

Digital Communications

Social Media Platforms and Demographics

As of June 2017, the world's population stands at 7.5 billion with 3.8 billion people using the internet. Active social media users account for 2.89 billion people, which is a penetration of 39%. Active mobile social users are not far behind at 2.69 billion.



In this guide, we will break down audience demographics for the most popular social media platforms: Facebook, Twitter, LinkedIn, YouTube, Instagram and Snapchat. It's worth noting that there are no definitive demographic statistics from these platforms themselves so we have used a variety of sources, which are referenced at the end of the guide. We recommend that you take a look at your own demographics within Facebook, Twitter, YouTube and LinkedIn. We will cover this in more detail in a later guide.

1. Facebook

Facebook is arguably the largest social media platform with two billion users, 1.2 billion of which are active every day. Each day, more than 175 million people share a 'Love' reaction, and on average, over 800 million people 'Like' something on Facebook. More than one billion people use Groups every month.

In terms of demographics, more than 85% of people on Facebook are outside of the US and Canada. There are approximately 42 million UK Facebook users and 307 million in Europe. Facebook's gender split is 56% male and 44% female, with 24% percent of global active

Facebook users being women between the ages of 18 and 34 years and 35% of global active Facebook users being men between the ages of 18 and 34 years.

2. Twitter

Twitter is a micro-blogging platform and last officially updated their user statistics in 2013, so stats for this platform are less reliable. Twitter has around 317 to 328 million active users, of which around 16 million are in the UK and 79% are outside of the US.

In terms of gender split, 24% of all male internet users and 21% of all female internet users are on Twitter. The largest demographic group of Twitter users are between the ages of 18 and 29 (37%). 25% of users are between 30 and 49 years old.

3. LinkedIn

LinkedIn is the social media network for professionals. There are over 500 million registered users worldwide with 21 million in the UK. There are 40 million students and recent college graduates on LinkedIn - they are the platform's fastest-growing demographic. Almost a quarter of LinkedIn's users are aged between 18 and 29, and 61% of LinkedIn users fall into the 30 to 64 age bracket.

There are 158 million members in the EMEA region, 138 million in the US and 118 million in Asia and the Pacific. According to Expanded Ramblings, 44% of LinkedIn users are female, and 56% are male.

4. YouTube

If YouTube were a country, it would be the third largest in the world with over one billion users. Each day over a billion hours of video is watched and more than half of all views are on mobile.

YouTube has launched local versions in more than 88 countries around the world and you can navigate YouTube in 76 languages. It's estimated that there are 35.6 million UK visitors to YouTube each month.

From 2015 to 2016, time spent on YouTube grew 40% faster among adults aged 35+ than adults overall. In terms of gender, there are 55% male users and 45% female. YouTube is one of the few social media platforms where age demographics are fairly evenly split.

5. Instagram

Owned by Facebook, Instagram has 600 million monthly active users with 150 million people using Instagram Stories every day. Although Facebook recently updated their user statistics, they didn't update country-specific data so the last confirmed UK statistic stands at 14 million monthly active users, although this is likely to have increased.

In terms of gender demographics, 68% of Instagrammers are female. Overall, 38% of female internet users are on Instagram compared with 26% of male internet users. 59% of internet users between the ages of 18 and 29 use Instagram and 33% of internet users between the ages of 30 and 49 use Instagram. According to one study, 17% of teenagers say that Instagram is the most important social media platform to them and 90% of users are under 35 years old.

6. Snapchat

Snapchat has only been around since 2011 so is relatively new as a social media platform, however it has seen substantial growth over the last three years.

There are around 166 million daily active users and around 301 million monthly active users who spend between 25 and 30 minutes on the platform each day. 43% of Snapchat's audience are from North America and 33% from Europe.

50% of users are under 25 years old, and 23% have not yet graduated from high school. The largest Snapchat age demographic, however, is 18- to 24-year-olds. This age group makes up 37% of Snapchat users and 25- to 34-year-olds make up about 26% of Snapchatters. Around 12% of users are aged 35 to 54 and only 2% are over 55 years of age.

Choosing the right social media platforms

- Go where your audience are: don't start a Snapchat account if you're trying to reach 50 year old professionals and executives.
- Pick two platforms and do them well, rather than trying to create content for 5+ different platforms and failing your audiences on all of them.
- Feed into the main LSE social media accounts: we're looking for great images from around Departments for all of our social media accounts, especially Instagram. Feed into the main School accounts to reach over 50,000 Instagram Followers and 370,000 Facebook Followers.
- Look at which channels your peers and competitors use to get an idea of what content belongs where.

Resources

1. [Data: all the numbers you need](#), Kepios
2. [Top social network demographics 2017](#), Social Media Today
3. [Facebook Newsroom](#), Facebook
4. [The Top 20 Valuable Facebook Statistics May 2017](#), Zephoria
5. [Distribution of Facebook Users Worldwide January 2017](#), Statista
6. [About us](#), LinkedIn
7. [UK Social Media Statistics for 2017](#), Rose McGrory
8. [Instagram by the numbers](#), Omnicore
9. [Top LinkedIn demographics that matter to marketers](#), Hootsuite

10. [YouTube for press](#), YouTube
11. [The Latest YouTube Stats on Audience Demographics: Who's Tuning In](#), Think with Google
12. [135 amazing Snapchat statistics and facts June 2017](#), Expanded Ramblings
13. [Top Snapchat demographics that matter to marketers](#), Hootsuite
14. [Audiences](#), Snapchat