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FEATURE | APRIL 7, 2021



Social media  
use over time

Who uses  
social media

Which social  
media  
platforms are  
most common

Who uses  
each social  
media  
platform

How often  
Americans use  
social media  
sites

Find out more

## Social Media Fact Sheet

# SOCIAL MEDIA FACT SHEET

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Today around seven-in-ten Americans use social media to connect with one another, engage with news content, share information and entertain themselves. Explore the patterns and trends shaping the social media landscape over the past decade below.



## Social media use over time

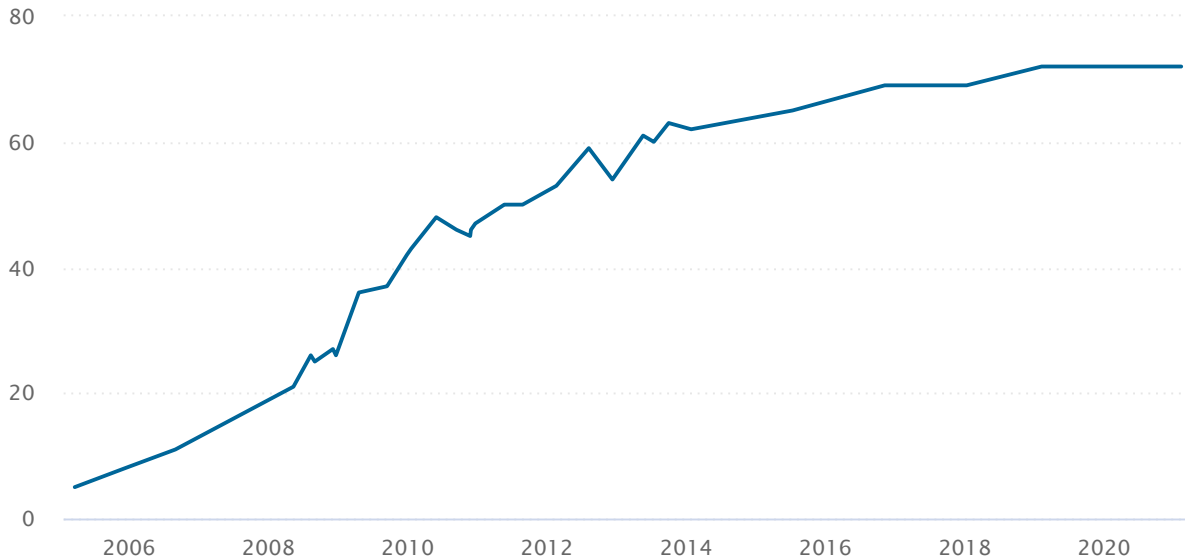
When Pew Research Center began tracking social media adoption in 2005, just 5% of American adults used at least one of these platforms. By 2011 that share had risen to half of all Americans, and today 72% of the public uses some type of social media.

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<a href="#">Chart</a>	<a href="#">Data</a>	<a href="#">Share</a>	<a href="#">Embed</a>
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*% of U.S. adults who say they use at least one social media site*



Note: Respondents who did not give an answer are not shown.

Source: Surveys of U.S. adults conducted 2005-2021.

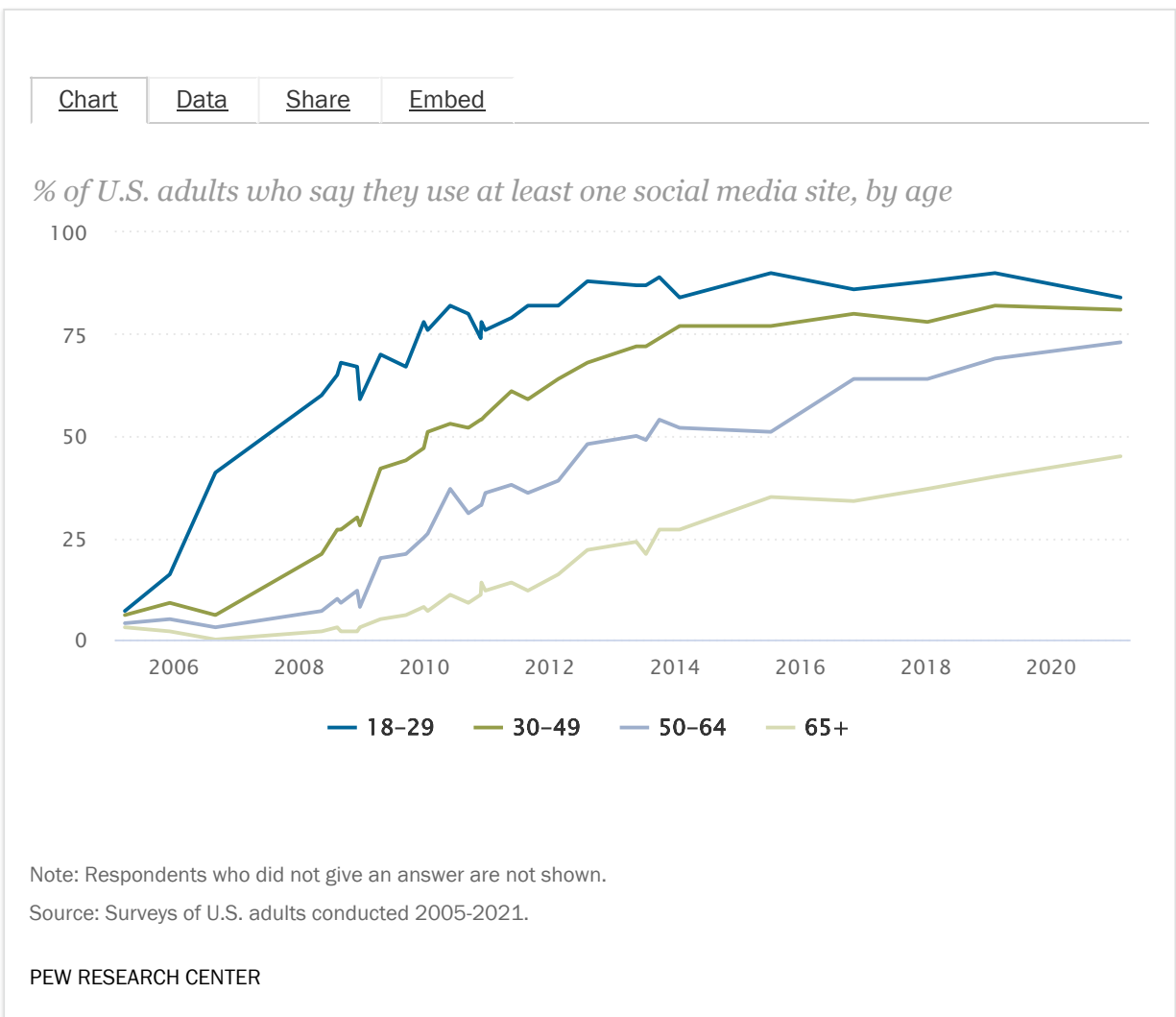
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# Who uses social media

As more Americans have adopted social media, the social media user base has also grown more representative of the broader population. Young adults were among the earliest social media adopters and continue to use these sites at high levels, but usage by older adults has increased in recent years.

**AGE**   RACE   GENDER   INCOME   EDUCATION   COMMUNITY



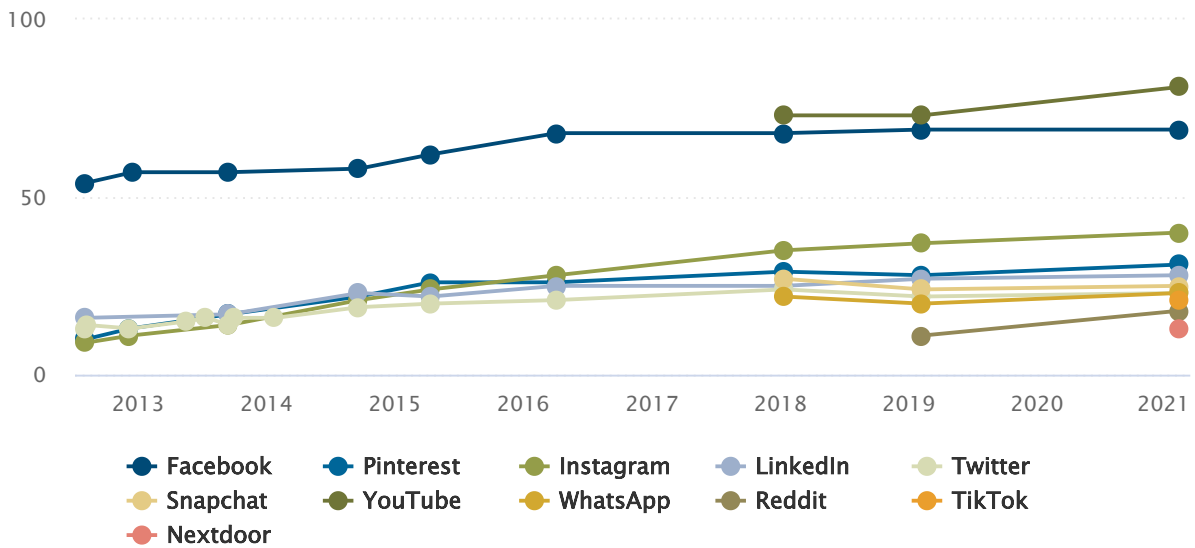
# Which social media platforms are most common

## WHICH SOCIAL MEDIA PLATFORMS ARE MOST COMMON

YouTube and Facebook are the most-widely used online platforms, and its user base is most broadly representative of the population as a whole. Smaller shares of Americans use sites such as Twitter, Pinterest, Instagram and LinkedIn.

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% of U.S. adults who say they ever use ...



Note: Respondents who did not give an answer are not shown.

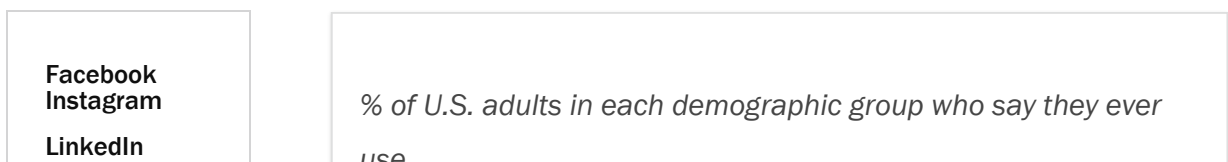
Source: Surveys of U.S. adults conducted 2012-2021.

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## Who uses each social media platform

Usage of the major social media platforms varies by factors such as age, gender and educational attainment.



	<b>Facebook</b>	<b>Instagram</b>	<b>LinkedIn</b>
<b>Twitter Pinterest Snapchat</b>			
Total	69%	40%	28%
Men	61%	36%	31%
Women	77%	44%	26%
<b>YouTube WhatsApp Reddit</b>			
Ages 18-29	70%	71%	30%
30-49	77%	48%	36%
50-64	73%	29%	33%
65+	50%	13%	11%
White	67%	35%	29%
Black	74%	49%	27%
Hispanic	72%	52%	19%
Less than \$30K	70%	35%	12%
\$30K-\$49,999	76%	45%	21%
\$50K-\$74,999	61%	39%	21%
More than \$75K	70%	47%	50%
High school or less	64%	30%	10%
Some college	71%	44%	28%
College graduate	73%	49%	51%
Urban	70%	45%	30%
Suburban	70%	41%	33%
Rural	67%	25%	15%
<b>TikTok Nextdoor</b>			

Note: Respondents who did not give an answer are not shown. White and Black adults include those who report being only one race and are not Hispanic. Hispanics are of any race.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

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Today around seven-in-ten Americans use social media to connect with one another, engage with news content, share information and entertain themselves. Explore the patterns and trends shaping the social media landscape over the past decade below.



# How often Americans use social media sites

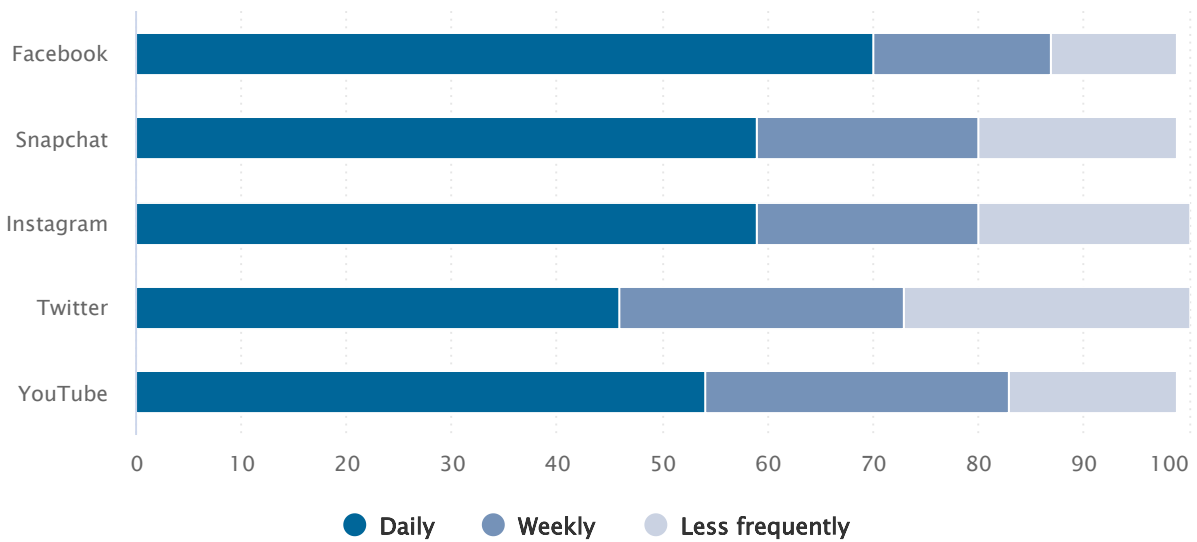
For many users, social media is part of their daily routine. Seven-in-ten Facebook users – and around six-in-ten Instagram and Snapchat users – visit these sites at least once a day.

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Among U.S. adults who say they use \_\_\_\_, the % who use each site ...



Note: Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

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## Find out more

Follow these links for more in-depth analysis of the impact of social media on American life.

[Social Media Use in 2021](#) April 7, 2021

[10 facts about Americans and Facebook](#) May 16, 2019

[Social media usage in the U.S. in 2019](#) April 10, 2019

[Millennials stand out for their technology use, but older generations also embrace digital life](#) May 2, 2018

[Americans' complicated feelings about social media in an era of privacy concerns](#) March 27, 2018

[Social Media Use in 2018](#) March 1, 2018

All [reports and blog posts](#) related to social media.

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