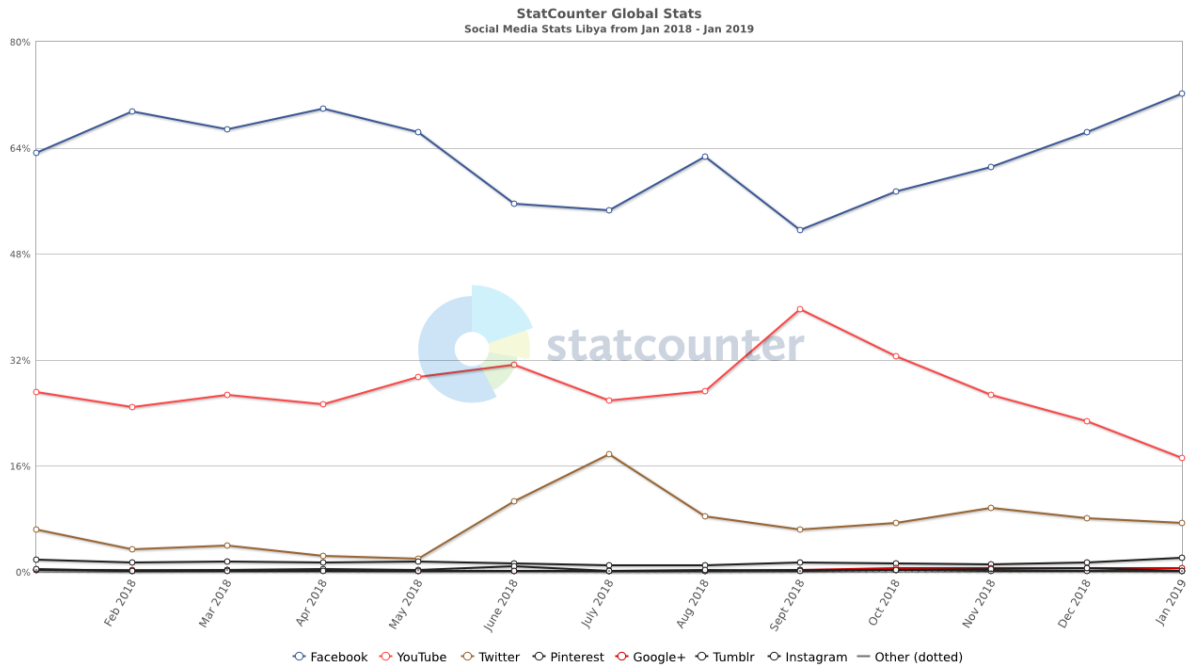
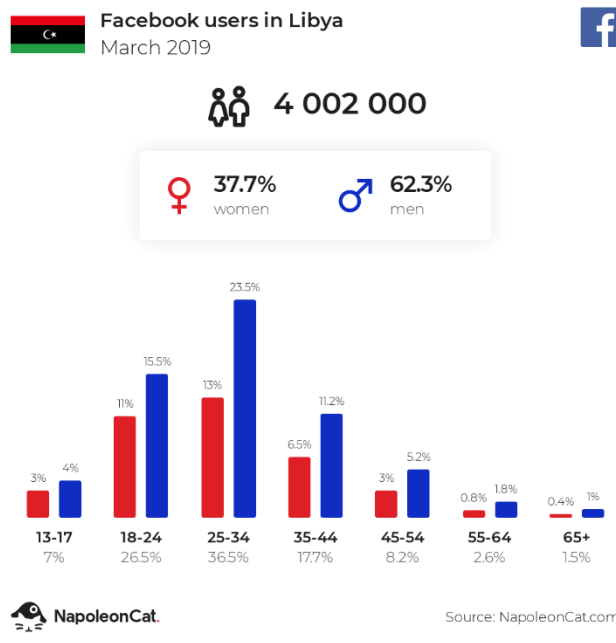


General Characteristics of the Libyan Social Media Landscape

The largest numbers of Libyan active social media users are found on Facebook, Youtube and Twitter respectively. By the end of January 2019, 72% of Libyan Social Media users used Facebook¹. Meanwhile, Youtube ranked second with 17% followed by Twitter at 7% of the total Libyan internet users.



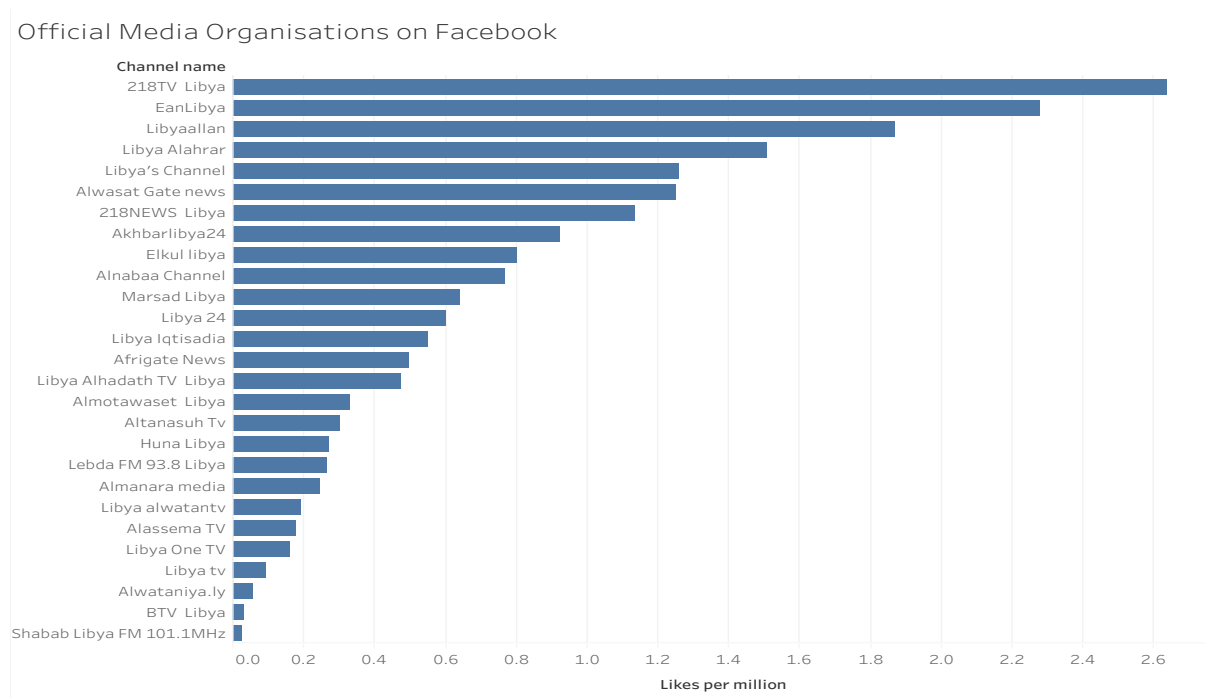
By March 2019, there were 4 002 000 Facebook users in Libya, which accounted for 61.1% of its entire population. Most of them were men (62.3%) and the largest user group people aged 25 to 34 (1 460 000).²



¹ <http://gs.statcounter.com/social-media-stats/all/libya/#monthly-201801-201901>

² <https://napoleoncat.com/stats/facebook-users-in-libya/2019/03>

Despite the perceived bias of many media outlets, media pages on Facebook have the largest number of followers and Likes when compared to government, militia and fan pages. In the Libyan context, professionally managed and verified pages of public and political figures are rare. The below figure illustrates the biggest Facebook pages based on the number of Likes.



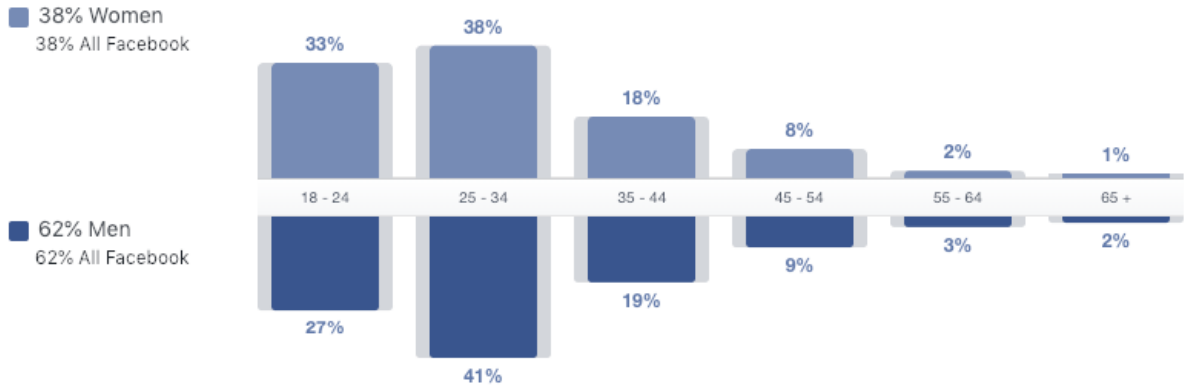
Libyans use social media (SM) primarily for communication, socialization, transactional business and most importantly entertainment. In areas where internet access is available, social media would be used as a source of news. Otherwise, radio seems to be the primary source of information.³ We found that conversations and debates about politics occur on private groups, but rarely appear on public pages. Due to ethical considerations, monitoring private groups has been excluded from DRI's monitoring of SM in Libya.

Demographics of Libyans on Facebook

According to Facebook internal calculations⁴ there is an estimate of 4 million facebook out users out of Libya's 6.5 million population, based on audience insights. They estimate the number of women using facebook to be around 1.5 million users. While the number of men using Facebook accounts for at least 2.5 million Facebook users.

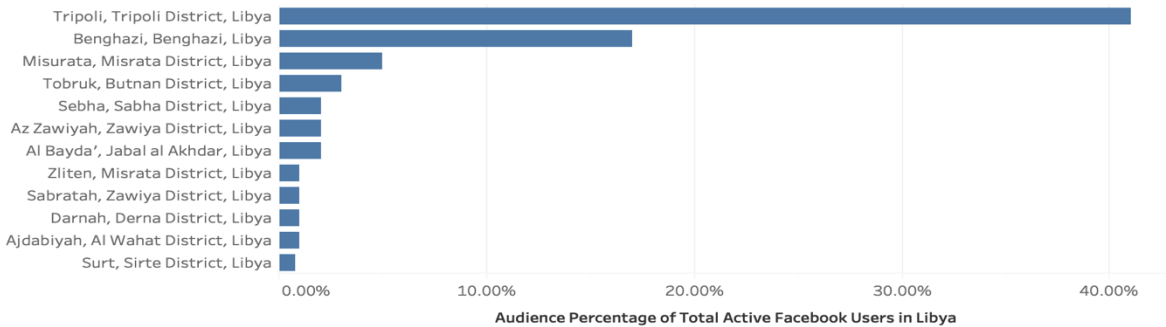
³ Based on a focus group discussion conducted by DRI in December 2018.

⁴ <https://www.facebook.com/business/insights/tools/audience-insights>



According to estimates extracted from Facebook’s Audience insight tools, most Facebook users in Libya are found in the major cities like Tripoli (41%), Benghazi (17%), Misrata (5%).

Top Towns and Cities Accessing Facebook in Libya



Towns/Cities	Selected Audience
Tripoli, Tripoli District, Libya	41%
Benghazi, Benghazi, Libya	17%
Misurata, Misrata District, Libya	5%
Tobruk, Butnan District, Libya	3%
Sebha, Sabha District, Libya	2%
Al Bayda', Jabal al Akhdar, Libya	2%
Az Zawiyah, Zawiya District, Libya	2%
Ajdabiyah, Al Wahat District, Libya	1%
Zliten, Misrata District, Libya	1%
Sabratah, Zawiya District, Libya	1%
Darnah, Derna District, Libya	1%

Surt, Sirte District, Libya	0.8%
Al Jamil, Nuqat al Khams, Libya	0.7%
Al Marj, Marj District, Libya	0.7%
Al Khums, Murqub District, Libya	0.6%
El Ajelat, Nuqat al Khams, Libya	0.6%
Surman, Zawiya District, Libya	0.6%
Zawia, Zawiya District, Libya	0.6%
Ain Mara, Derna District, Libya	0.5%
Al Fawatir, Misrata District, Libya	0.5%
Bayda, Jabal al Akhdar, Libya	0.5%
El Beida, Jabal al Akhdar, Libya	0.5%
Gharyan, Jabal al Gharbi District, Libya	0.5%
Ain Zara, Tripoli District, Libya	0.4%
Al Jadid, Sabha District, Libya	0.4%
Bani Walid, Misrata District, Libya	0.4%
Oea, Tripoli District, Libya	0.4%
Tarhuna, Murqub District, Libya	0.4%
Al Burayqah, Al Wahat District, Libya	0.3%
Al Jawf, Kufra District, Libya	0.3%
Az Zintan, Jabal al Gharbi District, Libya	0.3%
Baracca, Marj District, Libya	0.3%
Gasr Garabúlli, Tripoli District, Libya	0.3%
Khoms, Murqub District, Libya	0.3%
Qasr Bin Ghashir, Jafara, Libya	0.3%
Suani Ben Adem, Tripoli District, Libya	0.3%
Suq al Khamis, Murqub District, Libya	0.3%
Zuwarah, Nuqat al Khams, Libya	0.3%
Abu `Isa, Zawiya District, Libya	0.2%
Ajdabiya, Al Wahat District, Libya	0.2%
Al Bakki, Murzuq District, Libya	0.2%
Al Maqrún, Benghazi, Libya	0.2%
Al Mutrad, Zawiya District, Libya	0.2%

Asábaa, Jabal al Gharbi District, Libya	0.2%
As Sabiriyah, Zawiya District, Libya	0.2%
El Magrun, Benghazi, Libya	0.2%
El-Meláchi, Murzuq District, Libya	0.2%
Garian, Jabal al Gharbi District, Libya	0.2%
Jalu, Al Wahat District, Libya	0.2%
Marzuq, Murzuq District, Libya	0.2%
Masallatah, Murqub District, Libya	0.2%
Qasr Sirt, Sirte District, Libya	0.2%
Sirte, Sirte District, Libya	0.2%
Tarhunah, Murqub District, Libya	0.2%
Zueitina, Al Wahat District, Libya	0.2%
Al Abyar, Marj District, Libya	0.1%
Al `Ajaylat, Nuqat al Khams, Libya	0.1%
Al `Aziziyah, Jafara, Libya	0.1%
Al Hurshah, Zawiya District, Libya	0.1%
Al Kufrah, Kufra District, Libya	0.1%
Ar Rujban, Jabal al Gharbi District, Libya	0.1%
Asbi`ah, Jafara, Libya	0.1%
At Tuwaybiyah, Zawiya District, Libya	0.1%
Awjilah, Al Wahat District, Libya	0.1%
Awlad `Isa, Jabal al Gharbi District, Libya	0.1%
Az Zahra', Zawiya District, Libya	0.1%
Baldat ad Duwayb, Jabal al Gharbi District, Libya	0.1%
Beni Ulid, Misrata District, Libya	0.1%
Bin Ghashir, Jafara, Libya	0.1%
Bin Jawwad, Sirte District, Libya	0.1%
Birak, Wadi al Shatii District, Libya	0.1%
Bir Ghnem, Zawiya District, Libya	0.1%
El-Bráhma, Jabal al Gharbi District, Libya	0.1%
El-Hélma, Misrata District, Libya	0.1%
El Merj, Marj District, Libya	0.1%

Farzughan, Marj District, Libya	0.1%
Gmàta, Murqub District, Libya	0.1%
Gubba, Derna District, Libya	0.1%
Hun, Jufra District, Libya	0.1%
Jarmah, Wadi al Hayaa District, Libya	0.1%
Madirat al Abyar, Marj District, Libya	0.1%
Nalut, Nalut District, Libya	0.1%
Qabilat Awlad Abu Suhayyirah, Zawiya District, Libya	0.1%
Qasr Bani Walid, Misrata District, Libya	0.1%
Ra's Lanuf, Sirte District, Libya	0.1%
Regdalin, Nuqat al Khams, Libya	0.1%
Riqdalin, Nuqat al Khams, Libya	0.1%
Sert, Sirte District, Libya	0.1%
Shahhat, Jabal al Akhdar, Libya	0.1%
Sirt, Sirte District, Libya	0.1%
Suluq, Benghazi, Libya	0.1%
Tajura', Tripoli District, Libya	0.1%
Tócra, Marj District, Libya	0.1%
Tokrah, Marj District, Libya	0.1%
Traghen, Murzuq District, Libya	0.1%
Ubari, Wadi al Hayaa District, Libya	0.1%
Zaltan, Nuqat al Khams, Libya	0.1%
Zella, Jufra District, Libya	0.1%
Zillah, Jufra District, Libya	0.1%
Zuára, Nuqat al Khams, Libya	0.1%