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Saęlık Sektöründe Sosyal Medya Neden Önemli?

Tolga Kayasu



“Saęlıklı
nesiller için
üretiyoruz!”

Tolga Kayasu

- Lisans – Halkla İlişkiler ve Reklamcılık
- Yüksek Lisans - MBA (Tüketici Davranışları ve Kahve Akımları Tezi)
- Öğr.Göv – Beykoz Üni (YL Öğrencileri) ,
- Üsküdar & Nişantaşı & Gelişim (Lisans Öğrencileri)
- Yerli ve yabancı bir çok ajans en son Ogilvy
- Bir çok kurumsal marka en son Brandium AVYM
- Halen Koperatiff Uluslararası Reklam Ajansı (Karadağ & Azerbeycan)
- Halen Karadağ'da Yatırım ve BacktoAnatolia
- Karadağ Türkiye İş İnsanları Derneği (Başkan Yardımcısı)
- JCI Türkiye (Başkan Yardımcısı)
- JCI İstanbul (2022 Başkanı)
- Pozitif Gelişim Platformu (Kurucu Üye)
- Buldan Vakfı (Danışma Kurul Üyesi)
- Ulusal Franchising Derneği (Üye)
- Hizmet İhracatçıları Birliği (Üye)
- GENÇ Türkiye İhracatçıları Birliği (TİM) (Üye)
- 1905 Galatasaray Kültür Sanat Derneği (Üye)



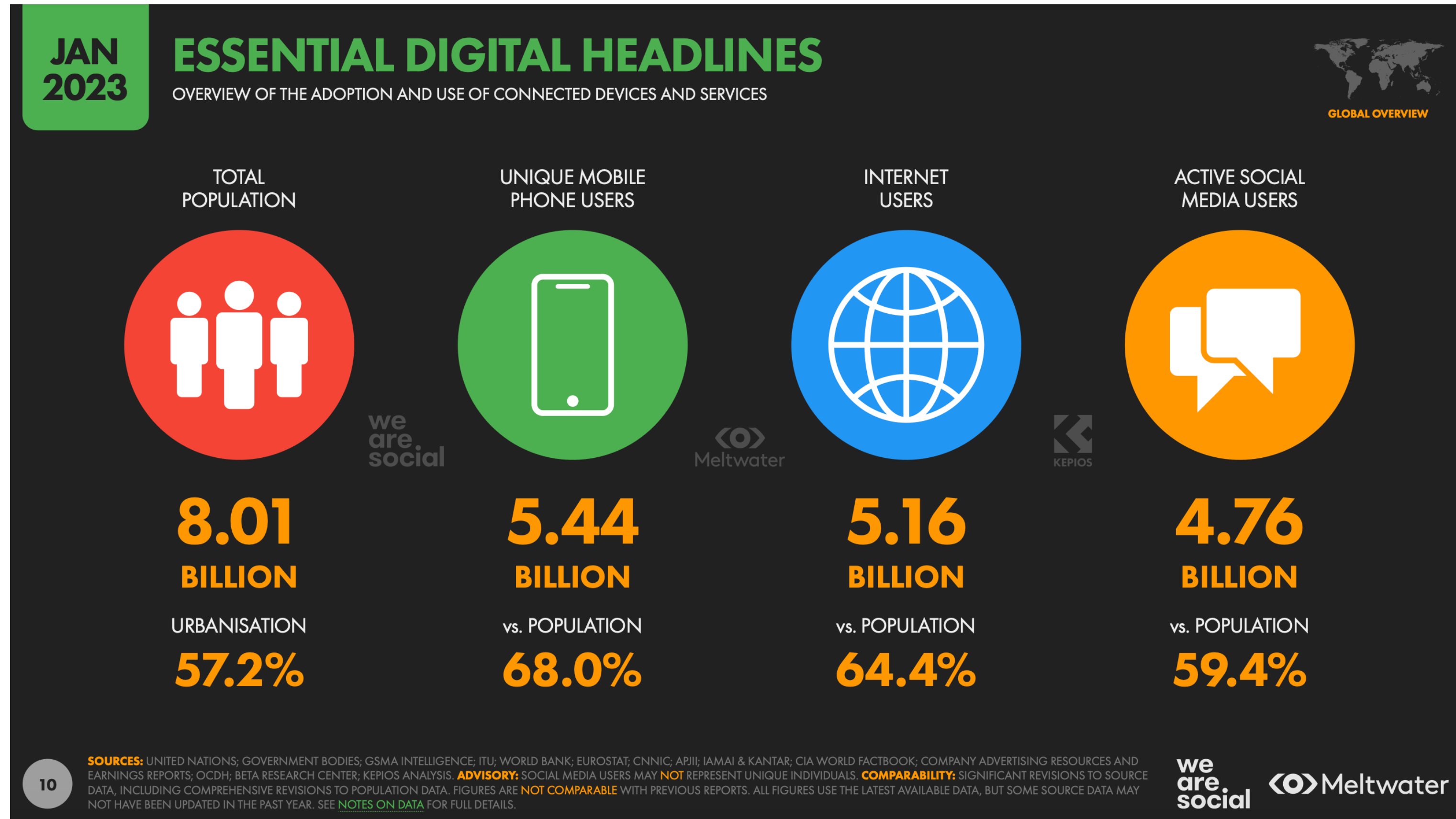
-Nedir bu sosyal medya ?

Sosyal medya, “insanlar tarafından iletiřimi kolaylařtırmak amacıyla yaratılan web tabanlı bilgi sunan, insanların birbiriyle hikayelerini ve deneyimlerini paylařtıkları temel sosyal etkileřim kaynaklarından biridir” (Wright ve Hinson, 2012: 144)

Sosyal medya, “kullanıcılarına karřılıklı paylařım imkânı saęlayan, kullanıcılarının kiřisel veya gruplar içinde medya içerięi oluřturmasına imkân veren dijital medya ve teknolojilerdir” (Erbařlar, 2013: 6)



Nedir bu sosyal medya ?



SOURCES: UNITED NATIONS; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; WORLD BANK; EUROSTAT; CNNIC; APJII; IAMAI & KANTAR; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SIGNIFICANT REVISIONS TO SOURCE DATA, INCLUDING COMPREHENSIVE REVISIONS TO POPULATION DATA. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE [NOTES ON DATA](#) FOR FULL DETAILS.



Nedir bu sosyal medya ?

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COUNTRIES WITH THE LARGEST POPULATIONS

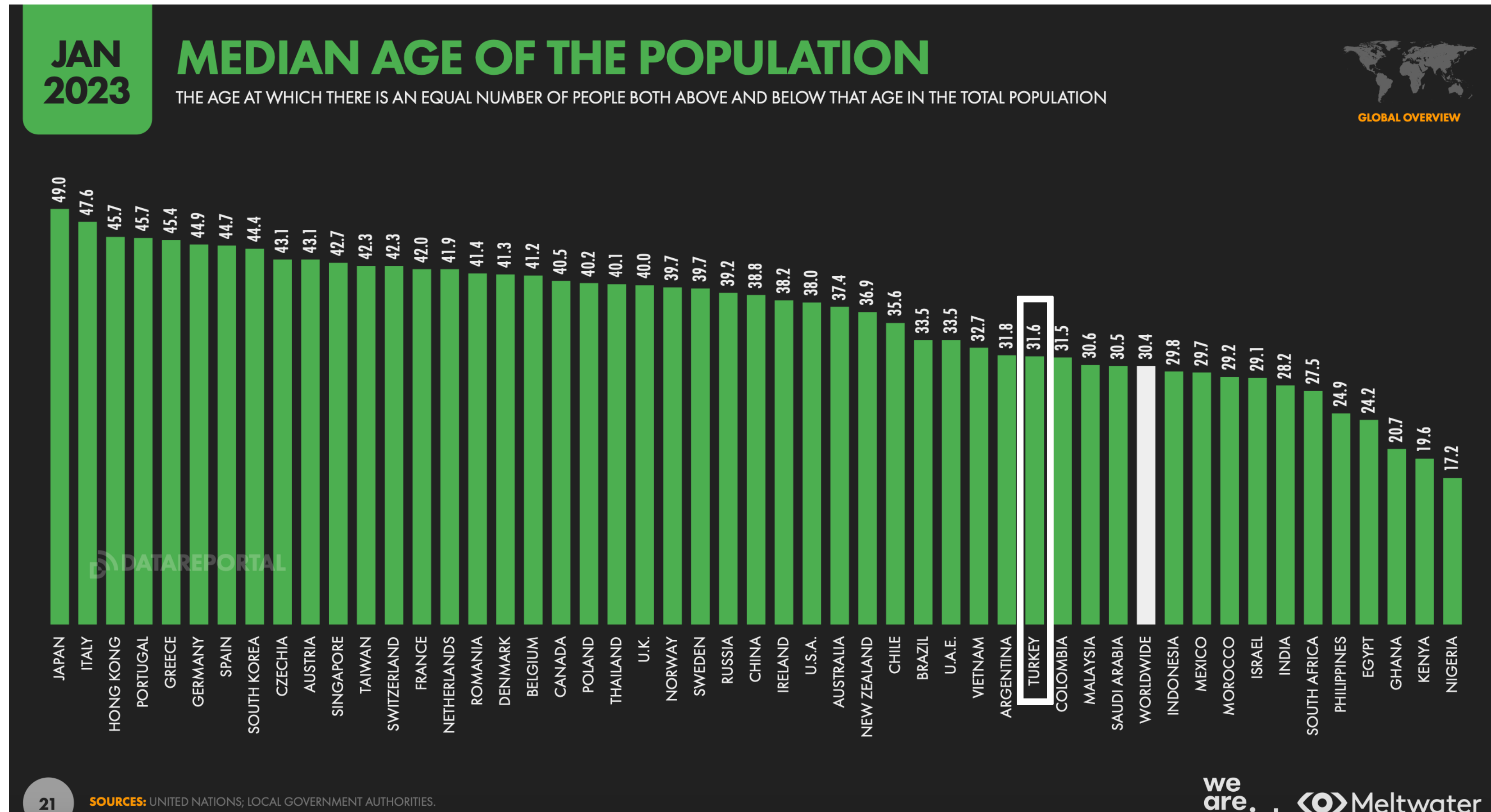
THE COUNTRIES AND TERRITORIES WITH THE LARGEST POPULATIONS



#	COUNTRY	POPULATION	▲YOY	vs. 🌐	#	COUNTRY	POPULATION	▲YOY	vs. 🌐
01	CHINA	1,425,849,000	-0.01%	17.8%	11	ETHIOPIA	124,937,000	+2.6%	1.6%
02	INDIA	1,422,027,000	+0.7%	17.8%	12	JAPAN	123,625,000	-0.5%	1.5%
03	UNITED STATES OF AMERICA	339,080,000	+0.5%	4.2%	13	PHILIPPINES	116,452,000	+1.6%	1.5%
04	INDONESIA	276,386,000	+0.6%	3.5%	14	EGYPT	111,847,000	+1.6%	1.4%
05	PAKISTAN	238,126,000	+2.0%	3.0%	15	DEM. REP. OF THE CONGO	100,607,000	+3.3%	1.3%
06	NIGERIA	221,154,000	+2.4%	2.8%	16	VIETNAM	98,531,000	+0.7%	1.2%
07	BRAZIL	215,802,000	+0.5%	2.7%	17	IRAN	88,844,000	+0.7%	1.1%
08	BANGLADESH	172,075,000	+1.0%	2.1%	18	TURKEY	85,591,000	+0.6%	1.1%
09	RUSSIAN FEDERATION	144,694,000	-0.03%	1.8%	19	GERMANY	83,313,000	-0.1%	1.0%
10	MEXICO	127,984,000	+0.8%	1.6%	20	THAILAND	71,754,000	+0.2%	0.9%



Nedir bu sosyal medya ?



Nedir bu sosyal medya ?

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DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES



GLOBAL OVERVIEW

TIME SPENT USING
THE INTERNET



6H 37M

YEAR-ON-YEAR CHANGE
-4.8% (-20 MINS)

GWI.

TIME SPENT WATCHING TELEVISION
(BROADCAST AND STREAMING)



3H 23M

YEAR-ON-YEAR CHANGE
+1.5% (+3 MINS)

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TIME SPENT USING
SOCIAL MEDIA



2H 31M

YEAR-ON-YEAR CHANGE
+2.0% (+3 MINS)

GWI.

TIME SPENT READING PRESS MEDIA
(ONLINE AND PHYSICAL PRINT)



2H 10M

YEAR-ON-YEAR CHANGE
+7.4% (+9 MINS)

TIME SPENT LISTENING TO
MUSIC STREAMING SERVICES



1H 38M

YEAR-ON-YEAR CHANGE
+5.4% (+5 MINS)

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TIME SPENT LISTENING
TO BROADCAST RADIO



0H 59M

YEAR-ON-YEAR CHANGE
-3.3% (-2 MINS)

GWI.

TIME SPENT LISTENING
TO PODCASTS



1H 02M

YEAR-ON-YEAR CHANGE
+12.7% (+7 MINS)

KEPIOS

TIME SPENT USING
A GAMES CONSOLE



1H 14M

YEAR-ON-YEAR CHANGE
+2.8% (+2 MINS)

26

SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTES:** CONSUMPTION OF DIFFERENT MEDIA MAY OCCUR CONCURRENTLY. TELEVISION INCLUDES BOTH LINEAR (BROADCAST AND CABLE) TELEVISION AND CONTENT DELIVERED VIA STREAMING AND VIDEO-ON-DEMAND SERVICES. PRESS INCLUDES BOTH ONLINE AND PHYSICAL PRINT MEDIA. BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO.

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MOST COMMON LANGUAGES FOR WEB CONTENT

SHARE OF WEB PAGES THAT FEATURE CONTENT IN EACH LANGUAGE, COMPARED WITH SHARE OF GLOBAL POPULATION THAT SPEAKS EACH LANGUAGE



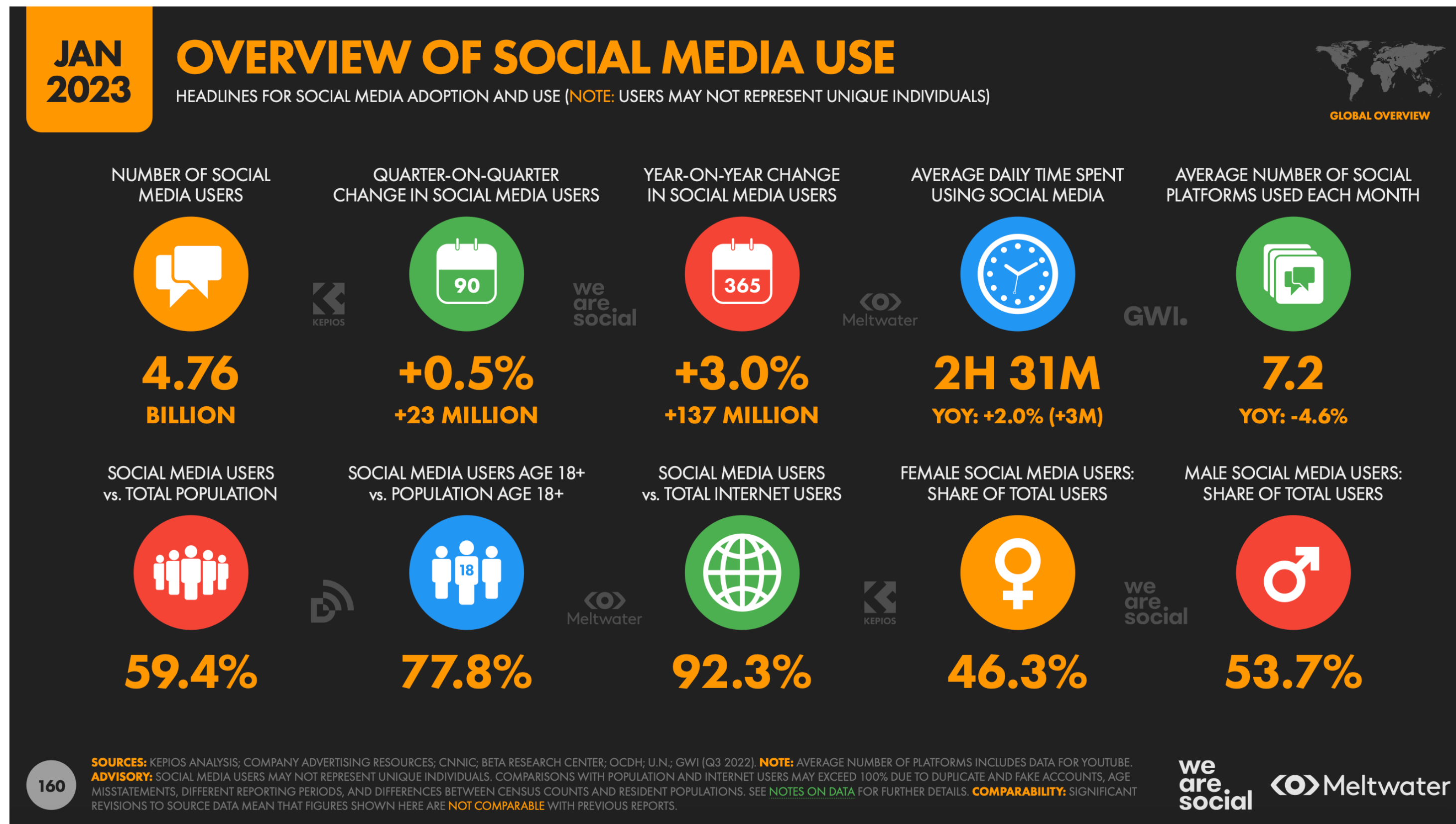
GLOBAL OVERVIEW

#	LANGUAGE	SHARE OF WEBSITES	SHARE OF POPULATION
01	ENGLISH	58.8%	18.1%
02	RUSSIAN	5.3%	3.2%
03	SPANISH	4.3%	6.8%
04	FRENCH	3.7%	3.4%
05	GERMAN	3.7%	1.7%
06	JAPANESE	3.0%	1.6%
07	TURKISH	2.8%	1.1%
08	PERSIAN	2.3%	1.0%
09	CHINESE	1.7%	18.7%
10	ITALIAN	1.6%	0.8%

#	LANGUAGE	SHARE OF WEBSITES	SHARE OF POPULATION
11	PORTUGUESE	1.5%	3.2%
12	VIETNAMESE	1.4%	1.1%
13	DUTCH, FLEMISH	1.2%	0.4%
14	POLISH	1.1%	0.5%
15	ARABIC	0.9%	4.9%
16	KOREAN	0.6%	1.0%
17	INDONESIAN	0.6%	2.5%
18	UKRAINIAN	0.6%	0.6%
19	CZECH	0.5%	0.1%
20	THAI	0.5%	0.8%



Nedir bu sosyal medya ?

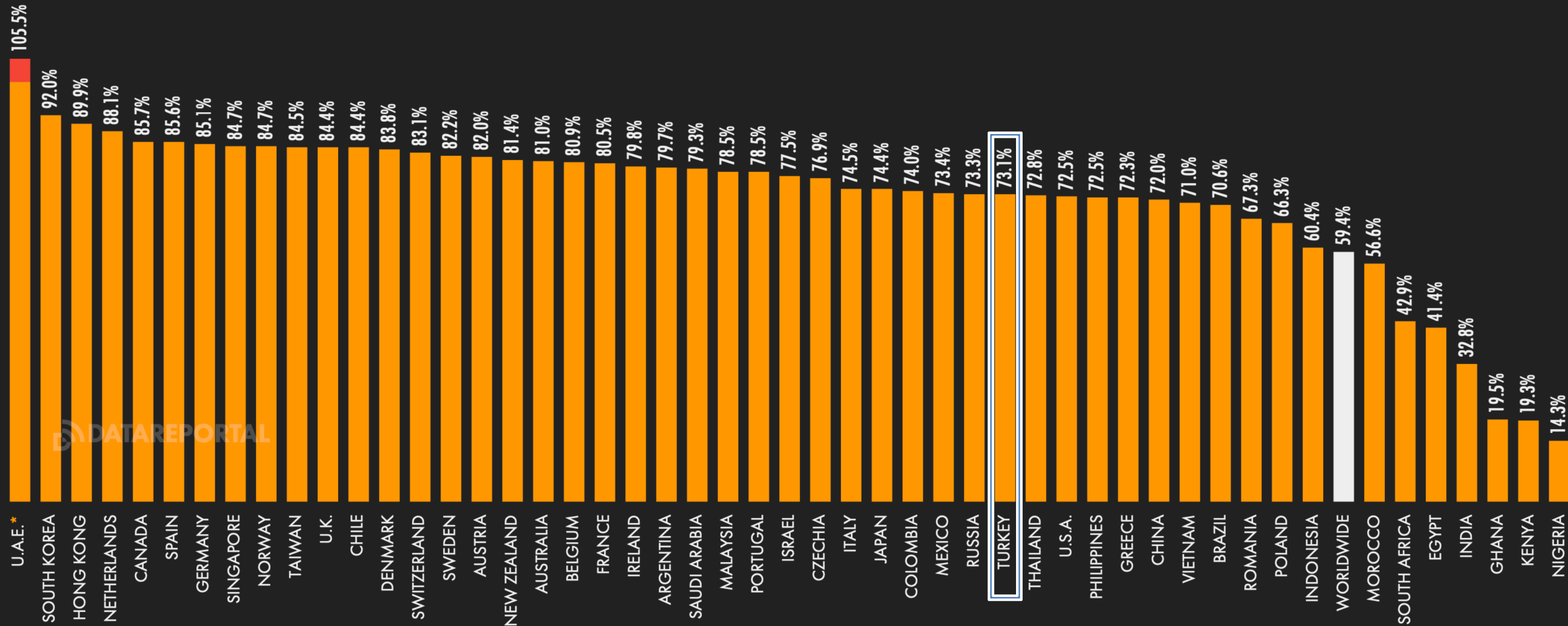


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SOCIAL MEDIA USERS vs. POPULATION

ACTIVE SOCIAL MEDIA USERS AS A PERCENTAGE OF TOTAL POPULATION (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



DATA REPORTAL



Nedir bu sosyal medya ?

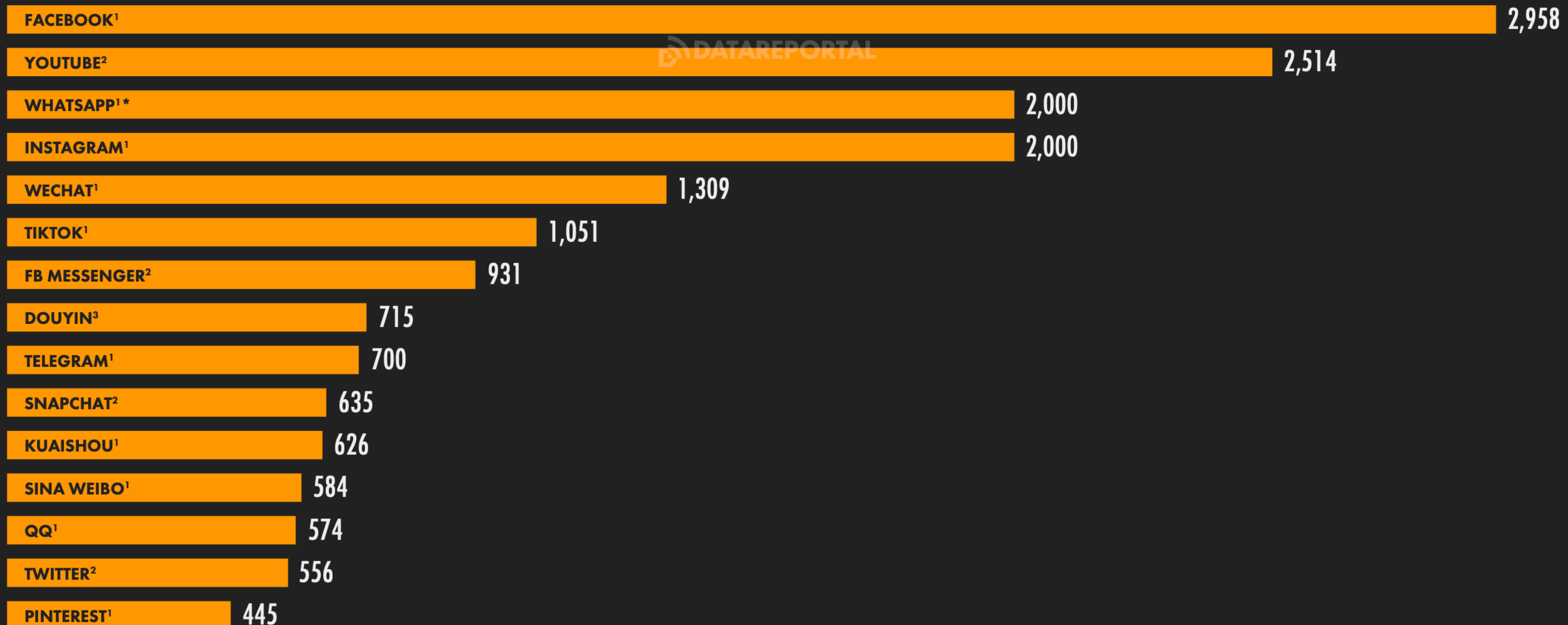
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THE WORLD'S MOST USED SOCIAL PLATFORMS

RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS)



GLOBAL OVERVIEW



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SOURCES: KEPIOS ANALYSIS OF (1) COMPANY ANNOUNCEMENTS OF MONTHLY ACTIVE USERS; (2) PLATFORMS' SELF-SERVICE ADVERTISING RESOURCES; (3) ANALYSYS.CN. **ADVISORY:** USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** PLATFORMS IDENTIFIED BY (*) HAVE NOT PUBLISHED UPDATED USER FIGURES IN THE PAST 12 MONTHS, SO FIGURES ARE LESS REPRESENTATIVE. BASE CHANGES AND METHODOLOGY CHANGES IN SOURCE DATA MEAN THAT FIGURES MAY NOT BE DIRECTLY COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS.

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FACEBOOK AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST FACEBOOK ADVERTISING AUDIENCES

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+	#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
01	INDIA	314,600,000	28.2%	11	PAKISTAN	37,300,000	23.0%
02	UNITED STATES OF AMERICA	175,000,000	60.9%	12	UNITED KINGDOM	34,400,000	59.8%
03	INDONESIA	119,900,000	55.4%	13	COLOMBIA	33,500,000	79.0%
04	BRAZIL	109,050,000	61.1%	14	TURKEY	32,800,000	48.0%
05	MEXICO	83,750,000	82.7%	15	FRANCE	30,400,000	55.0%
06	PHILIPPINES	80,300,000	93.5%	16	ITALY	27,950,000	52.9%
07	VIETNAM	66,200,000	83.4%	17	ARGENTINA	27,350,000	74.7%
08	THAILAND	48,100,000	77.1%	18	GERMANY	24,500,000	33.5%
09	BANGLADESH	43,250,000	32.3%	19	PERU	22,850,000	86.0%
10	EGYPT	42,000,000	52.8%	20	SOUTH AFRICA	22,150,000	48.9%

SOURCES: META'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. VALUES USE MIDPOINT OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.



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FACEBOOK'S TOP CITIES

URBAN AREAS WITH THE LARGEST FACEBOOK ADVERTISING AUDIENCES

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	CITY	CITY ONLY	CITY +40KM
01	DHAKA	14,800,000	20,550,000
02	DELHI	12,950,000	20,200,000
03	BANGKOK	10,450,000	15,800,000
04	HO CHI MINH CITY	9,900,000	15,750,000
05	LIMA	9,350,000	10,550,000
06	MEXICO CITY	9,250,000	16,650,000
07	CAIRO	8,900,000	15,350,000
08	KOLKATA	8,700,000	12,550,000
09	MUMBAI	8,450,000	12,700,000
10	SÃO PAULO	7,800,000	12,850,000

#	CITY	CITY ONLY	CITY +40KM
11	ISTANBUL	7,700,000	8,750,000
12	JAKARTA	7,600,000	16,100,000
13	KARACHI	7,400,000	8,350,000
14=	BOGOTÁ	6,500,000	7,500,000
14=	PHNOM PENH	6,500,000	7,700,000
16	BANGALORE	6,100,000	7,700,000
17	LAGOS	5,350,000	6,100,000
18	HANOI	5,300,000	10,400,000
19	BAGHDAD	5,000,000	5,350,000
20	CHENNAI	4,900,000	5,900,000



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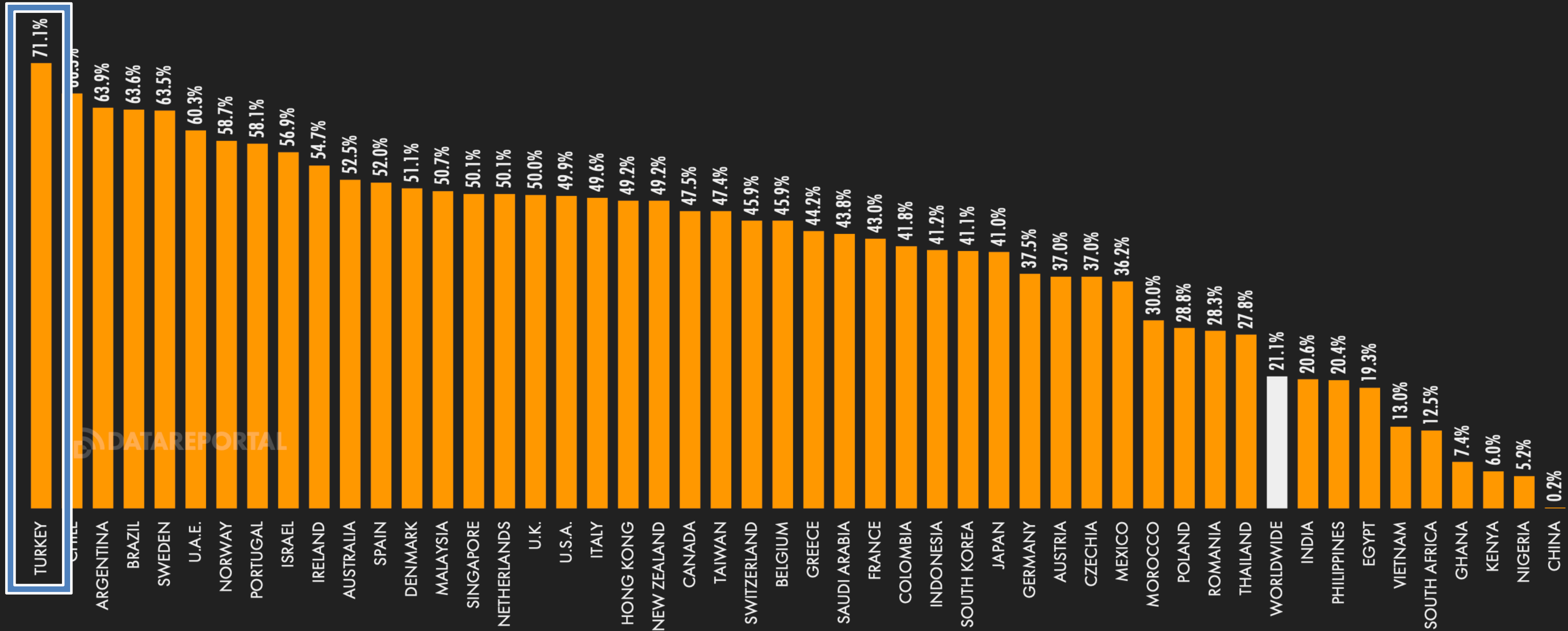
INSTAGRAM ADVERTISING: 'ELIGIBLE' REACH RATE

POTENTIAL REACH OF INSTAGRAM ADS COMPARED WITH POPULATION AGED 13+

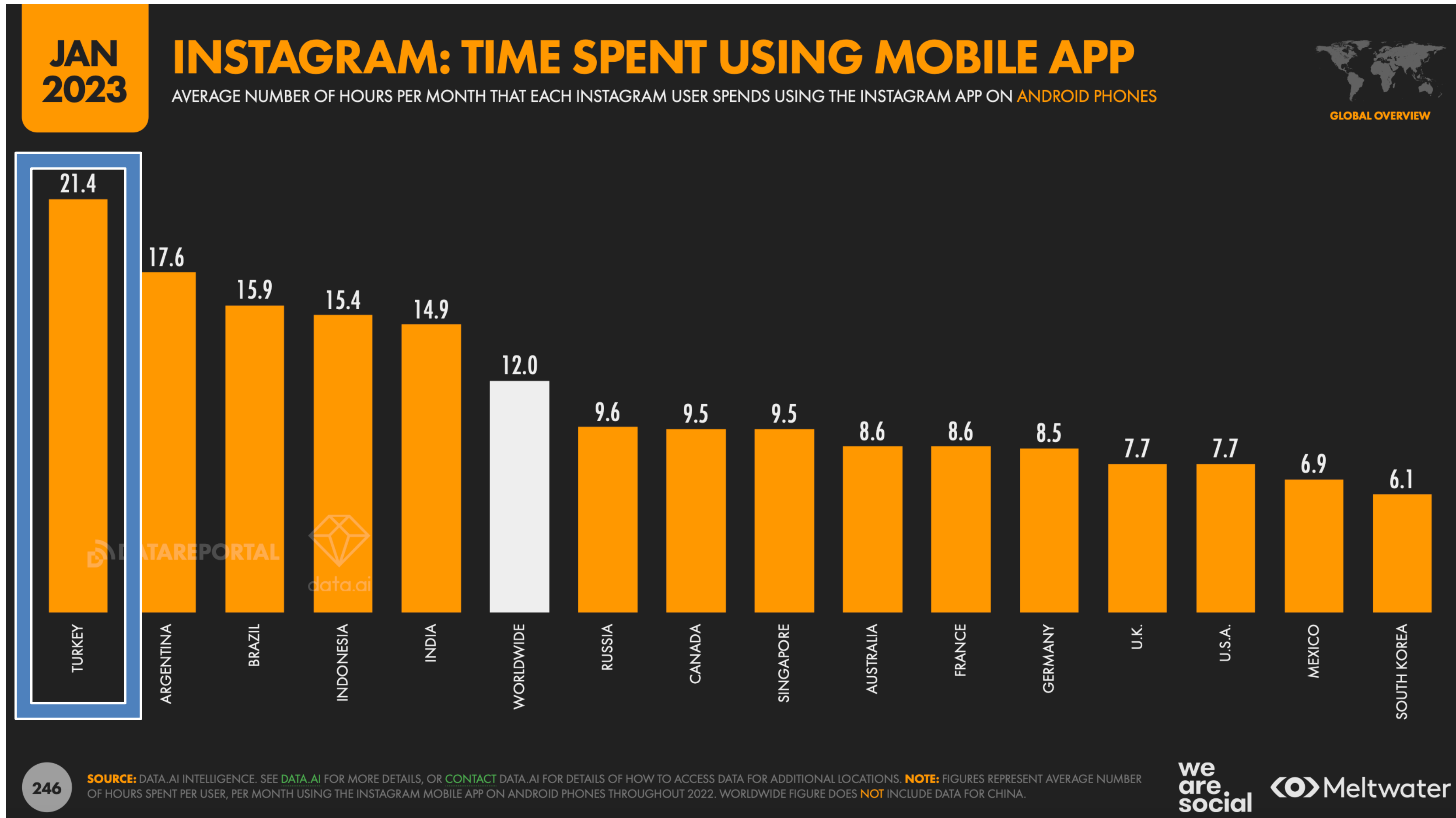
NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



Nedir bu sosyal medya ?



Nedir bu sosyal medya ?

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TIKTOK AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST TIKTOK ADVERTISING AUDIENCES AGED 18+

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	REACH AGE 18+	REACH 18+ vs. POP. 18+	#	LOCATION	REACH AGE 18+	REACH 18+ vs. POP. 18+
01	UNITED STATES OF AMERICA	113,250,500	42.7%	11	IRAQ	23,879,500	94.5%
02	INDONESIA	109,903,000	56.8%	12	EGYPT	23,729,500	34.3%
03	BRAZIL	82,207,000	50.4%	13	FRANCE	20,954,000	40.9%
04	MEXICO	57,516,000	63.6%	14	JAPAN	20,696,000	19.5%
05	RUSSIAN FEDERATION	54,864,000	47.9%	15	GERMANY	20,648,000	29.7%
06	VIETNAM	49,862,500	68.9%	16	COLOMBIA	20,114,000	52.1%
07	PHILIPPINES	43,428,500	58.2%	17	UNITED KINGDOM	19,658,500	36.7%
08	THAILAND	40,277,500	69.1%	18	MALAYSIA	19,302,500	77.7%
09	TURKEY	29,862,500	48.2%	19	ITALY	17,153,000	34.3%
10	SAUDI ARABIA	26,391,500	103.3%*	20	PERU	16,868,500	71.6%

SOURCES: TIKTOK'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** DOES NOT INCLUDE DOUYIN. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; RANKING BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. (*) VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.



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LINKEDIN AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST LINKEDIN ADVERTISING AUDIENCES

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	REACH vs. POP. 18+	#	LOCATION	TOTAL REACH	REACH vs. POP. 18+
01	UNITED STATES OF AMERICA	200,000,000	75.4%	10=	SPAIN	17,000,000	43.0%
02	INDIA	99,000,000	10.0%	12	GERMANY	15,000,000	21.6%
03	CHINA	60,000,000	5.3%	13	AUSTRALIA	14,000,000	67.9%
04	BRAZIL	59,000,000	36.2%	14=	PHILIPPINES	13,000,000	17.4%
05	UNITED KINGDOM	35,000,000	65.4%	14=	TURKEY	13,000,000	21.0%
06	FRANCE	26,000,000	50.7%	16	COLOMBIA	12,000,000	31.1%
07	INDONESIA	23,000,000	11.9%	17=	ARGENTINA	11,000,000	33.3%
08	CANADA	21,000,000	66.9%	17=	SOUTH AFRICA	11,000,000	27.5%
09	MEXICO	19,000,000	21.0%	19	NETHERLANDS	10,000,000	69.9%
10=	ITALY	17,000,000	34.0%	20	PAKISTAN	9,300,000	6.8%

Safari

NOTES: LINKEDIN'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. VALUES ARE BASED ON TOTAL REGISTERED MEMBERS, SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER

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TWITTER AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST TWITTER ADVERTISING AUDIENCES

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+	#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
01	UNITED STATES OF AMERICA	95,400,000	33.2%	11	GERMANY	14,100,000	19.3%
02	JAPAN	67,450,000	60.5%	12	FRANCE	13,700,000	24.8%
03	INDIA	27,250,000	2.4%	13	PHILIPPINES	11,800,000	13.7%
04	BRAZIL	24,300,000	13.6%	14	SPAIN	10,850,000	25.8%
05	INDONESIA	24,000,000	11.1%	15	CANADA	10,400,000	31.1%
06	UNITED KINGDOM	23,150,000	40.2%	16	SOUTH KOREA	9,800,000	20.9%
07	TURKEY	18,550,000	27.1%	17=	ARGENTINA	7,550,000	20.6%
08	MEXICO	17,200,000	17.0%	17=	NETHERLANDS	7,550,000	49.4%
09	SAUDI ARABIA	15,500,000	54.5%	19	CHINA	7,250,000	0.6%
10	THAILAND	14,600,000	23.4%	20	EGYPT	5,800,000	7.3%

SOURCES: TWITTER'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. VALUES USE MIDPOINT OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, ACCOUNTS THAT DO NOT REPRESENT HUMAN INDIVIDUALS (E.G. BUSINESSES, MUSIC BANDS, ETC.), DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.



Nedir bu sosyal medya ?

Paylaşım sıklığı nasıl olmalı ?



2 günde bir post veya reels
Günde 1 kere story

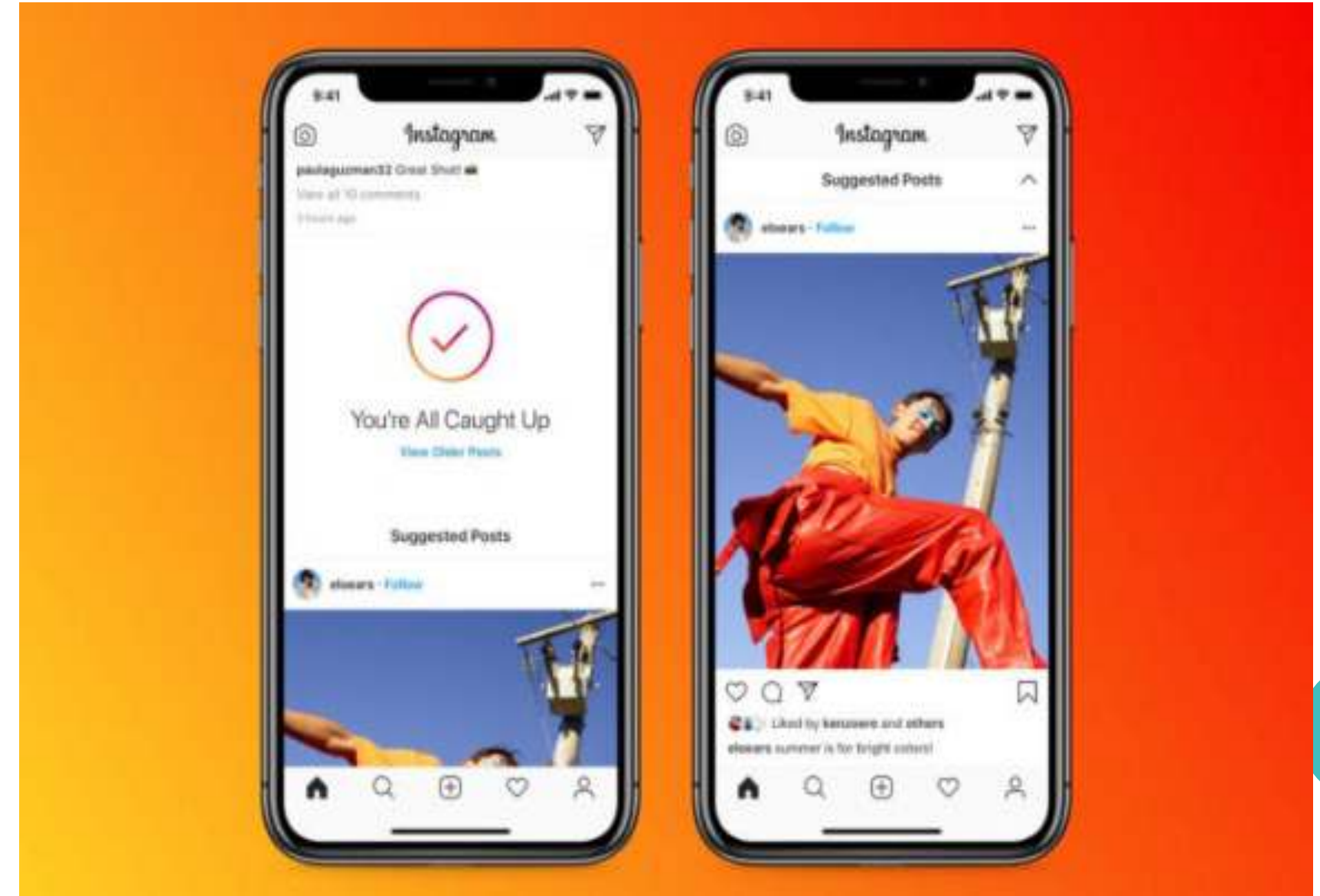
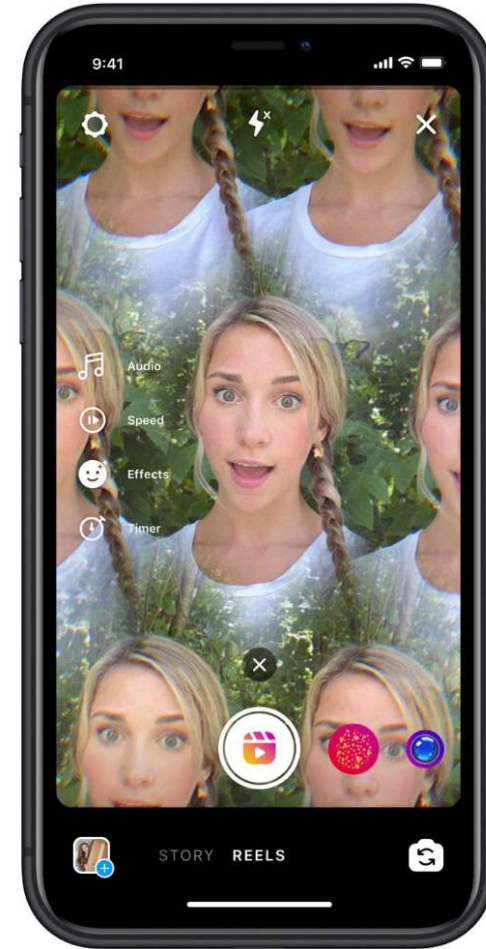


Nedir bu sosyal medya ?

- Story paylaşmak , reels ve post arasındaki farklar nelerdir ?



How it Works



Nedir bu sosyal medya ?

- Story paylaşmak , reels ve post arasındaki farklar nelerdir ?

Creating Reels

Select Reels at the bottom of the Instagram camera. You'll see a variety of creative editing tools on the left side of your screen to help create your reel, including:

- **Audio:** Search for a song from the Instagram music library. You can also use your own original audio by simply recording a reel with it. When you share a reel with original audio, your audio will be attributed to you, and if you have a public account, people can create reels with your audio by selecting "Use Audio" from your reel.
- **AR Effects:** Select one of the many effects in our effect gallery, created both by Instagram and creators all over the world, to record multiple clips with different effects.
- **Timer and Countdown:** Set the timer to record any of your clips hands-free. Once you press record, you'll see a 3-2-1 countdown, before recording begins for the amount of time you selected.
- **Align:** Line up objects from your previous clip before recording your next to help create seamless transitions for moments like outfit changes or adding new friends into your reel.
- **Speed:** Choose to speed up or slow down part of the video or audio you selected. This can help you stay on a beat or make slow motion videos.

All of our product features were designed with you in mind.



MESSENGER

Send messages, photos, and videos across Instagram and Facebook.



REELS

Create, share, and watch short videos with audio and effects.



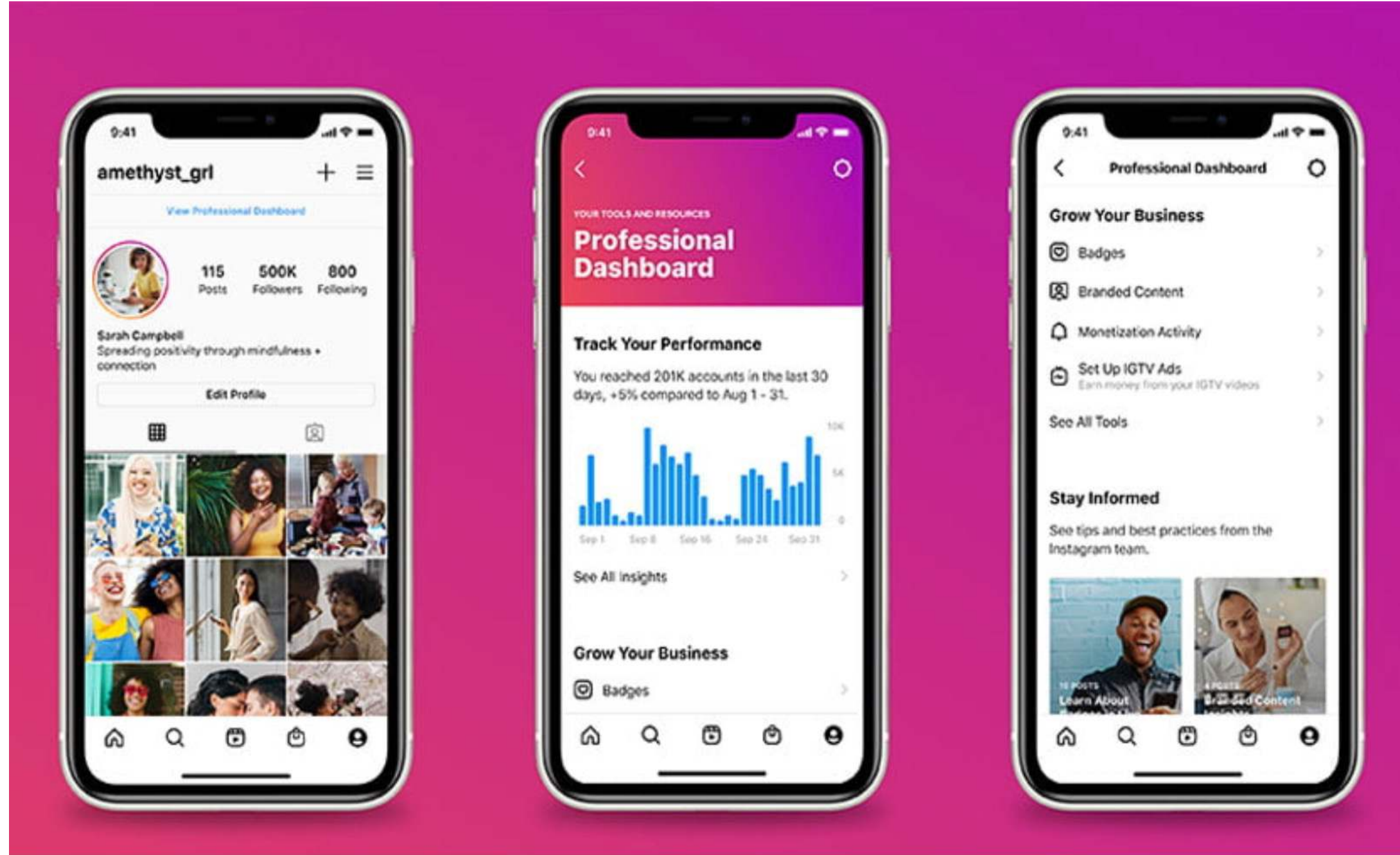
SHOPPING

Browse the latest trends from your favorite brands and creators.



Nedir bu sosyal medya ?

- Profesyonel pano nasıl yönetilir ?



Nedir bu sosyal medya ?

- Profesyonel pano nasıl yönetilir ?

