



ORCHARD  
INSIGHTS  
SOCIAL MEDIA

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2020

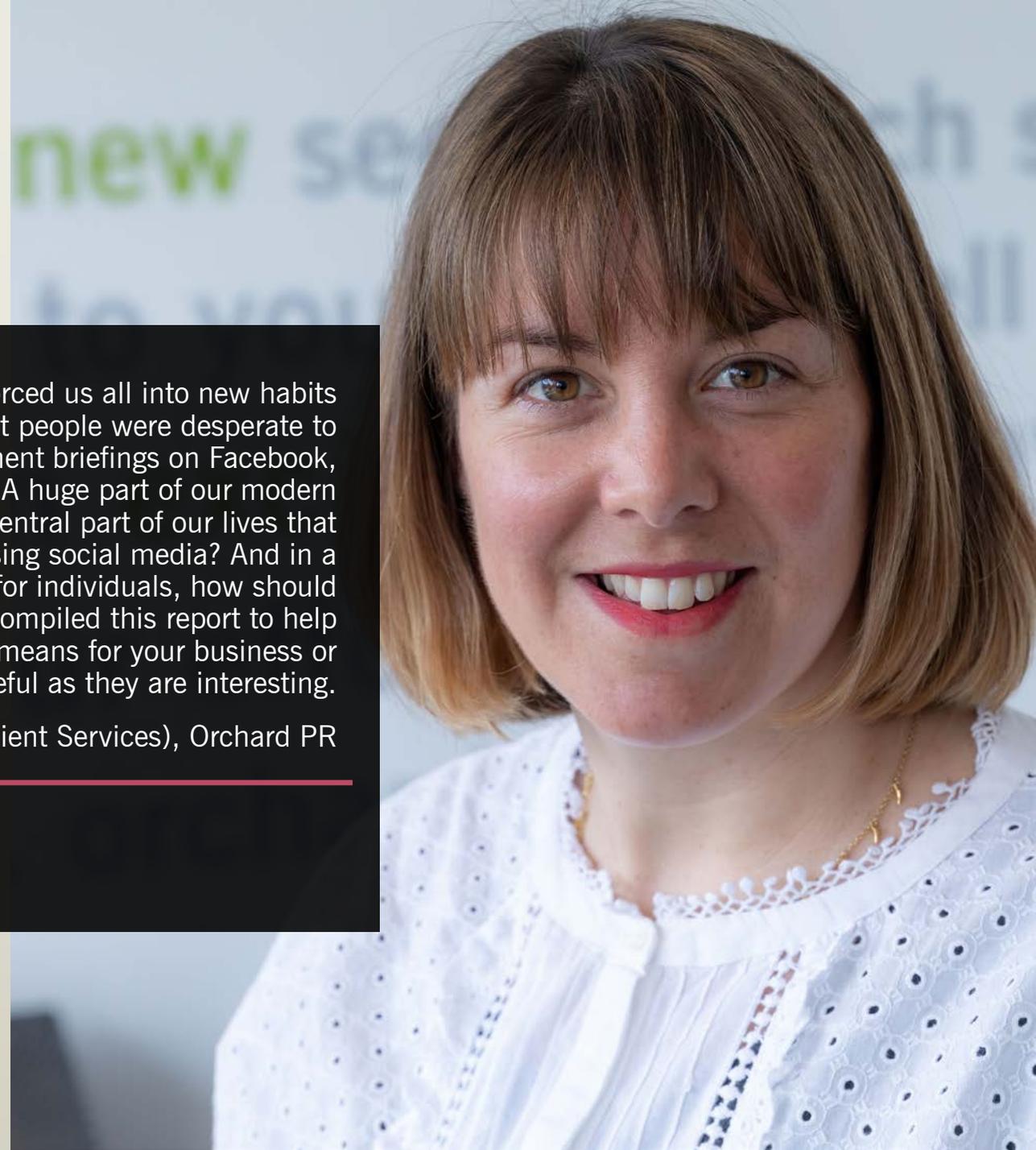
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2020 has been a year of behaviour change. COVID-19 forced us all into new habits and new ways of doing things. But the one constant was that people were desperate to communicate. Whether it was quizzes on Zoom or government briefings on Facebook, staying in touch felt more important than ever. A huge part of our modern communications toolkit is of course social media; it's a central part of our lives that many of us use daily. But how are the people of Guernsey using social media? And in a world where social media is as vital for businesses as it is for individuals, how should they be using their channels to reach customers? We've compiled this report to help you understand Guernsey's social media usage and what it means for your business or organisation – I hope you'll agree that the findings are as useful as they are interesting.

Brooke Kenyon, Managing Director (Client Services), Orchard PR

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# ORCHARD'S INSIGHTS

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YouTube is the most dominant platform so **create video content.**



**Use local influencers to engage islanders** and encourage them to shop local.



**Train employees** to give them knowledge and confidence when using LinkedIn.



Reach an **engaged broad audience** with Instagram.



Join TikTok to **reach the Gen-Z audience.**

# KEY STATISTICS

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**95%** use YouTube, making it the most-used platform.

**71%** are more likely to buy a product or service if they've seen a positive message or recommendation on social media. However, 81% don't feel they're currently influenced by local organisations or individuals on social media.

**69%** use LinkedIn but only 47% post on the platform.

**96%** of 16-34 year olds surveyed are using Instagram – but 81% of 35-64 year olds are using Instagram as well.

**26%** are on TikTok. According to Sensor Tower, in Q1 of 2020 there were 116 million new downloads of TikTok globally, that's a 58% increase from the previous quarter.



# VALUE OF VIDEO



*“Video is the future! People are busy and want to consume news quickly through familiar channels like Twitter, LinkedIn and YouTube. Local businesses are missing the opportunity to share their news in a visual way and create more engagement with their target audiences.”*

Mike Wilkins, Digital Content Director

**95% OF THOSE SURVEYED USE YOUTUBE, BUT 80% DON'T POST. A MISSED OPPORTUNITY FOR LOCAL BUSINESSES?**

# ISLAND INFLUENCE

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*“Our survey proves that people in Guernsey are ready to be influenced – so local businesses should make the most of this. Influencing isn’t new, word-of-mouth recommendations have always been valued by the business community, but social media has made it more immediate.*

*“People are more influenced by people they trust and as we live in a small community we can take advantage of this. Businesses should consider working with local influencers to increase their chances of reaching the right audience and encourage more people to shop local.”*



Dan Gallienne  
Account Director



**71%** of those we surveyed are likely to buy a product or service if they have seen a positive message or recommendation on social media.



However, **81%** don't feel influenced by local organisations or individuals on social media.

# LinkedIn LIMITS

69% of those we surveyed use LinkedIn.

47% post on the platform.



*“LinkedIn isn’t just a jobhunting website. It is a place to promote your expertise, knowledge and experience, and to win new business. You should be using it more! Training your employees will help them gain the knowledge and confidence to make the most of the platform and become brand ambassadors for your organisation.”*

Chris Chilton, Managing Director (Operations)

# Instagram FOR THE AGES

- **96%** of 16-34 year olds are using Instagram
- **81%** of 35-64 year olds are using Instagram

Instagram is often perceived as platform used by a young audience. Our survey found a staggering percentage of 16-34 year olds are using Instagram, we also found that the vast majority of Gen X and Baby Boomers are fans of the platform.

There is an opportunity to target a wide age range with this dynamic form of social media, which supports the use of both photo and video content.

**74%**

of respondents working within finance, IT and law industries reported they used Instagram at least once a day.



Brooke Kenyon –  
Managing Director  
(Client Services)

*“Instagram is no longer just reserved for millennials. We’re seeing constant growth in engagement from older generations as they embrace the platform’s presence and become more familiar with its concept. And as the original stomping ground of the social media influencer, Instagram’s promotional power should not be underestimated.”*



116m new downloads in the first quarter of 2020

Source: Sensor Tower

# TikTok

THE FUTURE IS COMING



Emily Chapman,  
Senior Account Executive

*“Based around short, entertaining videos meant to be shared with friends, TikTok is already attracting bigger audiences who are coming up with new creative ways to use the platform. Businesses absolutely should join to stay a step ahead and reach the Gen-Z audience.”*



TikTok - the video-sharing platform - is on the rise **globally** with Guernsey following suit.



TikTok was only launched in 2017 and has surged in popularity, recently reaching **2 billion downloads**.



The platform has seen a **significant increase** during the coronavirus pandemic with many turning to TikTok to keep themselves entertained during lockdown.

26%

Active on  
TikTok



Orchard delivers public relations  
campaigns with real impact in Guernsey,  
Jersey and the Isle of Man



Communications  
Strategy



Media  
Relations



Digital  
Content



Social Media



Communications  
Training



Issues  
Management

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CAN WE HELP YOU  
COMMUNICATE IN A  
CREATIVE, CLEAR, HONEST  
AND TRANSPARENT WAY?

Brooke Kenyon

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# ABOUT OUR SURVEY

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**What was the aim?** The Orchard Insights survey was created to gather the latest information on how people living in Guernsey are using social media to further our knowledge and understanding. Prior to our survey, there was no in-depth data on social media habits in Guernsey. From the results we can provide evidenced-based advice to our clients on how they can best reach their audience and create the most impact on their platforms.

**How was it carried out?** The survey was carried out through Microsoft Forms. Most of the questions were multiple choice but there were a mixture of open and closed questions. The survey was distributed through Orchard's social media channels and word of mouth. We achieved more than 200 responses.

**Who was our demographic?**

Any individual living in Guernsey over the age of 16.