

Who is Your Social Media Audience?

Social Media Demographics

Platform	Monthly active users	Largest age group	Percentage of age group	Gender		Time spent per day
				Male	Female	
Facebook	2.91 billion	25-34	31.5%	43%	57%	33 min
Connects people by sharing content like posts, images, videos, and external links like blog posts. Users can contribute ideas and join conversations.						
Instagram	2 billion	25-34	31.2%	48.4%	51.8%	29 min
Emphasizes photo and video sharing.						
YouTube	2+ billion	15-35	N/R	46%	54%	30 min
Video sharing service. Recent new features include Shorts, Live streaming, Chapters, Premieres and Community Tab.						
Tik Tok	1 billion	10-19	25%	43%	57%	89 min
Social media platform for creating, sharing and viewing very short videos.						
Twitter	211 million	18-29	42%	56.4%	43.6%	31 min
Social networking site where users broadcast short posts known as tweets. Uses text, videos, photos or links.						
LinkedIn	810 million	25-34	58.4%	48%	52%	N/R
Professional network where users can connect with like-minded people.						
Pinterest	431 million	50-64	38%	22%	78%	14.2 min
Visual search engine filled with images tailored to specific user interests. Create and share pins.						
Snapchat	318 million	15-25	48%	54.4%	44.6%	25+ min
Mobile messaging application used to share photos, videos, text, and drawings.						
N/R = Not Reported						

Numerical Statistics Attribution: sproutsocial.com

Quick Social Media Facts

- **Facebook** remains the largest social platform and is used by all but Gen Z.
- The youngest consumers gravitate to **TikTok** and **Snapchat**, but collectively use **YouTube** even more.
- **Instagram** is a favorite with Gen Z and Millennials.
- **Twitter** is the only social platform with more male than female users.
- The largest demographic for **Pinterest** is Gen X and Boomers.