

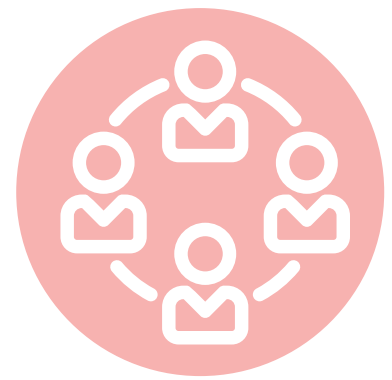
Social Media by the numbers



The importance of social media is evident in the numbers and understanding it is a key part of business. Here is a rundown of user stats, platform performance, and consumer behaviors.

3.5 Billion

This is the total amount of social media users worldwide. This is roughly 45% of the population.



3 Hours

This is the average time spent per day on social media by users (includes messaging, posting, and scrolling).

54%

54% of social browsers use social media to research products across all categories.



71%

71% of consumers who have had a positive experience with a brand on social media are likely to recommend the brand to their friends and family.

*Stats provided by Oberlo