

SOCIAL MEDIA

IN 2022



GLOBAL USERS



4.7billion

social media users around the world, 59% of the population. (Kepios)



7 people

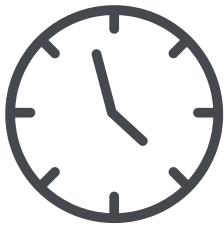
join social media every single second. (Kepios)



9 out of 10

internet users now use social media each month. (Global Digital)

SOCIAL USAGE



2.5 hours

the typical amount of daily usage from users. (GWI)



15% of

the avg. person's day is spent on social media. (GWI)



10billion

global hours are spent using social media daily. (GWI)

PREFERRED CHANNELS



The average user bounces between seven different social media networks every month. (GWI)



2.9B



2.2B



1.4B



1B



397M



250M

(Wallaroo Media)

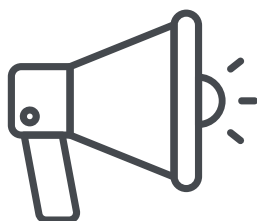
- Facebook continues to hold the title of the most widely used social media platform. (Wallaroo Media)
- TikTok is the fastest-growing social media platform. (eMarketer)

SOCIAL MEDIA CONTENT



3.5billion

users are estimated to be consuming video content by 2023. (Statista)



35% of

users keep up to date with news and current affairs via social media. (Statista)



500million

users claim to use social media stories every single day. (EarthWeb)