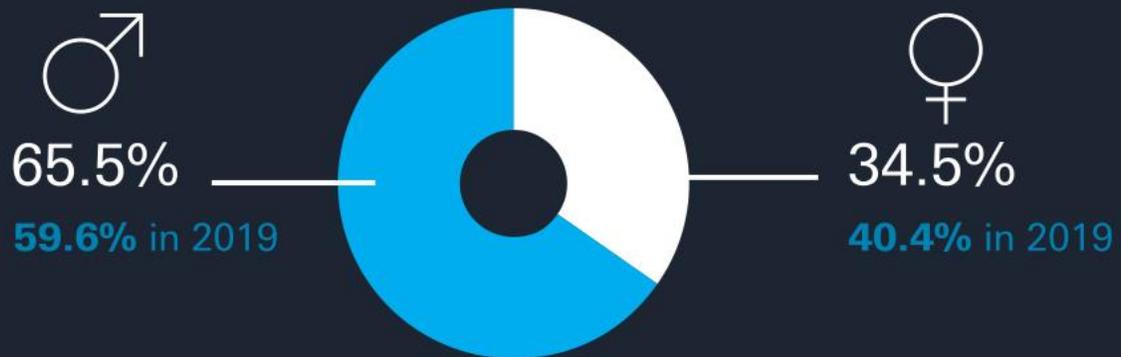


Youthfluencer Study

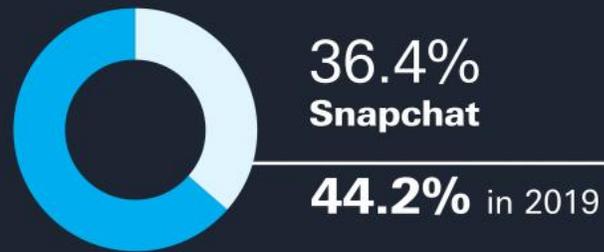
unicef 
für jedes Kind



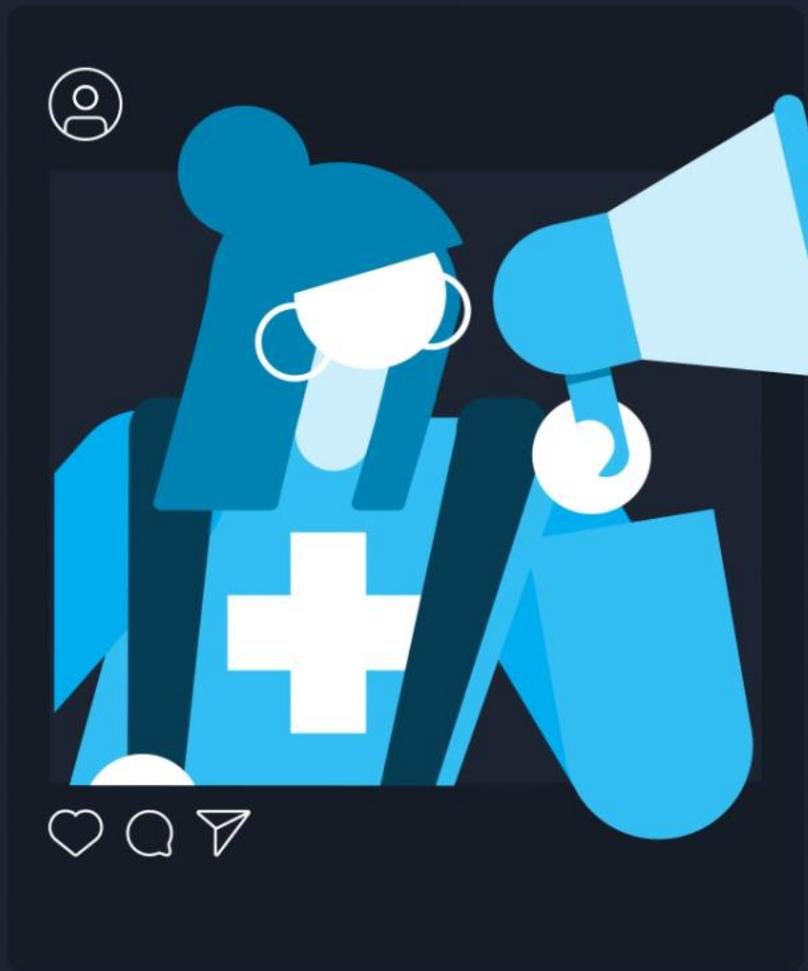
Youthfluencers' age and gender in 2020



Youthfluencers' channels in 2020



Youthfluencers' followers in 2020



20.5 m

Top 54 Swiss youthfluencers

10.4 m
Top 52 in 2019



8.63 m
population

8.5 m
in 2019

Top 1
Noemi Nikita ● **5 m**

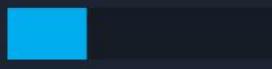
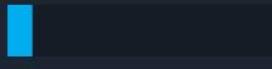
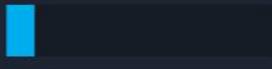
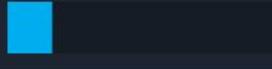
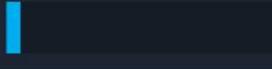
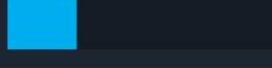
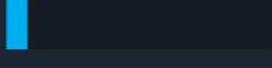
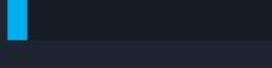
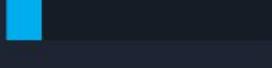
Top 1 in 2019
Chiara Castelli ● **2.3 m**

Youthfluencers' activity in 2020



Number of posts:



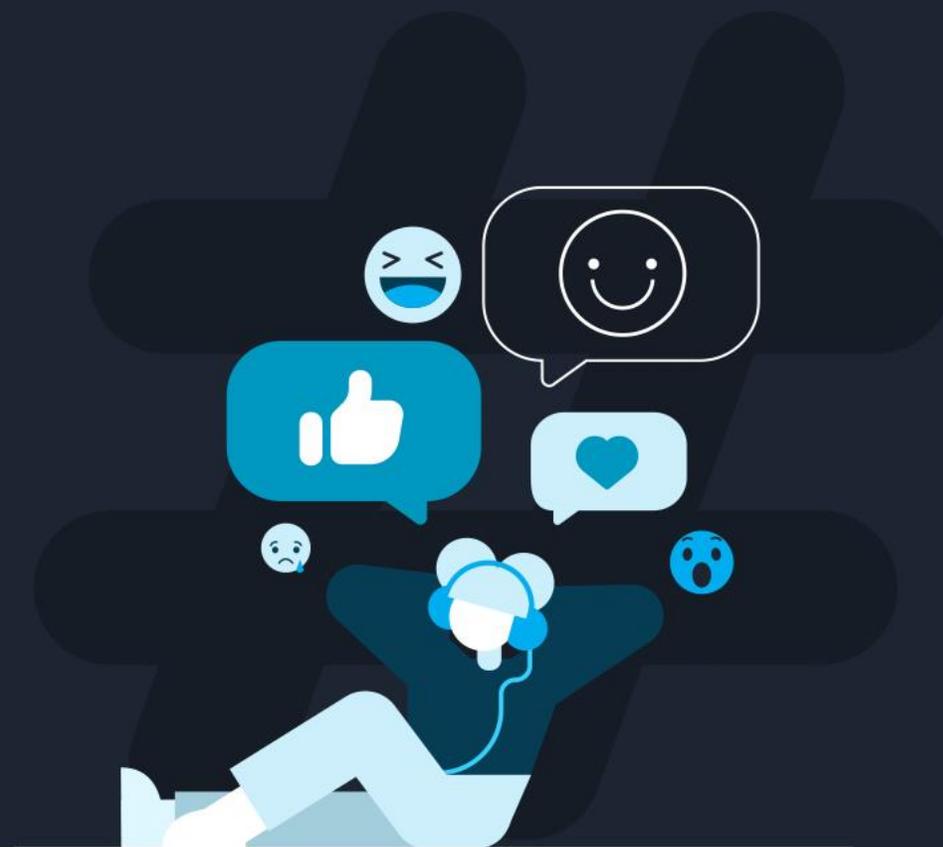
| | | | | |
|-------------|---|-------|---|-------|
| 1 - 100 |  | 29.6% |  | 52.6% |
| 101 - 200 |  | 9.3% |  | 10.5% |
| 201 - 400 |  | 16.7% |  | 5.3% |
| 401 - 600 |  | 25.9% |  | 7.9% |
| 601 - 800 |  | 3.7% |  | 7.9% |
| 801 - 1 000 |  | 7.4% |  | 2.6% |
| > 1 000 |  | 7.4% |  | 13.2% |

Youthfluencers' interactions in 2020

Interactions

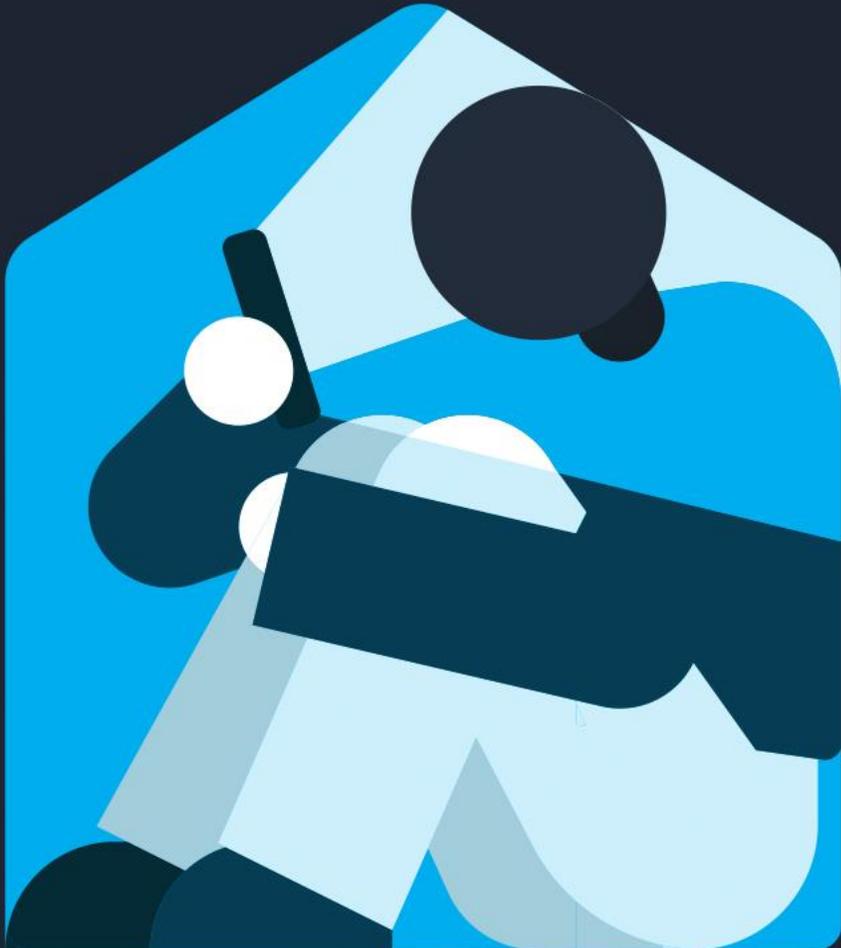


| | | |
|-----------------|-------|-------|
| < 1 000 | 33.3% | 39.5% |
| 1 000 - 5 000 | 44.4% | 10.5% |
| 5 000 - 10 000 | 9.3% | 21.1% |
| 10 000 - 20 000 | 1.9% | 7.9% |
| > 20 000 | 11.1% | 21.1% |



Corona lockdown March – May 2020

unicef 
for every child



Corona as a topic 84%

Role model function 40%

Made fun of corona 36%

Bored, lonely 36%

Fear 20%

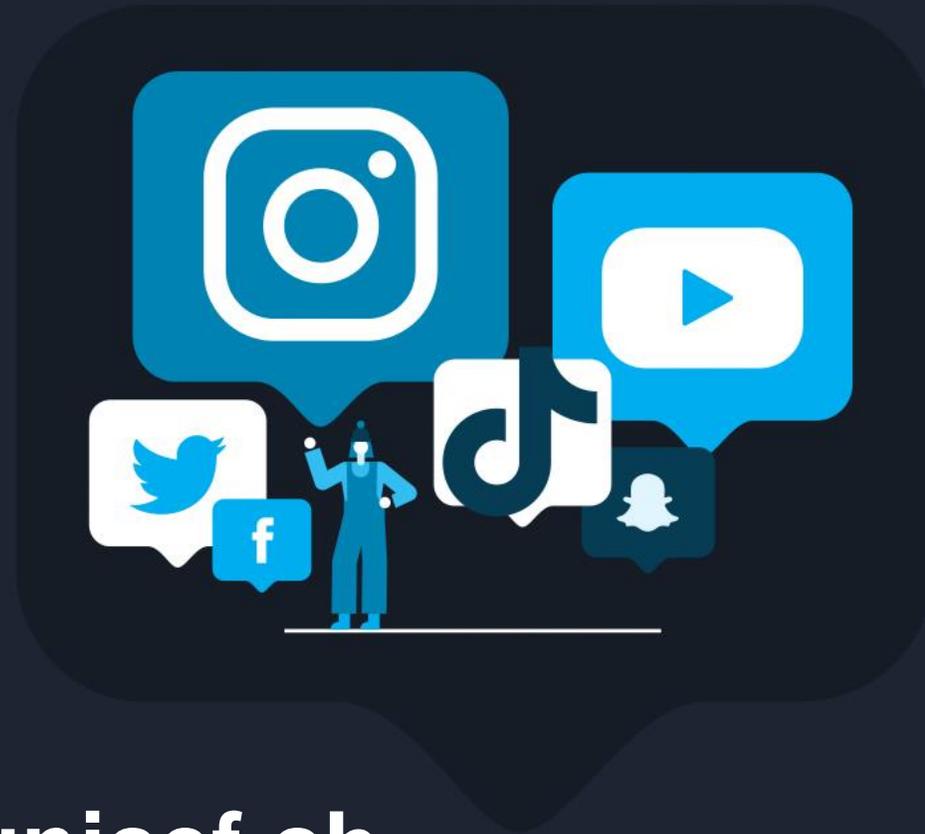


Growth in followers:

+ 1.2% per month

(September 2019 – February 2020: + 2.3% per month)

Kontakt



marketing@unicef.ch