

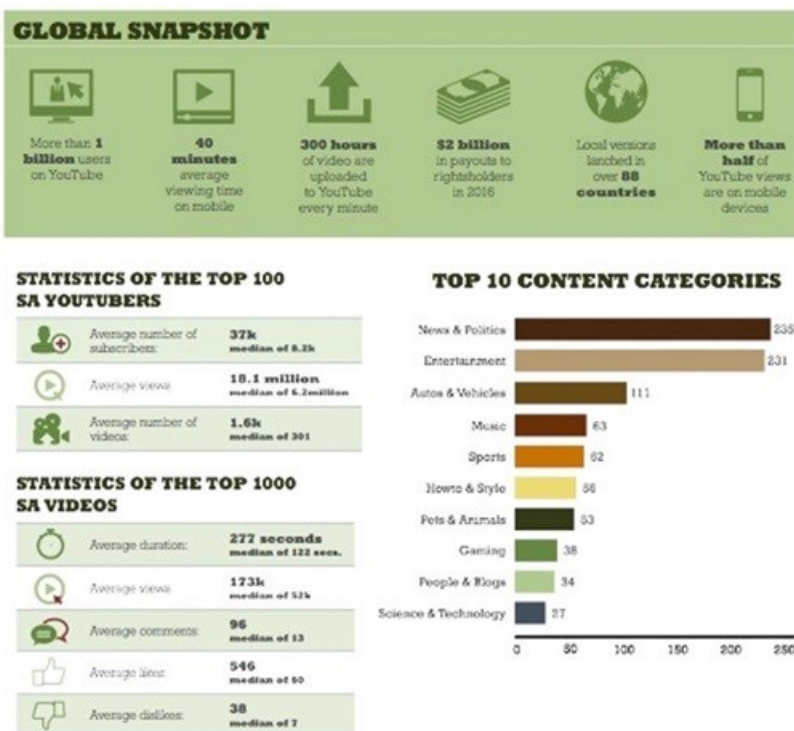
# 190: Mike Wronski on the top five social media platforms in SA

On Thursday, 22 September 2016, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding (@bizwazza) chatted to Mike Wronski (@mikewronski), director of Digital Flow, straight from presenting some of his research findings at the Social Medial Landscape Briefing 2016 in Cape Town and Johannesburg.

Mike discussed the top five platforms, how the research results and the latest announcements will impact brand social media planning for Facebook, LinkedIn, Twitter, Instagram and YouTube.

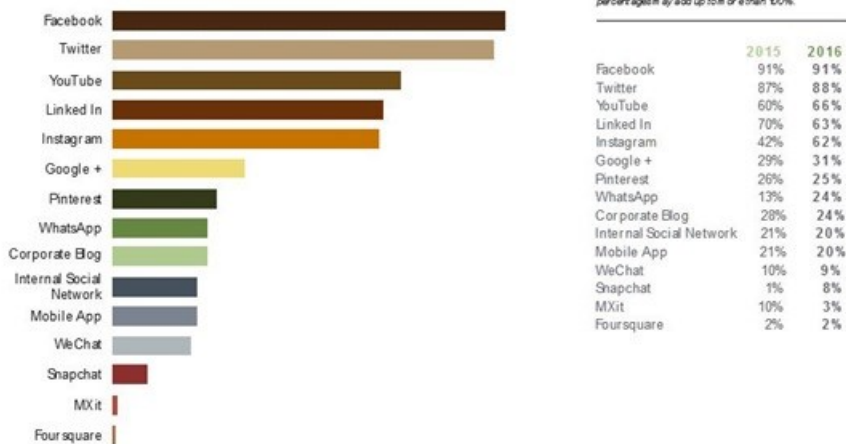
We spoke to Mike about:

- The research approach used to gather the data.
- We discuss the research findings, the numbers and the changes in each of the big five platforms
- We look at the new platforms on the scene – Snapchat, WeChat.
- We look at the way brands should be using the top platforms.
- We discuss the way users are engaging with brands now. How and what should brands be measuring.
- What are the current social media obstacles in SA for brands?
- We look at the importance of mobile and social in SA.
- Lastly we look ahead and Mike gives us his advice for effective social media use.



# Social in the biggest brands

## 3 What platforms is your company currently active on?



Episode 189: Mike Wronski on the top 5 Social Media platforms in SA.

Date: 22 September 2016 Length: 25:05min File size: 35MB Host: Warren Harding

The news roundup from [Bizcommunity](#):

- [September is Innovation Month on Bizcommunity.com](#)
- [#InnovationMonth: The global digital reach of Jellyfish](#)
- [The opportunities of "Siri" to brands](#)
- [#InnovationMonth: Social-TV spotlights stories that inspire hope](#)
- [Choosing an online reputation management tool](#)
- [Huffington Post, Media24 team up for HuffPost SA](#)

If you are interested in getting interviewed on Biz Takeouts, or want to suggest a show topic, email Warren Harding

([@bizwazza](#)) on [biztakeouts@bizcommunity.com](mailto:biztakeouts@bizcommunity.com).

Bizcommunity.com's **Biz Takeouts Marketing & Media Show** takes South Africa's biggest online marketing, media and ad industry platform to the airwaves and gives relevant, useful and interesting insights into all aspects of marketing in SA, Africa and beyond. Each week, the show features the movers and the shakers of the industry, current media trends, upcoming events and brand activities.



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