

Social Media Statistics 2020

(100 Stats you must know)

Instagram Marketing Stats

- Instagram has over **112.5 million** U.S. users in 2019
- 63% of Instagram users log in at least once a day
- Instagram users spend an average of **28 minutes** per day on the platform
- More than **200 million** businesses used at least one business profile daily
- Engagement with posts on Instagram is **10 times** higher than Facebook
- 1/3** of the most popular content seen from businesses
- 130 million** Instagram users shared shopping preferences recently
- 10.7%** of users either click on or save items from Instagram
- 11%** of U.S. social media users shop on Instagram

Facebook Marketing Stats

- With over **2.41 billion** monthly active users, Facebook is the 3rd largest social media website
- 74%** of Facebook users log in at least once per day
- 300 million** people use Facebook on their mobile devices
- 1.4 billion** people use Facebook Groups
- 60%** of Facebook users watch digital video on their Facebook
- 74%** of digital video content on Facebook
- 90 million** people have used Facebook's services like Pay, Groups and messaging
- 15%** of U.S. smartphone users access Facebook
- An average Facebook user views **11 ads** a month

Pinterest Marketing Stats

- Pinterest has over **300 million** monthly active users
- By 2020, Pinterest is expected to generate **\$1 billion** in revenue
- The average time spent on Pinterest is **14.2 minutes**
- 7 out of 10** Pinterest users are females
- 200 billion** pins are saved on Pinterest
- 55%** of pins are saved specifically for products
- There are over **1 million** business accounts on Pinterest
- 8 out of every 10** Pinterest users who find new products to buy do so from Pinterest
- 28%** of digital content made by brands and Pinterest is generated from business

Twitter Marketing Stats

- In 2019, **330 million** people used Twitter on average
- Twitter has more than **394M** tweets on the platform
- 59%** of customers are actively on the platform
- An average Twitter user follows at least **5** businesses
- 40%** of users on Twitter claim to have made a purchase recently from an advertiser's tweet
- Twitter accounts spend **26%** more on ads than other social media users
- Twitter ad engagement is **91%** higher than other social media
- 85%** of small and medium businesses use Twitter to provide customer service
- 77%** of Twitter users have used a product or service advertised on the platform

YouTube Marketing Stats

- YouTube is the world's **2nd largest** search engine, with Google being the largest
- 82%** of American YouTube users are aged 18-34, making it the most popular social platform for the 18-34 age group
- YouTube has over **2 billion** subscribers, with 1 billion of those subscribers in the United States
- Over **90%** of content that is shared on YouTube is user-generated
- 68%** of YouTube users watch a video to help make a purchase decision
- More than **70%** of all the U.S. spend on YouTube is on mobile devices
- 79%** of business firms on YouTube are looking for advertising
- 92%** of the highest performing sponsored YouTube videos
- 84%** of YouTube mobile users watch more than 10 ads

LinkedIn Marketing Stats

- Over **100 million** LinkedIn members are active on LinkedIn every month
- Posts on LinkedIn that use high-quality images receive **98%** higher engagement
- 49%** of LinkedIn members are aged 25-34
- 3 million** LinkedIn members are active on LinkedIn every month
- 605.4 million** people can be reached through LinkedIn advertisements
- 92%** of LinkedIn members post or comment on LinkedIn posts or articles
- LinkedIn marketing costs more than **50%** of advertising costs in B2B networks & groups
- 59%** of B2B marketers claim LinkedIn to be the most effective platform for generating new leads for their brand
- 91%** of marketing professionals claim LinkedIn to be the top choice for top content