SpeedFast

2018 Social Audience Guide

Your guide to understanding audiences across networks

facebook

2 Billion
Monthly Active Users

Age (of internet users who use Facebook)

13-17	8%
18-24	36%
25-34	31%
35+	42%

Women & men are evenly distributed, and they like to share content

Income (of internet users who use Facebook)

$<$	$<$25K (Low)
$$	$25K-$50K
$$$	$50K-$75K
$$$$	$75K+

Gender

Females	57%
Male	43%

Time

35 minutes average per day

73% of users signed over from another social media or website to create a new product or Facebook

Devices

50M Desktop impressions

175M users access via mobile

Users spend an average of 17.1 seconds with a video impression on desktop

Users spend an average of 10 seconds with a video impression on mobile

Instagram

Age (of internet users who use Instagram)

13-17	15%
18-24	32%
25-34	25%
35+	18%

15% of users are teenagers in the 13-17 demographic and also spend most time online

Gender

Female	51%
Male	49%

Time

15 minutes average per day

Devices

31M desktop impressions

91M users access via mobile

15% of users Gen Z or Gen Alpha

Most Followed Accounts

130M 116M 115M

Pinterest

200 Million
Monthly Active Users

Age (of internet users who use Pinterest)

18-24	38%
25-34	32%
35-44	19%
45+	11%

40% of millennials use Pinterest, and those from the ages 18-34 are the largest group on Pinterest

Income (of internet users who use Pinterest)

$	41% $<$Income$<$$50K
$$	32% $50K$<$Income$<$$75K
$$$	27% Income$>$$75K

41% of Millennials are married, have children & are under

Gender

Females	60%
Male	40%

Men are the largest growing demographic, and are 30% of new signups

Time

14.2 minutes average per visit

Devices

27M Desktop impressions

70M users access via mobile

10% of consumers are more likely to purchase a product they see on Pinterest than other networks

Over 50% of Pinterest users are Millennials

67% of Pinterest users consult the site's info (i.e. doing research, looking to buy) before actually shopping

67% of Pinterest users are female

Those interacting with Pinterest are mostly female

7X More

Twitter

317 Million
Monthly Active Users

Age (of internet users who use Twitter)

18-29	36%
30-49	32%
50-64	18%
65+	14%

Income (of internet users who use Twitter)

$	$<$50K (Low) 37%
$$	$50K-$100K 18%
$$$	$100K-$150K 18%
$$$$	$150K+ 26%

Gender

Female	47%
Male	53%

Time

2.7 minutes average per day

Devices

82M Desktop impressions

31M users access via mobile

79% of Twitter users remain SMBs

54% of Twitter users use Twitter for news, sports, deals, reviews, and ideas

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

Most Followed Accounts

106M 103M 97M

LinkedIn

106 Million
Monthly Active Users

Age (of internet users who use LinkedIn)

18-24	28%
25-34	29%
35-44	18%
45+	41%

LinkedIn is the most popular social network with Alpha/ Gen Z/Gen

Income (of internet users who use LinkedIn)

$	$<$50K (Low) 37%
$$	$50K-$100K 18%
$$$	$100K-$150K 18%
$$$$	$150K+ 26%

40% of B2B social media ROI comes from LinkedIn

Gender

Female	48%
Male	52%

Time

17 minutes average per day

As of 2017, 40% of Fortune Company Pages on LinkedIn

Devices

60M Desktop impressions

20M users access via mobile

Most Followed Accounts

Richard Branson 13M Bill Gates 11M Arianna Huffington 6.5M

YouTube

1 Billion
Monthly Active Users

Age

18-24	18%
25-34	21%
35-44	14%
45-54	11%
55-64	8%
65+	6%

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

Gender

Male	54%
Female	46%

Time

40 minutes average per day

1 Billion video views watched

Devices

Less than 50% of views are on mobile devices

Most Followed Channels

Ryan Kaji 54M Vanessa Hudgens 32M Justin Bieber 32M

Snapchat

300 Million
Monthly Active Users

Age

13-17	37%
18-24	28%
25+	35%

10% of teen pulled from Snapchat to Instagram and their favorite network

Gender

Male	52%
Female	48%

Active users spend the most time on their "dark day"

Time

10 billion video views / day

25 minutes average per day

27% of users are active every day

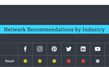
17% of users are active every other day

Devices

Mobile Only

19% of users are active every 3 or more days per week

Most Followed Accounts



Spencer Pratt Snoop Dogg Kylie Jenner Janet Gaye DJ Khaled

Network Recommendations by Industry

	Instagram	Facebook	Pinterest	Twitter	YouTube	LinkedIn	Snapchat
Retail	●	●	●	●	●	●	●
Media	●	●	●	●	●	●	●
Sports	●	●	●	●	●	●	●
CPG	●	●	●	●	●	●	●
Financial Services	●	●	●	●	●	●	●
Automotive	●	●	●	●	●	●	●
Health Care	●	●	●	●	●	●	●

Get Your Instagram Strategy Here

Get Your Pinterest Strategy Here

Get Your Twitter Strategy Here

Get Your YouTube Strategy Here

- Lead Generation
- Organic or Content Strategy
- Ad Spend Not Critical

Sources

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