



SOCIAL MEDIA LANDSCAPE

By the numbers

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Top platforms



~2.5 B monthly active users globally,
180 M in U.S.*



2 B monthly active users globally,
~126 M in U.S.*



1 B monthly active users globally,
120 M in U.S.**



330 M monthly active users globally,
68 M in U.S.*



310 M monthly active users globally,**
~167 M in U.S.

Sources:

*Statista.com as of Feb. 2020

**Omnicoagency.com

Messenger Apps



1.6 B monthly active users globally,
68 M in U.S.



1.3 B monthly active users globally,
130 M in U.S.



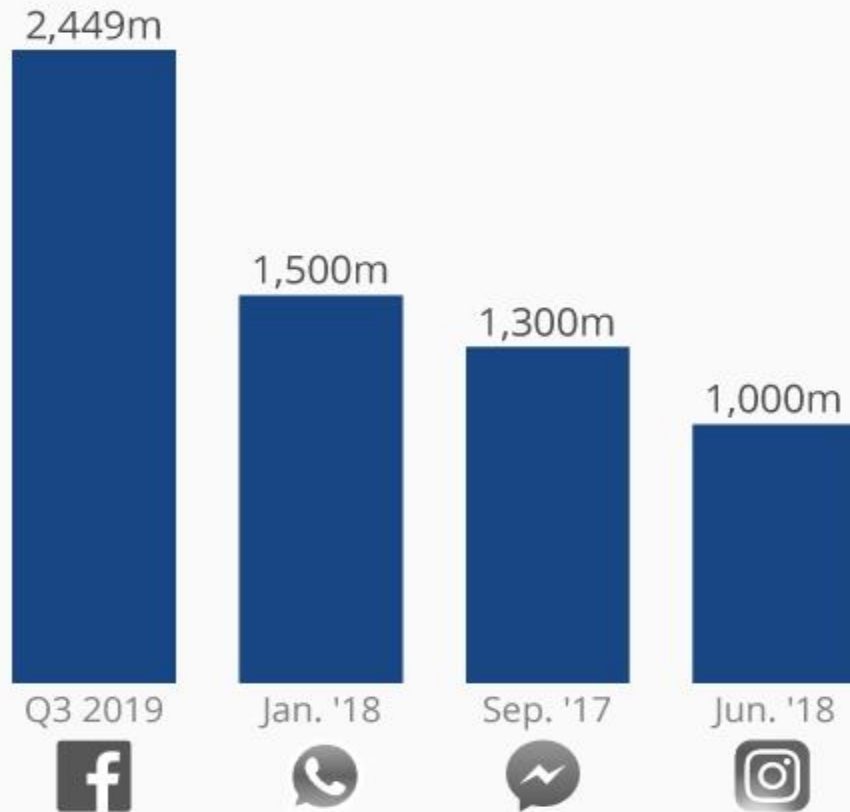
360 M monthly active users globally,
49.4 M in U.S.

Source:
Statista.com

Facebook's Social Media Dominance

Worldwide monthly active users of selected social media/messaging services*

Owned by Facebook



As of Q3 2019, **2.8 billion** people used at least one of Facebook's social media services each month and more than **2.2 billion** people did so every day on average.



* latest available information as of Dec. 13, 2019

** Snapchat only discloses daily active users

Source: Company reports

Source: 2017

<https://graphicspedia.net/millennials-media-habits-infographic/>

MILLENNIALS & MEDIA CONSUMPTION

WHO ARE THE MILLENNIALS?



GENDER BREAKDOWN



RACE BREAKDOWN

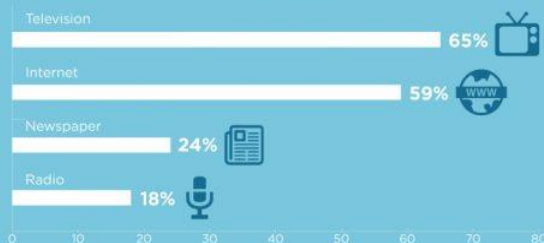


18.5% Hispanic
14.2% Black
4.3% Asian
3.2% Mixed
59.8% White

This is an all-time record low!

MAIN NEWS SOURCE

It wasn't too long ago that newspapers and radio were the leading news sources. This technology friendly generation prefers to find their news elsewhere:



MEDIA ENGAGEMENT

The millennial generation takes media consumption and engagement to an all-time high.



Spend **18** hours a day consuming media



72% use free streaming video such as YouTube and Hulu making it the #1 used viewing source



60% use subscription video on demand (Hulu, Netflix, Amazon Instant Video etc)



46% use pay TV



22% of media viewing time is dedicated to traditional TV series



17% of media viewing time is dedicated to YouTube/Clauses/Gameplay



14% of media viewing time is dedicated to movies and sports



50% of millennials watch an online video at least once per day

WHY ARE MILLENNIALS CHOOSING ONLINE VIEWING?



Immediate access
56%

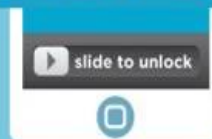


Multitasking
49%



Convenience of viewing location
44%

SOCIAL MEDIA AND MOBILE ENGAGEMENT



Check smartphones
43 times per day

5.4 hours per day on social media



71% engage in social media daily

Over **66%** of millennials embrace brands on social media to get discounts



71% use hyper-targeted radio like Pandora, iHeartRadio, and Spotify

Source: 2015

<https://genhq.com/igen-genz-social-media-trends-infographic/>

HOW YOU FEEL ABOUT YOURSELF

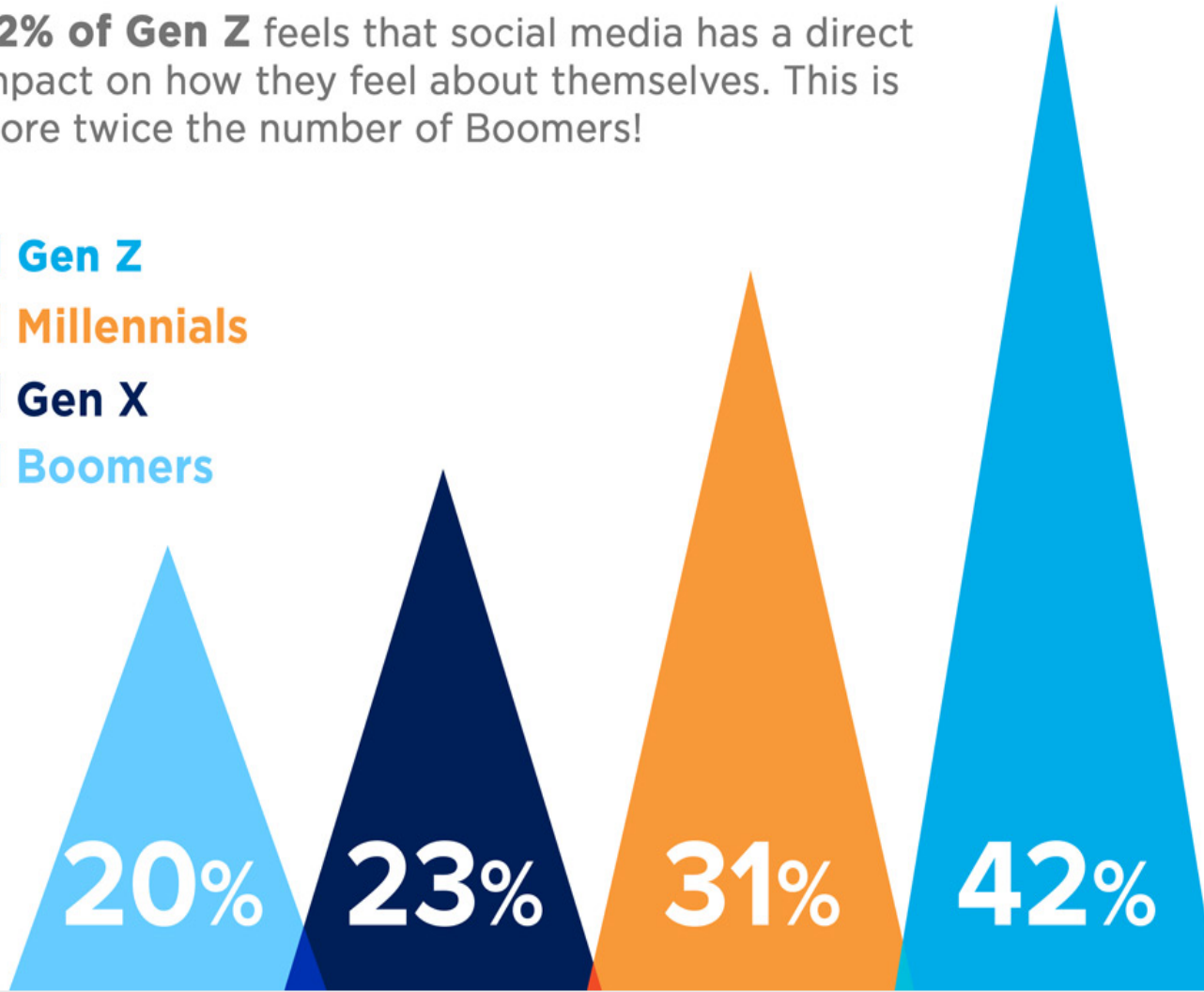
42% of Gen Z feels that social media has a direct impact on how they feel about themselves. This is more twice the number of Boomers!

■ **Gen Z**

■ **Millennials**

■ **Gen X**

■ **Boomers**



YOUR HAPPINESS

For generations, solid relationships, financial success, and good health have all been factors in determining someone's personal happiness. Add social media to the list for Gen Z! **37%** of this up and coming generation say social media has a direct impact on their happiness.

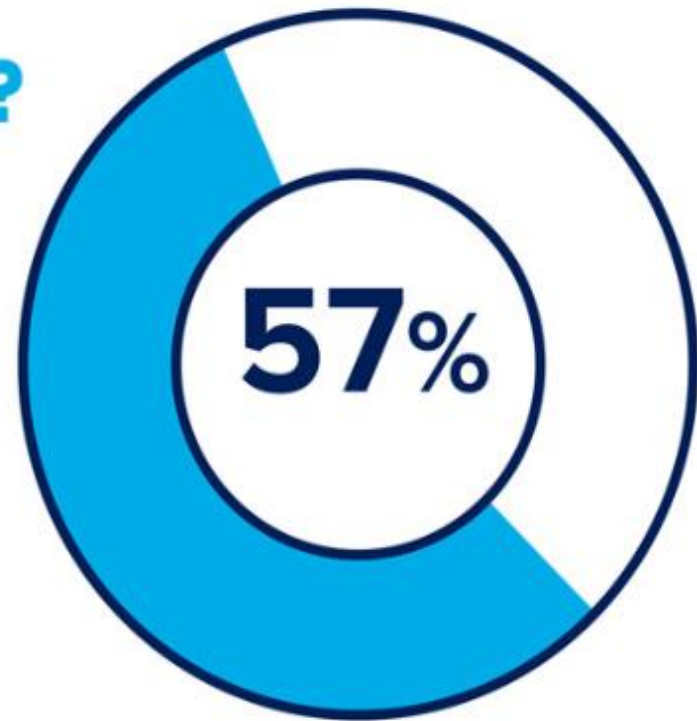
37%

This is more than twice the number of Boomers who feel social media affects their personal happiness.



IS FACEBOOK A THING OF THE PAST?

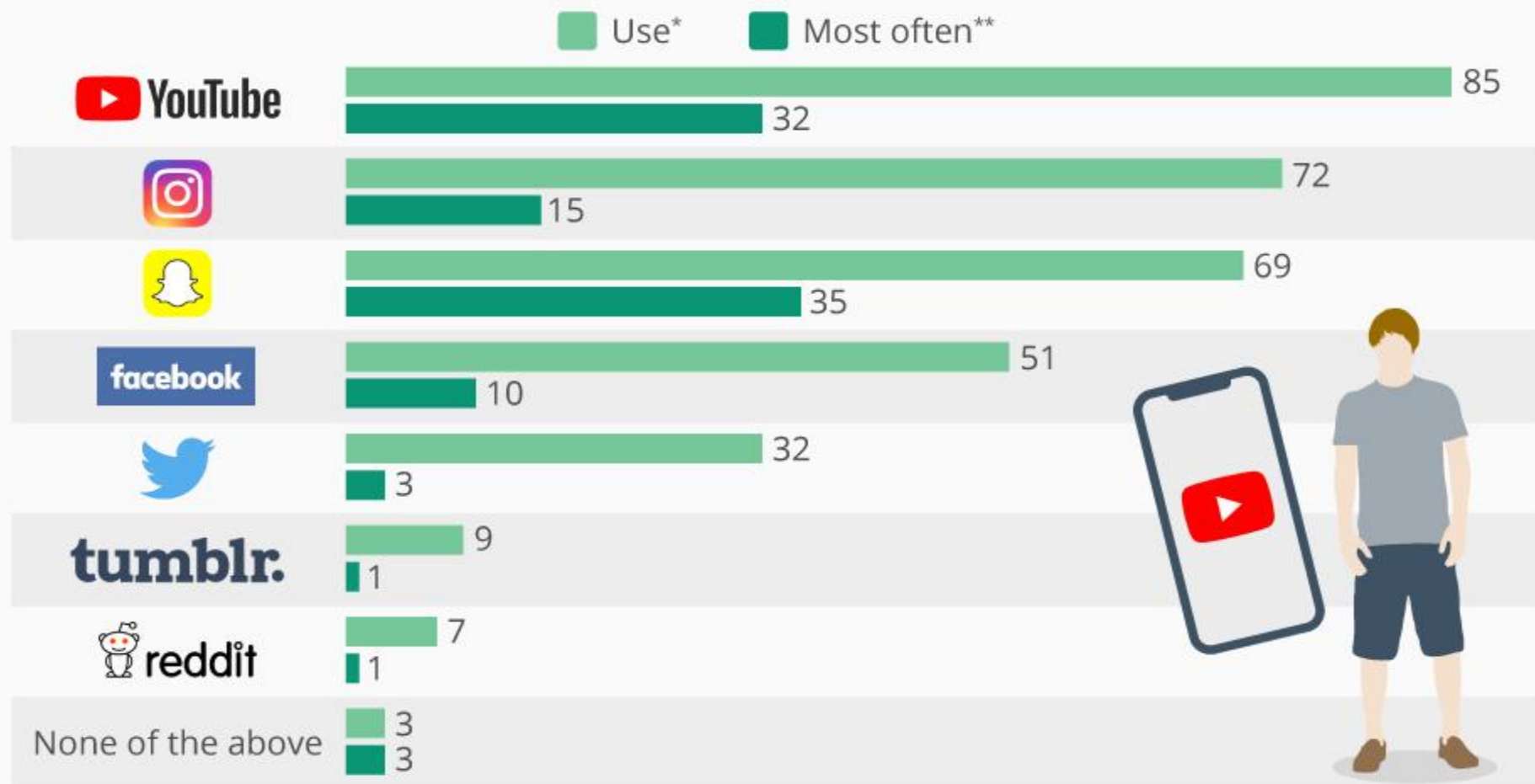
While Facebook may not be seen by Gen Z as the coolest social media platform in the world, **57% of Gen Z** still says that Facebook has a place in the social media space for their own generation.



In addition, a strong 44% of Gen Z said that Facebook is good for any age—from their own generation to their grandparents.

YouTube Is the Biggest Social Media Site for Teens

% of U.S. teens who say they use social media platforms vs. how often they use them



* Figures in first column add to more than 100% because multiple responses were allowed.

** Most-often question was asked to respondents who reported using multiple sites.

743 teens were interviewed between March 7-April 10, 2018.



@StatistaCharts

Source: Pew Research Center

statista

Social Media Explained



I'm eating bacon



I like bacon



I have skills including eating bacon



This is where I eat bacon



Watch me eat my bacon



Here's a vintage photo of my bacon



Here's a recipe with bacon



Selfie time!

Facebook status update?

LinkedIn status update, anyone?



STAY CONNECTED



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