



Social Media

DEMOGRAPHICS

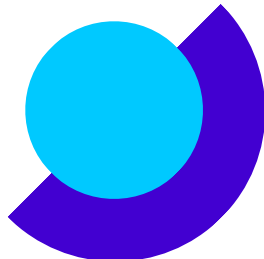
General social media demographics





General social media demographics



- The number of active social media users worldwide has reached 4.62 billion as of January 2022.
 - The majority of social media users are between 18 and 29, with a smaller percentage of users being 30 to 49 years old.
 - There is an almost even split between male and female social media users, with 54% of users being male and 46% being female.
 - Globally, users spend 2 hours and 27 minutes on social platforms each day.
 - Keeping in touch with friends and family is cited by almost 50% of internet users as a major reason for using social media.
 - The average monthly usage of the internet user is 7.5 distinct social media platforms. Japan uses the fewest social networks (an average of 3.9 per month), while Brazil has the most (8.7 monthly)
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Facebook



Facebook is the largest social media platform globally, with 2.9 billion monthly active users as of January 2022. Facebook is owned by Mark Zuckerberg and was founded in 2004.

The platform is available in over 100 languages and is used by people worldwide.

Facebook's mission is to “give people the power to build community and bring the world closer together.”

Marketing with Facebook

As the most popular social networking site, Facebook is a platform that should not be overlooked. Millennials are Facebook's primary user group, although it has users from all ages and industries. Furthermore, Facebook is well-liked worldwide, making it an ideal social media network for companies of any sort or location.



Age and Gender

According to the official Statista statistics, as of January 2022, 9.3% of the audience were women (18 to 24 years), whereas male users between the ages of 25 to 34 years made up the largest demographic group on the platform. Globally, 56.4% of Facebook users are male, and 43.6% are female.

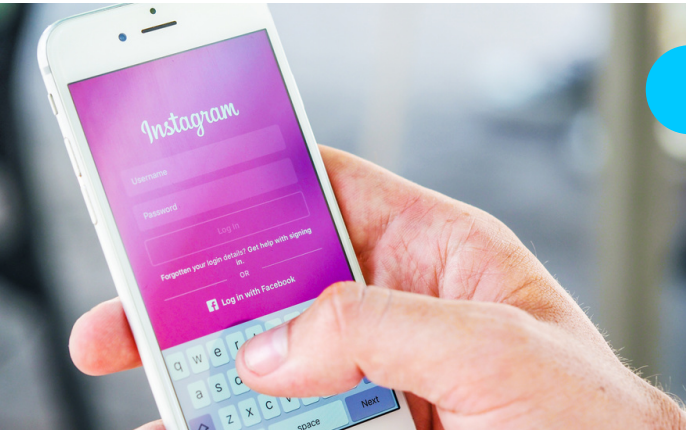
Time Spent

The average time spent on Facebook is 35 minutes per day.

Geography

India has the most Facebook users, with 329.65 million users. The United States has the second most, with 179.65 million users. Indonesia, Brazil, and Mexico round out the top five, with 129.85 million, 116 million, and 89.7 million users. Nigeria, Egypt, and South Africa are the nations where the Facebook user base is expanding the most rapidly.

Instagram



Instagram is a photo-sharing social networking software that allows users to modify photographs with various digital effects. It was created by Kevin Systrom and Mike Krieger and launched in October 2010.

Instagram has started to offer video sharing and Instagram Stories, a feature comparable to Snapchat's Stories.

The service was initially launched as an iOS app, but it is also available on other mobile platforms and through the Internet. Instagram is one of the largest social media platforms in the world, with 1 billion active monthly users as of January 2022.

Marketing with Instagram

Instagram is one of the most popular social networking platforms in the world. Instagram is a powerful marketing tool, especially for businesses targeting younger users.



Age and Gender

51% of users are female, whereas male users make up 49% of the total audience.

Time Spent

The average time spent on Instagram is 53 minutes per day.

Geography

India has the most Instagram users, with 230.25 million users. The United States has the second most, with 159.75 million users. Brazil, Indonesia, and Russia round out the top five, with 119.45 million, 99.15 million, and 63 million users. Brunei has the highest Instagram audience reach, with 92 per cent of its people using social media. Guam placed second, with a penetration rate of 79.2 per cent, followed by Kazakhstan, Iceland and Montenegro in third.

Pinterest



Pinterest is a social media website that allows users to share and save images and videos. It was created by Ben Silbermann, Paul Sciarra, and Evan Sharp and launched in 2010.

Pinterest is available in over 30 languages.

As of January 2022, Pinterest has 444 million monthly active users.

Marketing with Pinterest

Pinterest is a powerful marketing platform that may help you organically boost brand awareness, convert more visitors into leads, increase sales, and form long-term connections with your target audience and buyer personas.



Age and Gender

Pinterest was the most popular social media network among women between the ages of 25 and 34 in January 2022, with 29.1% of all users. Furthermore, women in the 18 to 24 age range made up over 16% of Pinterest's user base. Overall, the platform was predominantly used by women.

Time Spent

The average time spent on Pinterest is 14 minutes per day.

Geography

The United States has the highest number of Pinterest users, with 86.35 million people. Brazil, Mexico, and Germany are the top four, with 27 million, 17.86 million, and 15.12 million users. France has the fifth most Pinterest users, with 11 million.

YouTube



Youtube is a video-sharing website where users can upload, view, and share videos. Since its foundation, YouTube has grown to become one of the most popular websites on the internet.

As of January 2022, YouTube has 2.562 billion monthly active users.

Not only is your audience on YouTube, but as the internet's second-biggest search engine, it can also help you boost your SEO and overall brand presence.

Marketing with YouTube

YouTube allows marketers to offer different simple material for visitors to consume and share. For businesses, YouTube marketing may be a daunting tool. It blends one of the most resource-intensive media types with SEO's advanced strategic principle.



Age and Gender

As of January 2022, almost 12% of the YouTube global audience was male users aged between 25 and 34 years old, while around 9% consisted of female users in the same age group.

Time Spent

The average time spent on YouTube is 30 minutes per day.

Geography

India has the most YouTube users, with 467 million people. The United States has the second most, with 240 million people. Indonesia, Brazil, and Russia make the top five, with 127 million, 107 million, and 99 million users.

Snapchat



Snapchat is a photo and video messaging app that allows users to send images and videos that disappear after some time.

It was created by Evan Spiegel, Bobby Murphy, and Reggie Brown while students at Stanford University.

Snapchat was released in September 2011.

As of January 2022, Snapchat has 557 million monthly active users.

Marketing with Snapchat

Snapchat is a powerful marketing tool that can organically boost brand awareness, convert more visitors into leads, increase sales, and form long-term connections with your target audience.



Age and Gender

Snapchat has a global audience of more females than males, with women aged 13 to 17 making up 11.8% of the total audience on the platform as of January 2021. Overall, Snapchat users were most likely between 18 and 24, with 39% of users falling into this category.

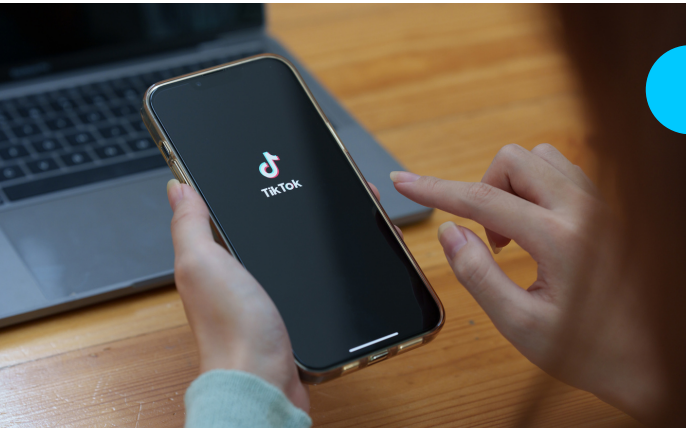
Time Spent

The average time spent on Snapchat is 30 minutes per day.

Geography

India has the most Snapchat users, with 126 million people. The United States has the second most, with 107 million people. France, the United Kingdom, and Saudi Arabia round out the top five, with 24.2 million, 20.65 million, and 20.2 million users.

TikTok



TikTok is a short-form, video-sharing app that allows users to create and share 15-second videos on any topic.

Initially launched in September 2016, the app was rebranded as TikTok in November 2017.

As of January 2022, TikTok has 1 billion monthly active users.

Marketing with TikTok

Social media marketers are attracted to TikTok because it allows for creative thinking and collaboration among young people. Its quick pace keeps participants engaged for an extended amount of time.



Age and Gender

As of January 2022, it was discovered that 25% of TikTok's global audience were women between the ages of 18 and 24 years old, whereas male users in the same age group composed about 18% of the platform's audience. The total audience is comprised of 61% female and 39% male.

Time Spent

The average time spent on TikTok is 52 minutes per day.

Geography

As of January 2022, The United States had the largest TikTok audience by a wide margin, with 131 million users viewing the popular social video platform. Indonesia came in second place, with 92 million TikTok users. The third was Brazil, which has 74 million TikTok subscribers.

LinkedIn



LinkedIn is a business and employment-oriented online service that operates via websites and mobile devices.

As of January 2022, LinkedIn has 756 million registered members in 200 countries and regions with 260 million monthly active users. LinkedIn strives to accomplish specific aims with objective-based advertising expertise to make it easier for businesses.

Marketing with LinkedIn

LinkedIn is inherently B2B-centric. It's where professionals connect and develop relationships, as well as conduct business. As a result, the platform is quite popular among B2B marketers as a source of content marketing material.



Age and Gender

Almost 60% of LinkedIn users worldwide are aged between 25 and 34 years old as of January 2022. In comparison, people older than 55 made up only 2.9% of the audience on social networks. As of February 2022, the percentage of female users on LinkedIn in the United States was 47.9% with 52.1% male members.

Time Spent

The average time spent on LinkedIn is 7.30 minutes per day.

Geography

LinkedIn currently has an audience of 180 million people in the United States with runner-up India having 83 million members.

Twitter



Twitter is an online news and social networking service.

As of January 2022, Twitter has 436 million monthly active users.

Twitter is a powerful tool for marketers because it allows them to connect with potential customers and followers, share their brand's story, and create a community around their business.

Marketing with Twitter

One of the most significant benefits of utilising Twitter for your business is the simplicity of interaction that can help you strengthen your brand community. Companies may use Twitter's social media strategy to engage with their community and nurture a devoted following by working on their marketing.



Age and Gender

According to Twitter's data, the company targets a broader demographic than ever before. As of January 2022, 38.5% of users between the ages of 25 and 34 were on Twitter worldwide. Users aged 35 to 49 years old made up 19% of the platform's population. According to statistics, men are more likely to use Twitter. Overall, 43.6% of Twitter users were female, while 56.4% were male.

Time Spent

The average time spent on Twitter is 3.379 minutes per session.

Geography




As of January 2022, the United States had the most users at 76.9 million, followed by Japan with 58.95 million.

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