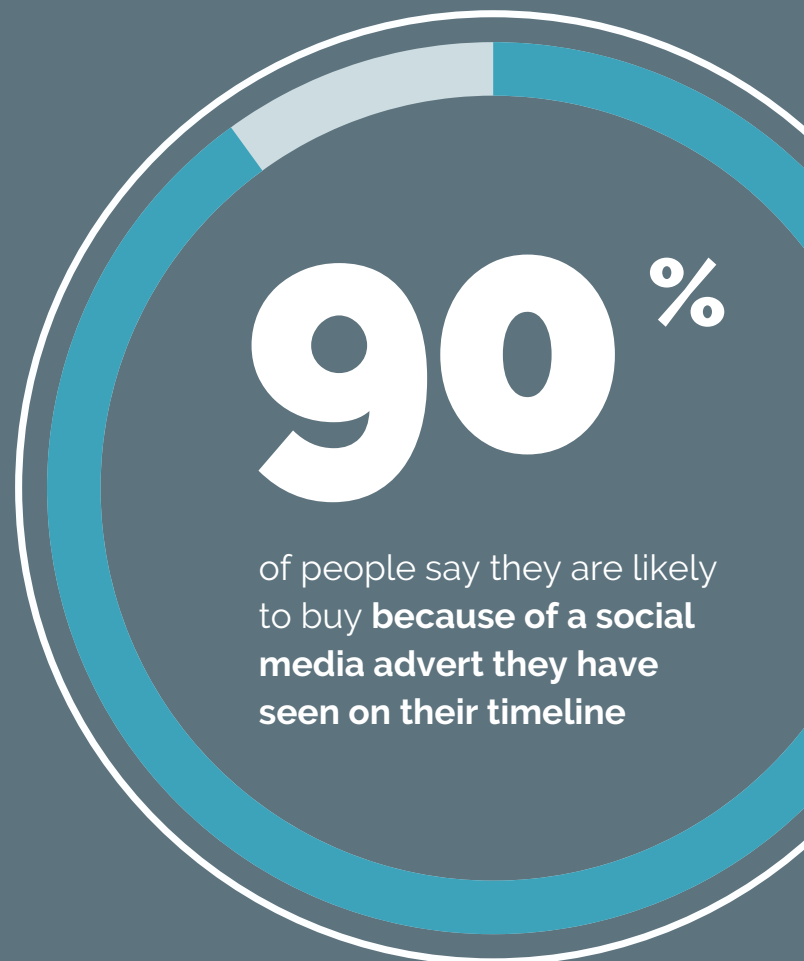
The influence of social media on consumers buying decisions remains strong, and the survey demonstrates that social media advertising works (90% of people buying as a result of seeing something on social media).

Independent businesses must embrace social media as this is a key channel for consumers to show their support.

65% of people say they support/buy from indie retailers through social media – whereas only 55% support big brands in this way

69% of people are still shopping in store at least once a week: the real-life shopping experience remains strong.

Engage with the conversation on social media (don't just tell them – listen too!), as people are engaging with each other about brands there and using this conversation to make buying decisions.



Key findings

90%

of people say they are likely to buy **because of a social media advert** they have seen on their timeline

65%

of people say they support/buy from indie retailers through social media – whereas **only 55% support big brands in this way**

86%

of people use social media at least **seven hours a week** (up from 79% in Q1 2022)

59%

of people say they **see things to purchase on social media** that they don't see elsewhere

Key findings

43%

of people **use social media for up to two hours a day** (up from 39% in Q1)

32%

of people **use social media for up to five hours a day** (up from 21% in Q1)

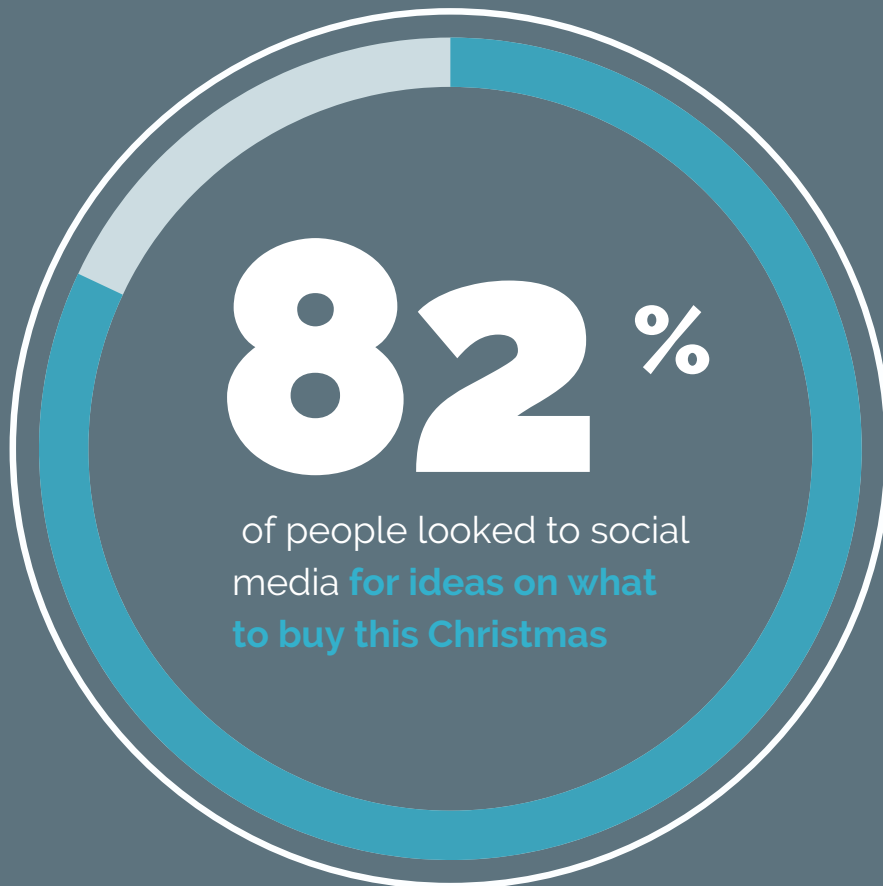
11%

of people **use social media for more than five hours a day** (down from 12% in Q1)

Facebook remains the most popular social media platform (76% of users), followed by Instagram (55%) and Youtube (53%)

50% of people are most influenced to make purchases by friends and family on social media vs only 23% influenced by influencers

Christmas shopping and social media



46% of people said they used social media more than they did last year to look for ideas on what to buy this Christmas

69%

said they would look to interact with the business before purchasing a Christmas gift

Supporting over 25,000 businesses to get more from social media

This insight and data highlights significant issues which, if not addressed, may accelerate the decline of smaller businesses, our high streets, and the local communities that they collectively support.

Maybe* works with organisations to address these problems, help businesses embrace their digital future and connect with increasingly digital customers.

Sign up for an account at [maybetech.com](https://www.maybetech.com)



About Maybe*

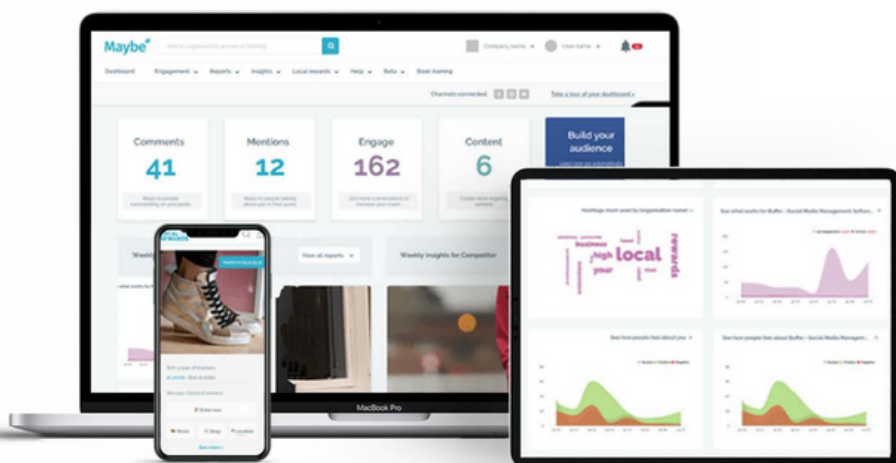
Social media can be daunting for beginners and unmanageable for experts. We simplify it and help businesses get more out of social media.

Maybe* is a social media management platform that gives businesses;

- a way to compare their social media performance with any other business
- all the social media tools and insight they need to use social media effectively
- access to expert resources and training to help them communicate better

Our data is baked fresh every day because we analyse the social media efforts of 3.9m businesses in the UK. This means that our clients always know what's working well for them, and what isn't. They use what they learn from us to make better business decisions.

We are a partner on the UK Government's High Streets Task Force (HSTF), and we've supported many local authorities and other organisations deliver a range of digital tools and skills projects.



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