SOCIAL MEDIA LANDSCAPE

By the numbers

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Top platforms

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

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

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

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

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

Sources:
*Statista.com as of Feb. 2020
**Omnicoreagency.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

2,449m

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
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**: 42%
- **Millennials**: 31%
- **Gen X**: 23%
- **Boomers**: 20%
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.

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

<table>
<thead>
<tr>
<th>Platform</th>
<th>Use* (%)</th>
<th>Most often** (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>YouTube</td>
<td>85</td>
<td>32</td>
</tr>
<tr>
<td>Instagram</td>
<td>72</td>
<td>15</td>
</tr>
<tr>
<td>Snapchat</td>
<td>69</td>
<td>35</td>
</tr>
<tr>
<td>Facebook</td>
<td>51</td>
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<td>9</td>
<td>1</td>
</tr>
<tr>
<td>Reddit</td>
<td>7</td>
<td>1</td>
</tr>
<tr>
<td>None of the above</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>

* 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.

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?
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