

# 30 Social Media Stats to Savor

The stats every local business needs to know



## general

- 1 There are 2.46 billion active users on social media (Statista, 2017)
- 2 The average internet user has 8 social media accounts! (Global Web Index, 2017)
- 3 94% of digital consumers aged 16-64 have an account on at least one social platform, and 98% have been active in the last month (Adestra, 2016)
- 4 43% of consumers aged 16-24, and 38% of users aged 25 - 34 use social media to research a product (Global Web Index, 2017)
- 5 23% of consumers aged 16-34 say that seeing a brand/product is "liked" on social media is a purchase driver (Global Web Index, 2017)



## facebook

- 6 Facebook has over 2 billion active users (Statista, 2017)
- 7 Over 80% of Facebook users access the platform every day (GlobalWebIndex, 2016)
- 8 45% of Facebook users aged 25-34, and 39% aged 16-24 use social networks to research products (Global Web Index, 2017)
- 9 60 million businesses have a Facebook Page (VentureBeat, 2016)
- 10 93% of social marketers regularly use Facebook ads, and 64% plan on increasing their Facebook ad activities (Social Media Examiner, 2017)
- 11 62% of marketers say Facebook is their most important platform (Social Media Examiner, 2017)



## instagram

- 12 Instagram has more than 700 million monthly users, with 200 million active daily (Statista, 2017)
- 13 Nearly 60% of Instagram users access the platform each day (Global Web Index, 2017)
- 14 53% of users follow their favorite brands on Instagram (Global Web Index, 2015)
- 15 94% of the top 100 companies have an Instagram account, and 86% of them actively post each month (Simply Measured, 2016)
- 16 54% of marketers are using Instagram, and 63% plan on increasing their Instagram activities (Social Media Examiner, 2017)
- 17 Posts with hashtags and location tags perform the best in terms of user engagement (Simply Measured, 2015)



## twitter

- 18 Twitter has about 328 million monthly active users (Statista, 2017)
- 19 76% of marketers worldwide use Twitter to market their business (Statista, 2016)
- 20 Almost 50% of active Twitter users follow brands/companies (Convince&Convert, 2016)
- 21 About 30% of Twitter users access the platform more than once a day (Global Web Index, 2017)
- 22 Over 40% of Twitter users learn about products and services via Twitter (Convince&Convert, 2016)



## linkedin

- 23 LinkedIn has 106 million active monthly users (Statista, 2016)
- 24 There are more than 467 million registered users on the platform (LinkedIn, 2016)
- 25 Marketers that flesh out their Products and Services page have 2x as many company followers (Simply Measured, 2016)
- 26 40% of B2B marketers say that LinkedIn is the most important platform for them (Social Media Examiner, 2016)



## youtube

- 27 YouTube has the most visitors globally, at 88% (Global Web Index, 2017)
- 28 63% of YouTube users access the platform more than once a day (Global Web Index, 2017)
- 29 85% of Interbrand top 100 companies actively post to YouTube every month (Simply Measured, 2016)
- 30 One quarter of YouTube users have watched a branded video in the last month (Global Web Index, 2016)

### Sources:

Global Web Index, Simply Measured, Social Media Examiner, LinkedIn, Statista, Convince&Convert, VentureBeat

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