

# **The State of Social Media in Hong Kong**

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The advent of social media applications – Facebook, Twitter, Weibo, YouTube and many others – has fully propelled Hong Kong and other regions in Asia into the age of Web 2.0. This talk will provide an overview of the use of social media related technology and practice by various sectors of society – business and non-profit bodies, government and non-government organizations, and the individuals – in Hong Kong, particularly on the impact on knowledge sharing and the formation of public opinion. We will discuss new trends, opportunities and challenges that we face, and take a good at where we go from here.