

171 Amazing Social Media Statistics You Should Know in 2018

Everything on internet is tracked and noted in the form of statistics for the social media marketers to study and understand the user behaviour. Still, there are so many statistics marketers are missing out on or ignoring in the fear of being blinded by numbers. In fact, these social media stats can be useful and also influence an entire social strategy.

2017 has been an exponential year for marketers with cut-throat competition as attention spans have decreased to 8 seconds. Each day the number of social media users are increasing and reaching out to them effectively with all measured ways has become a task.

Social Media Stats:

For a note, the world population is 7.6 billion as of October 2017 as per Wikipedia and the internet holds 3.5 billion users where there are 3.03 billion active Social Media users

96% of the people that discuss brands online do not follow those brands' owned profiles

An average of 2 hours and 15 minutes per day is spend on social networks

Visual content is more than 40 times more likely to get shared on social media than other types of content

Mobile phones are the leading social device, holding a 13% lead over computers

Online adults aged 18-34 are most likely follow a brand via social networking

28% of the internet users are spending their time on 1 social media site

80% of the time spent on social platforms happens on mobile

Facts About Facebook

Facebook represents a huge potential market, but it is becoming increasingly difficult to stand out from the crowd. Have a look at the bumper list of Facebook statistics that stand out from the crowd.

100 million hours of video content are watched on Facebook daily

22% of the world's total population uses Facebook with 2.01 billion monthly active users

79% of the online US adults actively use Facebook

400 new users sign up for Facebook every minute

Users spend an average of 35 minutes per day on the site

Users access Facebook an average of eight times per day

47% of Facebook users exclusively access the platform through mobile

1.13 trillion likes have been pressed since the feature was updated

More than 65 million businesses have a Facebook business page

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Facebook users generate 4 million likes every minute

Facebook has 5 million active advertisers on the platform

There are an estimated 270 million fake Facebook profiles

The most popular page is Facebook's main page with 204.7m likes

100 million hours of video content are watched on Facebook daily

Facebook now sees 8 billion average daily video views from 500 million users

People are 1.5 times more likely to watch video daily on a smartphone than on desktop

47% of the value of Facebook video ads happens in the first three seconds

By 2020, over 75% of the world's mobile data traffic will be video

Facebook Messenger has over 1.2 billion monthly active users

Each day, 35 million people update their statuses on Facebook

Facebook users consider, on average, just 28%
of their Facebook friends to be genuine or close friends

83% of parents with a teen between the ages of 13 and 17 are friends with their child on Facebook

39% of users say they are connected to people they have never met in person

42% of Facebook customer service responses happen during the first 60 minutes

Facebook is available in 101 languages,
and over 300,000 users helped with translation

Facebook Pages posts average 2.6% organic reach

The average cost per click (CPC) in Facebook ads across all industries is \$1.72

Facebook reported advertising revenue of \$9.16 billion in the second quarter of 2017, a 47%
year-over-year increase

26% of Facebook users who clicked on ads reported making a purchase

Twitter Facts

Ever since the first tweet was sent, Twitter has been clocking up some interesting numbers. Here's a bumper list of Facts About Twitter to know better about it.

Twitter estimates 23 million of its active users are actually bots

There is a total of 1.3 billion accounts, but only 330 million are active

80% of the Twitter users actively use this platform on mobile

The average Twitter user has 707 followers

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There are 500 million Tweets sent each day.

That's 6,000 Tweets every second

65.8% of US companies with 100+ employees use Twitter for marketing

77% of Twitter users feel more positive about a brand when their Tweet has been replied to

Up to 74% of users get their daily news from Twitter

Twitter estimates 23 million of its active users are actually bots

24% of All Internet male users use Twitter, whereas 21% of All Internet Female users use Twitter

There are over 67 million Twitter users in US

Twitter can handle 18 quintillion user accounts

54% of Twitter users earn more than \$50,000 a year at least

The top three countries by user count outside the U.S. are Brazil (27.7 million users), Japan (25.9 million), and Mexico (23.5 million)

Mobile advertising revenue was 88% of total advertising revenue

'Tears of joy' is the most Tweeted emoji, with 14.5 billion Tweets

78 percent of people who complain to a brand via Twitter expect a response within an hour

Tweets with images receive 18% more clicks than tweets without images

To promote a trend on Twitter for 24-hours, it will cost nearly \$200,000

Twitter's revenue per employee is \$488,913

Advertising on Twitter is 6 times more expensive than on Facebook. However, Twitter ads have a CTR 8 to 24 times higher than Facebook

Promoted tweets can boost offline sales by up to 29%

LinkedIn Statistics

LinkedIn being a professional network completely, used for networking, looking up for jobs, research work and more. Here's an interesting list of LinkedIn Stats you would like to know about!

122 Million people have received an Interview from their LinkedIn profile

LinkedIn has 500 million members in 200 countries

250 million of those access the site on a monthly basis

133 million are LinkedIn users from U.S.

40% of users use LinkedIn daily

2 new members join LinkedIn per second

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More than 1 million members have published content on LinkedIn

The average CEO has 930 LinkedIn connections

Over 3 million companies have created LinkedIn accounts

But only 17% of US small businesses use LinkedIn

10 million jobs are actively listed on LinkedIn

122 Million people have received an Interview from their LinkedIn profile

40 million students and recent college graduates are on LinkedIn

There are around 40 million student and graduate profiles on the platform

There are 57% of male users and 44% female users on LinkedIn

After US, India, Brazil, Great Britain and Canada has the highest number of LinkedIn users

13% of Millennials (15-34 Years old) use LinkedIn

44% of LinkedIn users earn more than \$75,000 in a year

Microsoft paid \$26.2 billion to buy LinkedIn

LinkedIn generates \$371,474 per employee

It's estimated that US mobile search spending will reach \$25.11 billion in 2018 and \$28.25 billion in 2019

94% of B2B marketers use LinkedIn to distribute content

71% of professionals feel that LinkedIn is a credible source for professional content

The average CTR for ads on LinkedIn is 0.025%

There have been 1 billion endorsements on LinkedIn

The average LinkedIn user spends 17 minutes on the site per month

Instagram Stats

Instagram has quickly gone from a trendy iOS-only app to a massive social network for android and whole web presence. Here's a bumper list of Instagram statistics to look upon.

Around 95 million photos are uploaded each day

Instagram has 800 million monthly active users where 500 million are daily active users

Instagram stories have 250 million daily active users just within the first anniversary

Around 95 million photos are uploaded each day

There are 4.2 billion Instagram likes per day

More than 40 billion photos have been shared so far

90 percent of Instagram users are younger than 35

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32% of all internet users are on Instagram

68% of Instagram users are females

When Instagram introduced videos, more than 5 million were shared in 24 hours

Instagram has 70% of hashtags which are branded

Instagram has more users than Twitter among 16 – 44 year-olds

Posts tagged with another user (56%) or location (79%) have significantly higher engagement rates

Posts with at least one hashtag average 12.6% more engagement

Instagram seems to be the popular choice for micro-influencers. 80% of them said that they use Instagram to post original content

71% of US Businesses were using Instagram in 2017

Instagram revealed it has a whopping 15 million registered business accounts on the platform

80% of Users Follow At Least One Business on Instagram

Photos with Faces Get 38% More Likes

User-Generated Content Has a 4.5% Higher Conversion Rate

Instagram influencers are charging up to \$100,000 for a sponsored post

Users under 25, now spend up to 32 minutes a day on

Instagram, on average, while those 25 and above spend more than 24 minutes per day

The average number of followers for a brand on Instagram is 1 million

The US alone contributes to a mind-blowing 85% of Instagram's total ad revenue

As for the conversions of Instagram Stories, reports say, one in every 5 organic stories gets a direct message

Google+ Statistics

Google+ was launched in June 2011. Look forward to this bunch of Google+ statistics to know more about Google+.

40% of the marketers use Google+ as a social platform

There are 375 million google+ active accounts

There are 27 million unique Google+ monthly visits

Average time spent on Google+ per visit is 3.57

Google's cost to build Google+ was \$585,000,000

500 employees worked to build Google+

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28% of people aged 15-34 use Google+

40% of the marketers use Google+ as a social platform

70% of brands have a presence on Google+

Pinterest Statistics

It took a while for Pinterest to gain the users, but it got its attention, it has not stopped since then. Know these amazing bumper Pinterest statistics and learn more about it.

There are over 75 billion ideas on Pinterest.

Pinterest has 175 million monthly active users

It has 75 million users from the U.S and a 100 million outside of U.S

There are more than 50 billion Pinterest Pins

There are more than 1 billion Pinterest Boards

2 million Pinterest users save shopping pins on Boards daily

2 billion searches occur on Pinterest each month

The market value of Pinterest is \$11 billion+

81% of Pinterest users are actually Females

An average Pins made by an Active Female User is 158

30% of all US social media users are Pinterest users

There are over 75 billion ideas on Pinterest

87% of Pinner have purchased a product because of Pinterest

72% of Pinner use Pinterest to decide what to buy offline

67% of Pinner are under 40-years-old

Over 5% of all referral traffic to websites comes from Pinterest

Pinterest said 80% of its users access Pinterest through a mobile device

Average time spent on Pinterest per visit is 14.2 minutes

An average Pins made by an Active Female User is 158

More than 14 million articles are Pinned each day

75% of Pinterest users say that this is the best place to find new interests

Pinterest drives 25% of the all retail website referral traffic

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Facts About Snapchat

Snapchat has certainly enjoyed a relatively fast rise in the digital world compared to other social media networks. Learn more about Snapchat with these amazing statistics listed down.

47% of US teens think it's better than Facebook

Snapchat has 178 million daily active users

On an average, 3 billion snaps are sent every day

60% of the Snapchat users are under 25 years of age

In 2016, \$90m was spent on Snapchat ads

47% of US teens think it's better than Facebook

The average snapchat user spends 25-30 minutes on the platform every day

54% of Snapchat users log in at least once per day

55% of Snapchat users report that they follow one or more brands or businesses on the platform

More than 20,000 photos are shared every second

More than 400 million Snapchat stories are created per day

The average daily user of Snapchat creates more than 20 messages, or "snaps," per day

Snapchat usage is highest among Gen Z with 36%

Snapchat users under 25 open the app 25 times / day for 30 mins in total

30% of US Millennial Internet Users use Snapchat regularly

Snapchat is valued at \$15 billion the last time it raised money

Snapchat has raised an amount of 1.8 billion

Snapchat has filed for an IPO that could value the company at \$25 billion

Snapchat Discover ad pricing – \$50,000+ a day

Active Snapchatters open the app 18+ times every day

Snapchat has 10 billion daily video views

Youtube Statistics

YouTube is an international sensation, reaching countries around the globe. A YouTube video is a powerful asset to any online marketing strategy. Learn more about Youtube with the latest statistics listed below.

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There are more than 30 million visitors per day

There are 1.50 billion monthly active Youtube users

180.1 million people in the US watch youtube

5.01+billion+videos+watched+per+day

70% of Youtube traffic is from a mobile

There are more than 30 million visitors per day

The average time spent on Youtube per session is 40 minutes

400 hours worth of video content is uploaded every minute.

54% of US Millennials visit Youtube daily.

In 2018, the online video portal's U.S. net advertising revenues are projected to reach 3.96 billion US dollars

The Collective Bias study shows that 22.8% of men are influenced by YouTube in their buying decisions where it influences only 13.9% of women on their purchases

You can navigate Youtube in a total of 76 different languages (covering 95% of the internet population)

80% of the youtube views are outside of the U.S

Video commentator PewDiePie ranked first as the all-time most popular YouTube channel based on views

Youtube's estimated monthly earnings are about \$54.8K - \$877K and yearly \$657.8K - \$10.5M

10K Youtube videos have generated more than 1 billion views

<https://www.socialpilot.co/blog/author/jimit-bagadiya>

Jimit Bagadiya

Exploring new tools and read blogs of my favorite authors is the beginning of my day. Apart from this, I enjoy spending my day with mobile, computer, car, wife and loving son.