

# 2019 Social Media Statistics You Should Know

## Facebook



**88%** of Facebook users are accessing via mobile device

**2.2 billion** monthly active users

Americans spend **58 minutes** per day on Facebook

## Instagram

**500 million users** open Instagram every day

**#hashtags = 12.6%** more engagement

**< 25 million** business profiles



## Twitter



**1 second = 5,787 tweets**

**84%** of businesses use Twitter

**1-2 hashtags = 21% more engagement**

## LinkedIn

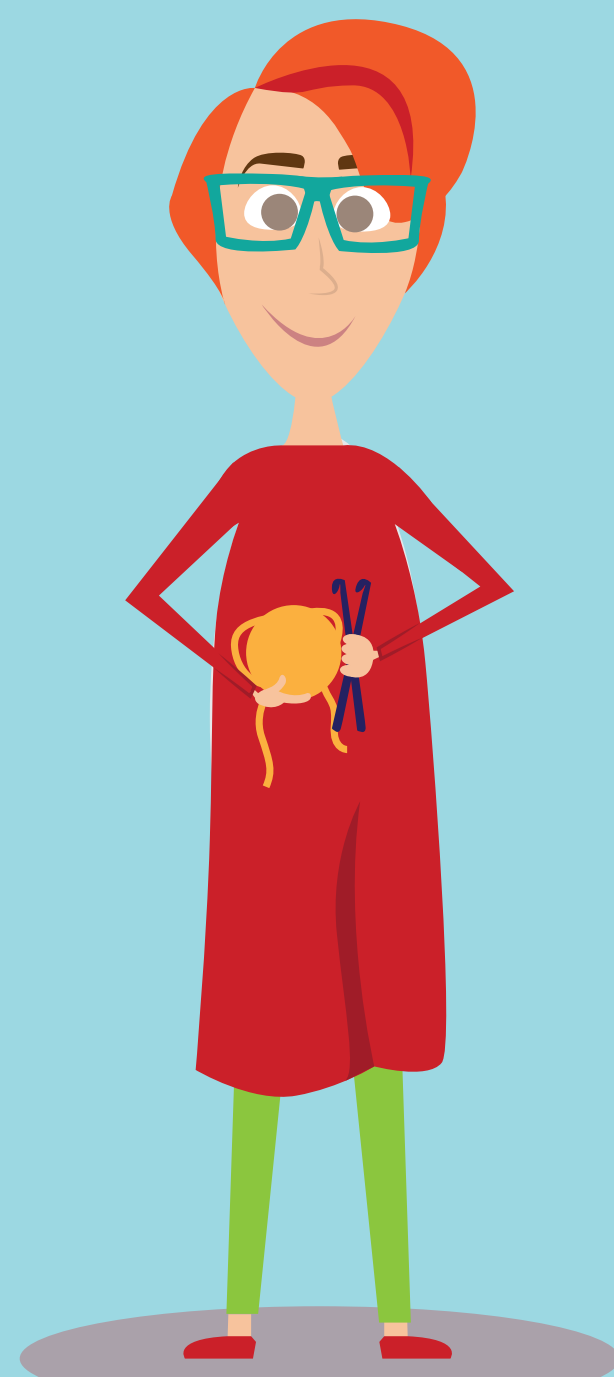
**94%** of B2B marketers on social media use LinkedIn to publish content

**50%** of B2B web traffic originating from social media comes from LinkedIn

**30,000,000** companies have LinkedIn profiles



## Pinterest



Visual searches have **more than doubled** in one year

**80%** of Pinterest users are on mobile

**78%** of users say that content from brands is useful compared to finding it on other sites

## Snapchat

**186 million** daily active users

**11%** of Snapchat users are under **34**

**528,000 snaps** in one minute



## YouTube



**5,000,000,000** videos are watched **EVERY SINGLE DAY**

**Second-ranked social platform WORLDWIDE**

**70%** of YouTube views come from mobile devices

