Spredfast®

2018 Social Audience Guide

Your guide to understanding audiences across networks.

facebook®

2 Billion

Monthly Active Users[23]

Age *of internet users who use Facebook*[2]

18-29	88%
30-49	84%
50-64	72%
65+	62%

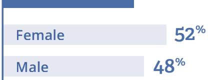
Network where millennials and Gen X are most likely to share content[16]

Income *of internet users who use Facebook*[2]

84%	<$30k/year
80%	$20k-$49k
75%	$50k-$75k
77%	$75k+

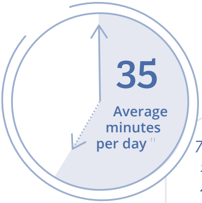
Gender[33]

30% of retail shoppers who recently made a purchase discovered a new product on Facebook[23]



Users spend an average of 2.5 seconds with a piece of content on desktop

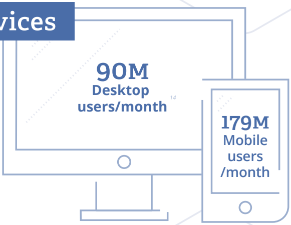
Time



35
Average minutes per day[11]

75% of users spend over 20 minutes per day on Facebook[1]

Devices



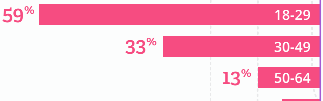
90M
Desktop users/month[14]

179M
Mobile users /month

Users spend an average of 1.7 seconds with a piece of content on mobile[3]

Instagram

Age *of internet users who use Instagram*[2]



800 Million

Monthly Active Users[20]

500 Million

Daily Active Users

8% 65+

53% of teens say Instagram is the best platform to tell them about new products[19]

Income *of internet users who use Instagram*[2]

<$30k/year	38%
$20k-$49k	32%
$50k-$75k	32%
$75k+	31%

Gender[36]

Female	58%
Male	42%

Devices

21M Desktop users/month[14]

91M Mobile users /month

Time

15 Average minutes per day[11]

53% of users follow brands[1]

Most Followed Accounts[38]

Selena Gomez

130M

Cristiano Ronaldo

116M

Ariana Grande

115M

Pinterest

200 Million
Monthly Active Users[4]

Age *of internet users who use Pinterest*[2]

18-29	36%
30-49	34%
50-64	28%
65+	16%

80%
of millenials say Pinterest helps them find things they want to buy[5]

Income *of internet users who use Pinterest*[2]

30%	<$30k/year
32%	$20k-$49k
31%	$50k-$75k
35%	$75k+

66%
of women between 25-54 use Pinterest[8]

60%
of Pinterest households have children 5 or under[4]

Gender

Female	60%
Male	40%

Men are the largest growing segment and are 40% of new signups[4]

Time

14.2
Average minutes per visit[13]

Devices

27M
Desktop users/month[13]

70M
Mobile users /month

10%

of consumers are more likely to purchase when referred by Pinterest than other networks[1]

Over 50%

of all users and 75% of new signups are from outside the US[5]

67%

of Pinterest users consult the mobile site (i.e. doing research, reviews, etc.) while in-person shopping[5]

Those interacting with Promoted Pins spend[5]

7X More

Twitter

317 Million

Monthly Active Users[1]

Age *of internet users who use Twitter*[2]

36%	18-29
23%	30-49
21%	50-64
10%	65+

29% of Americans with a degree use Twitter[21]

Income *of internet users who use Twitter*[2]

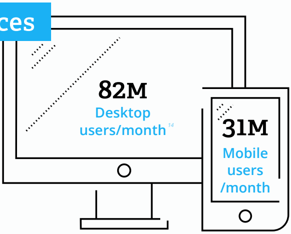
<$30k/year	23%
$20k-$49k	18%
$50k-$75k	28%
$75k+	30%

Gender[34]

47% Female

53% Male

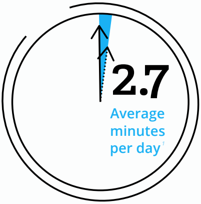
Devices



82M Desktop users/month[14]

31M Mobile users /month

Time



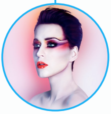
2.7 Average minutes per day[1]

79% of Twitter users retweet SMBs[44]

84% of Twitter users use Twitter to find coupons, deals, reviews, and ideas[22]

75% of Twitter users check the site daily to get their news[22]

Most Followed Accounts[39]



Katy Perry

106M

Justin Bieber

103M

Barack Obama

97M

LinkedIn

106 Million

Monthly Active Users

Income *of internet users who use LinkedIn*[2]

21%	<$30k/year
13%	$20k-$49k
32%	$50k-$75k
45%	$75k+

80% of B2B social media leads come from LinkedIn[27]

Age *of internet users who use LinkedIn*[2]

18-29	36%
30-49	34%
50-64	28%
65+	16%

LinkedIn is the most popular social network with Fortune 500 CEOs[29]

Gender[35]

Female	46%
Male	54%

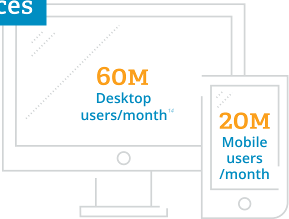
Time

17

Average minutes per visit[12]

As of 2017, there are 13M+ Company Pages on LinkedIn[30]

Devices



60M Desktop users/month[14]

20M Mobile users /month

Most Followed Accounts

Richard Branson
13M

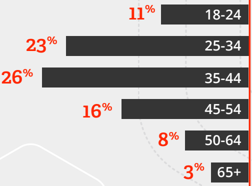
Bill Gates
11M

Arianna Huffington
6.5M

YouTube

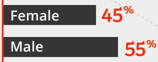
1 Billion
Monthly Active Users[1]

Age[24]

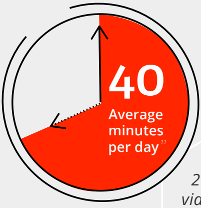


YouTube reaches more 18-49 year olds than any cable network in the US[1]

Gender[1]



Time

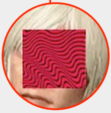


2 Million video views / minute[1]

Devices

more than
50%
of views come from mobile[31]

Most Followed Channels[40]



PewDiePie
54M

HolaSoyGerman
32M

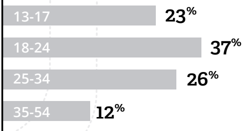
JustinBieberVEVO
32M

Snapchat

300 Million

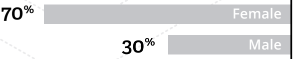
Monthly Active Users[25]

Age[41]



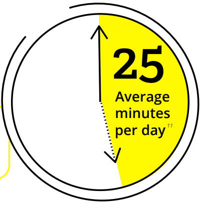
39% of teens polled said that Snapchat was their favorite network[39]

Gender[25]



Active Snapchat users open the app 25+ times each day[42]

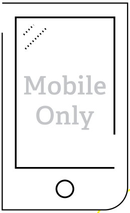
Time



10 Billion video views / day[9]

25% of daily active users post to their Story every day[32]

Devices



54% of Snapchat users log in every day[9]

Most Followed Accounts[43]

Spencer Pratt

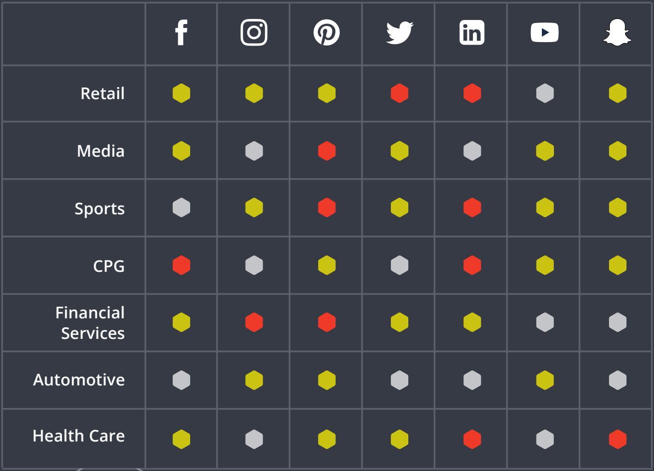
Snoop Dogg

Kylie Jenner

Jared Leto

DJ Khaled

Network Recommendations by Industry



	f	📷	p	🐦	in	▶	👻
Retail	🟡	🟡	🟡	🔴	🔴	⚪	🟡
Media	🟡	⚪	🔴	🟡	⚪	🟡	🟡
Sports	⚪	🟡	🔴	🟡	🔴	🟡	🟡
CPG	🔴	⚪	🟡	⚪	🔴	🟡	🟡
Financial Services	🟡	🔴	🔴	🟡	🟡	⚪	⚪
Automotive	⚪	🟡	🟡	⚪	⚪	🟡	⚪
Health Care	🟡	⚪	🟡	🟡	🔴	⚪	🔴

🟡 *Ideal For Industry*
⚪ *Depends On Content Strategy*
🔴 *Not Right For Indusrty*

Best Place for Teens

📷 + 👻

Best Place for Millennials

f + 📷

Best Place to Reach a Male Audience

▶

Sources

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