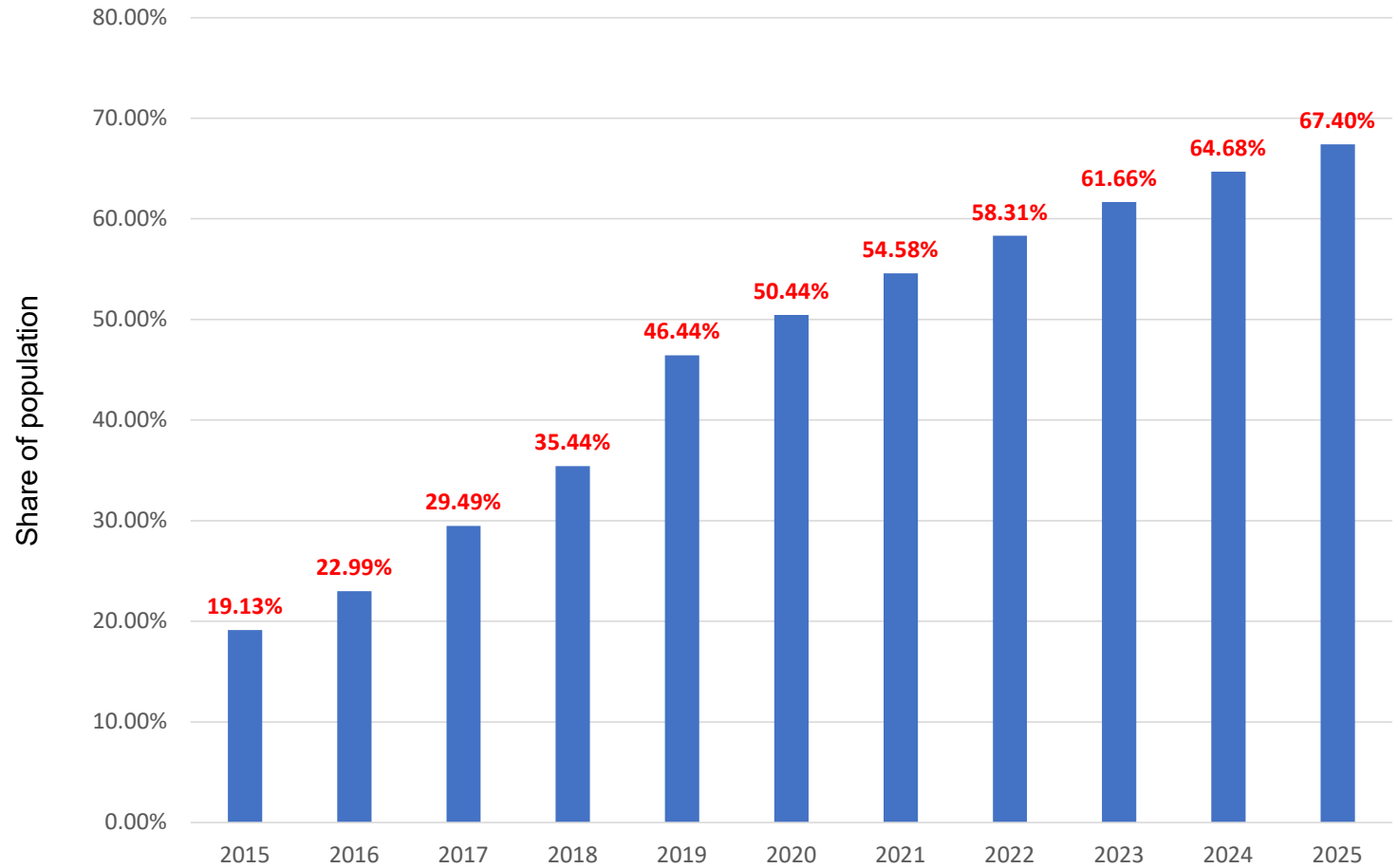


IRF India Webinar Series on Road Safety Education & Awareness – a Comprehensive Approach

3rd Webinar
on Role of Stakeholders in Creating Awareness for Road Safety
7 December 2022

A Presentation by Akhilesh Srivastava
on
Role of Social Media for Educating Masses on Road Safety

Social Network User Penetration in India – 2015 – 2020 and Estimated 2023-2025



India's Prominence in various Social Media Platforms

S.no.	Social Media Platform	Users (in Mil)	Global Ranking
1.	Twitter	23.6	3rd
2.	LinkedIn	87	2nd
3.	Facebook	239.65	Leading
4.	Instagram	230.65	Leading
5.	YouTube	467	Leading
6.	WhatsApp	487.5	Leading
7.	Telegram	220 (in 2021)	2nd

- India has 658 million Internet users (47% of the total Population) and is amongst the leading countries in the world
- Number of Mobile Phone connections were 81.3% of the total population in Jan. 2022

Role of Social Media Platforms - Advantages

- Visibility of the Target Audience
- Ease
- Speed
- Cost Effective
- Seamless Networking
- Ease of Influence

Role of Social Media Platforms – Need of the Hour

- Sustained and focused Campaign
- Serious Engagement
- Development of Massive Road Safety Community united for a cause
- Cut away from the rest to create impact
- Sustainable Model

Personal Experience