

# SOCIAL MEDIA DEMOGRAPHICS

BY THE NUMBERS

Social media is a vital marketing channel that no organization can afford to ignore. Each platform, though, appeals to different users, and it's up to you to find out where your target audiences are spending their time.

We've gathered key statistics and demographic insights to help your organization choose and strategize for different platforms.



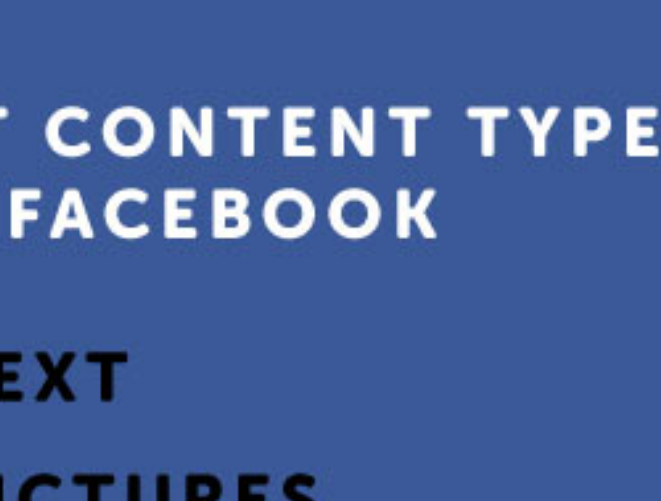
## FACEBOOK

With 72% of adults on the internet using Facebook, it is the most popular social network and a must-have for any organization.<sup>14</sup>

# 1.6 BILLION

## MONTHLY USERS

(1.09 Billion use Facebook every day.)<sup>1</sup>



Half of Facebook users have more than 200 friends on the network. More than a quarter of 18-29 year-old users have at least 500 friends.<sup>2</sup>

This means supporters who share your content greatly expand your audience.

### BEST CONTENT TYPES FOR FACEBOOK

- ✓ TEXT
- ✓ PICTURES
- ✓ VIDEOS
- ✓ POLLS



## TWITTER

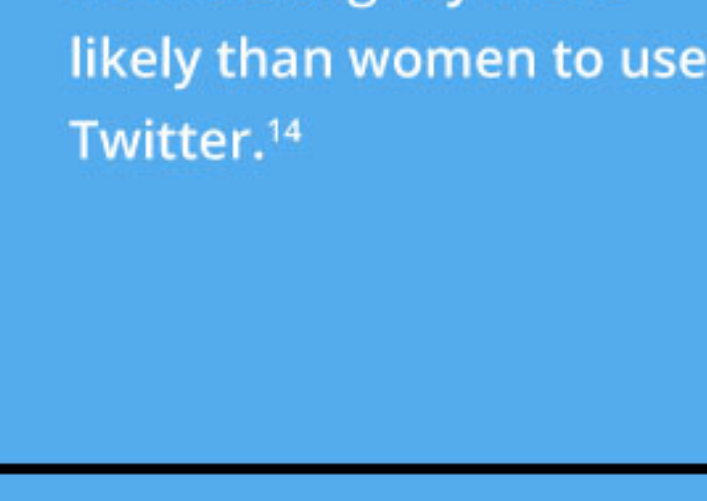
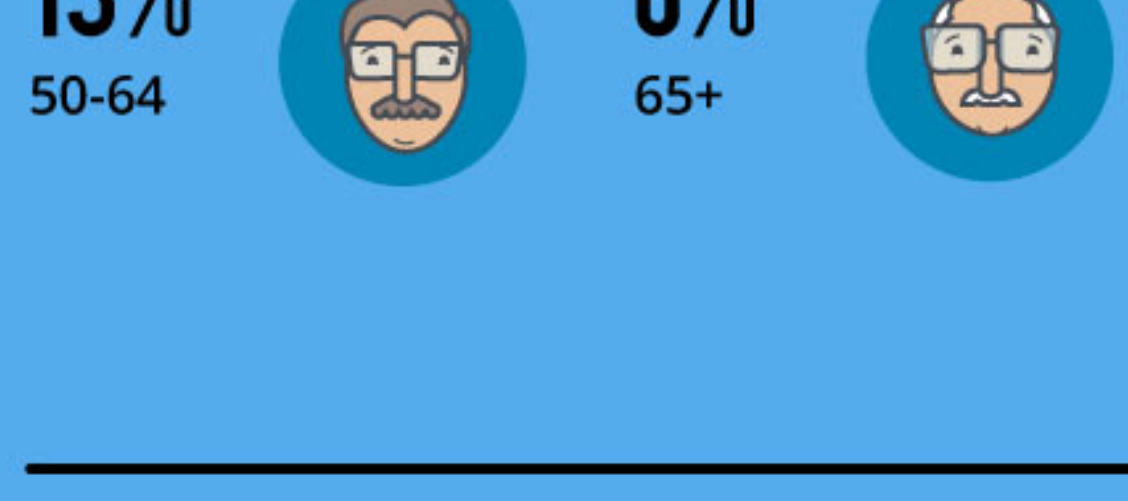
Of internet-using adults, 23% are Twitter users.

Although Twitter doesn't have the highest usage rates, it's still a vital tool for nonprofits, businesses, and social movements.

# 310 MILLION

## MONTHLY USERS<sup>3</sup>

(36% use Twitter every day.)<sup>4</sup>



On average, nonprofits have 112 Twitter followers for every 1,000 email subscribers.<sup>5</sup>

### BEST CONTENT TYPES FOR TWITTER

- ✓ TEXT (140 characters)
- ✓ PICTURES (up to 4 per Tweet)
- ✓ VIDEOS (usually short clips)
- ✓ POLLS (up to 4 choices)



## INSTAGRAM

Instagram is one of the most popular platforms. Pew research found higher usage rates among black and Hispanic respondents.<sup>14</sup>

People who live in urban and suburban areas are more likely to use Instagram than people in rural areas.<sup>14</sup>

# 200 MILLION

## MONTHLY USERS

(Users have posted 20 billion photos.)<sup>6</sup>



55% of 18-29 year-olds use Instagram, making its prevalence second only to Facebook for this age group.<sup>14</sup>

### BEST CONTENT TYPES FOR INSTAGRAM

- ✓ PICTURES
- ✓ VIDEOS (up to 15 seconds)



## LINKEDIN

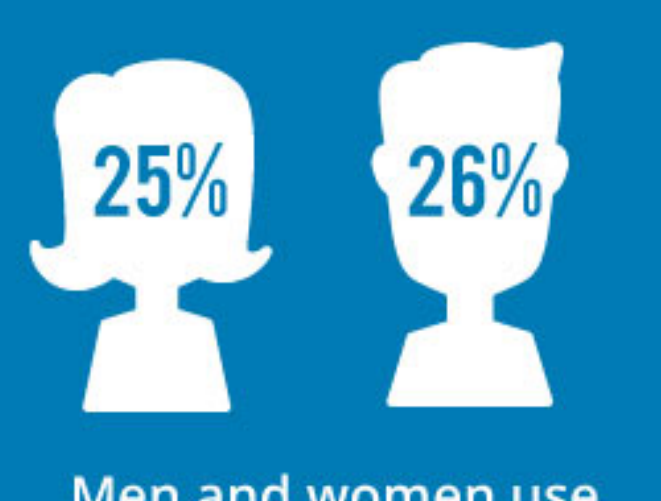
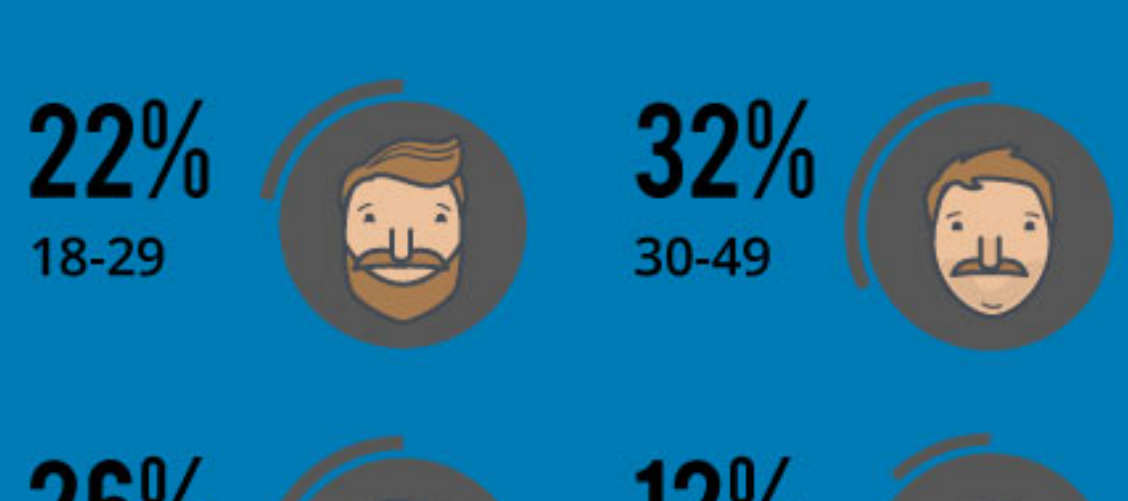
According to Pew Research, "46% of online adults who have graduated from college are LinkedIn users, compared with just 9% of online adults with a high school diploma or less."

While 25% of all online adults use LinkedIn, it is most popular among people ages 30 to 64.<sup>14</sup>

# 400 MILLION

## REGISTERED USERS

(On average, 100 million visit the site monthly.)<sup>7</sup>



People making \$75,000+ are most likely to use LinkedIn, making it a viable platform for reaching large prospects.<sup>14</sup>

### BEST CONTENT TYPES FOR LINKEDIN

- ✓ TEXT AND LINKS
- ✓ BLOG POSTS
- ✓ GROUP DISCUSSIONS
- ✓ IMAGES



## YOUTUBE

YouTube has a larger 18- to 49-year-old audience than any cable network.<sup>9</sup>

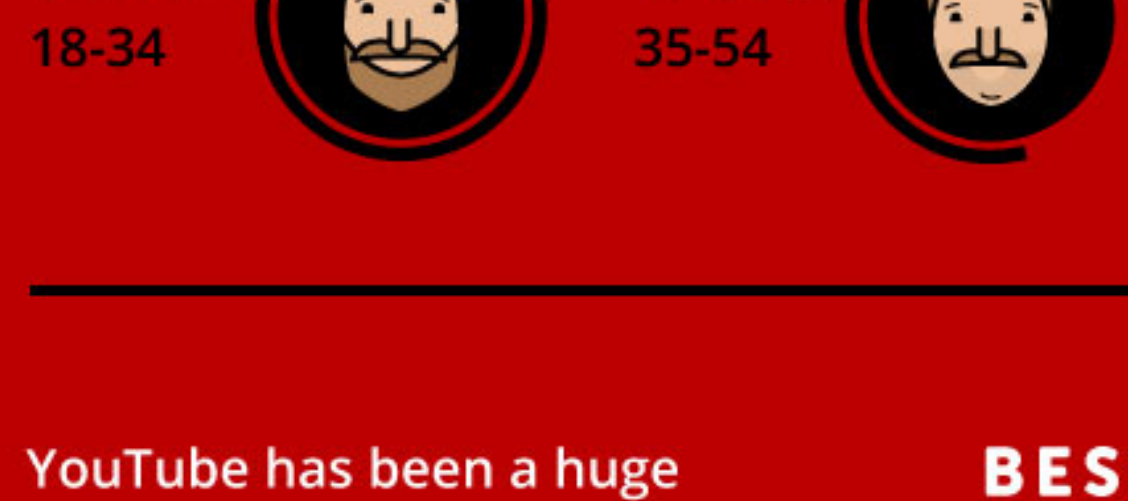
YouTube says that more than half of the platform's views come from mobile devices.

# MORE THAN 1 BILLION

## USERS

(80% of views are from outside the United States.)<sup>8</sup>

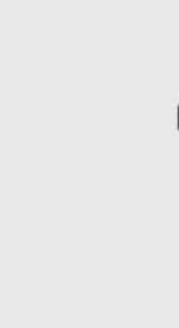
### AGE DEMOGRAPHICS<sup>10</sup>



YouTube has been a huge part of several viral nonprofit fundraising campaigns, including KONY 2012 and the Ice Bucket Challenge.<sup>14</sup>

### BEST CONTENT TYPES FOR YOUTUBE

- ✓ VIDEOS OF ALL LENGTHS



## PINTEREST

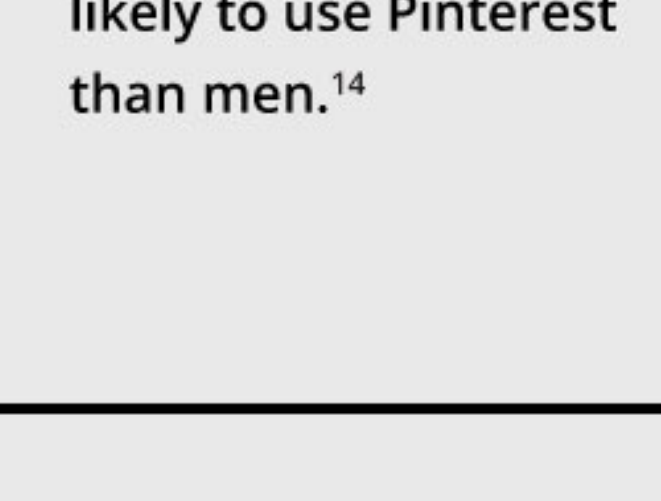
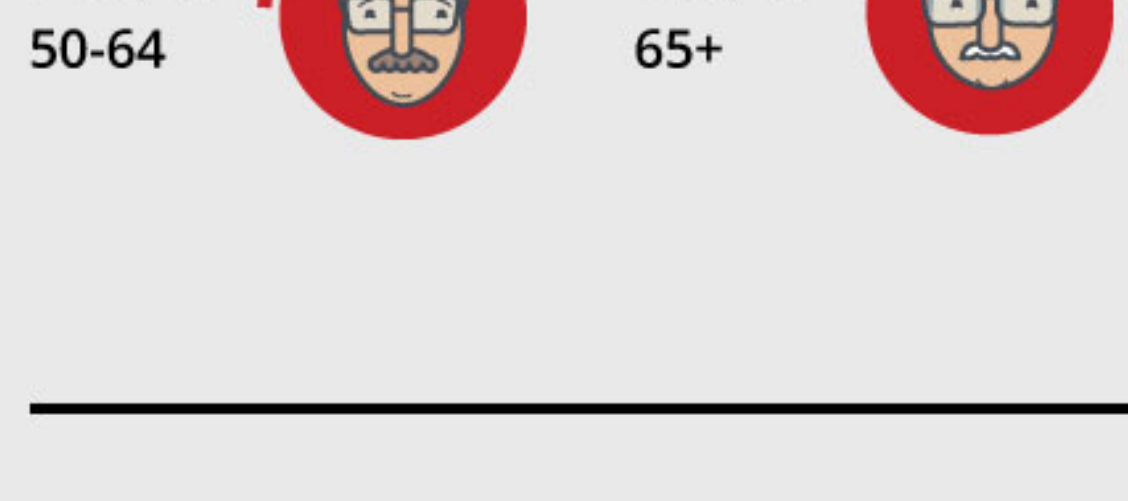
31 percent of online adults use Pinterest although usage varies by gender, age, and background.<sup>14</sup>

Pinterest is more popular among rural and suburban populations than people in urban areas.

# 176 MILLION

## REGISTERED USERS<sup>12</sup>

(100 million active users.)<sup>13</sup>



Pinterest is especially popular for design, cooking, crafting, and do-it-yourself projects.

This makes the platform a great fit for organizations with food, recycling, or community service programs.

### BEST CONTENT TYPES FOR PINTEREST

- ✓ IMAGES, GIFS
- ✓ TEXT

<sup>1</sup> Facebook, "Company Info."

<sup>2</sup> Pew Research Institute, "6 new facts about Facebook."

<sup>3</sup> Twitter, "Twitter Usage/Company Facts."

<sup>4</sup> Pew Research Institute, "Frequency of Social Media Use."

<sup>5</sup> M+R, "M+R Benchmarks 2015."

<sup>6</sup> Instagram, "Instagram Today: 200 Million Strong."

<sup>7</sup> VentureBeat, "LinkedIn now has 400M users, but only 25% of them use it monthly."

<sup>8</sup> YouTube, "Statistics."

<sup>9</sup> Los Angeles Times, "YouTube now bigger than TV among advertisers' target audience."

<sup>10</sup> eMarketer, "Snapchat's Audience Is Teeny."

<sup>11</sup> Social Times, "Men Are From LinkedIn, Google+ & YouTube, Women Are From Twitter, Instagram & Pinterest."

<sup>12</sup> TechCrunch, "Leaked Pinterest Documents Show Revenue, Growth Forecasts."

<sup>13</sup> VentureBeat, "With 100M users, Pinterest's 'promoted pins' just became a lot more attractive to advertisers."

<sup>14</sup> Pew Research Institute, "The Demographics of Social Media Users."