I'm not a robot



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Social networks have transformed marketing and, as this post shows, their popularity is still growing in our latest global social media statistics research by Global WebIndex that we reference in this article shows that globally,63.9% of the world's population uses social media. The average daily usage is 2 hours and
21minutes (February 2025). Since it's the start of the year, we have included the most recently announced dramatic growth as many
people switch from X / Twitter.We'll keep this post updated during 2024 as the latest statistics are published drawing on our recommended top 10 digital marketing statistics sources. We'll be pointing to new data on the popularity of social media from Global Web Index (worldwide), Pew Internet Surveys (US) and OfCom (UK), and, most recently, the
Datareportal global digital overview with the latest 2025 review published in February showing the headline statistics of social media usage: This post will apply the latest reports to our answers in 7 key areas crucial to understanding consumer use of social networks: Q1. What is the overall popularity of social media compared to internet use globally?
Q2. Which are the most popular social networks by demographics (age and gender)?Q3. Which are the fastest-growing social networks?Q4. How do social users interact with brands when selecting products and services?Q5. What are the different engagement metrics based on consumer behavior when using social media?Q6. How do consumers
interact with different post formats in social media?Q7. What are the most popular times for consumers to use social media diffusion and usage stats is a crucial part of
any company's digital marketing strategy.Q1. What is the overall popularity of social media compared to internet use globally? Datareportal regularly updates its global compendium of social media. It's a great download for including slides for your
presentations. Note that their data is compiled from other sources of which the Global Web Index panel is the best source, although only available to paid subscribers. If you're researching social media trends. How many people use
social media? According to the Datareportal April global overview, we can see that social media growth has continued to increase: More than half of the worldnow uses social media (62.6%) 5.07 billion people around the world now use social media (62.6%) 5.07 billion people around the world now uses social media (62.6%) 5.07 billion people around the world now uses social media (62.6%) 5.07 billion people around the world now uses social media (62.6%) 5.07 billion people around the world now uses social media (62.6%) 5.07 billion people around the world now uses social media (62.6%) 5.07 billion people around the world now uses social media (62.6%) 5.07 billion people around the world now uses social media (62.6%) 5.07 billion people around the world now uses social media (62.6%) 5.07 billion people around the world now uses social media (62.6%) 5.07 billion people around the world now uses social media (62.6%) 5.07 billion people around the world now uses social media (62.6%) 5.07 billion people around the world now uses social media (62.6%) 5.07 billion people around the world now uses social media (62.6%) 5.07 billion people around the world now uses social media (62.6%) 5.07 billion people around the world now uses social media (62.6%) 5.07 billion people around the world now uses social media (62.6%) 5.07 billion people around the world now uses social media (62.6%) 5.07 billion people around the world now uses social media (62.6%) 5.07 billion people around the world now uses social media (62.6%) 5.07 billion people around the world now uses social media (62.6%) 5.07 billion people around the world now uses social media (62.6%) 5.07 billion people around the world now uses social media (62.6%) 5.07 billion people around the world now uses social media (62.6%) 5.07 billion people around the world now uses social media (62.6%) 5.07 billion people around the world now uses social media (62.6%) 5.07 billion people around the world now uses social media (62.6%) 5.07 billion people around the world now uses socia
media is 2h 20m. The full report from Datareportal contains insights collated from different data providers across 200+ slides. It provides country-specific data for the vast majority of the world, so you might want to check out the slides of the countries in your core markets to get a better idea of the current state of social in the areas you operate. In
this post, we focus on the social media data which starts at slide 205 in the report.Q2. Which are the most popular social media platforms is direct from company statements and earning announcements. However, these can be misleading based on different
definition of 'active users'. So, a panel source such as GWI here reported via DataReportal gives a better comparison. As an alternative, this is the most recent compilation of active users for the main social networks as we enter 2025. Mobile app usage gives another benchmark for the most popular social networks. Considering average time per user,
YouTube and TikTok are most popular overall. So, what does this mean for your social media marketing strategy? Clearly, there are lots of opportunities to reach, interact with, convert, and engage social media across their marketing funnel, to influence journeys from product discovery, through to first
purchases, loyalty, and advocacy. Our RACE Framework has a data-driven structure that marketing planning template is structured across the Smart Insights RACE Framework. Join Smart Insights as a Free Member to download our digital marketing planning template is structured across the Smart Insights RACE Framework.
plan template today Access the Free digital marketing plan template Popularity of social networks and instant messengers in the UK for Gen Z, Milennial and Gen X groups shows the wide variation in usage of social apps in the UK. In the younger age group Reddit and
Discord are surprisingly important, in part because of Gaming. Facebook remains dominant in older age groups. United States Social network popularity media statistics and trends. Pew also give Age and Gender breakdown, for example: Q3. Which are the fast-
growing social networks? Every marketer has limited time for social media marketing, so which fastest-growing social networks thouse don't include less well established networks such as Bluesky and Threads (from Meta). Bluesky, a
decentralized social media platform, has introduced trending topics to enhance user engagement. This feature enables users to discover and participate in popular discussions, similar to functionalities on other platforms. Bluesky's also announced that its user base has grown to over 25 million, reflecting its increasing popularity among individuals and
organizations seeking alternatives to traditional social networks including X and Meta's Threads, which was developed as a Twitter/X example. Note that although Bluesky has a high growth rate, growing from 13 million total users in October, to 20 million by mid-November and 26 million by the start of 2025, the number of unique active users has not
been released and is likely significantly smaller than Threads which now has 300 million active users. View source for more detailsQ4. How do social media are peer-to-peer, involving conversations between
friends, families and colleagues. Given this, brands must be sensitive to how they use social media. Insight from GWI shows the important role that social media plays in influencing brand discovery and in encouraging purchase. This insight shows the relative importance of ads, recommendations and updates to business social media pages in brand
discovery. The research from Global WebIndex also shows how/why visitors use different social media services. Instagram, Pinterest, Linkedin, Reddit and Twitter users all report 'follow/find information about products/brands' in their top 3 motivations. Q5. What are the best benchmarks for different platforms' engagement rates? Social media statistics
benchmarking tool Rival IQ produces these useful sector-by-sector benchmarks for Facebook, Instagram, and Twitter you can compare against. Here is a sample of the insights from
their 2022 report. Facebook engagement rates At the lower end of the spectrum, Health & Beauty, and Tech & Software receive an average 0.02% engagement rates are significantly higher on Instagram compared to Facebook. Q6. How do consumers interact with different post formats in social media?
Marketers know intuitively that the right type of visuals and video gets 5x more engagement on LinkedIn, Live Video gets 24x more. This is supported by observed interaction rates, According to LinkedIn, Images typically result in a 2x higher comment rate and Video gets 5x more engagement on LinkedIn, Live Video gets 24x more. This is also supported by this data from
this Social Bakers social media trends report: Videos longer than a minute achieved the highest median interactions, there was a correlation that showed the longer a video was, the further it reached and the more interactions it
received. Socialbakers metrics for video length are very short (less than 11.882 seconds), short (more than 24.362 and less than 61.248 seconds), long (more than 61.248 seconds), medium (more than 61.248 seconds), and very long (more than five minutes). As you can see, different platforms offer
different opportunities for capturing different audiences. The trick is finding the right techniques to that to your channel updates in an easy-to-track format, look no further than our digital media updates tracker, which is updated quarterly, to make sure
our Business Members never miss a trick.Q7. What are the most popular times for consumers to use social media optimization based on consumer behaviour. Each network tends to have a sweet spot for frequency based on its
algorithms. It used to be beneficial to post several times a day on Facebook for many brands, but with decreased organic reach, a single update tends to be more effective. Sprout Social's 2022 social media strategy builder compares the best times to post on social media.
Compare these to your patterns of posting and consider how you could post differently. Each network tends to have a sweet spot for frequency based on their algorithm and the most common times for consumer usage. It used to be beneficial to post several times a day on Facebook for many brands, but with decreased organic reach, a single update
tends to be more effective. We find a higher frequency on LinkedIn or Twitter tends to be more effective. The results from Instagram and Facebook show a clear preference for around midweek at midday, so you should consider this when scheduling your post updates. Structure your marketing plan around a funnel proven to boost performance. Join
Smart Insights as a Free Member for instant access to our free digital marketing plan template to hone your skills and drive the results you need. Free digital marketing plan template to hone your skills and drive the results you need. Free digital marketing plan template is structured across the Smart Insights RACE Framework. Join Smart Insights as a Free Member to download our digital
marketing plan template today Access the Free digital marketing plan template Detailed analysis by the team at Kepios shows that there were 5.31 billion social media user numbers have continued to grow over the past 12 months
our Global Digital Overview page). However, note that figures for social media users may not represent unique individuals, and due to issues such as duplicate accounts, social media user figures that we publish for internet users or even for the total population. This is why we refer to social media user identities. On the other
hand, its also worth noting that comparing social media users with figures for total population may under-represent the full extent of social media use, because most social media companies restrict use of their platforms to people aged 13 and above. And for additional context, the latest data suggest that the number of adult social media users around
the world (i.e. those aged 18 and above) now equates to 87.3 percent of all adults in that age group. Meanwhile, data from GWI reveals that the typical social media user actively uses or visits an average of 6.86 different social platforms each month, and spends an average of 18 hours and 41 minutes using social media each week, which includes
browsing social networks and watching online videos on platforms like YouTube, TikTok, Instagram, and Facebook.On the basis that most people sleep for between 7 and 8 hours per day, these latest figures suggest that the typical internet user spends more than 1 full waking day each week using social media. And added together, the world spends
more than 14 billion hours consuming content on social platforms each day, which is the equivalent of 1.6 million years of human existence. App Intelligence data from Similarweb suggests that YouTube has the greatest number of active users today, giving the platform an index of 100 [note that the top platform in this ranking will always have an
index of 100]. WhatsApp and Instagram rank second and third (respectively), with this data suggesting that Metas top messaging platform has a greater number of active app users than both of its social networks. However, Similarwebs figures indicate that YouTubes audience is still meaningfully larger than the audiences of both these Meta
platforms. Facebook ranks fourth, with the platforms active app users equating to just over 76 percent of YouTubes active user base that is at least half the size of YouTubes. Metas Messenger claims sixth place in the latest ranking, with an index of
47.2. Snapchat and Telegram have roughly the same index value in this latest ranking, and are the only other platforms whose active app user base in April 2025. Similarly, Kepios analysis of data published in the advertising resources of the worlds top platforms reveals that YouTube also has the
largest social media advertising audience. The companys latest data indicates that YouTube ads reach 2.54 billion figure that Meta reports for Facebook. Based on these figures published in the platforms own tools, Instagram ranks third at a worldwide level, but its 1.84 billion
figure is barely 0.1 percent ahead of TikToks latest reported total. LinkedIn reports global ad reach of 1.24 billion, but its important to highlight that this figure is based on the platforms themselves suggest that Facebook has the greatest
number of monthly active users, although its important to note that some of the figures in this ranking represent monthly active users, while other figures for total monthly active users, while other figures that there are now seven social media platforms that each
claim one billion or more monthly active users. Furthermore, a total of 16 social media platforms now report at least half a billion active users. Furthermore, a total of 16 social media platforms now report at least half a billion active users. Furthermore, a total of 16 social media platforms now report at least half a billion active users. Furthermore, a total of 16 social media platforms now report at least half a billion active users. Furthermore, a total of 16 social media platforms now report at least half a billion active users.
billion monthly active users (see more Instagram stats here)TikTok ads can potentially reach 1.84 billion monthly active usersTelegram has 1 billion monthly active usersMessengers potential advertising reach is 965 million(a) (see more
Messenger stats here)Snapchat has 850 million monthly active users (see more Snapchat stats here)Douyin () has 710 million monthly active users (Twitter)s reported potential advertising reach of 712 million monthly active users (Twitter)s reported potential advertising reach of 712 million monthly active users (Twitter)s reported potential advertising reach of 712 million monthly active users (Twitter)s reported potential advertising reach of 712 million monthly active users (Twitter)s reported potential advertising reach of 712 million monthly active users (Twitter)s reported potential advertising reach of 712 million monthly active users (Twitter)s reported potential advertising reach of 712 million monthly active users (Twitter)s reported potential advertising reach of 712 million monthly active users (Twitter)s reported potential advertising reach of 712 million monthly active users (Twitter)s reported potential advertising reach of 712 million monthly active users (Twitter)s reported potential advertising reach of 712 million monthly active users (Twitter)s reported potential advertising reach of 712 million monthly active users (Twitter)s reported potential advertising reach of 712 million monthly active users (Twitter)s reported potential advertising reach of 712 million monthly active users (Twitter)s reported potential advertising reach of 712 million monthly active users (Twitter)s reported potential advertising reach of 712 million monthly active users (Twitter)s reported potential advertising reach of 712 million monthly active users (Twitter)s reported potential advertising reach of 712 million monthly active users (Twitter)s reported potential advertising reach of 712 million monthly active users (Twitter)s reported potential advertising reach of 712 million monthly active users (Twitter)s reported potential advertising reach of 712 million monthly active users (Twitter)s reported potential advertising reach of 712 million monthly active users (Twitter)s reported potential advertising reach of 712
sits at 563 million(a) (see more X stats here)Pinterest has 553 million monthly active users (see more Pinterest stats here)QQ (QQ) has 524 million monthly active users. LinkedIn doesnt publish monthly active users that yould find the
sources for these numbers at the bottom of this page. These individual platform user numbers tell a compelling story about the rise of social media around the world, but on their own they don't tell the whole story. Critically, the worlds connected population makes use of a variety of different social platforms each month, which means that there will be
considerable overlaps between the user bases and advertising audiences of each of these overlaps, with fresh data from GWI providing valuable insights for anyone looking to build a social media mix or digital marketing plan. The key takeaway from this great data is that marketers dont need to be
on all platforms at the same time in order to reach the majority of their audiences. Indeed, if reach is your primary objective, you can focus on just one or two of the larger platforms, safe in the knowledge that youll already have the potential to reach the majority of social media users. Reach isnt the only thing you should consider when building a
marketing plan of course, but this data also allows us to think different people will use differ
chart below offers some great insight into the reasons why people use social media today, but remember that these motivations by age group. Note that its particularly difficult to identify a representative sample of
internet users over the age of 65 once we look beyond the worlds richer countries, which is why the dataset only includes people up to the age of 64. However, this data still provides rich insights into how peoples reasons for using social media differ by age. Its also worth noting that high user numbers dont necessarily translate into preference. Once
again, data from GWI can help us make sense of which platforms people have the greatest affinity for, with the chart below, GWIs research finds that younger
people are more likely to say that Instagram is their favourite social media platform (at least in most Western markets), whereas older generations tend to prefer Facebook and WhatsApp. However, there are important differences in these preferences at a country level, and those local nuances are particularly important for marketers who are hoping
to reach the right audience in the right place at just the right time. Research also reveals that people visit different social media platforms to achieve different things. GWIs survey reveals that messaging friends and family is a particularly popular topic on Facebook, but that TikTok users arent really all that interested in this functionality. Instead,
TikTok users primarily visit the platform to look for funny and entertaining videos. Meanwhile, users on Instagram and Snapchat are particularly interested in publishing their own content, but this activity is significantly less popular on TikTok, Reddit, and LinkedIn. And marketers may like to know that Pinterest users are particularly interested in
following or researching brand-related content on the worlds most popular online pinboard. Social media preferences and behaviours also vary meaningfully from one country to another, so its important to dig deeper into the data to understand whats happening at a local level. If youd like to know more about social media use in individual countries
including local social media platform rankings and audience profiles by age and gender, take a look at our complete collection of local reports. We also have dedicated pages exploring the latest statistics for a number of the worlds top social platforms, which you can explore via the links below: And if youd like to stay up to date with all the latest
developments in social media use around the world, sign up for our newsletter using the form below to receive notifications whenever we publish new reports.(a) Where platforms only publish daily active user figures, or where platforms have not published recent updates to monthly active users, we've used the latest advertising reach figures
published in each platforms respective self-service advertising tools, in order to provide a more equal basis for comparison. (b) These platforms have not published updated user figures weve included for other platforms in this list. (c) Based on data
published by iiMedia LinkedIn no longer publishes monthly active users (MAUs). As a result, its difficult to identify how many active users (maus). As a result, its difficult to identify how many active users (maus).
an insufficient number of MAUs to qualify for the ranking above. * Note that we report both monthly active user figures and potential advertising reach figures for various social media platform. * For commercial use only Based on your interests
Free Statistics Premium Statistics Free + Premium StatisticsReportsMarket Insights Overview Internet connectivity Least connected markets and limitations Online usage Attitudes towards the internet Further related statistics* For commercial use only Free Statistics Premium
Statistics Free + Premium StatisticsReportsMarket InsightsLearn more about how Statista can support your business. {point.key}", "pointFormat": "footerFormat": "footerformat"
 \{"symbol":"circle", "radius":5,"fillColor":null,"lineColor":null,,"shadow":false,"stacking":null,"dataLabels":{"shadow":false,"style":{"textShadow":null,"color":"#4f4f4f"},,"enabled":true,"zIndex":3,"rotation":0}},"pie":{"allowPointSelect":true,"minSize":280,"dataLabels":
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 {"url":"https:\/\highcharts.statista.com","allowHTML":true,"filename":"statistic_id617136_worldwide-digital-population-2025"}}>DataReportal, & Meltwater, & We Are Social. (February 2025 (in billions) [Graph]. In Statista. Retrieved May 30, 2025, from und Meltwater
und We Are Social. "Number of internet and social media users worldwide as of February 2025 (in billions)." Chart. February 5, 2025. Statista. Accessed May 30, 2025. Meltwater, We Are Social (2025). Number of internet and social media users worldwide as of February 2025 (in billions). Statista Inc.. Accessed: May 30, 2025. and
Meltwater, and We Are Social. "Number of Internet and Social Media Users Worldwide as of February 2025 (in Billions)." Statista, (last visited May 30, 2025) Number of internet and social media users worldwide as of February 2025 (in Billions).
users worldwide as of February 2025 (in billions) [Graph], DataReportal, & Meltwater, & We Are Social media has transformed how we communicate, connect, and consume information in the modern digital age. What began as a novel way to interact online has exploded into an ecosystem of platforms,
each with its own unique features and user demographics. As these networks continue to evolve and expand their reach, understanding the latest trends and statistics surrounding social media usage has become crucial for businesses, marketers, and individuals alike. From Facebooks ubiquitous presence to the meteoric rise of TikTok, this article
delves into the most up-to-date social media statistics, shedding light on user behavior, platform growth, and the ever changing online interactions. Around 5.20 billion users user social media worldwide, which is around 64% of the global population. Facebook remains the largest social media platform, with over 3.15 billion monthly active users.
YouTube is the second-largest social media platform, with over 2.5 billion active users. Instagram has over 2 billion active users, becoming one of the fastest-growing social media platforms. Globally, people spend an average of 2 hours and 23 minutes per
day on social media platforms. Mobile devices account for 98% of social media usage time, with desktop usage accounting for only 2%. The most popular social media activities include watching videos (82%), reading news (76%), and interacting with friends and family (72%). The gender split for social media usage time, with 48.4% male
and 51.6% female users globally. The majority of social media users (59%) are between the ages of 18 and 34. In the United States, 72% of adults use at least one social media penetration rates are highest in Northern Europe (80%), and Southern Europe (75%). Emerging markets like Central
and Southern Asia have lower social media penetration rates, at 41% and 45%, respectively. Influencer marketing on social media advertising revenue is expected to surpass $258 billion in 2022, with Facebook and Instagram accounting for the largest share. Social
commerce (e-commerce via social media platforms) is gaining popularity, with an estimated $492 billion in sales globally in 2022. Social media has exploded in popularity, with a staggering 5.16 billion users worldwide. Usage is highest in North America and Europe where over 80% are active users. However, emerging economies in Asia and Africa
are rapidly catching up driven by increasing access to affordable smartphones and mobile data. Social Media Users: 2017 to 2027 The table shows the growth of social media users globally from 2017, starting with 2.80 billion users, to a projected increase to 5.84 billion by 2027. It shows a consistent and significant rise in social media adoption over
the years. From 2017 to 2020, the numbers rose from 2.80 billion to 3.96 billion to 3.96 billion in 2021 to 4.95 billion in 2023, and further projections indicate a steady climb to over 5 billion users by 2024, reaching
captions, this set of tools helps you improve your social media game. Find the right hashtags and come up with great names. Facebook leads the pack with 3.04 billion users, reinforcing its status as the premier platform for video
sharing and consumption. WhatsApp and Instagram are tied in the third position, each with 2 billion users. WhatsApp is renowned for its messaging services, while Instagram is a favorite for photo and video sharing. TikTok, with 1.5 billion users, rounds out the top five, showcasing its rapid rise as a leading platform for short-form video content. Most
Popular Social Media Platforms Social Media Platforms Social Media Platforms Social Media PlatformNumber of UsersFacebook Messenger979 millionTouyin752 million
millionPinterest482 millionReddit430 millionQuora400 million Source: Statista, Datareportal Typically, a social media user visits an average social media user holds the highest number of accounts, with 11 per person. This suggests a highly
diversified use of social media platforms among the Indian population. Following India, the United States sees its average social media user managing 7 accounts, indicating a strong engagement with multiple social media user managing 7 accounts, indicating a strong engagement with multiple social media user managing 7 accounts, indicating a strong engagement with multiple social media platforms.
typically have 7 social media accounts. Japan has the lowest average on this list, with 4 social media accounts per person, suggesting a more concentrated or selective use of social Media Accounts Per PersonIndia11.4The United States7.1The United
Kingdom6.9Canada6.8Japan3.8 The average daily time spent on social media, with around 49% saying they used it daily. The average American spent around 2 hours and 8 minutes per day on social media. People aged 16-24 spent the most time on social media at an
average of 3 hours and 38 minutes per day. Latin America leads in social media usage, with individuals spending an average of 3 minutes and 32 seconds daily. This suggests a high level of engagement with social media platforms in this region. In the Middle East and Africa (MEA), the daily time spent is slightly lower, averaging 3 minutes and 10
seconds. This still indicates a significant use of social media among its population. The Asia-Pacific (APAC) region sees its users spending 2 minutes and 16 seconds on social media daily, showcasing moderate engagement compared to other areas. RegionDaily Time SpentLatin America3 min 32 secondsMEA3 min 10 secondsAPAC2 min 16
secondsNorth America2 min 13 seconds Sources: SmartInsight, GWI Canada reports the highest daily usage, with individuals spending an average of 3 hours and 54 minutes on social media platforms. Following closely is Spain, where the
average time spent is 3 hours and 53 minutes, showcasing a similarly high level of social media, placing it third on the list and highlighting the important role of social media in daily communication and entertainment. France sees its users
engaging with social media for 3 hours and 45 minutes daily, while Brazil has a slightly lower average of 3 hours and 44 minutes. Country Average time spent on social media per day Nigeria 3 hr and 45 minutes are day Nigeria 3 hr and 45 minutes. Country Average time spent on social media per day Nigeria 3 hr and 45 minutes are day Nigeria 3 hr and 45 minutes.
minItaly3 hr and 41 min China leads significantly with 1,021 million users in 2024, and its predicted to grow to 1,212 million by 2027. The United States is third, with 302 million users in 2024 and a predicted rise to 327 million by 2027.
millionTurkey67 million76 million79 
Asia, leading significantly with approximately 1,246.98 million social media users. South Asia, following with 961.81 millionSouth Asia, ranking third with 527.23 millionSouth Asia, following with 961.81 millionSouth Asia, following with 961.81 millionSouth Asia, ranking third with 527.23 millionSouth Asia, following with 961.81 millionSouth Asia, following with 
America316.78 millionCentral & Western Europe271.29 millionEast Europe181.31 millionSouth Europe28.68 millionWest Africa166.18 millionCentral America28.99 millionCentral Asia31.11 millionCentral Africa24.71
million Source: Statista. There are 2.65 billion male and 2.15 billion female social media users globally. Gender: In North America, males account for 47% and females for 53% of social media users. South America sees a distribution of
49% male and 51% female users. West Europe presents an equal split with 50% male and 50% female users. In Southern Africa, the ratio is 48% male to 52% female users. West Europe presents an equal split with 72% male and 50% female users. In Southern Africa, with 48% male and 52% female users.
users. World RegionMale UsersFemale UsersFemale UsersNorth America47%53%South America49%51%West Europe50%50%Southern Africa48%52%South Asia72%29%Oceania48%52%South Asia72%29%Oceania48%52%South America49%51%West Europe50%50%Southern Africa48%52%South Asia72%29%Oceania48%52%South America49%51%West Europe50%50%Southern Africa48%52%South Asia72%29%Oceania48%52%South Asia72%29%Oceania48%52%South America49%51%West Europe50%50%Southern Africa48%52%South Asia72%29%Oceania48%52%South America49%51%West Europe50%50%Southern Africa48%52%South America49%51%West Europe50%50%Southern Africa48%52%Southern Africa48%
and 49% female users. Snapchat sees a majority of female users at 54%, compared to 45% male. Twitters user base comprises 56% male and 44% female. LinkedIn, similar to Facebook, has a user base of 57% male and 43% female.
PlatformMale UsersFemale UsersFemale UsersFacebook57%43%Instagram51%49%Snapchat45%54%Twitter56%44%Tik Tok43%57%Youtube54%46%LinkedIn57%43% The United Arab Emirates had the worlds highest social media penetration rate at 112.5% of the population actively using platforms. Saudi Arabia (94.3% active usage) and South Korea (93.4%)
followed as countries with very high social media usage rates. Some of the lowest social media in each country. Globally, the average rate of active social media usage was 62.3% as of early 2024. This means around 6 out of every 10
people worldwide used social networking platforms. CountrySocial Media Penetration RateUnited Arab Emirates112.5%South Arabia 94.3%South Korea93.4%Hong Kong86.2%Singapore85%Netherlands85%Spain83.1%Malaysia82.8%UK81.9%Canada81.7%Norway87.1% Source: Statista Highest Social Media Usage Regions in January 2024 Northern
 Europe had the highest social media penetration globally, with 81.7% of the population using social media, placing the region third highest. Lowest Social Media Usage Regions On the opposite end, Eastern Africa and Middle Africa exhibited the
lowest social media reach worldwide at just 10.1% and 9.6% respectively. Global Average Social Media Usage Across the globe, the average social media platforms. All regions falling below this global average were
located in Africa and Asia, with the exception of the Caribbean. Social media penetration rate by world regions: World RegionSocial Media Penetration RateNorthern Europe82%Western Europe82%Western Europe82%Western Europe82%Western Europe82%Southeastern Europe82%Western Europe82
Asia60%Oceania60%Caribbean51%Southern Africa42%Southern Africa42%S
platform in the United States. Instagram follows with a substantial 60.7% share, indicating its strong appeal, particularly for sharing photos and videos. TikTok, a newer entrant compared to the others, has quickly captured the attention of 42.4% of adults, showcasing its rapid growth and popularity, especially among younger demographics. Close
behind, Twitter is used by 41.8% of adults, serving as a key platform for real-time news and social community-driven discussion platform. PlatformShare of Adults using itFacebook74.2%Instagram60.7%Tik
 Tok42.4%Twitter41.8%Pinterest39.0%Snapchat38.7%LinkedIn28.7%Whatsapp28.6%Reddit27.9% Stats by Gender 78% of females in the US are using social media, compared to 66% of males. This indicates that a higher percentage of females in the US are using social media, compared to 66% of males. This indicates that a higher percentage of females in the US are using social media, compared to 66% of males. This indicates that a higher percentage of females in the US are using social media, compared to 66% of males. This indicates that a higher percentage of females in the US are using social media, compared to 66% of males. This indicates that a higher percentage of females in the US are using social media, compared to 66% of males. This indicates that a higher percentage of females in the US are using social media, compared to 66% of males. This indicates that a higher percentage of females in the US are using social media, compared to 66% of males.
Users in the USA The distribution of social media users in the USA by age group reveals a clear trend: younger people are more likely to use social media, a figure that slightly decreases to 81% for the 30 to 49 age group. Usage continues to drop among
older demographics, with 73% for those aged 50 to 64 years, and only 45% of individuals over 65 years engaging with social media engagement diminishes with age, indicating its higher integration into the lifestyles of younger adults. Age GroupShare of Users18 to 29 Years84%30 to 49 Years81%50
to 64 Years 73% Over 65 Years 45% Source: Statista, Pew Research, Backlinko. Stats by Ethnicity, with Hispanic individuals follow closely at 77%, while White individuals have a slightly lower engagement rate of 69% to 64 Years 73% Over 65 Years 45% Source: Statista, Pew Research, Backlinko. Stats by Ethnicity Social media usage in the USA varies by ethnicity, with Hispanic individuals follow closely at 77%, while White individuals have a slightly lower engagement rate of 69% to 64 Years 73% Over 65 Years 45% Source: Statista, Pew Research, Backlinko. Stats by Ethnicity Social media usage in the USA varies by ethnicity social media usage in the USA varies by ethnicity social media usage in the USA varies by ethnicity social media usage in the USA varies by ethnicity social media usage in the USA varies by ethnicity social media usage in the USA varies by ethnicity social media usage in the USA varies by ethnicity social media usage in the USA varies by ethnicity social media usage in the USA varies by ethnicity social media usage in the USA varies by ethnicity social media usage in the USA varies by ethnicity social media usage in the USA varies by ethnicity social media usage in the USA varies by ethnicity social media usage in the USA varies by ethnicity social media usage in the USA varies by ethnicity social media usage in the USA varies by ethnicity social media usage in the USA varies by ethnicity social media usage in the USA varies by ethnicity social media usage in the USA varies by ethnicity social media usage in the USA varies by ethnicity social media usage in the USA varies by ethnicity social media usage in the USA varies by ethnicity social media usage in the USA varies by ethnicity social media usage in the USA varies by ethnicity social media usage in the USA varies by ethnicity social media usage in the USA varies by ethnicity social media usage in the USA varies by ethnicity social media usage in the USA varies by ethnicity social media usage in the USA varies by ethnicity social media usage i
EthnicityPercentageHispanic80%Black77%White69% Most Popular Social Media Sites in the US, the number of people using different social networks each month is quite different. Facebook leads with 177 million users. Instagram is next, with 138 million people using it. TikTok has quickly become popular, having 109 million users.
Snapchat is also widely used, with 90 million people on it. Pinterest has a strong following too, with 86 million. This shows how different platforms appeal to different audiences across the country. Social networkMonthly active users in the US (in
millions)Facebook 177 millionInstagram 138 millionTikTok 109 million Source: Emarketer Facebook sees the highest daily engagement, with 74% of its users logging in daily, while only 9% use it less often. This indicates a strong daily usage habit among Facebook users. Snapchat has 61% of
its users checking in daily. Despite a significant daily user base, a larger portion of its users are less frequent visitors compared to Facebook. Instagram features a similar pattern to Snapchat with 63% daily users, 29% weekly, and 29% using it less
often. PlatformLess oftenWeeklyDailyFacebook9%17%74%Snapchat22%17%61%Instagram16%21%63%Twitter29%29%42%YouTube17%32%51% Sources:GlobalWebIndex, DataReportal 1997 SixDegrees.com was launched in May, considered the first social media site, allowing users to create profiles and lists of friends. 1998 Open Diary established
the first social blogging network, pioneering reader comments and friend-only content. 1999 YouthStream Media Networks acquired SixDegrees.com for $125 million. Yahoo! Messenger and MSN Messenger was
made available and included with Windows XP. 2002 Friendster, a social networking site based on the Circle of Friends concept, was launched. 2003 LinkedIn, a career-oriented social networking sites, was founded. Skype was launched. 2004 Facebook, the worlds
most popular social networking service today, was launched. Flickr, an online photo-sharing platform, was launched. Google launched. YouTube, a chinese social networking site, went live, Reddit, a social news and discussion website, was founded. YouTube,
the video-sharing platform, was launched. Yahoo! acquired Flickr. 2006 Twitter, the microblogging platform, was launched. VK (VKontakte), a popular Russian social networking platform similar to Facebook, was launched. 2009
Sina Weibo, a Chinese microblogging network, went live. 2010 Pinterest made its debut. Instagram was launched. Quora was launched. News Corp. sold MySpace to Specific Media for $35 million. LinkedIn issued its IPO. Twitch, a live streaming platform
for gamers, was launched. 2012 Facebook went public with its IPO. Snapchat was launched. Tinder, a dating app, was launched and guickly acquired by Twitter for $30 million. Twitter filed for its IPO. Google Hangouts was launched. Myspace
relaunched with a redesigned website and mobile app. 2014 Musical.ly, a video social networking app, was launched. Amazon acquired by Twitter. Discord, a voice and text chat app, was launched. 2016 Yahoo! Messenger
stopped its services for Mac, Windows, Solaris, and Linux users, supporting only Android, iOS, and web clients. Time Inc. bought Myspace and its parent company. 2017 Instagram Stories surpassed Snapchat in daily active users. ByteDance acquired Musical ly for $1 billion. Snapchat filed for its IPO. TikTok was launched. 2018 Yahoo! Messenger
was shut down. Musically shut down and migrated its users to TikTok. IGTV, a standalone video application by Instagram, was launched. 2011 Donald Trump was banned from major social media platforms after the Capitol riots. TikTok became the most popular website,
surpassing Google. 2022 Elon Musk acquired Twitter for $44 billion. BeReal, an authentic social media app, gained popularity among Gen Z. Since its inception in 1996, social media has reached more than half of the world popularity among Gen Z.
January 2025. The spectacular year-on-year adoption of new users on the platforms is, however, slowing down. It now relies on the continuous growth in the number of people with internet access and smartphones, particularly in developing regions. So, how big is social media and how has it evolved today? Lets dive right in:Social Media Usage
Statistics (Top Picks) 5.24 billion people currently use social media worldwide, up more than double from 2.07 billion in 2015The average social media user engages with an average of 6.83 various social media user engages with an average of 6.83 various social media user engages with an average social media user engages with an average of 6.83 various social media user engages with an average of 6.83 various social media user engages with an average of 6.83 various social media user engages with an average of 6.83 various social media user engages with an average of 6.83 various social media user engages with an average of 6.83 various social media user engages with an average of 6.83 various social media user engages with an average of 6.83 various social media user engages with an average of 6.83 various social media user engages with an average of 6.83 various social media user engages with an average of 6.83 various social media user engages with an average of 6.83 various social media user engages with an average of 6.83 various social media user engages with a constant of the con
average time a person spends on social media a day is 2 hours 21 minutesFacebook is the leading social network with 3.07 billion), Instagram (2 billion), WhatsApp (2 billion), WhatsApp (2 billion), WhatsApp (2 billion), Instagram (2 billion), Instagram (2 billion), Instagram (2 billion), Instagram (3 billion), Instagram (4 billion), Instagram (5 billion), Instagram (6 billion), Instagram (7 billion), Instagram (8 billion), Instagram (8 billion), Instagram (9 billion), Instagram
people In the US, 51.2% of social media users are female, while the remaining 48.8% are male, compared with a global average of 46.6% for female, and 53.4% for male. How Many People Use Social media platforms
monthly. All social networks report growth data on the number of monthly active users (MAUs) rather than the number of accounts, as this data is more accurate for measuring actual use and territory penetration. What Percentage of People Use Social Media? The current percentage of people using social media is 63.9% of the worlds total population
However, when we look into platform people in eligible audiences, 94.24% of 5.56 billion people use social media worldwide, according to platform reports on the current number of active users86.6% of the worlds population is active on social media when looking at eligible
audiences aged 18+ yearsOut of 8.12 billion people in the world, 63.9% of the population use social networks, regardless of age or internet users, 94.24% are active usersHow Many Social Platforms Does the Average Person Use? According to the Global Web Index, the average number of social media platforms usersHow Many Social Platforms Does the Average Person Use? According to the Global Web Index, the average number of social media platforms usersHow Many Social Platforms Does the Average Person Use? According to the Global Web Index, the average number of social media platforms usersHow Many Social Platforms Does the Average Person Use? According to the Global Web Index, the average number of social media platforms usersHow Many Social Platforms Does the Average Person Use? According to the Global Web Index, the average number of social media platforms usersHow Many Social Platforms Does the Average Person Use? According to the Global Web Index, the average number of social media platforms usersHow Many Social Platforms Does the Average Person Use? According to the Global Web Index, the average number of social media platforms Does the Average Person Use? According to the Global Web Index, the average number of social media platforms Does the Average Person Use? According to the Averag
aged 16+ access regularly on a monthly basis is 6.83 worldwide. That rises up to 7.71 platforms among audiences aged 16+ shows Japan had the lowest average number of social platforms used at 2.49, comparably the UAE had the highest with 8.62 per internet user. 5 Highlights for
Backlinkos audience:Brazil: Averages 8.05 platforms per internet userUK: Averages 6.48 platforms per internet userUK: Averages 6.48 platforms per internet userIndia: Averages 6.48 platforms per internet userUK: Averages 6.48 platforms per internet userUK averages 6.48 platforms per int
use social media for work purposes. In the U.S., only 25.4% of people actively use social media in their jobs, compared with the highest by country in Nigeria at 65.2%, or the lowest at 8.3% in Japan. 5 Highlights for Backlinkos audience: Brazil: 50.2% of people use it for workIndia: 41.2% of people use it for workUSA: 26.5% of people use it for workIndia: 41.2% of people
25.4% of people use it for workJapan: 8.3% of people use it for workSocial Media Usage by GenderThe current global average gender split of social media users is 54.6% men versus 45.4% women. Which gender uses social media users is 54.6% men versus 45.4% women. Which gender uses social media users is 54.6% men versus 45.4% women. Which gender uses social media users is 54.6% men versus 45.4% women. Which gender uses social media users is 54.6% men versus 45.4% women. Which gender uses social media users is 54.6% men versus 45.4% women. Which gender use it for workJapan: 8.3% of people use it for w
Europe: 50% female vs. 50% male usersSouthern Asia: 49% female vs. 50% female vs. 50% female vs. 50% female vs
men and women globally when examining location. Perhaps the most notable gap in gender differences is where we look at the use by platform. When looking at the top 8 social platforms, most index higher in male users. Pinterest dominates with female audiences. Social NetworkShare of Female Users Aged 18+ (vs. Total Platform Ad Reach Aged
18+)Share of Male Users Aged 18+ in the US (vs. Total Platform Ad Reach Aged 18+)Facebook43.3%56.7%YouTube46.0%54.0%Instagram47.3%52.7%TikTok44.3%55.7%LinkedIn43.1%56.9%Snapchat48.4%50.7%X (Twitter)36.3%63.7%Pinterest70.3%22.4%Source: DataReportalGlobal Social Media Growth RatesHow Much Does Social Networking
Grow Year on Year?In 2025, there are 5.24 billion people actively using social media in the world, and this is an increase of 4.1% year-on-year from 5.04 billion users that a 2.52x increase in users in just ten years.10 Year Social Media Growth Statistics:2025: 5.24 billion active users (+4.1%)2024:
5.04 billion active users (+5.8%)2023: 4.76 billion active users (+3%)2022: 4.62 billion active users (+13%)2016: 2.31 billion active users (+11%)2016: 2.31 billion active users (+11%)2015: 2.08
billion active usersDay One: When Did Social Media Start?The rise of social media began back in 1996 with the release of the networking site Bolt (now closed). Shortly after, in 1997, Six Degrees was released where users could add friends and make profiles. Following that, services like AOL Instant Messenger, Live Journal, and Friendster launched
all paving the way for the leader, Facebook, in 2004. Timeline: Early days of social media 1996: The first social networking and video website is Bolt, which was active from 1996-20071997: A site called Six Degrees was created where users could upload profile information and connect with users by making friends 1997: AOL launched its Instant
Messenger service, who acquired it from an Israeli based company, it was originally called ICO and launched in 19961999: This was the launch of LiveJournal, the first popular blogging platform 2000: Habbo, a game based networking site, was released 2002: Friendster launched, where users made profiles, connected, and share content 2003: Linked In
launched the first business-orientated social media Penetration by Country Has the Most Active Social Media Users in the World? Social media penetration = active users vs. total population. According to Kepios
analysis from 2025, the most active country is the U.A.E., with 100.3% of its population using social media users and fake users, the number of social media users may be overcounted and not represent unique individuals). The average adoption rate globally is 63.9%. Key Statistics by the total population using social media users may be overcounted and not represent unique individuals).
active social media users, regardless of age on average, 86.6% of the worlds population aged 18+ are active on social mediaUSA has 73% regardless of age, 87.8% for only those aged 18+ yearsAustralia has
77.9% regardless of age, 87.8% for only those aged 18+ yearsIndia has 33.7% regardless of age, 43.1% for only those aged 18+ yearsSocial Media in the US by the Number of active social media users in the US is 253 million in 2025, meaning 73% of
Americans are on social media. Number of Americans on Social media penetration is calculated by the total US population have social network accounts, regardless of age, totaling a number of 253 million people US Social Media Use by Gender: In
America, social media is more prevalent among women, in particular, Snapchat and Pinterest, whereas men are using sites like YouTube and X (Twitter) more.78% of females66% of malesUS Social Media Use by Ethnicity:The percentage of social media use versus the total population by race for the entire US population is:80% Hispanic77%
Black69% WhiteUS Social Media Use by Age: Unsurprisingly, the percentage of Americans using social media by age is primarily Gen Z and Millennials.84% of those aged 18-2981% of those aged 30-4973% of those aged 50-6445% of those 
Social Media Sites Worldwide? In 2024, Facebook is the leading social network with 3,065 billion active social media users worldwide. You Tube, WhatsApp, and Instagram follow this with over 2 billion, then, WeChat, TikTok, and Facebook Messenger all having 1 billion or more users. Social NetworkActive Users Worldwide (in
millions)Facebook3,065YouTube2,504Instagram2,000WhatsApp2,000TikTok1,582WeChat1,343Facebook Messenger1,010Telegram900Snapchat800Douyin755Kuaishou700X (Twitter)611Weibo598QQ554Pinterest498What Are the Most Used Social Media Sites in the US?Similar to the global ranking, Meta-owned social networks Facebook and
Instagram lead the ranking with the highest number of monthly active users in the US, at 177.5 and 138.5 million, respectively. Social NetworkMonthly Active Users in the US (in millions) Facebook 177.5 Instagram 138.5 million, respectively. Social NetworkMonthly Active Users in the US, at 177.5 and 138.5 million, respectively. Social NetworkMonthly Active Users in the US (in millions) Facebook 177.5 Instagram 138.5 million, respectively. Social NetworkMonthly Active Users in the US (in millions) Facebook 177.5 Instagram 138.5 million, respectively.
Much Time Do People Spend on Social Media Each Day? In Q3 2024, the average time spent on networks by the average person in the US is 2 hours and 9 minutes, 12 minutes less than the global average. Key Statistics: Globally, the
average time a person spends on social media a day is 2 hours 21 minutes. Out of the 53 countries surveyed, people in Kenya spend the most daily time on networking at 46 minutes. Time Spent on Social Media by Country Below, we have the average daily time spent on
social media in hours and minutes in select 10 countries; the data source is the Global Web Index. Country Average time spent on social media per day Brazil3 hours 32 minutes France 1 hour 48 minutes France 1 hour 48 minutes France 1 hour 48 minutes France 1 hours 32 minutes Fr
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minutesGermany1 hour 41 minutesJapan46 minutesJapan

source is from all internet users from 53 countries, aged 16 and over, and on any device. DataReportalConclusionThere you have it for my rise of social media statistics roundup. In terms of technology adoption, its mind-blowing to see how quickly social media adoption rate grew across the world. Furthermore, theres a growing number of new social media networks adding more users. The top headline in DataReportals huge Digital 2024 Global Overview Report is that active social media user identities have passed the 5 billion mark. Kepioss analysis of the latest data from around the world shows that the cumulative total of active users on the top platform in each country reached 5.04 billion by the start of 2024. And while this user identities figure may not equate to unique, human individuals, it still marks a momentous milestone on social medias journey. Social media user identities have increased by 266 million over the past twelve months, delivering year-on-year growth of 5.6 percent. On average, that equates to almost 730,000 new user identities every day during 2023, at a rate of 8.4 new users every single second. And despite the fact that social media growth has slowed considerably since the surges that we saw during the early days of Covid-19 lockdowns, user growth actually maintained the more elevated momentum we saw for most of 2023 during the last three months of the year. Our analysis shows that social media user identities increased by 1.5 percent between October and December, thanks to an additional 75 million new users. And these figures suggest that growth in the final quarter of 2023 was actually higher than the exerage for the year as a whole, with increases averaging 9.4 new users every second over those final three months of the year. Meanwhile, research from GWI reveals that social media is the most popular online activity in the world. At a global level, 94.7 percent of internet users between the ages of 16 and 64 say that they use online chat and messaging services each month. GWIs findings focus on working-age adults in 53 of the worlds largest economies, but their findings focus on working-age adults in 53 of the worlds largest economies, but their findings focus on working-age adults in 53 of the worlds largest economies, but their findings focus on working-age adults in 53 of the worlds largest economies, but their findings focus on working-age adults in 53 of the worlds largest economies, but their findings focus on working-age adults in 53 of the worlds largest economies, but their findings focus on working-age adults in 53 of the worlds largest economies, but their findings focus on working-age adults in 53 of the worlds largest economies, but their findings focus on working-age adults in 53 of the worlds largest economies, but their findings focus on working-age adults in 53 of the worlds largest economies, but their findings focus on working-age adults in 54 of the worlds largest economies, but their findings focus on working-age adults in 54 of the worlds largest economies, but their findings focus on working-age adults in 54 of the worlds largest economies, but their findings focus on working-age adults in 54 of the worlds largest economies, but their findings focus on working-age adults in 54 of the worlds largest economies, but the findings focus on working-age adults in 54 of the worlds largest economies, but the findings focus on the internet users across lower- and middle-income countries now use instant messaging, making it even more popular than making or receiving calls. Meanwhile, GWI reports that social networking attracts only slightly fewer users than instant messaging. The companys latest research indicates that 94.3 percent of internet users aged 16 to 64 use social networking platforms each month just 0.4 percentage points behind chat apps. And perhaps surprisingly younger users are more likely to use social networking services than they are to use chat and messaging platforms. For context, search engines rank third across all age groups, but with only 80.7 percent of working-age internet users visiting these platforms each month, social media is clearly the top online activity. And for added perspective, a massive 97.4 percent of GWIs survey respondents say that they use either a chat app or a social media activity on a monthly basis. But social medias popularity isnt just measured in user numbers. Social media also accounts for a significant share of the worlds online time, as we explore in this separate, detailed article. The history of social media use to gain momentum. Lets take a closer look back over the worlds journey to 5 billion social media users. Platforms like WhatsApp and WeChat may seem like relatively recent additions to the communications landscape, but you may be surprised to learn that instant messaging has existed since before the internet, with users of multi-user operating systems like CTSS and Multics already able to send real-time messages between machines as early as the 1960s. However, the first multi-user online chat service Talkomatic launched more than 50 years ago, in 1973. At the time of its launch, Talkomatic offered a total of six distinct channels with each channel akin to a chat room and each of these channels could host a maximum of five chat participants at any one time. Interestingly, Talkomatic users could read what the person was sharing. Talkomatic ran on the PLATO system, which offered educational services through a series of networked mainframe systems. As a result, Talkomatic access was largely restricted to people in educational environments. The first commercially available online chat service was CompuServes CB Simulator, which launched in February 1980 [random aside: the Rolling Stoness Mick Jagger held the first online multimedia conference using CompuServe CB in December 1995]. Talkers also came to prominence in the mid-1980s, and in many ways, these services laid the groundwork for much of what we see in todays instant messengers. Around the same time, Quantum Link colloquially known as Q-Link brought instant chat and messaging services to Commodore computers, via dial-up modem connections. Instant messaging then started to gain more significant momentum with the launch of Internet Relay Chat (IRC) in 1988, and there were already around 40 IRC servers worldwide by the middle of 1989. Messaging in the 90sBut it was the advent of standalone messenger platforms in the 1990s that supercharged the growth of instant messaging. Launched in 1994, PowWow was one of the first applications to bring instant messaging to the burgeoning Microsoft Windows operating system, alongside voice chat (VoIP) and shared whiteboards. But perhaps the most famous of these early messaging to the burgeoning Microsoft Windows operating system, alongside voice chat (VoIP) and shared whiteboards. But perhaps the most famous of these early messaging to the burgeoning Microsoft Windows operating system, alongside voice chat (VoIP) and shared whiteboards. But perhaps the most famous of these early messaging to the burgeoning Microsoft Windows operating system, alongside voice chat (VoIP) and shared whiteboards. whichlaunched in 1996. By the time it was acquired by AOL in 1998, ICQ had already attracted close to 12 million users. Just three years later, ICQs user base had grown by a factor of eight, and the service passed the 100 million internet users. These figures suggest that more than 1 in 5 internet users had created an ICO account by 2001, and roughly 2 in 3 ICO users lived outside of the United States. However, not all of ICOs registered users accessed the platform each month, although an average of 8 million users accessed the service every day, which was particularly impressive achievement for the time. But by the turn of the millennium, other messenger platforms were also gaining momentum. America Onlinehad launched its AOL Instant Messenger platform better known as AIM in May 1997, and by June 2000 the service had already attracted more than 61 million registered users, 20 million of whom were active. Around that time, audience analysts Media Metrix reported that AIMs active user base was growing at just under 20 percent per year. Dig deeper: if youd like to learn more about AIM and its impact, try this and this. Not to be outdone, Yahoo! one of the other great tech behemoths of the time had also launched in March 1998, and the companys earlier Yahoo! Chat rooms. Estimates suggest that Yahoo! Messenger officially launched in March 1998, and the companys earlier Yahoo! Chat rooms. Estimates suggest that Yahoo! Messenger had gained more than 10 million active users by August 2000, but its unclear whether this figure refers to its total global user base, or if it only includes users in the United States. Yahoo!s 2001 annual report also reveals that the service averaged more than 6 billion messages per month in the final three months of that year. Dig deeper: read more on Yahoo! Messenger here. Meanwhile, Microsofts rival MSN Messenger was also gaining momentum at the start of the century. The service had launched in July 1999, and by March 2001, MSN Messenger had grown by more than 200 percent over the preceding 12 months, making the platform the single most-used instant messaging service in the world. Dig deeper: explore some great MSN Messenger nostalgia here. However, by the late 90s, the Chinese government had already activated its Great Firewall. With the countrys internet users increasingly unable to access platforms that had gained popularity elsewhere, Chinese companies started building their own social platforms, and in February 1999, Tencent launched its now legendary QQ platform. QQ started out as an ICQ clone, but the messenger quickly grew to become the most widely used social platform in China, and offered many unique features and innovations of its own. Tencents investor earnings announcements show that the platform had already attracted 50 million active users by 2004. Meanwhile, back in the United States, Skype launched in 2003, and while the platform is probably best known for its VoIP platform, its instant messaging functionality was also a big draw, especially amongst business users. AIM, MSN Messenger, Skype, and QQ dominated instant messaging until the late 2000s. However, the 2007 launch of the iPhone changed the game, and a new crop of mobile messaging apps quickly gained momentum. Data suggests that WhatsApp users surpassed those of MSN Messenger and Skype sometime in 2013, but Tencents Weixin also known as WeChat outside of China didnt overtake QQ until late 2016. Somewhat frustratingly, Meta doesnt publish regular user figures for WhatsApp, and the latest official update was in 2020, when the platform announced 2 billion monthly active users. That figure is still the one touted on the platforms Business site today, but Kepios analysis suggests that WhatsApp likely has around 2.3 billion monthly active user bases of Weixin and WeChat had grown to 1.34 billion by September 2023. At a worldwide level, WhatsApp and Weixin dominate the instant messaging market, but two other services are also worthy of note.LINE is currently the messaging market, but two other services are also worthy of note. In Japan, and the companys business resources (in Japan, and the companys business resources) indicate that the platform now has 96 million monthly active users in the country. Meanwhile, KakaoTalk is the most popular messaging service in South Korea, and the company reported more than 48 million monthly active users in the country for Q3 2023. Our analysis of these figures suggests that the combined audience of the most popular messaging platform in each country is roughly 3.7 billion users, while the total number of instant messaging users around the world now exceeds 5 billion. Social networks But instant messengers are just one side of the social media story, so lets shift our focus to social networks. Interestingly, the first web-based social media platforms had already emerged before ICQ. The early days Launched in 1994, some might argue that GeoCities was the first of these social media platforms. especially after the site started offering chat, bulletin boards, and other community elements in mid-1995. Similarly, the Globe is another example of early social media. The platforms website launched in 1995, and reportedly attracted 44,000 visits in its first month. That may not sound like a lot by todays standards, but there were fewer than 50 million internet users at that time, and the site launched six months before the first web banner ad. As a result, the Globe relied on TV advertising to promote its service, and even distributed CD-ROMs to help build momentum. By the time of its record-breaking IPO in 1998, the Globe.com claimed 1.3 million registered users. However, the site effectively shut down less than three years later, in August 2001, following the dot-com crash. But despite those earlier successes, SixDegrees is commonly regarded as the first example of a social network as we know these services today, launching to the public in 1997. Even at its peak though, SixDegrees only gained 3.5 million registered members, and its first incarnation shuttered on 30 December 2000. Meanwhile, other notable social network companies that launched in the late 2000s, but while the company still exists it ceded dominance to LINE and Twitter (now X) over the following decade.Impressively, Open Diary still operates today, and users are still actively posting to the site albeit in relatively modest numbers making it one of the oldest social media revolution. Reports suggest that Friendster and Myspace in 2003 that really kickstarted the social media revolution. Reports suggest that Friendster gained 3 million users within its first few months of operation, and it took just 3 years and 8 days for Myspace to reach 100 million registered accounts. However, both platforms eventually succumbed to Facebook. Mark Zuckerberg and friends launched TheFacebook. On 0.4 February 2004, and the site had passed the 100 million user mark by August 2008. At the start of 2010, Facebook had 400 million monthly active users, and that number reached the momentous 1 billion user mark in September 2012. Fast forward to today, and Facebooks global active users, and that number reached the momentous 1 billion by the end of 2023, making it the worlds largest social media platform by officially reported user numbers. Separately, Kepios analysis suggests that YouTube may have a higher number of monthly active users than Facebook, but Google does not publish official MAU figures for YouTube, and the platforms reported advertising reach currently sits at around 2.5 billion. But most Western social platforms have long been blocked by Chinas Great Firewall, and as a result, the countrys social media landscape has followed a different path. One of the first Chinese social networks to gain significant momentum was Qzone, which grew out of the QQ messenger platform in 2005. Tencents investor earnings reports show that QZone had already surpassed 100 million monthly active users by early 2008, and Tencent gleefully reported in a related press release that Qzone active users largely exceed Facebooks: The latest report from Facebook the American site acclaimed as the trend leader of online networking and Web 2.0 put its active users at 67 million. Qzones active users in a single month exceed Facebooks by nearly 50%. At its height Qzone attracted close to 670 million monthly active users. Renren was another Chinese social media platform that gained noteworthy momentum. The company initially reported high numbers of activated users, but tappears that this was merely a clever play on words to report registered members, and monthly active user figures likely peaked at around 50 million. But, much like QQ, Qzone and Renren were usurped in the mid-2010s by Tencents other superstar platform, Weixin. Known as WeChat outside of China, Weixin launched to the public in January 2011, and already claimed more than 300 million registered accounts by the end of the following year. By the end of 2013, the service already attracted more than 350 million monthly active users, and just one year later, the combined audiences of Weixin and WeChat had reached the half-billion monthly active users as Qzone, and by late 2016, it had overtaken QQ to become Chinas largest social platform. WeChat and Weixin reached 1 billion combined users in March 2018, and Tencents latest investor earnings report shows that the platforms now host a combined total of 1.34 billion active users each month. But despite their impressive ascent, Facebook, WhatsApp, and WeChat are just three of the many hundreds of social media platforms out there.Indeed, our analysis suggests that there are now 14 social media platforms with at least half a billion monthly active users, and many more with more than 800 million monthly active users, while Facebook Messenger hovers around a billion users. And in social networks, Instagram now has more than 2 billion users, while in China, Weibo previously known as Sina Weibo now has more than 600 million monthly active users, making it one of Chinas most enduring platforms. But what about overall social media use? Well, its actually much harder to quantify that overall user figure, because many people use multiple social media platforms each month. Indeed, the latest research from GWI shows that the typical social media user now makes active use of 6.7 distinct platforms in any given month. More broadly, GWIs survey reveals that more than 97 percent of internet users aged 16 to 64 in 53 of the worlds largest economies use at least one social platform each month. And for added perspective, our latest data suggests that the countries in GWIs survey account for roughly 87 percent of the worlds total internet users below the age of 13. Similarly, data suggests that internet users above the age of 65 tend to use social media less than those in GWIs working-age sample. Meanwhile, internet users in less developed economies may use social media less than their peers in the 53 markets covered by GWIs survey, although data from GSMA Intelligence indicates that social media less than those in GWIs working-age sample. and middle-income countries. But given this variance, we cant simply apply GWIs 97.4 percent figure to the worlds 5.35 billion internet users in order to quantify global social media use. Fortunately, however, many of the large social media platforms publish advertising reach figures by country, and these datasets allow us to build a better understanding of social media use at a local level. This advertising audience data isnt perfect of course, and its worth highlighting that each platforms ad reach figures likely include a meaningful number of duplicate and false accounts. For perspective, Meta itself estimates that such accounts represent 11 percent and 4 to 5 percent of Facebooks active user base, respectively. However, Metas own data suggests that Facebook ads only reach about 72 percent of the platforms ad reach data may still under-represent its total active user base. And furthermore, our analysis of more great data from GWI indicates that while Facebook is still the most used social platform in most markets less than 75 percent of social media users outside of China, the companys ad reach figures would likely underestimate total social media use. Its worth noting that we use ad reach signals from a variety of different datasets will be subject to factors similar to those detailed above. And while our global social media user figure relies on a slightly different dataset to the ones we use for individual country figures, we take a similarly cautious view there too, in order to avoid double-counting. All of which leads us to our latest global total of 5.04 billion active social media user identities. Social media user identities. local numbers, its worth highlighting that our figures for social media adoption in some countries exceed figures for total population. In most cases, these countries are home to large expat and migrant communities that are not included in official census countries are home to large expat and migrant communities that are not included in official census countries. media user figures may actually be more representative indicators of resident populations, the same phenomenon also affects comparisons with internet users. For reference, social media platforms tend to report audience reach figures in terms of absolute user figure to exceed the internet users. For reference, social media platforms tend to report audience reach figures in terms of absolute user figures in terms of absolute user numbers (e.g. 3,500,000), and not as a relative percentage of population. As a result, its not uncommon for our social media user figure to exceed the internet users. For reference, social media platforms tend to report audience reach figures in terms of absolute user details of absolute social media user numbers in each of our local country reports, but despite the apparent anomalies using relative adoption. Ranking countries by social adoption figures actually provides for more representative comparison. Ranking countries by social adoption. rankings, with our latest social media user identities figure equating to 112.3 percent of the local population figure published by the United Nations. However, its worth highlighting here that roughly 9 in 10 percent of the reported population. Interestingly, all of the top five countries by social media adoption rates are part of the Gulf Cooperation Council (GCC), with Bahrain, Kuwait, Qatar, and Saudi Arabia topping this years rankings after the UAE. Its also worth noting that social media adoption rates exceed 90 percent of the total population across all five countries, with South Korea the only other nation in this years rankings where we see such elevated levels of adoption. Once again though, reports indicate that expat communities are an important consideration across all GCC nations, including Saudi Arabia. At the other end of the spectrum, North Korea has the lowest level of social media adoption in the world, owing to its governments complete internet blockade. Eritrea ranks second-to-last, with the latest user data pointing to a social media adoption rate of just 0.4 percent. However, with s similar situation in Turkmenistan, where the countrys government has blocked access to foreign social media adoption rate of 1.7 percent. In total, social media adoption remains below 10 percent in 19 countries, 15 of which are in Africa. Share of connected population Meanwhile, comparing social media user data with internet user numbers appears to tell quite a different story. However, figures at the top of this ranking appear to have been skewed by the fact that many of these top countries havent published official updates to internet adoption figures for more than five years. Once again though, weve published these countries. In previous years, social media ad audience data enabled us to provide meaningful insights into social media adoption across all ages. However, recent changes to EU regulation mean that Meta no longer shows ads to users below the age of 18 across the bloc, and ad audience figures for this age group across Europe have now effectively fallen to zero. As the company explains in its advertising Help resources; We will temporarily stop showing add to teens in the EU, the EEA and Switzerland as we continue to evaluate the impact of EU regulation. During this temporary pause in add delivery, businesses can continue to connect with teens organically on Facebook and Instagram. Well share more details in the coming months about how the EU teen ad experience may change. As a result of these changes, were no longer able to report what we believe are accurate figures for overall social platforms by age and gender in our complete Digital 2024 Global Overview Report

How much of the population uses social media. What population of the world uses social media. How much of the world uses social media.