

# Active Users on Social Media



## VIRTUAL EVENTS OPPORTUNITIES



**YouTube**

- # of monthly active users: 2 billion
- Largest age group: 15-25
- % of U.S. adults who use this platform: 81
- Gender: 72% of all female internet users and 72% of all male internet users
- Time spent per day: 41.9 minutes among viewers 18 and older

Opportunity to integrate live content: YouTube Live, YouTube Premieres



**Facebook**

- # of monthly active users: 2.7 billion
- % of U.S. adults who use this platform: 69
- Gender: 44% female, 56% male
- Time spent per day: 38 minutes

Opportunities to integrate live content: Facebook Live, Facebook Premieres



**Instagram**

- # of monthly active users: 1 billion
- % of U.S. adults who use this platform: 40
- Gender: 57% female, 43% male
- Average time spent per day: 29 minutes

Opportunities to integrate live content: Instagram Live, Live Rooms



**Pinterest**

- # of monthly active users: 400+ million
- Largest age group: 30-49
- % of U.S. adults who use this platform: 31
- Gender: 78% female, 22% male
- Time spent per day: 14.2 minutes
- Opportunities to integrate live content: Live classes, sessions (both currently in test)



**LinkedIn**

- # of total users: 738 million
- Largest age group: 46-55
- % of U.S. adults who use this platform: 28
- Gender: 51% male, 49% female
- 63% of LinkedIn users access the network monthly, and 22% weekly.
- Opportunity to integrate live content: LinkedIn Live



**Twitter**

- # of daily active users: 187 million
- % of U.S. adults who use this platform: 23
- Gender: 32% female, 68% male
- Time spent per day/week: 3.53 minutes per session
- Opportunities to integrate live content: Live tweeting, live videos



**TikTok**

- # of monthly active users: 100 million
- % of U.S. adults who use this platform: 21
- Gender: 59% female, 41% male
- Time spent per day: 45+ minutes
- Opportunity to integrate live content: Going live