Social media usage statistics in Azerbaijan and implication for education

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Abstract. Social media marketing is a marketing strategy used in the education sector, tools and measures used by educational institutions to more effectively reach their potential and recruit them as students. This strategy, presence on social media platforms of educational institutions, shares according to the interests of the changes, projects and products, different channels of social media marketing can be used to increase the credibility of this strategy and help it.

Keywords: Social media marketing, platforms, marketing channels, education
In our country, social media platforms are one of the most effective marketing tools for educational institutions, which provide the necessary value and attention. It says platforms like Facebook, Instagram, Twitter, LinkedIn, YouTube and SnapChat for the widest expansion and use of these platforms, more in line with the purpose. Each of these social media platforms has its own characteristics and differences.

Facebook is one of the most widely used social media platforms and when used by an educational institution, it can greatly benefit the brand of the educational institution. Instagram is a perfect platform for visual marketing and educational institutions can share many images and videos on this platform. Twitter is one of the best platforms for an educational institution as it is designed to easily share and promote the information shared by the educational institution. LinkedIn is an ideal platform for educational institutions targeting students with work experience. YouTube is a perfect platform for educational institutions that when used by the educational institution on this platform, the educational institution can be better promoted. SnapChat is a popular platform among youth and educational institutions can organize many events on this platform.

By using social media marketing channels, educational institutions have the opportunity to connect directly with students, learn about their interests and desires, and better offer them educational services. This provides an easier and more convenient way for educational institutions to better connect with students. Educational institutions can develop different advertising campaigns using social media platforms and by sharing these campaigns on social media platforms, they create an opportunity to reach more potential students.

Social media statistics for Azerbaijan in 2023. According to statistics calculated until January of this year, there are 4.15 million social media users in Azerbaijan. This is about 40% of the country's population. But it should be noted that not all of these users are permanent, active users[2]. Also, according to the information provided by the advertising planning tools of the most popular social media platforms, it was found that there are 3.9 million users of social media platforms in Azerbaijan who are 18 years old and older, and this is equal to 51.9% of the population. 46.5% of
the total internet users used at least one social media platform. Distribution of users by gender: 37.3% are women, 62.7% are men. Since we are looking at general statistics, we can now look at the statistics of the use of social media platforms separately.

Facebook statistics in Azerbaijan in 2023. According to the data mentioned in Meta's [1] advertising tools, Facebook has 1.5 million users in Azerbaijan in 2023. Facebook user population in Azerbaijan. Meta's own data shows that between 2022 and 2023, there was a 100,000 decrease (6.3%) in the number of users seeing shared ads.

In addition, it was recorded that there was a fifty thousand decrease (3.2%) in the number of users targeted by Facebook advertising accounts. This year, Facebook ads in Azerbaijan made up 14.4% of the total population.

But Facebook restricts the use of the platform to people 13 years and older, so only 18% of the eligible population in the country can use the platform. 18.6% of the total internet users are Facebook users. At the beginning of 2023, 32.9% of the Facebook advertising population in Azerbaijan consists of women and 67.1% of men [2]. Our statistics show that Facebook is already responding to the interests of fewer users.

Instagram users in Azerbaijan in 2023. Figures published in Meta's advertising tools show that in 2023, Instagram will have 3.25 million users in Azerbaijan. The company's recently revised figures suggest that Instagram's advertising coverage in Azerbaijan was equal to 31.3 percent of the total population at the beginning of the year. Since this platform also has an age limit, 39.1 percent of the eligible audience uses Instagram [3]. The advertising coverage of Instagram in Azerbaijan is equal to 36.4% of the local internet user base (regardless of age).

Instagram user growth in Azerbaijan. According to the mentioned data, between 2022 and 2023, Instagram's potential advertising circle in Azerbaijan decreased by 800 thousand (19.8%). The advertising audience decreased by 350,000 (9.7%) [4].

Facebook. Messenger user in Azerbaijan in 2023. In the data published in Meta-resources, there is information that at the beginning of 2023, ads on Facebook Messenger are
advertised for 606.7 minutes in Azerbaijan. at the beginning it was equal to 5.8 percent of the total population.

Facebook restricts the use of the Messenger platform to people aged 13 and over, so it should be noted that in 2023, ads reached 7.3 percent of Facebook Messenger's "eligible" audience in Azerbaijan. For additional context, it should be noted that Facebook Messenger's advertising usage in Azerbaijan is in addition to 6.8 percent (depending on age) of local internet usage. By the beginning of 2023, women accounted for 32.2 percent of Facebook Messenger's advertising audience in Azerbaijan, and men, who increased to 67.8 percent.

The growth of Facebook Messenger users in Azerbaijan. Information published in Meta's [1] planning tools shows that the potential advertising circle of Facebook in Azerbaijan decreased by 41 thousand (~6.4 percent) between 2022 and 2023. It is rapidly developing quarterly that from October 2022 to January 2023, the size of the Facebook Messenger-Azerbaijan advertising audience decreased by 19 thousand (~3.0 percent).

LinkedIn users in Azerbaijan in 2023. Figures published in LinkedIn's advertising resources show that at the beginning of 2023, LinkedIn has 670,000 members in Azerbaijan [5]. Note, however, that LinkedIn's advertising tools publish audience reach data based on total registered members, rather than monthly active users, which is the basis of ad reach figures published by most other social media platforms. The company's ad reach figures show that at the beginning of 2023, LinkedIn's audience in Azerbaijan was equal to 6.5 percent of the total population. LinkedIn limits the use of its platform to people aged 18 and over, so it is useful to know that in 2023, 8.9 percent of the "eligible" audience in Azerbaijan uses LinkedIn.

For additional context, it should be noted that LinkedIn advertising in Azerbaijan was equal to 7.5 percent of local Internet resources (depending on age) at the beginning of the year. At the beginning of 2023, women made up 37.1 percent of LinkedIn's advertising audience in Azerbaijan, and men, who increased to 62.9 percent.

LinkedIn user growth in Azerbaijan. LinkedIn's potential
advertising circle in Azerbaijan has increased by 120 thousand (+21.8 percent). It is rapidly developing quarterly that from October 2022 to January 2023, the volume of LinkedIn's advertising audience in Azerbaijan increased by 30 thousand (+4.7 percent).

At the beginning of 2023, the company's own data showed that 33.4 percent of Twitter's advertising audience in Azerbaijan were women, and 66.6 percent were men. However, it's important to note that Twitter determines the gender of its users by analyzing signals such as the name users enter in their profile and their broader activity on the platform.

Twitter users in Azerbaijan in 2023. Figures published in Twitter's advertising resources show that at the beginning of 2023, Twitter had 304.5 thousand users in Azerbaijan. This figure means that Twitter's advertising coverage in Azerbaijan was equal to 2.9 percent of the total population at that time. It should also be noted that Twitter restricts the use of its platform to people aged 13 and over, so these figures show that 3.7 percent of the "eligible" audience in Azerbaijan uses Twitter in 2023. For additional context, let's note that Twitter's advertising coverage in Azerbaijan was equal to 3.4 percent of the local internet user base (regardless of age) at the beginning of the year[1-5].

At the beginning of 2023, the company's own data showed that 33.4 percent of Twitter's advertising audience in Azerbaijan were women, and 66.6 percent were men. However, it's important to note that Twitter determines the gender of its users by analyzing signals such as the name users enter in their profile and their broader activity on the platform.

This contrasts with the gender information offered in the advertising tools of platforms such as Facebook, which is based on the gender that users enter in their profiles. Moreover, our analysis suggests that Twitter's results may not be as reliable in determining the gender of users, especially in countries where the English language is not dominant. For example, consumer research results published by GWI often present a completely different picture of Twitter usage by gender than Twitter's own audience data. But the obvious biases often seen in Twitter's estimated gender data largely account for differences in Twitter's active user data.
(eg, businesses, animals, musicians, etc.). Especially since Twitter doesn't currently separate these accounts from "real" people like Facebook and Instagram do. Regardless of the reasons for these anomalies, caution is advised when analyzing or interpreting Twitter's reported gender usage figures.

Growth of Twitter users in Azerbaijan. The data published in Twitter's own advertising planning tools show that between the beginning of 2022 and the beginning of 2023, Twitter's potential advertising coverage in Azerbaijan increased by 92 thousand (+43.6 percent). At the same time, the same data shows that from October 2022 to January 2023, the number of users in Azerbaijan with whom marketers could communicate with advertisements on Twitter increased by 11 thousand (+3.7 percent). From our general analysis across the country, it can be seen that the number of users of LinkedIn and Twitter continues to grow. Facebook platform has seen a sharp decrease. Instagram has also seen a decrease. Nevertheless, this platform is very good at keeping the crowd in its hands with the innovations made. Currently, as we know, Tiktok is the platform with the widest and youngest audience. But educational institutions hardly use this platform. Therefore, there is no need for statistical information about this platform.

After looking at the general statistics, let's take a look at the Social media accounts of educational institutions in the country. The observed statistics were recorded based on the official accounts of the institutions. Of course, it is impossible to say that they are completely accurate. Because the numbers are constantly changing. But as a result of the statistics we obtained, we see that there are differences between the activities on the social media accounts of the institutions. Naturally, these differences correspond to the students' it will create differences in trust in enterprises, as well as in the prestige of enterprises in social media accounts.

Statistics show that universities use platforms like Facebook and Instagram more. The reason for this, as we know, is that a large part of the user population exists on these platforms. But if we pay attention, we will see that a number of universities are aware of the increase in the number of
users on other platforms. Therefore, those platforms are also actively used.

References:

[1] www.meta.com