TOP social media marketing stats for 2017

22% 22% of the world's total population sees **Facebook**.

75% of male internet users are on Facebook as well as 83% of female internet users.

81% 81% of millennials check Twitter at least once per day.

29% 29% of internet users with college degrees use Twitter, compared to 20% with high school degrees or less.

80% 80% of active Twitter users access the site via mobile

32% 32% of teenagers consider Instagram to be the most important social network.

38% vs 26% female internet users are more likely to use Instagram than men, at 38% vs 26%.

18-29 Most Instagram users are between 18-29 years old, about six-in-ten online adults.

41% On any given day, Snapchat reaches 41% of 18 to 34-year-olds in the US.

18-34 YouTube reaches more 18-34 and 18-49 year-olds than any cable network in the US.

56% More than 56% of online adults use more than one social media platform.

32% Instagram reaches the other media with 32% of users, increased coming in a close third with 31% Linkedin and Twitter at 29% and 26% respectively.

76% 76% of Facebook users visited the site daily during 2016, with over 1.6 billion daily visitors, compared to 76% of daily average in 2015.

17% The average Linkedin user spends 17 minutes on the site per month.

51% 51% of Instagram users access the platform daily, and 35% say they look at the platform several times per day.

80% 80% of time spent on social media platforms happens on mobile.

400 Over 400 million snaps are shared on Snapchat per day, and almost 10,000 photos are shared every second.

10,000 over 10 thousand tweets and other videos have generated more than 1 billion views.

50% More than half of all Snapchat views are on mobile devices.

93% 93% of Pinterest users use the platform to plan or make purchases.

39% 39% of Linkedin users pay for monthly premium accounts.

25% Instagram reaches 25% of all social media users in the US.

450 Linkedin boasts more than 450 million user profiles.

SOURCES
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