

# SOCIAL MEDIA CHEAT SHEET

For Business

**#1 MOST POPULAR SOCIAL PLATFORM**

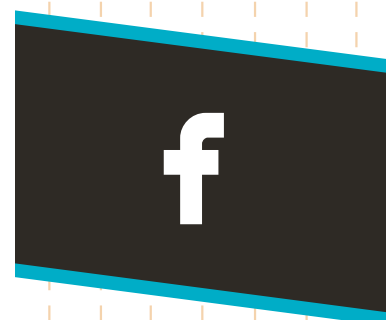
Duggan

BOASTS **1.5 BILLION** WORLDWIDE USERS

Facebook

**1.31 MILLION** ACTIVE MOBILE USERS

Leverage



**72%** of ADULT internet users are on Facebook.

Duggan

**1 MILLION SHARES** EVERY 20 MINUTES

Leverage



Direct Uploads of User Videos now exceed YouTube.

Gesenhues

**3<sup>rd</sup> MOST USED SOCIAL PLATFORM**

Duggan

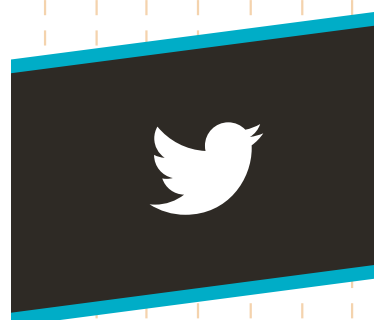
Twitter users use the platform more than any other.

Duggan

**38%** Log in on a daily basis

BOASTS **316 MILLION** ACTIVE USERS

Twitter



**23%** of ADULT internet users are on Twitter.

Duggan

**9,100 TWEETS** HAPPEN EVERY SECOND

Leverage

**2<sup>nd</sup> MOST Recognized SOCIAL PLATFORM**

Duggan

**#3 MOST POPULAR SOCIAL PLATFORM**

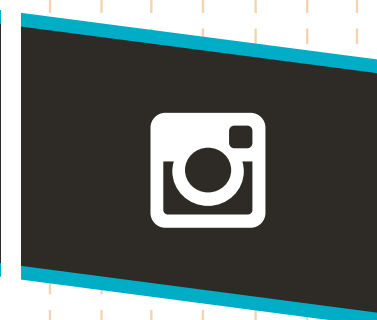
Duggan

**2<sup>nd</sup> MOST DEVOTED USERS**

Duggan

BOASTS **400 MILLION** USERS

Instagram



**28%** of ADULT internet users are on Instagram.

Duggan

**9,100 TWEETS** HAPPEN EVERY SECOND

Leverage

**2<sup>nd</sup> MOST Recognized SOCIAL PLATFORM**

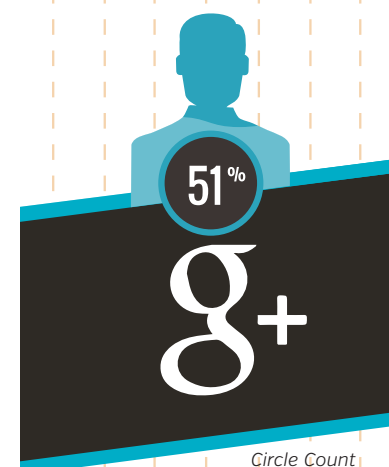
Duggan

**ALLOWS FOR BRANDS AND USERS TO BUILD CIRCLES**

Leverage

BOASTS **2.5 BILLION** USERS  
ONLY **250 MILLION** ARE ACTIVE

Gallagher



Circle Count

**MAJORITY OF USERS ARE IN TECHNICAL & ENGINEERING FIELDS**

Bullas

AVERAGE AGE IS **28**

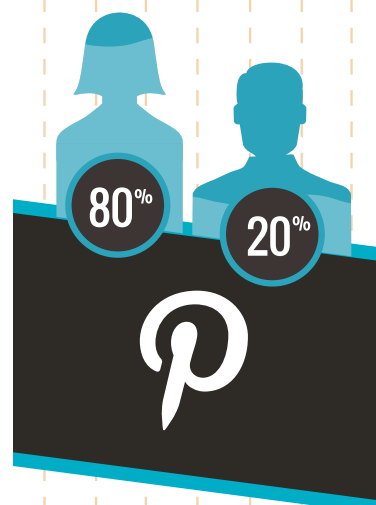
Bullas

**#2 MOST POPULAR SOCIAL PLATFORM**

Duggan

BOASTS **100 MILLION** USERS

Enid Hwang



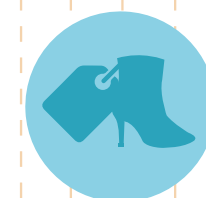
Duggan

**31%** of U.S. ADULT internet users use Pinterest.

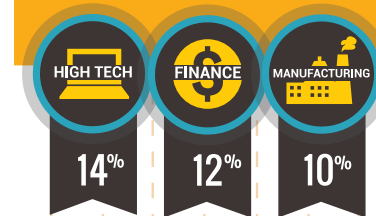
Duggan

**87%** USE THE PLATFORM TO DECIDE WHAT TO PURCHASE

Chow



**3 DOMINANT SECTORS**



**LEGAL SECTOR** MAKES UP A MEAGER **1.4%** OF USERS

Scherer

BOASTS **380 MILLION** WORLDWIDE USERS

Leverage



**79%** OF USERS ARE **35 OR OLDER**

Pingdom

**41%** OF ADULT USERS WITH AN INCOME OF **\$75K** OR MORE ARE ON THE PLATFORM

Duggan

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