

13 Best Social Media Marketing Statistics for Digital Marketers

1. Social Media Marketing Statistics
2. Social Media Advertising Statistics
3. Facebook Social Media Statistics
4. Instagram Social Media Statistics
5. LinkedIn Social Media Statistics
6. Pinterest Social Media Statistics
7. TikTok Social Media Statistics
8. X (Twitter) Social Media Statistics
9. YouTube Social Media Statistics
10. Video Social Media Statistics
11. Influencer Social Media Statistics
12. Consumer Behavior Social Media Statistics
13. Small Business Social Media Statistics

Use Social Media Marketing Statistics to Optimize Conversion Rates With Landingi

Author

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#1 Social Media Marketing Statistics

1. 5.22 billion people use social media, making up 63.8% of the global population.
2. On average, people spend 2 hours and 19 minutes daily on social media.
3. 90% of users access social media through mobile devices.
4. Social media increased 259 million users in the past year, reflecting a 5.4% annual growth rate.
5. Video content makes up over 80% of all internet traffic.
6. Over 40% of internet users rely on social media for product research.
7. Only 25% of users trust social media platforms with their personal data.

#2 Social Media Advertising Statistics

1. More than 70% of businesses use social media for marketing.
2. Global spending on social media advertising is expected to hit \$200 billion in 2025.
3. Social commerce sales are projected to exceed \$600 billion in 2025.
4. More than 50% of consumers prefer using social media for customer service inquiries.
5. Brands that incorporate user-generated content (UGC) experience a 20% boost in engagement.
6. Over 70% of marketers say algorithm changes have influenced their social media strategies.
7. Millennials drive 33% of global social commerce spending, followed by Gen Z at 29% and Gen X at 28%.
8. Social commerce revenue is projected to hit \$1.08 trillion by 2028.

#3 Facebook Social Media Statistics

1. Facebook is the world's largest social network, with over 3 billion monthly active users.
2. 86% of marketers use Facebook, making it the most popular platform for marketing campaigns.

3. The largest demographic on Facebook is men aged 25–34, who make up 18.4% of its global audience. The second-largest group is men aged 18–24 (13.5%), followed by women aged 25–34.
4. 39% of consumers use Facebook for direct purchases, making it the top platform for buying decisions.
5. The average American spends 32 minutes a day on Facebook.
6. Facebook is the third most-visited website globally, following Google and YouTube.
7. Facebook Reels' reach increased by 13% in 2024.
8. Organic post reach declined by 41% in 2024.

#4 Instagram Social Media Statistics

1. Instagram has 2 billion active users every month.
2. Over 25 million businesses are active on Instagram.
3. 82% of social media users have an Instagram account, making it the second most-used platform after Facebook (90%).
4. Over 500 million accounts use Instagram Stories daily.
5. Instagram ads have a potential reach of 1.74 billion people.
6. Men aged 18–24 make up the largest share of Instagram's global audience (16.5%).
7. 72% of Gen Z users prefer using Instagram for customer service over any other social media platform.
8. Instagram Reels reach declined by 20% in 2024.
9. Engagement on Instagram posts grew by 6.63%, while Reels saw a 5.62% increase.

#5 LinkedIn Social Media Statistics

1. LinkedIn has over 1 billion members across 200 countries.
2. 43% of all social media users have a LinkedIn profile.
3. The U.S. has the largest LinkedIn audience, with more than 234 million users.
4. There are over 67 million company pages on LinkedIn.
5. Accounts with 2,000–50,000 followers saw a 14.2% boost in engagement rate in 2024.
6. Only about 1% of monthly users share content weekly, but these users generate 9 billion impressions.
7. More than half (50.6%) of LinkedIn's global users are between 25 and 34 years old.
8. 87% of recruiters use LinkedIn as their primary hiring tool, and 67% say that the professionals hired through LinkedIn are of higher quality.
9. One in four LinkedIn users interacts with brand content at least once a day.

10. Text posts and static images generate the most engagement on LinkedIn.

#6 Pinterest Social Media Statistics

1. Pinterest has approximately 553 million monthly active users.
2. Users save over 1.5 billion Pins across more than 10 million boards every week.
3. 70% of Pinterest users are female.
4. Millennials make up the largest demographic on Pinterest, accounting for 35% of users.
5. The U.S. leads with 89.1 million users, followed by Brazil (37.14 million) and Mexico (19.45 million).
6. 93% of users use Pinterest to plan purchases, and 87% have made purchases inspired by Pins.
7. The average Pinterest user spends 1 hour and 49 minutes on the platform per month.
8. Pinterest spent \$145.6 million on advertising last year.

#7 TikTok Social Media Statistics

1. TikTok has over 1.2 billion active monthly users.
2. In Q4 of 2024, TikTok generated more than \$1 billion in global revenue.
3. TikTok receives approximately 2.65 billion visits per month.
4. Marketers can reach 1.56 billion people through TikTok ads.
5. Every minute in 2024, 16,000 videos were uploaded to TikTok.
6. Men make up 54.3% of users, while women constitute 45.7%.
7. Users spend an average of 95 minutes per day on TikTok.
8. Over half (54%) of TikTok users interact with brand content daily.
9. TikTok now favors longer videos (1–3 minutes) and original audio, emphasizing storytelling and authenticity.

#8 X (Twitter) Social Media Statistics

1. X has around 611 million monthly active users worldwide.
2. Over 500 million tweets are posted daily.
3. Men make up most of X's user base, accounting for 60.3% of all users.
4. Most X users (58%) are under 35 years old.
5. Roughly 1 in 5 X users is from the United States.
6. The typical X user spends 34 minutes and 6 seconds per day on the platform.

7. X receives 2.5 billion visits from mobile devices (42.78%) and 1.9 billion from desktop users (57.22%).
8. Video tweets receive 10 times more engagement than text-only posts.

#9 YouTube Social Media Statistics

1. YouTube had over 2.5 billion monthly users in 2024.
2. 78% of all social media users have a YouTube account.
3. Over 1 billion hours of video content are watched on YouTube each day.
4. Over 500 hours of video are uploaded every minute.
5. More than 100 million people subscribe to YouTube Premium.
6. YouTube ads held viewers' attention 57% longer than ads on other digital platforms.
7. Over 70% of watch time comes from mobile devices.
8. People spend more time on YouTube than on any other social platform—almost twice as much as they do on TikTok.
9. YouTube generated \$36 billion in ad revenue in 2024.
10. Potential ad reach is 2.5 billion people.
11. Over half of YouTube users prefer long-form brand videos, but 31–60 second clips rank as the second most popular format.

#10 Video Social Media Statistics

1. Every day, 100 million people watch videos online.
2. 85% of Facebook videos are watched without sound.
3. 73% of viewers decide within the first 30 seconds whether they'll watch a video to the end—43% decide in under 15 seconds.
4. 39% of consumers are more likely to watch a video until the end if it has subtitles.
5. 91% of businesses include video in their marketing strategy.
6. The global digital video advertising market is projected to grow from \$104.65 billion in 2024 to \$140.18 billion in 2025.
7. 69% of businesses have invested in paid video ads.
8. 30% of marketers say video plays a bigger role in their overall strategy than their website.

#11 Influencer Social Media Statistics

1. The influencer marketing industry is projected to grow to \$32.55 billion in 2025.
2. 49% of consumers make a purchase at least once a month because of influencer content.

3. 82% of marketers believe influencer marketing delivers the highest-quality leads.
4. 77% of influencers are women.

#12 Consumer Behavior Social Media Statistics

1. 56% of online adults make purchases online every week.
2. 81% of consumers admit that social media pushes them to make unplanned purchases.

#13 Small Business Social Media Statistics

1. 96% of small businesses use social media in their marketing strategy.
2. 83% of small businesses post content several times per week.

Use Social Media Marketing Statistics to Optimize Conversion Rates With Landingi

To make your marketing efforts pay off, you must back them up with real data. The smartest brands use marketing statistics to sharpen their campaigns, boost engagement, and ensure they're speaking to the right people in the right way.

By tracking active users on platforms like LinkedIn and formerly Twitter, analyzing average time spent, and optimizing YouTube ads, brands can align their strategy with real usage stats. Add influencer partnerships, tap into voice search trends, and integrate lead generation tactics, and you're no longer just chasing clicks—you're generating leads and increasing website traffic.

Want a marketing strategy that works? Create landing pages that convert, optimize engagement, and capture high-quality leads [with Landingi!](#)

— Author

Marta Byrska

Content Specialist

Marta Byrska is a multilingual content specialist fluent in English, Polish, and Ukrainian. With over 4 years of experience in marketing and copywriting, she focuses on creating SEO-optimized content and compelling storytelling. A graduate of Jagiellonian University in Kraków with a degree in Philology, Marta combines linguistic expertise with creative writing skills.