Social Platform Demographics (as of July 2024):

Facebook:

- **Monthly Active Users:** 3.06 billion
- **Largest Age Group:** 25-34 years old (33%)
- **Gender Distribution:** 56.3% male, 43.7% female
- **Geography:** Most users in India (314 million) and the U.S. (175 million)
- **Daily Usage:** 33% of Gen Z users log in daily
- **Key Insight:** Popular across all age groups, particularly strong among Gen X and Boomers (Sprout Social) (HubSpot Blog).

Instagram:

- **Monthly Active Users:** 2.4 billion
- **Largest Age Group:** 18-24 years old (32%)
- **Gender Distribution:** 51.7% male, 48.3% female
- **Geography:** Most users in India (230 million) and the U.S. (143 million)
- **Daily Usage:** Average user spends 33.1 minutes per day
- **Key Insight:** High engagement and ROI, especially popular among younger demographics (Sprout Social) (Social Media Dashboard).

Twitter (X):

- **Monthly Active Users:** 541 million
- **Largest Age Group:** 25-34 years old (29.63%)
- **Gender Distribution:** 66.7% male, 33.3% female
- **Geography:** Most users in the U.S. (77 million) and Japan (58.2 million)
- **Daily Usage:** Average user spends 34.1 minutes per day
- **Key Insight:** Strong male user base, effective for real-time updates and customer service (Sprout Social) (Neal Schaffer Official Site).

LinkedIn:

- **Monthly Active Users:** 950 million
- **Largest Age Group:** 25-34 years old (60%)

- **Gender Distribution:** 56.3% male, 43.7% female
- **Geography:** Most users in the U.S. (206 million) and India (110 million)
- **Daily Usage:** 63% of users access weekly, 22% daily
- **Key Insight:** Ideal for B2B marketing and professional networking (AI Customer Care) (Social Media Dashboard).

Pinterest:

- **Monthly Active Users:** 465 million
- **Largest Age Group:** 25-34 years old (30.9%)
- **Gender Distribution:** 76.2% female, 17.2% male
- **Geography:** Strong user base in the U.S. and growing internationally
- **Daily Usage:** Average user spends 14.2 minutes per day
- **Key Insight:** Highly visual platform, excellent for e-commerce and lifestyle brands (AI Customer Care) (Social Media Dashboard).

TikTok:

- **Monthly Active Users:** 1.2 billion
- **Largest Age Group:** 18-24 years old (41%)
- **Gender Distribution:** 54% male, 46% female
- **Geography:** Rapid growth in the U.S. and Southeast Asia
- **Daily Usage:** Average user spends 52 minutes per day
- **Key Insight:** Dominates short-form video content, highly engaging among younger audiences (HubSpot Blog) (Social Media Dashboard).

YouTube:

- **Monthly Active Users:** 2.49 billion
- **Largest Age Group:** 25-34 years old (21.2%)
- **Gender Distribution:** 54.4% male, 45.6% female
- **Geography:** Widely used globally, especially popular in the U.S. and India
- **Daily Usage:** Average user spends 48.7 minutes per day
- **Key Insight:** Strong platform for long-form video content and entertainment (Sprout Social) (AI Customer Care).