

ESSENTIAL GUIDE TO SOCIAL MEDIA IN 2020



FACEBOOK

- Reached **2.5 million monthly active users** by the **third quarter of 2019**
- Facebook Stories has **300 million active users daily**
- **89% of brands** use the platform for their **social marketing**



INSTAGRAM

- **More than 1 billion active users**
- **90% of users follow at least one business** on the platform
- **89%** indicated Instagram was the most important social media channel for influencer marketing



TWITTER

- As of Q1 2019, Twitter had **330 million active users worldwide**
- Twitter is a **critical platform for reaching media and influencers** due to its open nature
- Users are **26% more likely to view ads** on the platform compared to other social platforms



LINKEDIN

- **303 million active monthly users**
- **277% more effective than Facebook** for generating leads
- **95% of B2B content marketers** use the platform for organic content marketing
- The platform drives more than **50% of all social traffic to B2B websites & blogs**



YOUTUBE

- **More than 2 billion logged-in monthly users**
- **15% of traffic** comes from the **U.S.**
- Viewers spend more than **11 minutes on average a day**
- The platform is estimated to make **\$5.5 billion in ad revenue in 2020**



TIKTOK

- **800 million active monthly users with 30 million in the U.S.**
- Average time spent on app is **46 minutes a day**
- TikTok is the **6th largest social network** – it has surpassed LinkedIn, Snapchat, Twitter, and Pinterest
- The platform guarantees **five million daily impressions** for brand takeover ads

