

SOCIAL MEDIA TRENDS AND INSIGHTS

April 2022

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good
day



fort
MYERS
ISLANDS, BEACHES & NEIGHBORHOODS



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Social Media Users

Where Users are (and will be) by Platform

- TikTok is expected to have **100M** monthly users by 2025, making it a key marketing initiative for many brands.
- Facebook continues to struggle to attract 12 - 17 year olds; however it remains the largest platform with an estimated **186.8M** monthly user by 2025.
- Twitter growth begins to slow but the platform's core followers remain highly **engaged and loyal**.

Source: Insider Intelligence

US Social Network Users, by Platform, 2021-2025 millions

Facebook

	2021	2022	2023	2024	2025
	179.1	180.8	182.6	184.7	186.8

Instagram

	2021	2022	2023	2024	2025
	122.4	126.3	129.9	133.1	136.0


TikTok

	2021	2022	2023	2024	2025
	86.2	90.6	94.4	97.5	100.1

Snapchat

	2021	2022	2023	2024	2025
	87.7	88.8	89.8	90.6	91.2

Twitter

	2021	2022	2023	2024	2025
	56.5	56.1	55.8	55.5	55.3

Total

*Image shows forecast standing in 2025.

Notes: internet users of any age who use social networks via any device at least once per month; Snapchat forecast includes mobile phone users who access their Snapchat account via mobile phone app at least once per month

Methodology: Estimates are based on the analysis of survey and traffic data from research firms and regulatory agencies; company releases; historical trends; internet and mobile adoption trends; and

Social Media Users by Age

65+%

Of the U.S. population will use social networks in 2025.

25-34 year olds: 96%

35-44 year olds: 90.6%

Source: Insider Intelligence

Social Network Users in the US, by Age, 2020-2025 % of population

	2020	2021	2022	2023	2024	2025
0-11	12.1%	12.3%	12.5%	12.7%	12.8%	12.9%
12-17	71.8%	71.9%	72.0%	72.1%	72.6%	73.1%
18-24	91.1%	91.6%	91.8%	91.9%	92.0%	92.1%
25-34	92.6%	93.2%	93.7%	94.4%	95.1%	95.9%
35-44	87.9%	89.2%	90.0%	90.4%	90.5%	90.6%
45-54	75.7%	78.7%	80.0%	80.7%	81.1%	81.6%
55-64	58.8%	59.7%	61.5%	63.6%	65.2%	66.5%
65+	44.7%	45.4%	45.5%	45.8%	46.3%	47.0%
Total	64.0%	64.9%	65.4%	65.9%	66.4%	66.8%

Note: internet users of any age who use a social network via any device at least once per month

Source: eMarketer, November 2021

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Social Growth is Coming from the Older Demographic

- Monthly usage among young adults is nearing saturation leading to slower growth.
- Social users growth is expected to be the highest among the 65+ demographic.

Social Network User Growth in the US, by Age, 2020-2025

% change

	2020	2021	2022	2023	2024	2025
0-11	5.9%	2.4%	1.8%	1.6%	1.5%	1.5%
12-17	1.4%	0.0%	0.1%	0.0%	0.4%	0.1%
18-24	1.3%	0.6%	0.3%	0.3%	0.3%	0.2%
25-34	1.2%	1.1%	0.9%	1.0%	0.8%	0.5%
35-44	3.0%	3.0%	2.1%	1.9%	1.6%	1.4%
45-54	3.7%	3.2%	1.4%	0.9%	0.5%	0.7%
55-64	5.5%	1.2%	2.1%	2.4%	1.7%	1.3%
65+	12.0%	4.7%	3.5%	3.7%	4.1%	4.6%
Total	3.7%	2.1%	1.5%	1.5%	1.3%	1.3%

Note: internet users of any age who use a social network via any device at least once per month

Source: eMarketer, November 2021

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Social Platform Updates

The average **organic reach** of a Facebook post is **5.2%** - down from 7.7% in 2018 .

58% of consumers say they've **visited a brand's website** from a Facebook Story ad.

98.5% use Facebook on their mobile device with **81.8%** only accessing the platform via **mobile**. *Comparatively, only 56.8% of all Internet traffic is from mobile devices.*

Source: Hootsuite

FACEBOOK INSIGHTS

2.91
Billion

Facebook Users

INSTAGRAM INSIGHTS

200 million users follow at least one business profile daily.

81% of people use Instagram to **research** products and services.

Instagram users are 70% more likely to make a mobile purchase.

**1.39
Billion**

Monthly Instagram Users

Globally, an average of **59% of TikTok users** feel a sense of community when they are on TikTok.

77% of TikTok users say TikTok is a place where people can express themselves openly.

68% of TikTok users find **advertising content** specifically to be **unique** or different from any competitive platform.

TIKTOK INSIGHTS

1
Billion

Monthly TikTok Users

86% of Millennials use Pinterest to plan their big and small moments in life. **63%** have also used it to **discover new products** to buy.

40% of Pinterest users earn **\$75K** or more. Nearly **40%** of Pinterest users have a college degree and above.

65% of users use the platform to find **products**, ideas, and services **they can trust**.

PINTEREST INSIGHTS

431
Million

Monthly Pinterest Users

TWITTER INSIGHTS

33% of users have have **college degree** or above. **34%** of Twitter users earn **\$75K+**.

52% of users reporting using Twitter daily.

54% of users are more likely to purchase new products or services.

**330
Million**

Monthly Active Twitter Users

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Key Trends to Watch

AR Filters Enhance Brand Experience

- Augmented reality (AR) filters are effects superimposed on real images. They work with your phone's camera, adding a layer or imagery in the foreground or background of your image.
- Facebook estimates **95M people** in the US will use AR on any device at least once a month.
- Facebook forecasted **\$12.7B in products/services/experiences** that will be purchased through augmented reality interfaces by **2023**

Source: Facebook

Types of AR/VR Devices that US Adults Have Used, Jan 2022

% of respondents

VR headsets (e.g., Oculus, HTC Vive)

61%

Mobile VR apps

33%

AR social media tools (e.g., photo filters)

31%

VR motion controllers (e.g., hand controllers, wands, wheels)

30%

AR mobile games (e.g., Pokémon Go, Kings of Pool)

28%

AR shopping tools (e.g., virtual try-on, virtual store tours)

21%

VR chat rooms (e.g., SteamVR, VRChat, VR Home)

21%

AR visualization tools (e.g., virtual room design, virtual home tours)

20%

AR glasses (e.g., Echo Lens, Ray Ban Stories)

17%

Haptic gloves

11%

Other

2%

Note: ages 18+; among respondents who have used AR/VR
Source: The Harris Poll on behalf of Protocol, Jan 25, 2022

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Social Video is Rising in Popularity

- More internet users are watching video on social platforms beyond YouTube
- **49%** of internet users who had ever watched video content online said they watched video **on Instagram in the past seven days**, up from 39% in 2019, according to Hub Research.
- There were similarly large increases for Facebook, TikTok, Snapchat and Twitter.

Select Social Media Platforms on Which US Internet Users Have Watched Video, 2019-2021

% of respondents

	2019	2020	2021
YouTube	74%	75%	77%
Instagram	39%	46%	49%
Facebook/Facebook Live	36%	41%	47%
TikTok	24%	25%	32%
Snapchat	14%	27%	28%
Twitter	19%	23%	26%
Twitch	6%	12%	15%
reddit	-	11%	-
Tumblr	5%	6%	-

Note: ages 13-74; among respondents who have ever watched short/long video content online; in the past seven days

Source: Hub Research, "Video Redefined," Feb 8, 2022

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Time Spent with User-Generated Videos Is Rivaling Some Forms of TV

16%

Percentage of weekly media hours people in the US ages 13 and over spend watching user-generated videos.

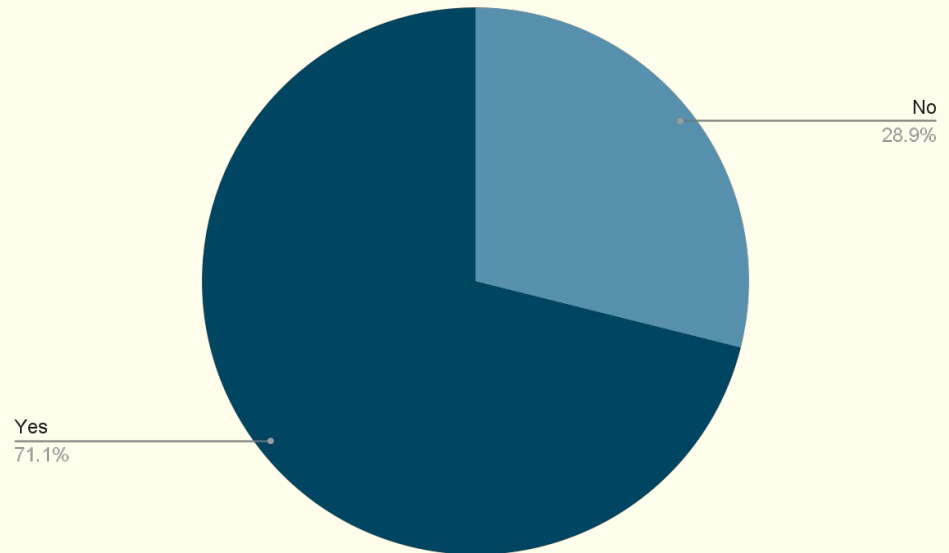
18%

Percentage of weekly media hours the same group spends watching traditional TV content.

Short Videos Are Spreading Across Social Media

7 in 10 US adults said they regularly watch this form of content on social media platforms.

Do US Consumers Regularly Watch Short-Form Video Content* on Social Media Platforms?
% of respondents, Sept 2021



*Note: ages 18+; *i.e., TikTok, Instagram Reels*

Source: Inmar Intelligence, "Emerging Platforms Survey," Oct 27, 2021

Consumers spend more time with influencer video

- **91% of US brands that use influencer marketing will invest more in video content in 2022**
- **Video-first doesn't mean video-only. Marketers are using creators across platforms and use a combination of static and video content to best reach audiences.**

Source: Insider Intelligence

Total Facebook and YouTube Video Minutes Watched Among US Internet Users, by Creator Type, Q4 2020-Q4 2021

millions of hours

	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021
Influencers	14,252.5	15,160.5	14,180.4	14,243.1	15,243.6
Media companies	5,037.9	5,087.9	4,549.1	4,333.3	4,193.2
Brands	479.1	455.7	420.9	400.1	394.2
Aggregators	162.2	181.8	147.0	146.1	160.3
Total	19,931.6	20,885.9	19,297.4	19,122.6	19,991.3

Note: media companies are defined as organizations whose primary business model is in production and/or distribution of content; brands are defined as organizations that primarily sell nonmedia products/services; influencers are defined as personalities, celebrities, or public figures with a social presence; aggregators are defined as creators who repost content

Source: Tubular, Jan 28, 2022

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Thank you!