Who's using social media?



FACEBOOK

2 billion users 74% female, 62% male 18-29 = 81%

INSTAGRAM •

1 billion monthly active users 600 million daily users 13-17 =72%

TWITTER

330 million monthly active users US has the most users 30-49 = 27%

SNAPCHAT •

210 million daily active users 17-24 = 73% 24% of social meda users have

YOUTUBE

2 billion users monthly 73% of adults watch

LINKEDIN

660 million members 24 different languages Europe region with most users; 206 million but fastest growing rate is 18-24s

rate is 18-24s PINTEREST

291 million monthly users 175 billion pins created 1 billion boards