

SOCIAL MEDIA REPORT 2024

Monthly Active Users





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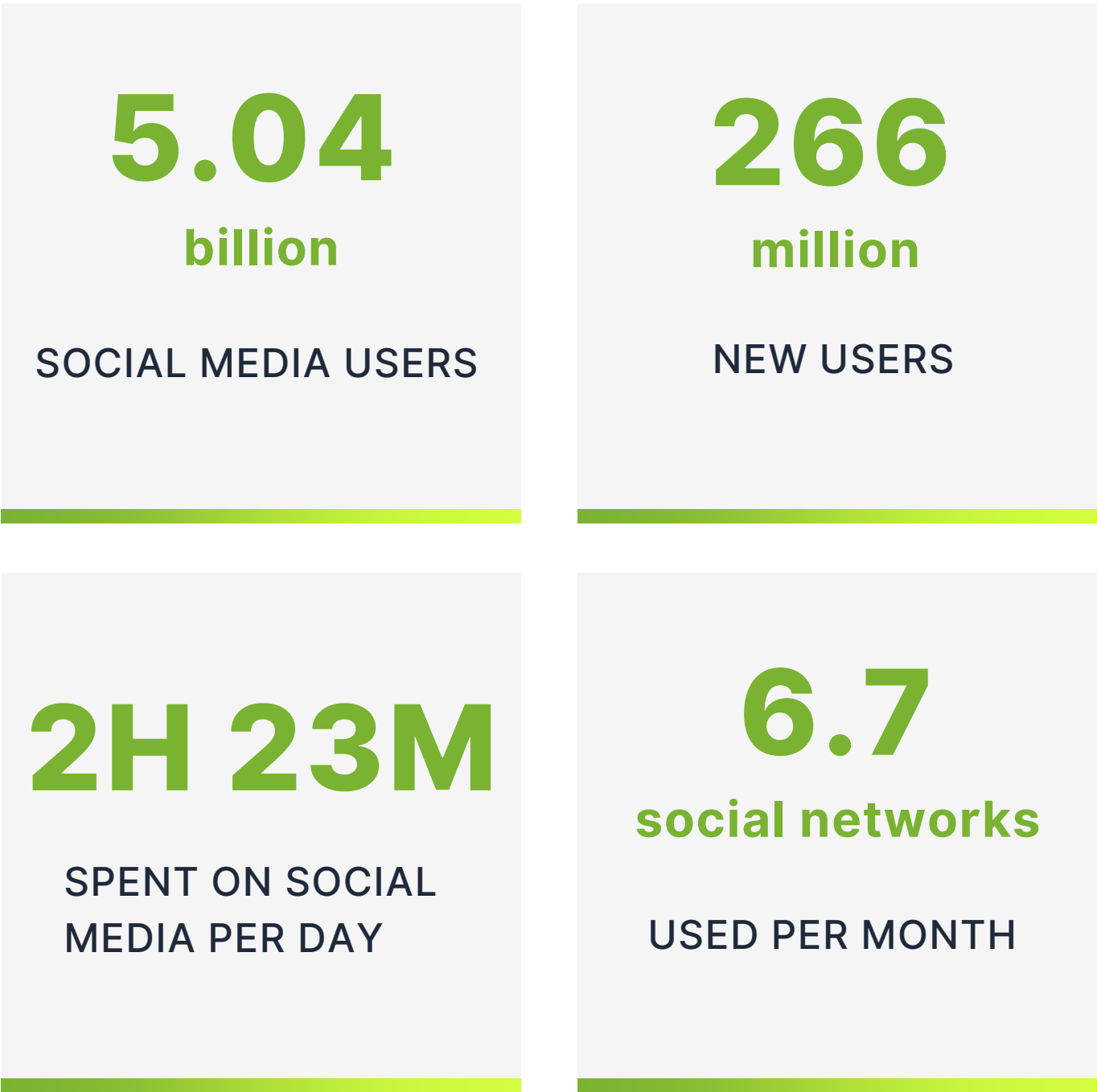
Sources

Social media users in 2024

There are 5.347 billion internet users in the world and 94.3% of them use social media. That means that by the start of 2024, there are 5.04 billion active social media users worldwide. They make up 62.3% of the world's population.

The number of social media users grew by 5.6%, which translates to 266 million new user identities. That's 8.4 new users per second!

So if you've been on the fence about using social media marketing for your business, this is your sign to step it up.



Use of mobile devices keeps rising



SMARTPHONE USE UP BY 4%

95.6% of internet users use a smartphone to access the web. That's 4% more than last year.

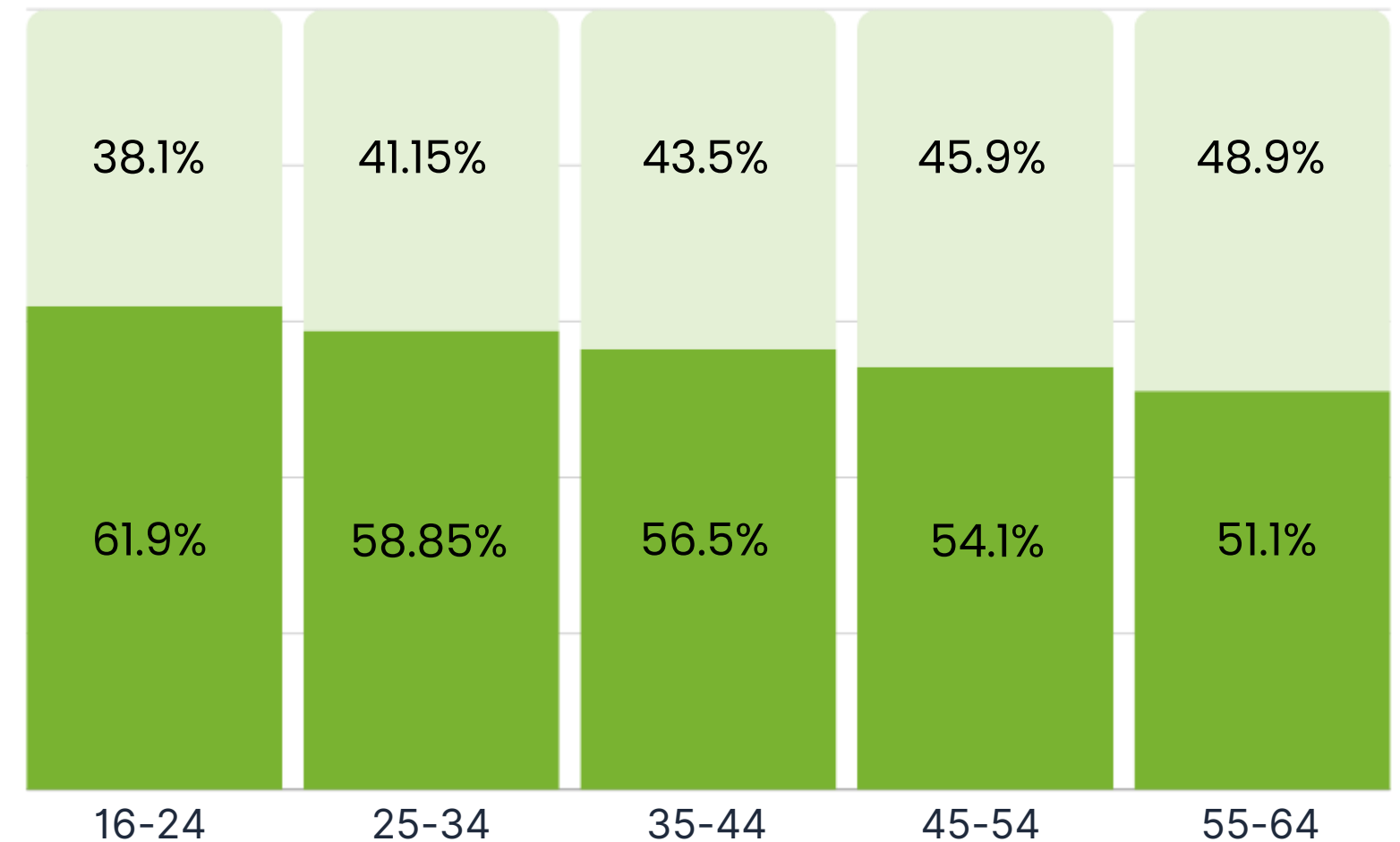


COMPUTER USE DECLINED

54.9% of internet users use a personal laptop or desktop to access the web. This number declined by 7.1% compared to 2023.

SHARE OF DAILY INTERNET TIME BY DEVICE

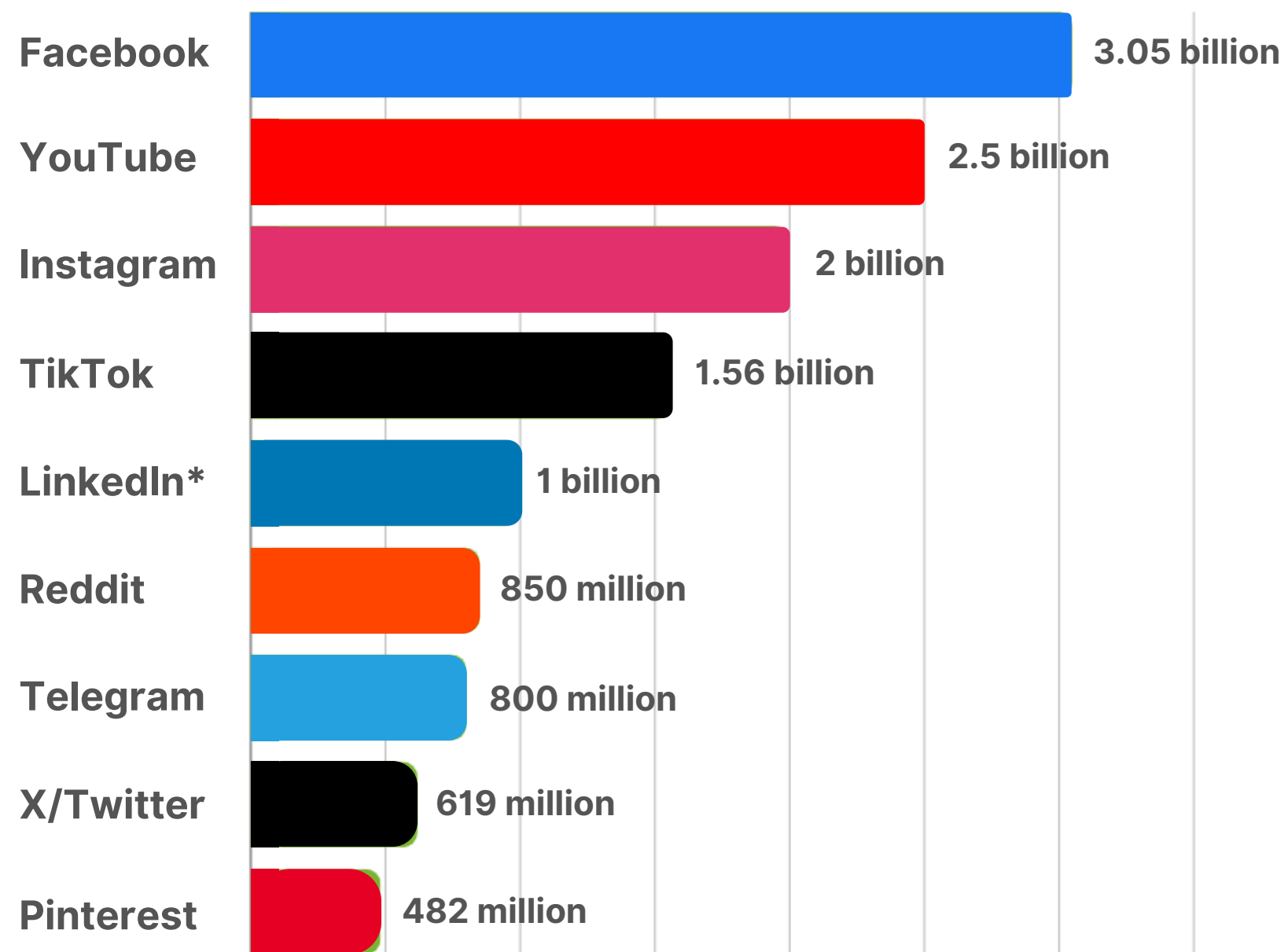
■ Mobiles ■ Computers



MOBILE FIRST

The use of mobile devices keeps rising. This is why optimizing your online content for mobile is more important than ever. Always think 'mobile first' in your strategy.





*Number of "members" in total. LinkedIn does not provide MAU data.

Monthly active users in 2024

Facebook remains the world's most popular social network, now boasting a whopping 3 billion monthly active users (MAU).

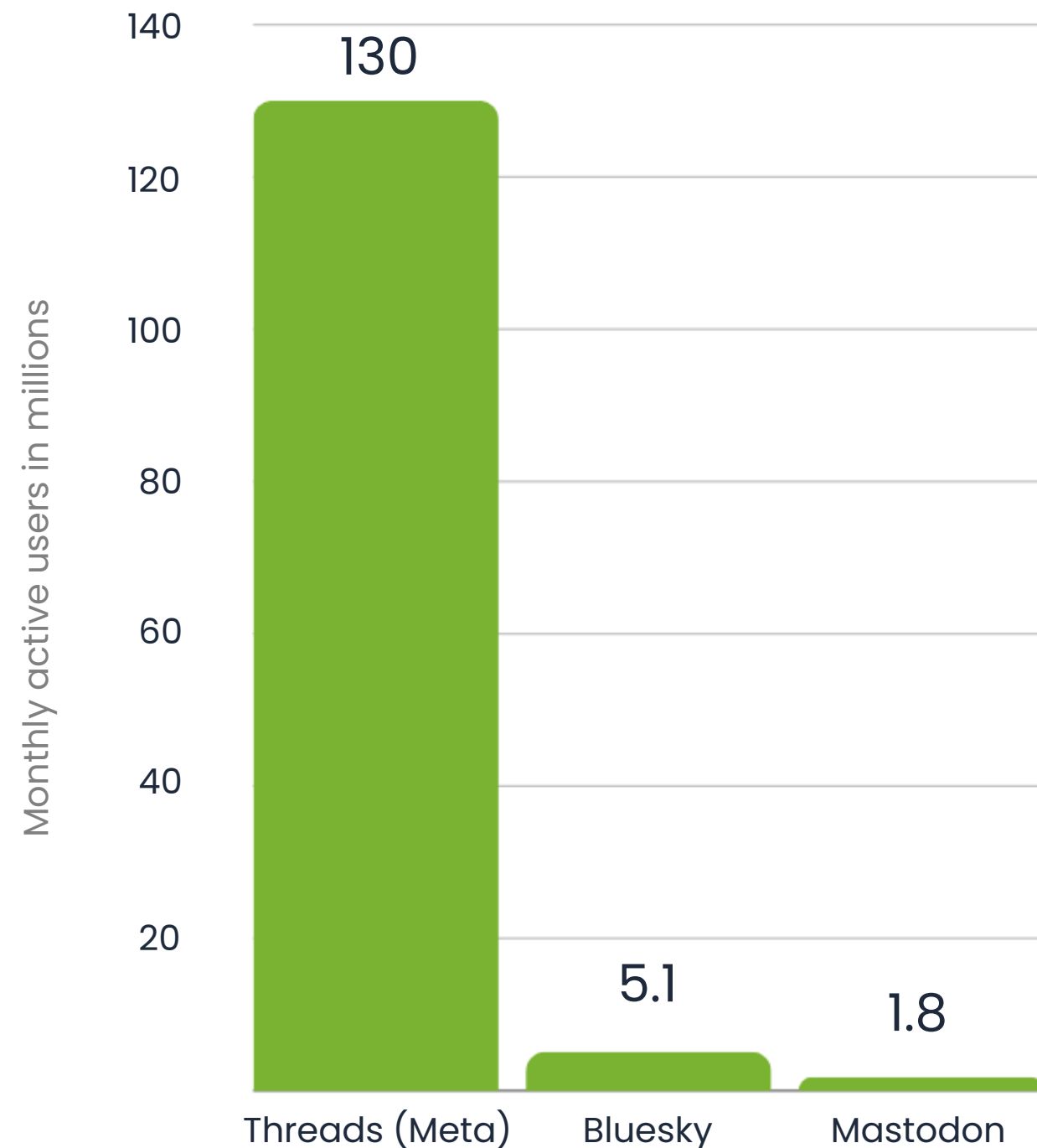
YouTube maintains its second place with 2.5 billion users per month. It's the most popular video network.

Instagram takes third place. It has reached 2 billion monthly active users and is predicted to reach 2.5 billion by 2025.

TikTok comes in fourth with 1.56 billion monthly active users. It is one of the fastest growing social media networks out there.



Emerging platforms



Threads (Meta)

In 2023, Meta launched Threads, their own short messaging app. It has 130 million monthly active users. It works similar to other short-form services but offers a 500 character limit for posts.

It reached 1 million users within an hour of its launch – the fastest app to ever accomplish this.

Users can share videos and photos (single or carousel).

While it doesn't (yet) have some functions users may be used to from other platforms, such as extended search, trends, or messaging, Threads is still growing.

Head of Instagram, Adam Mosseri, shared on his Threads account that they are currently testing several new features.

So, Threads is growing and definitely worth keeping an eye on if not trying out just yet.



Emerging platforms

Threads (Meta)
130 million

Bluesky
5.1 million

Mastodon 1.8 million

Bluesky

Bluesky was founded in 2021 by former Twitter (X) CEO Jack Dorsey. Now, it is a decentralized short messaging social network not unlike X (Twitter). Posts can have up to 300 characters.

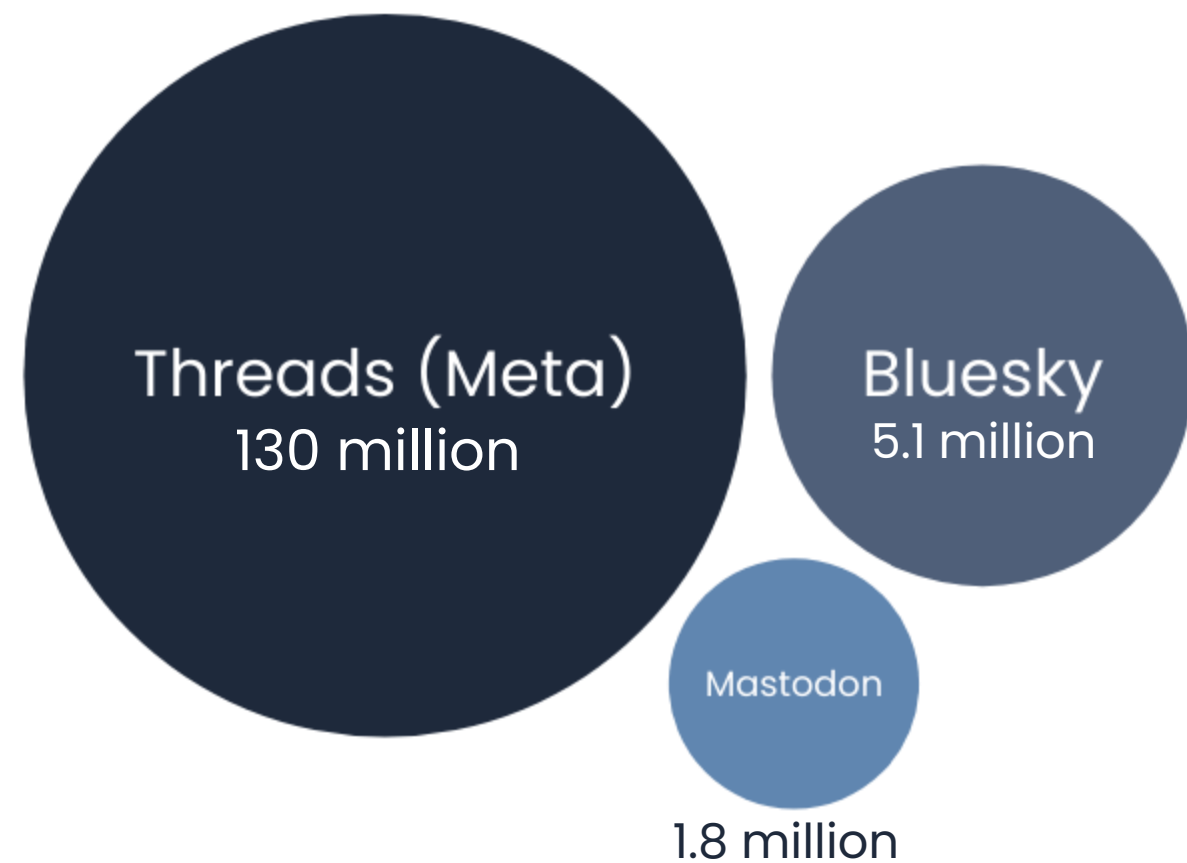
Bluesky was released in early 2023 and was only accessible via invite. However, since February 2024, it is open to all users.

Its custom feeds are what set it apart from apps like Threads or X (Twitter). Users can curate their experience further by following feeds for specific topics or premises. For example, there are custom feeds that amplify black users' voices, or ones that simply show posts including a particular hashtag from people you follow.

Like Threads, Bluesky is growing and expanding their features and functions, which is why you should give it a try and establish your presence on there.



Emerging platforms



Mastodon

Mastodon is, like Bluesky, an open source social media network with a focus on short messaging. Posts can have up to 500 characters.

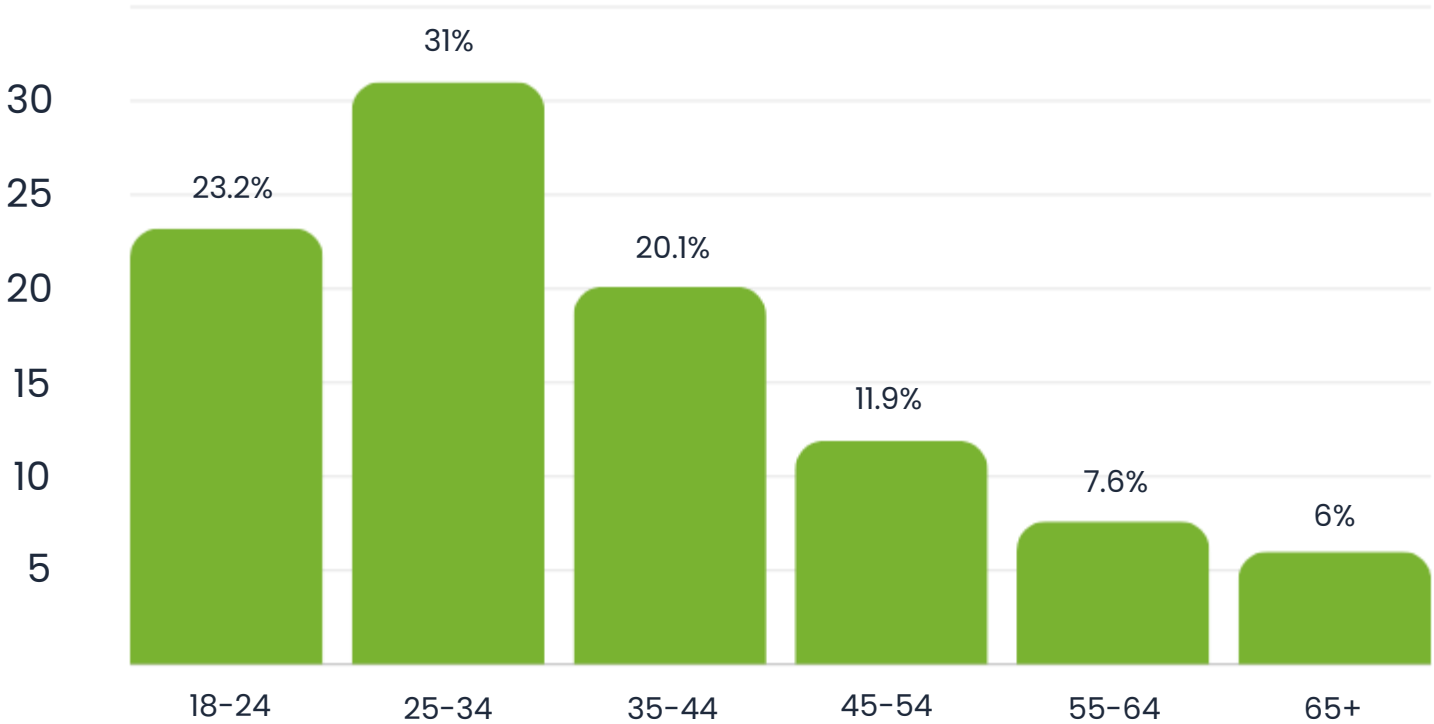
However, Mastodon consists of a large amount of different “servers” that are run independently from each other. Users from different servers can seamlessly interact with one another.

Other than text posts that allow links, hashtags, mentions and custom emojis, users can share images, animated GIFs as well as video and audio files. They can also create polls.

While Mastodon isn’t as big as the other networks, you can build a dedicated community when you niche down and curate the right feeds. Give it a try!

Facebook

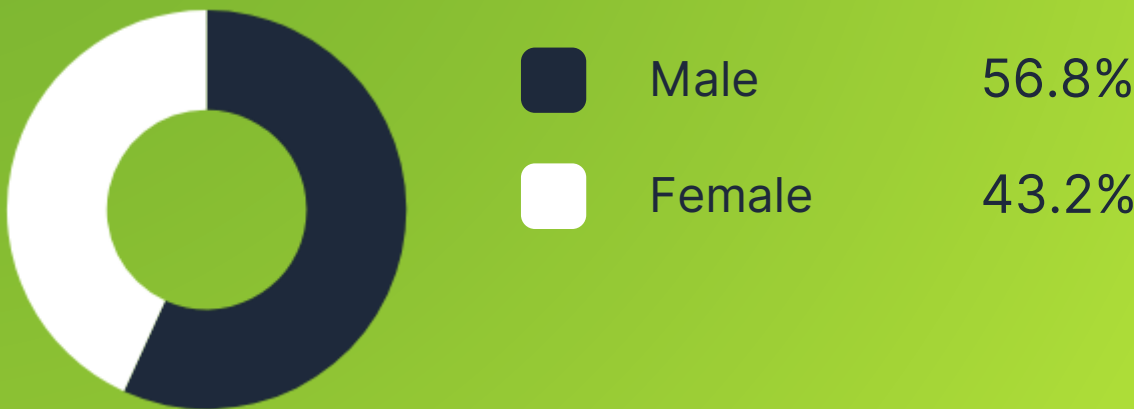
Demographics by age



Facebook remains #1

Facebook has grown by 91 million new users in 2023 and now counts **3.05 billion active monthly users**. More than 2 billion people use Facebook daily.

Demographics by gender



Top uses of Facebook



Facebook

One of the top reasons people use Facebook is to research (or follow) brands or products (54.3%). This makes Facebook a great network to present your brand or products.

Nearly 60% of Facebook users use it to keep up with news and current events. Use this to your advantage by engaging your community with event-themed campaigns. Or simply share news from your business.

Entertainment is not only one of the major reasons people use the internet but social media, too. With reels and stories you can create engaging, entertaining and even informational content for your community.

TIP

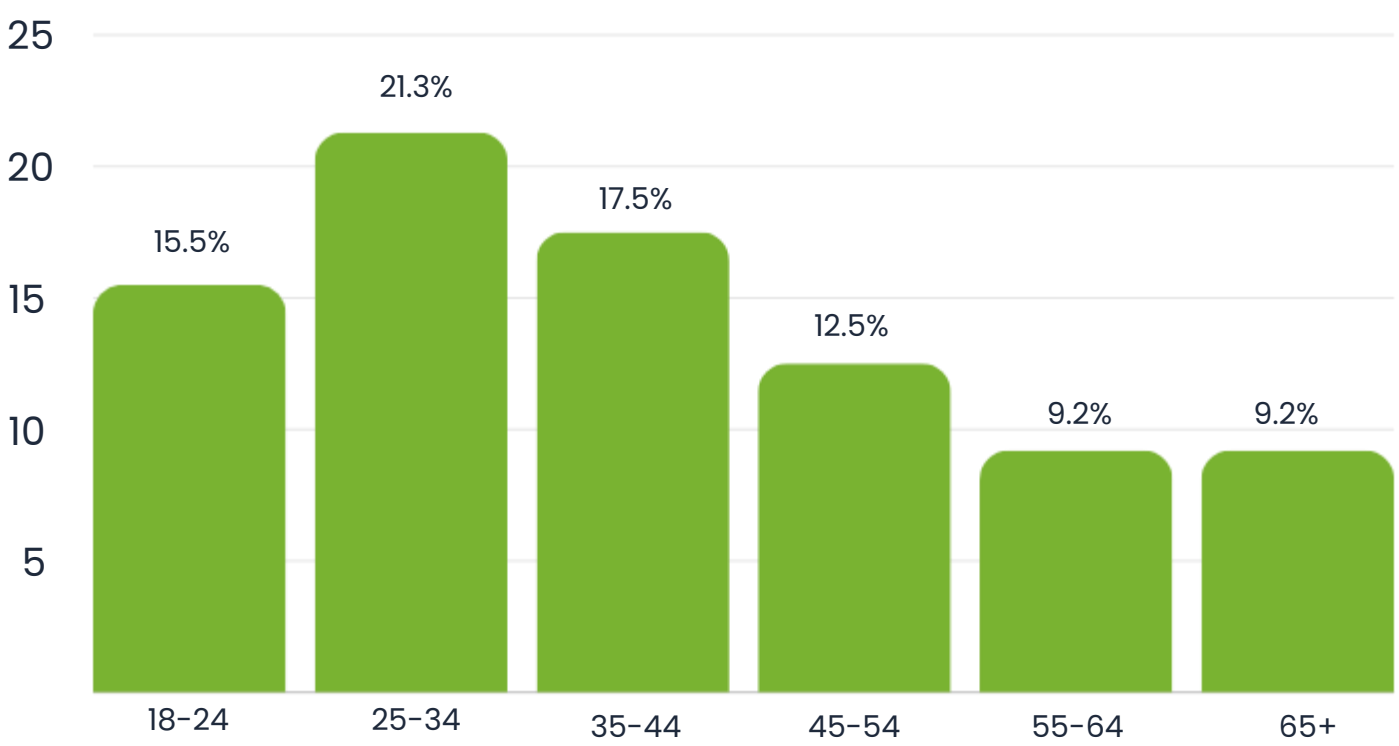
Posting at the right time drives engagement

Posting when your audience is [most active on Facebook](#) helps drive your engagement. It increases your reach and visibility.

Blog2Social's Best Time Manager offers you pre-set best times to post on Facebook. Save your own settings for if your audience keeps different hours.

YouTube

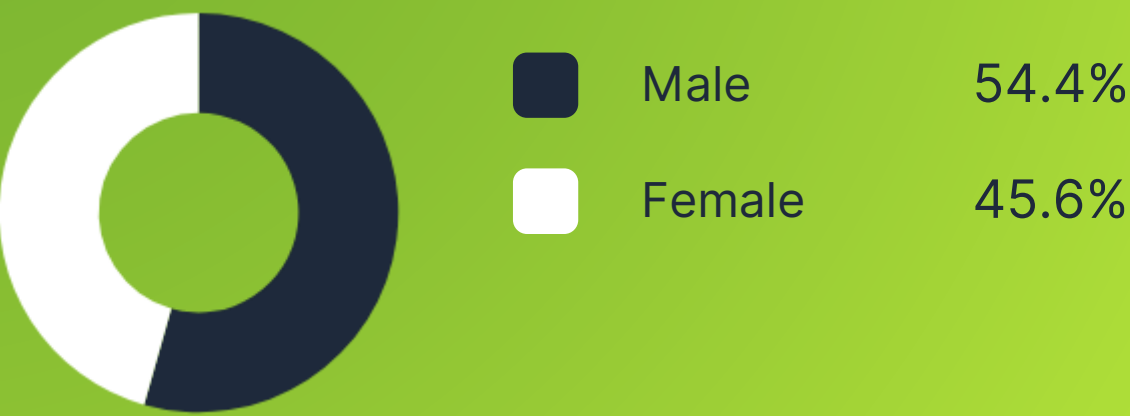
Demographics by age



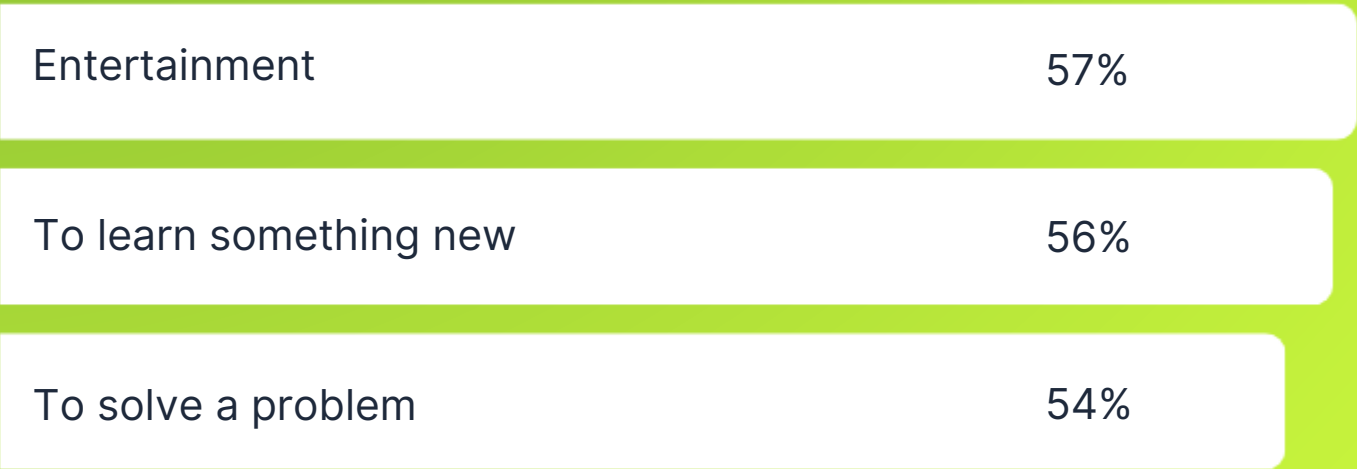
YouTube goes steady in 2nd place

YouTube is the second most popular social media network in the world counting **2.5 billion monthly active users**. It is the most popular video network.

Demographics by gender



Top uses of YouTube



Time spent on YouTube per month:

**28 hours
5 minutes**

YouTube

Due to YouTube's use as a search engine, videos have the potential for a much longer life span than regular social media posts, and can rack up views and engagement even months and years after publication.

In 2021, YouTube introduced its own short-form, vertical video format, YouTube Shorts. Since then, YouTube Shorts have amassed 2 billion logged in viewers per month, and 50 billion views in total.

Using Shorts is a great way to gain subscribers and funnel them to your long-form content.

TIP

Cheat sheet: social media video sizes

YouTube isn't the only popular video network out there. Each platform has its own specifications when it comes to size, duration, format or file type.

Grab your [cheat sheet for social media video sizes](#) here and always stay on top of your social video game.



YouTube Fun Facts

95%

PENETRATION RATE

95% of internet users also use YouTube.

113

billion

MONTHLY VISITS

YouTube is the second most visited website (after Google) with 113 billion monthly visits.

5

billion

VIDEOS DAILY

People worldwide watch 5 billion videos daily.

1

billion

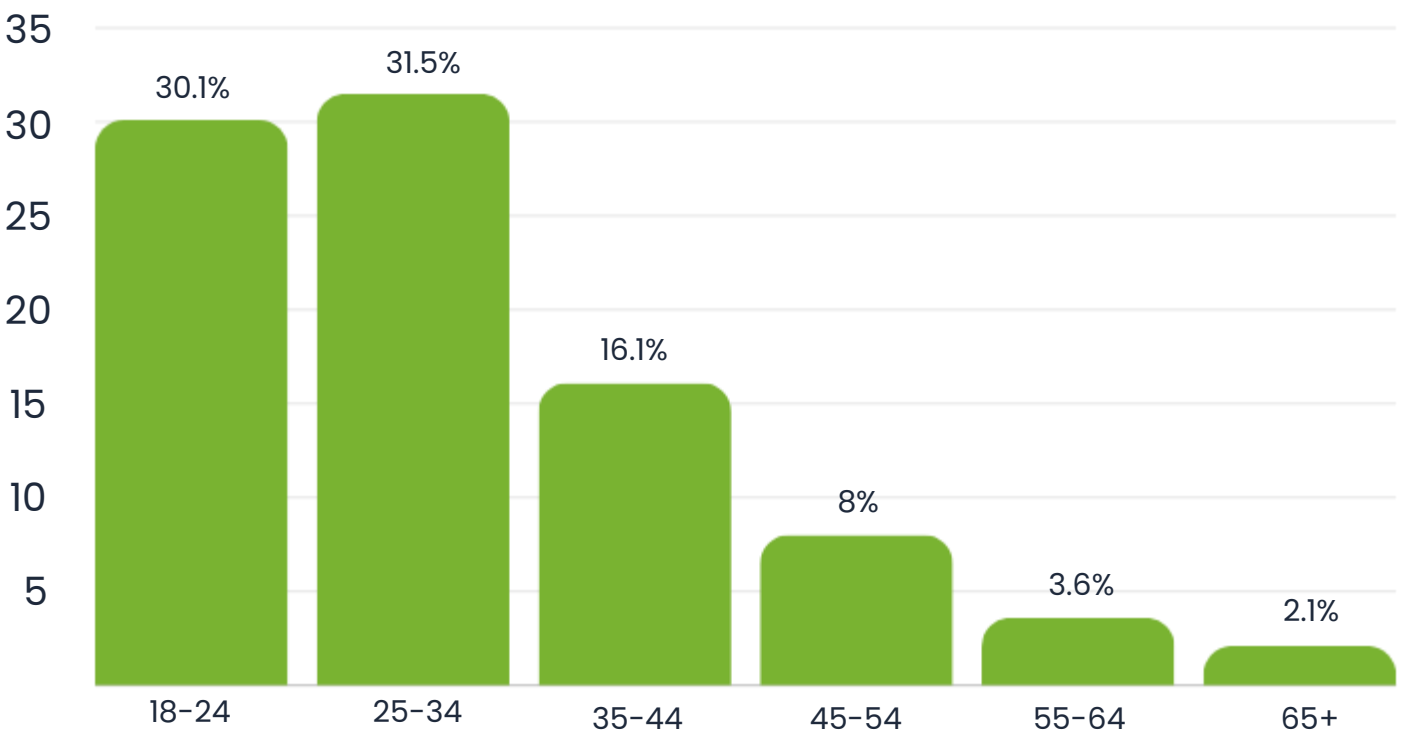
HOURS DAILY WATCH TIME

Across the globe, people watch a total of 1 billion hours of video every day.



Instagram

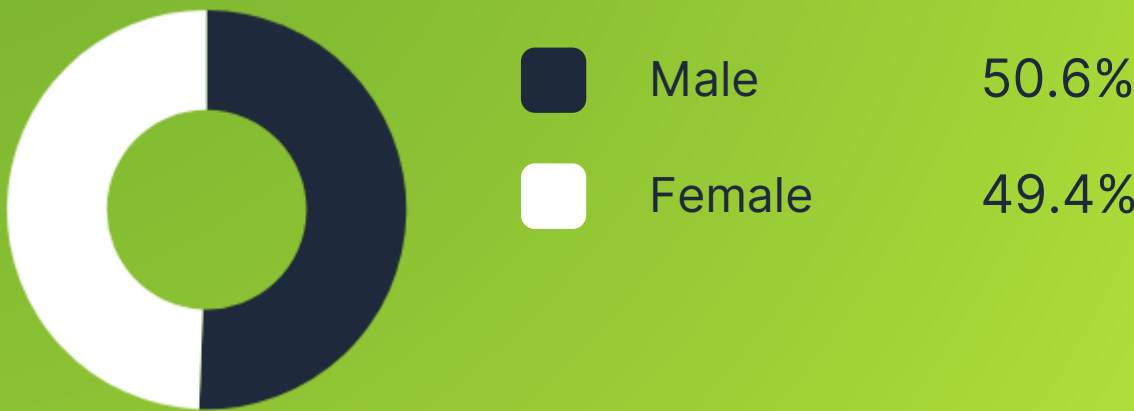
Demographics by age



Instagram comes in 3rd

Instagram currently boasts **2 billion active monthly users**. Of all social media users between the ages of 16 and 64, 16.4% say Instagram is their favorite platform.

Demographics by gender



Top uses of Instagram



Time spent on Instagram per month: **15 hours 15 minutes**

Instagram

Instagram is the social network people use most to research brands and products. 90% of Instagram users follow at least one business account.

Additionally, 83% users say Instagram helps them discover new brands or services, and 65% subsequently have visited the business's website or app.

These numbers show that Instagram is one of the top social media networks for brands and businesses to grow their reach and build a community.

TIP

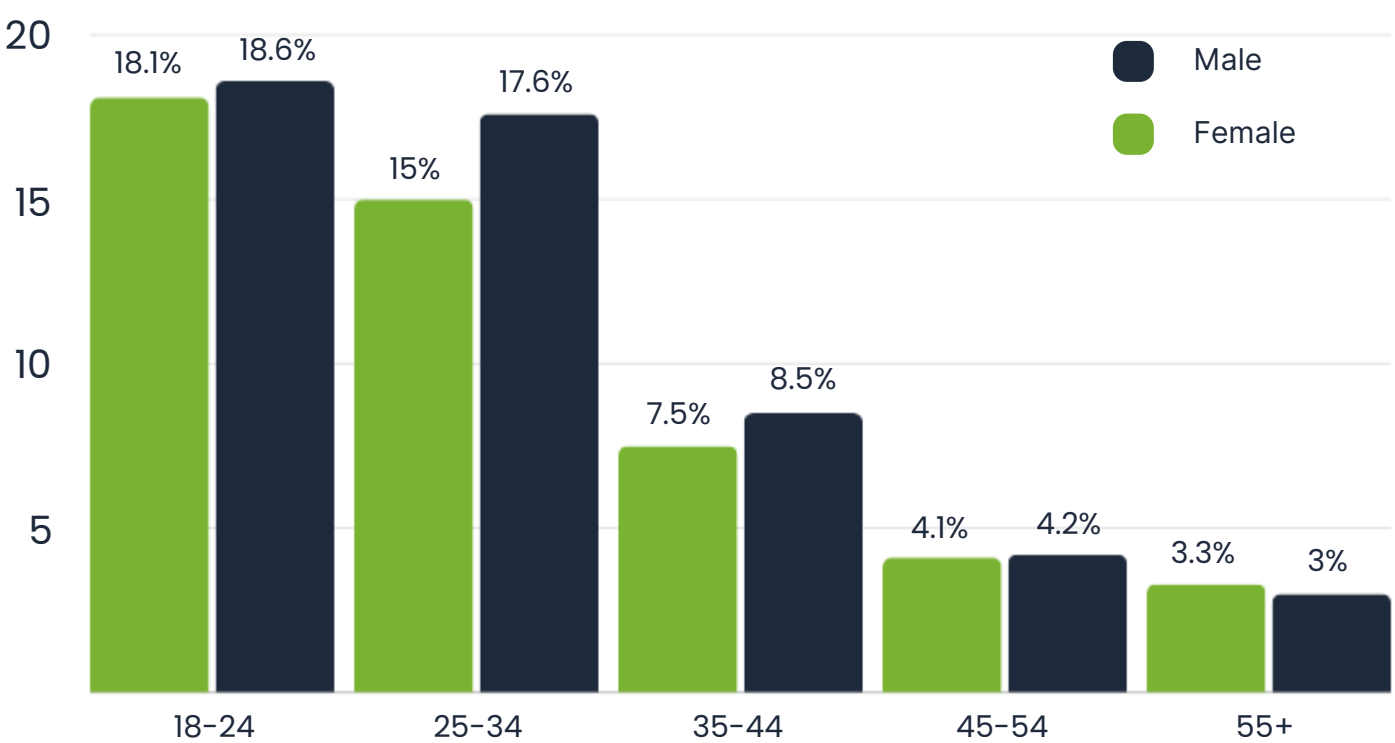
Instagram algorithm

Looking to level up your Instagram game, reach more people and build a dedicated community?

Head on over to our blog about the [Instagram algorithm](#) and find out how you can use it to build your reach and visibility.

TikTok

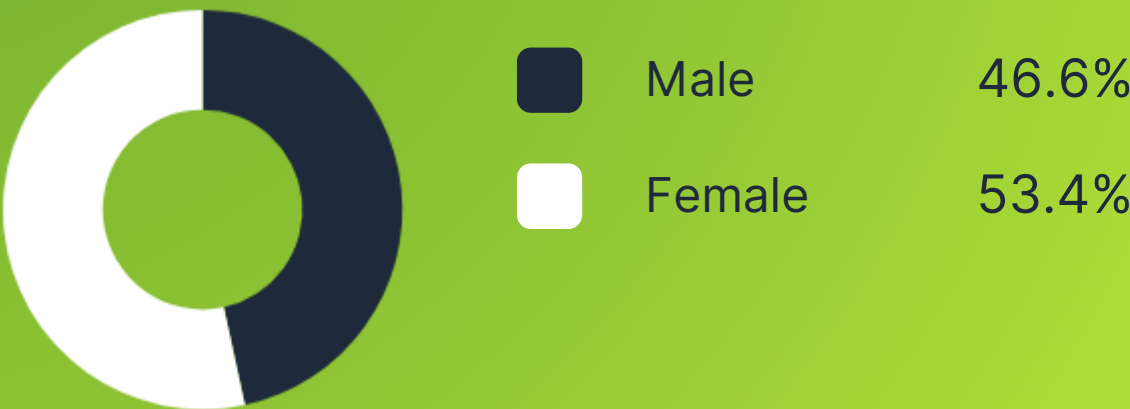
Demographics by age and gender



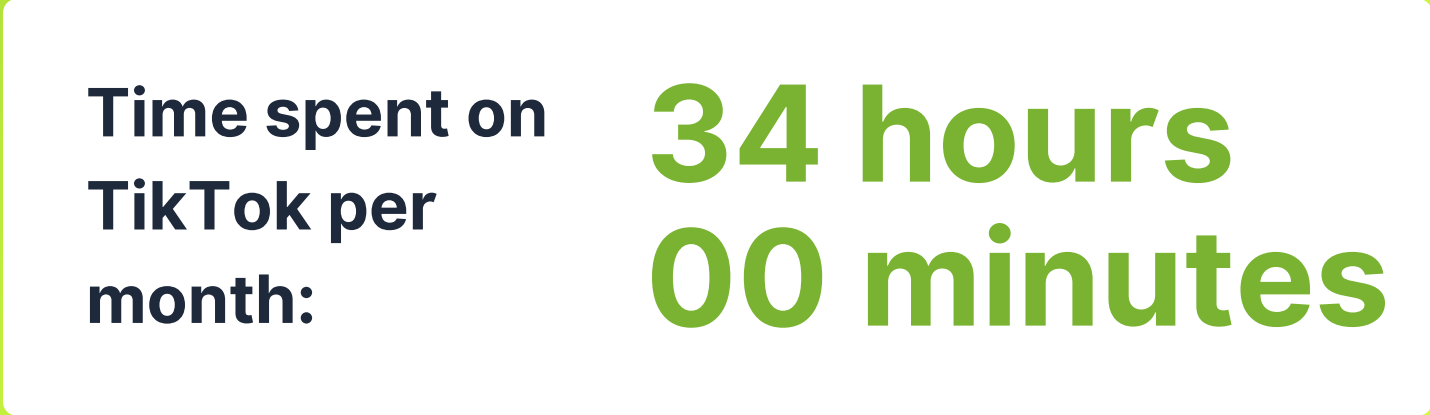
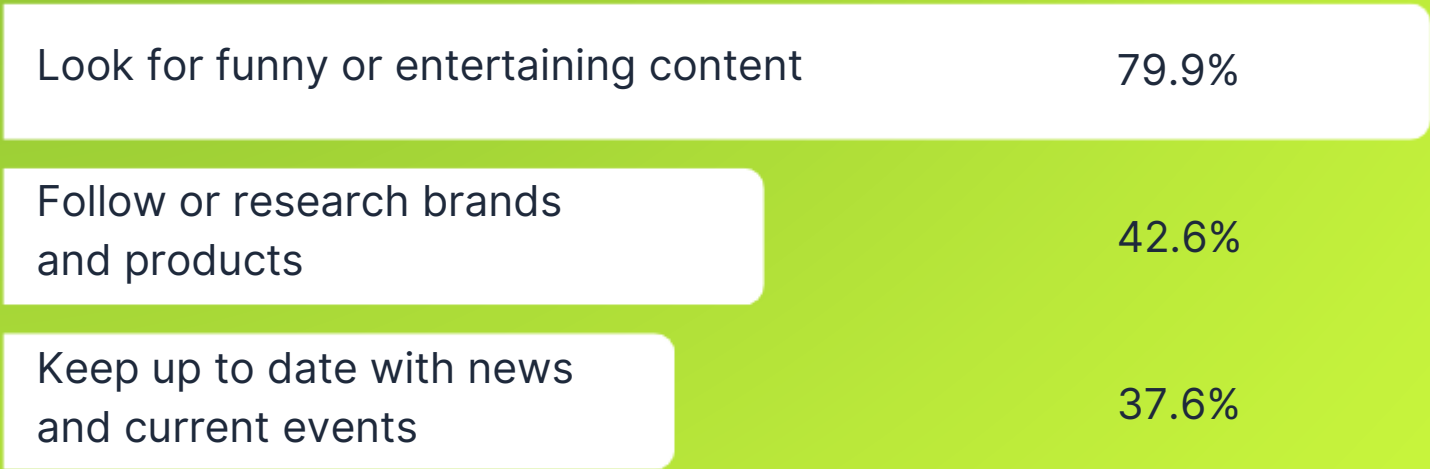
TikTok on the rise

TikTok currently boasts **1.562 billion monthly active users**. Between 2020 and 2024, the global number of users grew by 435 million, which is a 93.4% increase. And it's still growing!

Demographics by gender



Top uses of TikTok



TikTok

Users on TikTok spend more time on the network than on any other one. Between 2019 and 2023, the daily time spent on TikTok rose by 103.5%. In other words, people spend almost an hour daily on TikTok.

TikTok's rise in popularity is also mirrored in the amount of app downloads. Counting over 1 billion downloads, TikTok was the most popular mobile video app in 2023.

People also turn more and more to social media to search for information. 55% of TikTok users say the network helps them discover new brands/products. Another 68% say they use TikTok to look up reviews of a brand/product.

All the more reason to incorporate TikTok into your social media strategy.

TIP

Schedule and share videos to all socials from one place

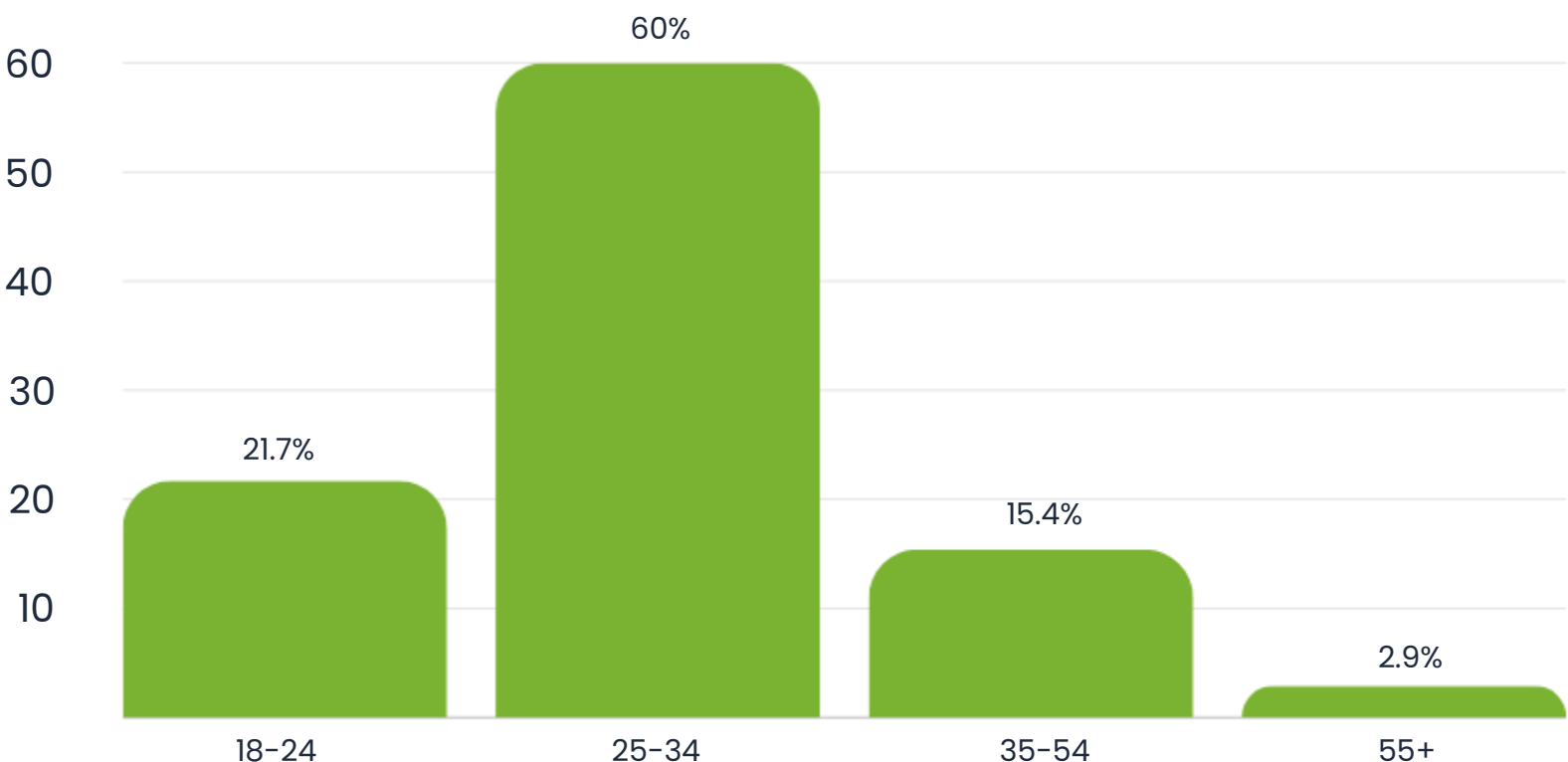
With [Blog2Social's video posting feature](#) you can easily post your social media videos to all your networks from one single place: your Blog2Social dashboard.

Get hours worth of work done in just a few minutes with even fewer clicks.



LinkedIn

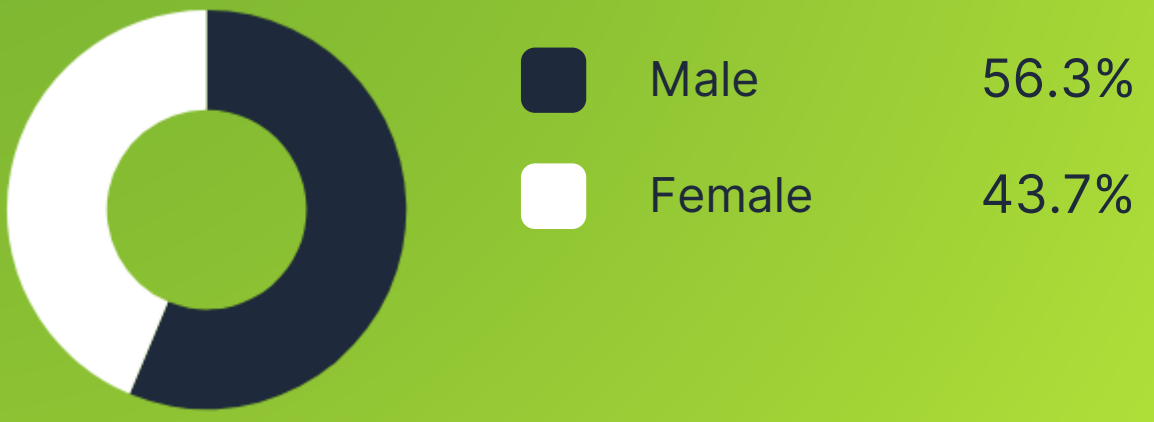
Demographics by age



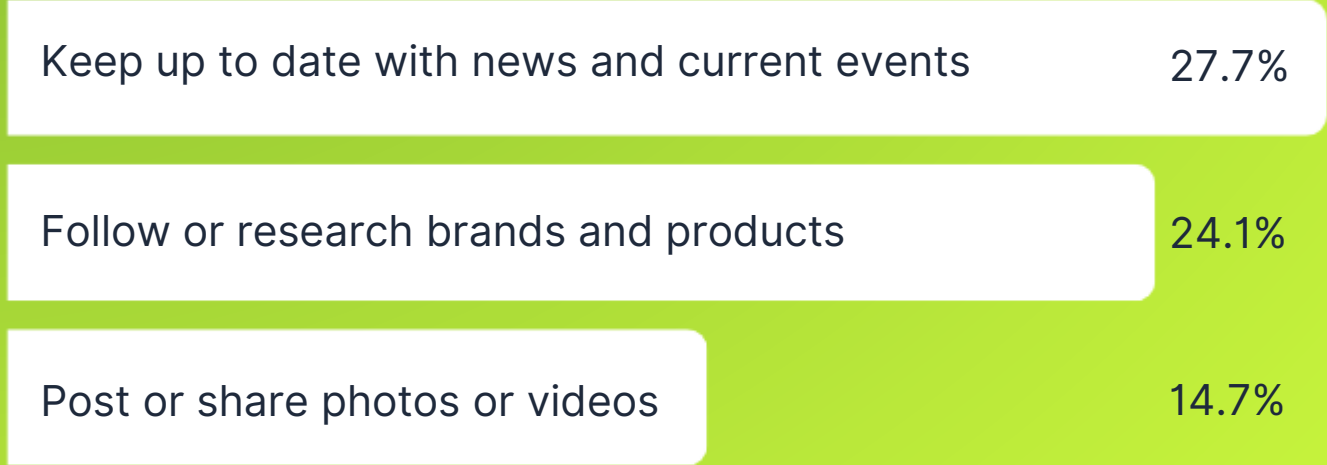
LinkedIn continues to grow

LinkedIn has reached 1 billion “members” worldwide. It’s the world’s largest professional network. More than 57 million companies have a page on LinkedIn. It is rated the #1 network for B2B lead generation.

Demographics by gender



Top uses of LinkedIn



**Time spent on
LinkedIn per
month:**

**00 hours
51 minutes**

LinkedIn

LinkedIn is the number 1 network for B2B lead generation. 40% of B2B marketers say that LinkedIn the most effective platform to get high-quality leads. On top of that, the conversion rate on LinkedIn is 2x higher than on any other network.

Additionally, LinkedIn counts a whopping 1.3 billion website visits every month, with 60% of its users actively seeking industry insights.

However, LinkedIn is a great platform for recruiting as well. 61 million people look for a new job every week.

On LinkedIn, you have the best opportunity to reach a B2B audience and present yourself as an employer.

TIP

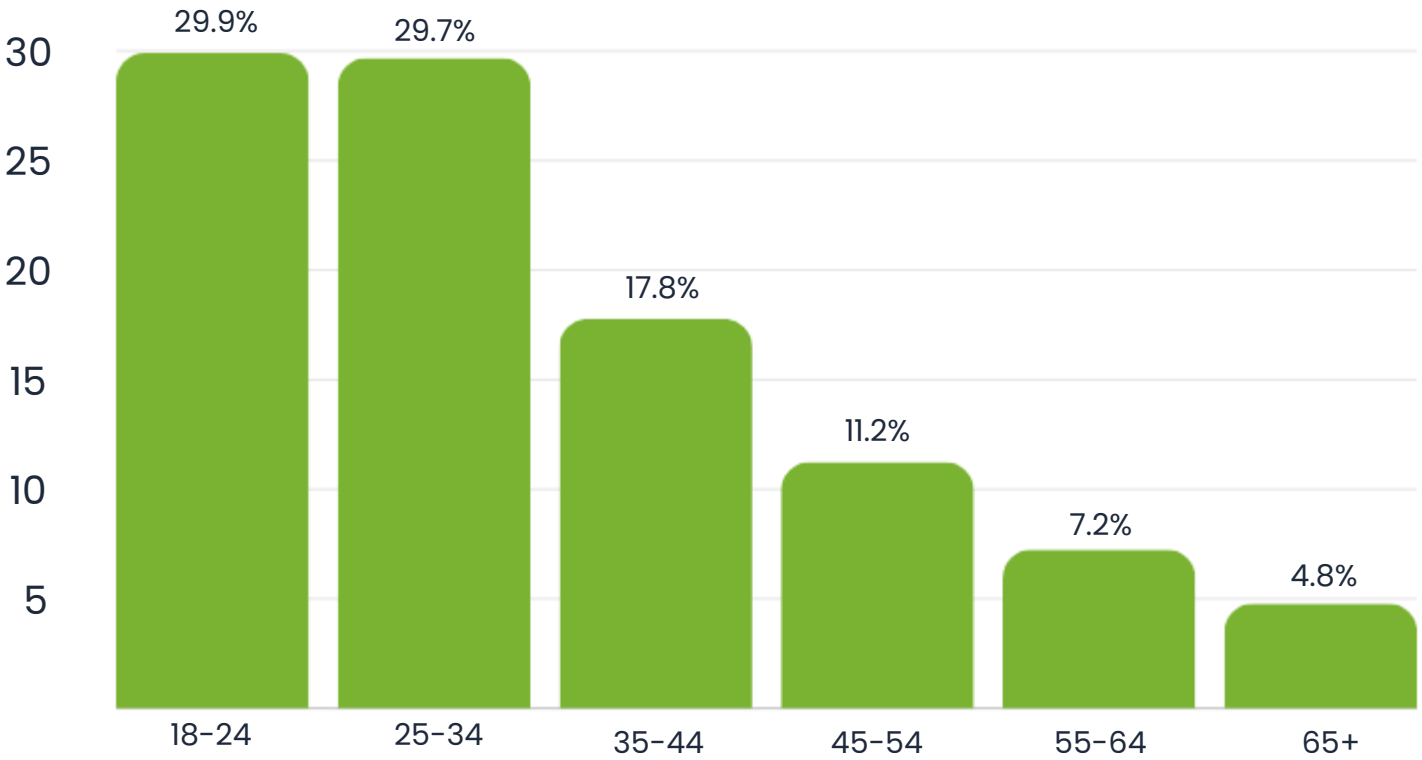
Autopost new content to LinkedIn

Save yourself time with [automated publishing](#) and let Blog2Social post new content from your website to LinkedIn automatically.

That way, your blog posts, thought leadership articles, or other guides and resources will be shared without you having to lift a finger.

X (Twitter)

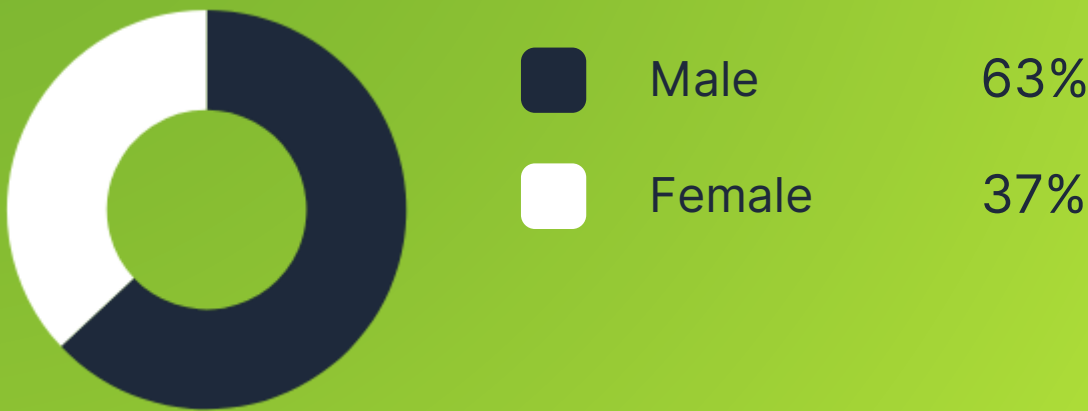
Demographics by age



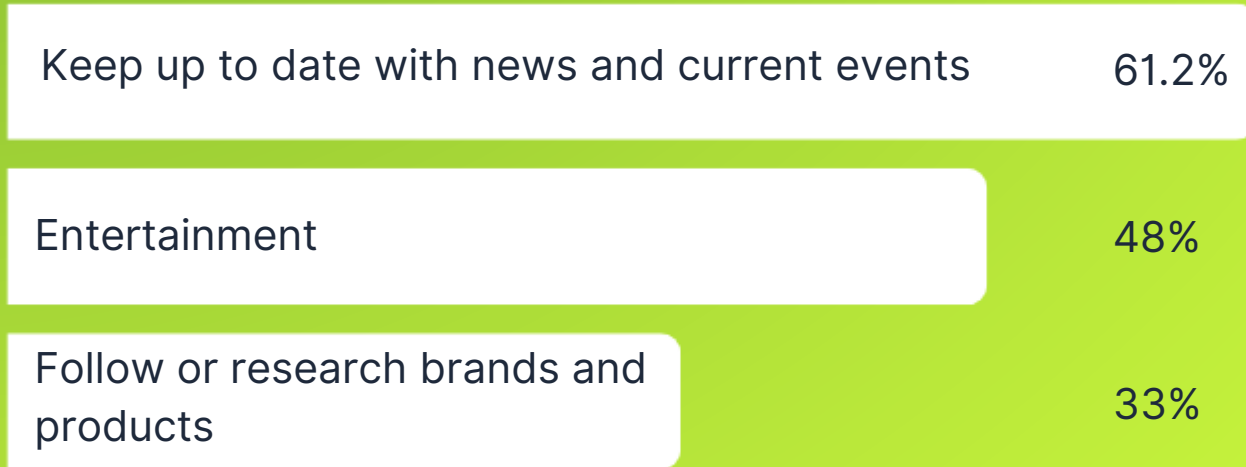
X (Twitter) is the place for real-time conversations

X (Twitter) has **619 million monthly active users**. It is considered the network most relevant for news. However, users are also interested in news about politics from mainstream brands, smaller/alternative sources, and politicians.

Demographics by gender



Top uses of X (Twitter)



**Time spent on
X (Twitter) per
month:**

**04 hours
40 minutes**



X (Twitter)

Although X (Twitter) now allows more than 280 characters per post (for subscribed users), the network is still predominantly a short-messaging one.

People use X (Twitter) more than any other app to stay up to date with news and current events. It drives real-time, public conversation.

When businesses make use of current trends and topics that drive conversation, they see 70% increase in recall and 11% rise in brand awareness. 67% of users even say they like to see brands aligning with current events.

So keep an eye out for trends and topics of interest to start conversations with people and to position your brand.

TIP

Keep track of all your X (Twitter) posts

Easily keep track of all your X (Twitter) posts (and any other social media posts) with [Blog2Social's social media calendar](#). You can

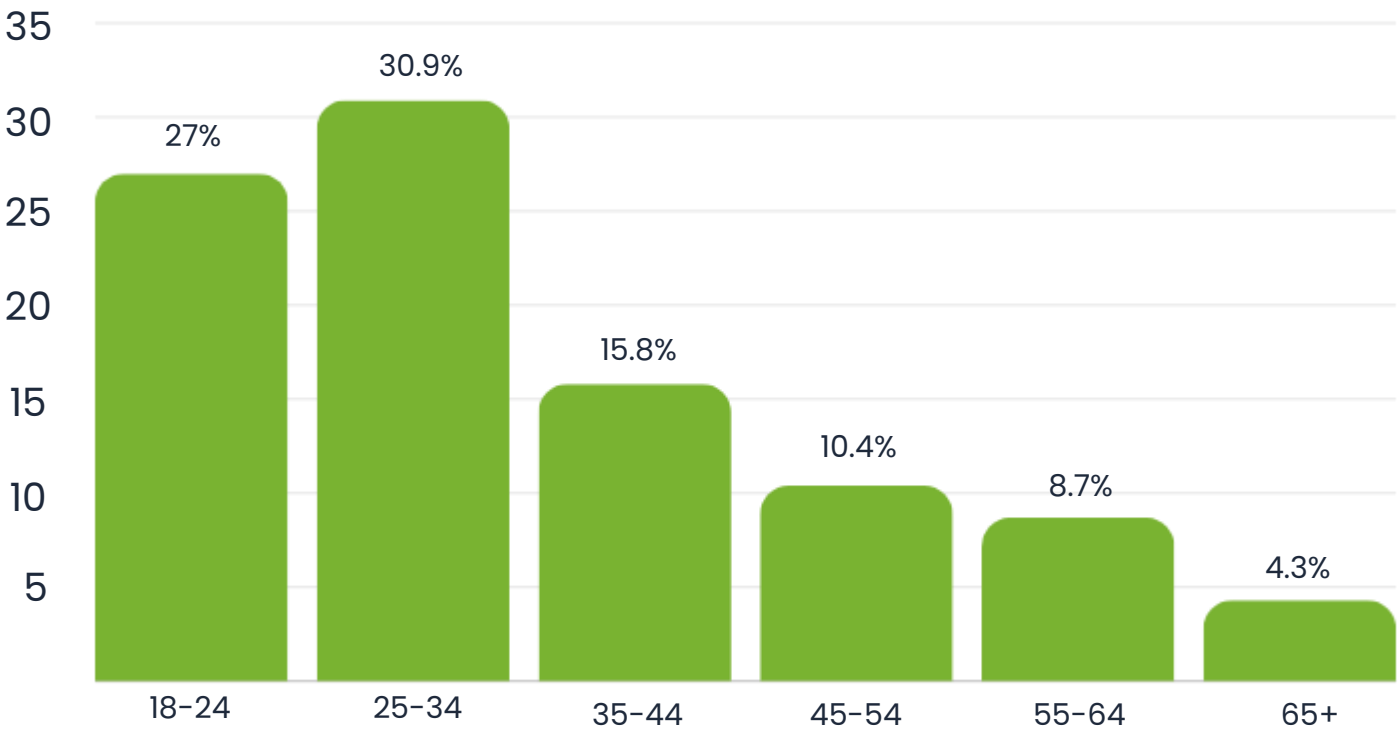
- review and edit scheduled posts
- move posts around with drag and drop
- detect gaps in your calendar and fill them

Never lose sight of your schedule and posts again.



Pinterest

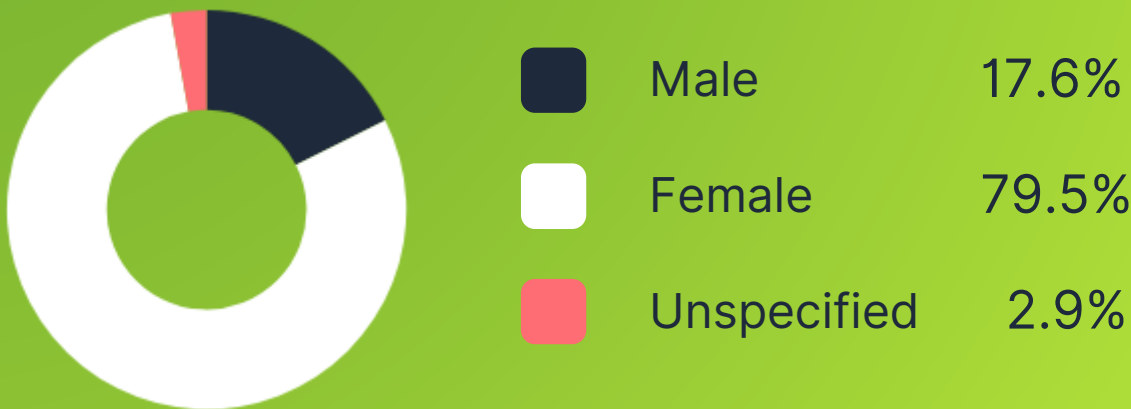
Demographics by age



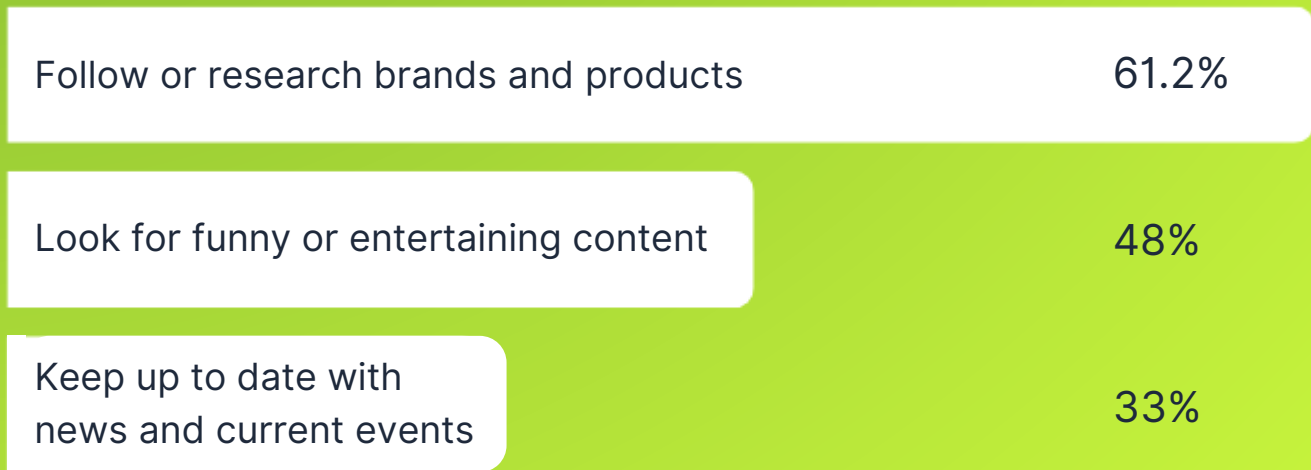
Pinterest is for shoppers

Pinterest has **482 million monthly active users**. Pinterest users spend a whopping 80% more money every month than users of any other platform.

Demographics by gender



Top uses of Pinterest



**Time spent on
Pinterest per
month:**

**01 hour
49 minutes**



Pinterest

Pinterest is a place to search for (and find) inspiration, ideas and information. 46% of weekly users say they have discovered a new brand or product on Pinterest.

A whole 97% of searches on Pinterest are unbranded. Which helps you get discovered more easily. The right keywords and appealing visuals will lead users to your content.

Pinterest users spend 80% more money monthly than users on other platforms, and their baskets are 40% bigger. Add to that that 90% of users say about themselves that they're always shopping, and you have the ideal network to sell your products.

TIP

Tailor your social media posts to each network

Post your content to all of your social media networks at the same time and from a single place: your Blog2Social dashboard.

Customize each post to fit each of your networks by adjusting the image, copy, hashtags and handles.

[Save time on your social media management with Blog2Social.](#)

Smart Social Media Automation

Save time on your social media management with **Blog2Social**:

- ✓ available as a WordPress Plugin and WebApp
- ✓ Easy crossposting across 15+ social networks
- ✓ Effortless autoposting of new website content to social media
- ✓ Seamless video posting to all major social video platforms
- ✓ And many more features!



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