

SOCIAL MEDIA

stats & facts



936 MILLION
people log onto
Facebook daily

AGE 25 TO 34
the most common
age demographic

>>> BUT >>>

the biggest population growth
has been coming from the
55+ AGE GROUP



EVERY 60 SECONDS ON FACEBOOK:
510 comments are posted
293,000 statuses are updated
136,000 photos are uploaded

55% male
45% female

316 MILLION
monthly active users



34%
of which log in more
than once per day



TWEETS WITH IMAGES RECEIVE:
18% more clicks
89% more favorites
150% more retweets



Periscope's live streaming
video reaches nearly
2 MILLION
USERS DAILY

37%
of Twitter users
will buy from a
brand they follow



53 MILLION
unique monthly
Pinterest users
in the U.S.



GENERATIONAL USE OF PINTEREST:
27% of Gen Z
27% of Gen Y
19% of Gen X
12% of Boomers

42%
of online women
use Pinterest



88% OF USERS
have purchased a
product they pinned



14.2 MINUTES
average time spent
on Pinterest per visit



70 MILLION
photos and videos
are sent daily

51%
male

49%
female

53%
of internet users
aged 18-29 use
Instagram

POSTS WITH IMAGES THAT HAVE...

High **lightness** generate **24% more likes** than dark images
High amount of **background space** generate **29% more likes**
High levels of **texture** generate **79% more likes**

4.21%
brand engagement
rates highest on
Instagram

there are over
39 MILLION
students and recent
college graduates
on LinkedIn

91%
of B2Bs
use LinkedIn

>>> BECAUSE >>>

80% OF LINKEDIN USERS
want to connect with companies to enhance
their professional decision-making



75% HIGHER
possible share rate
when videos are posted



HALF OF ALL USERS
are likely to buy from a company
they engage with on the platform

24%

of all mobile activity online
comes from Facebook

#88%

of Twitter users
are on mobile

75%

of Pinterest usage takes
place on mobile

60%
of all online traffic
comes from
smartphones and
tablets



ALLÉE



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linkedin.com/company/allee

References and more information on social media can be found at: allecreative.com