

# What are the most used social platforms for youth internationally and in the Netherlands?

Literature Study, Online Analytics, Trend Analysis

## What is a social media platform?

Before we start diving in the details of which platforms are the most used, firstly let's explain a bit what exactly is a social media platform and what is its main purpose.

A social media platform is "a system for disseminating information over the Internet to a selected group of followers". They "are used by people to publish their daily activities, comments and photos as well as re-publish information posted by others" (PCMAG, n.d.). These platforms can vary from traditional networking sites, such as Facebook and video-hosting sites like Youtube, to community blogs and discussion sites like Tumblr and Reddit (Biteable, 2022).

## Different types of social media platforms

Now that we have established the definition of a social media platform, we can underline some of the main types and what they are used for.

But before that, it is important to mention that social media can be used in two situations - for personal and professional use.

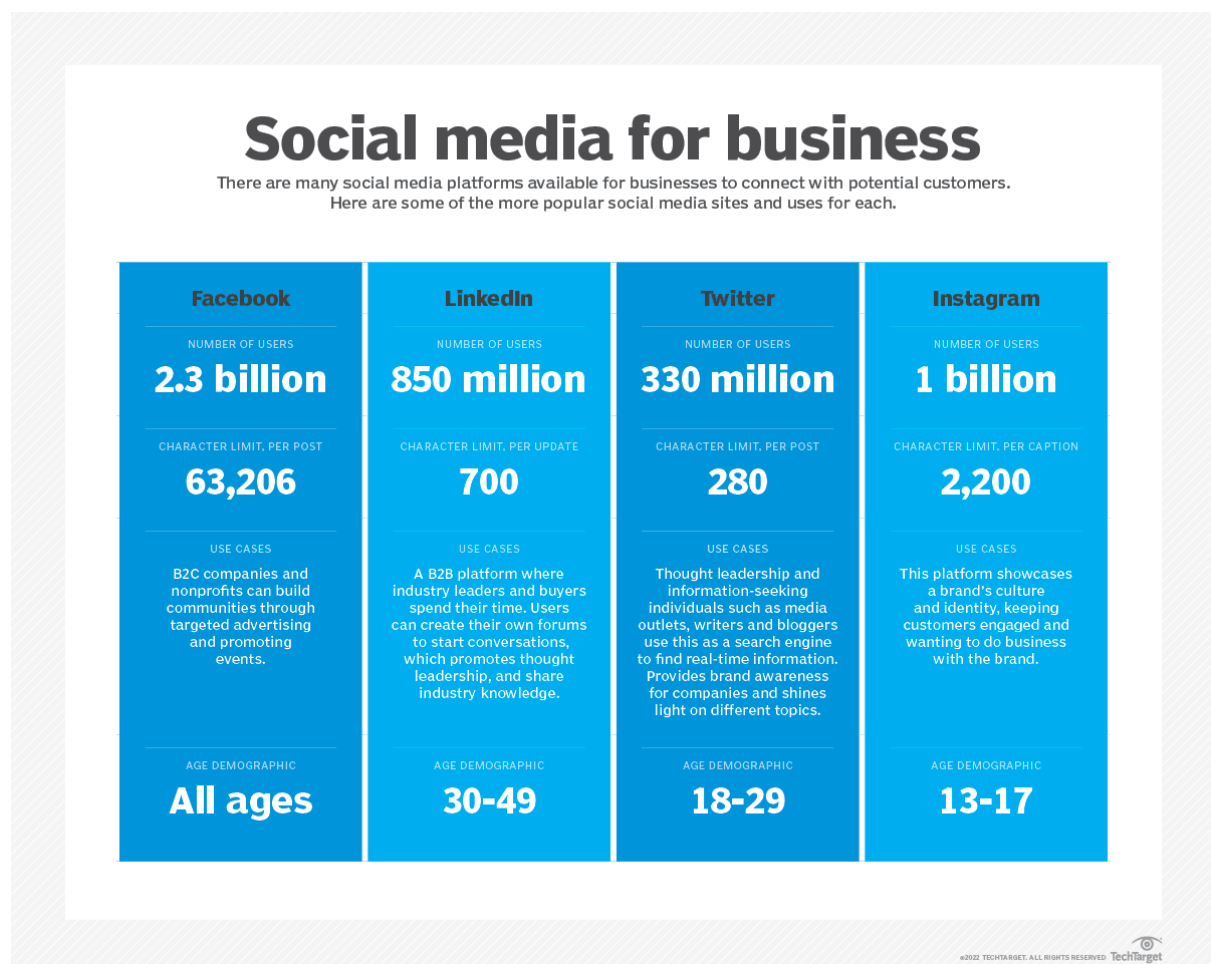
When it comes to **personal use**, social media can be very beneficial in various aspects. It easily connects us with our friends and family through messages, videos and calls; it gives us the space to share our interests and find new hobbies. Students can easily find information they need and employees have more opportunities for remote jobs. When it comes to making new friends or connections, platforms like Facebook and LinkedIn provide the space to explore other people's profiles, see their pictures and information they share (Udemy, 2020).

Thanks to the rapid development of social media, now online platforms can be a great help to **professional** organisations. According to Lutkevich & Wigmore (2021), businesses use "social applications to market and promote their products and track customer concerns. This is possible thanks to various tools, which help brands track and measure the attention they get, connect to customers and

quickly respond to feedback, address problems and maintain customer confidence.

Another process that businesses go through online is “crowdsourcing”. This is “the practice of using social networking to gather knowledge, goods or services.

Companies use crowdsourcing to get ideas from employees, customers and the general public for improving products or developing future products or services” (Lutkevich & Wigmore, 2021).



*What some popular social media platforms provide and their target enterprise uses (Lutkevich & Wigmore, 2021)*

Now that we are familiar with the ways that social media can be used, let's talk about the different types of platforms. According to Kakkar (2022), there are 8 major types of social media platforms:

1. Social networks - the focus of these platforms is the individual (and brands). “They encourage individuals and businesses to interact online and share data and thoughts for ensuring mutually productive relationships”. There people can create profiles and share information about their lives, upload photos and stay connected to their friends and family. Example sites of this type are **Facebook**, **Twitter** and **LinkedIn**.

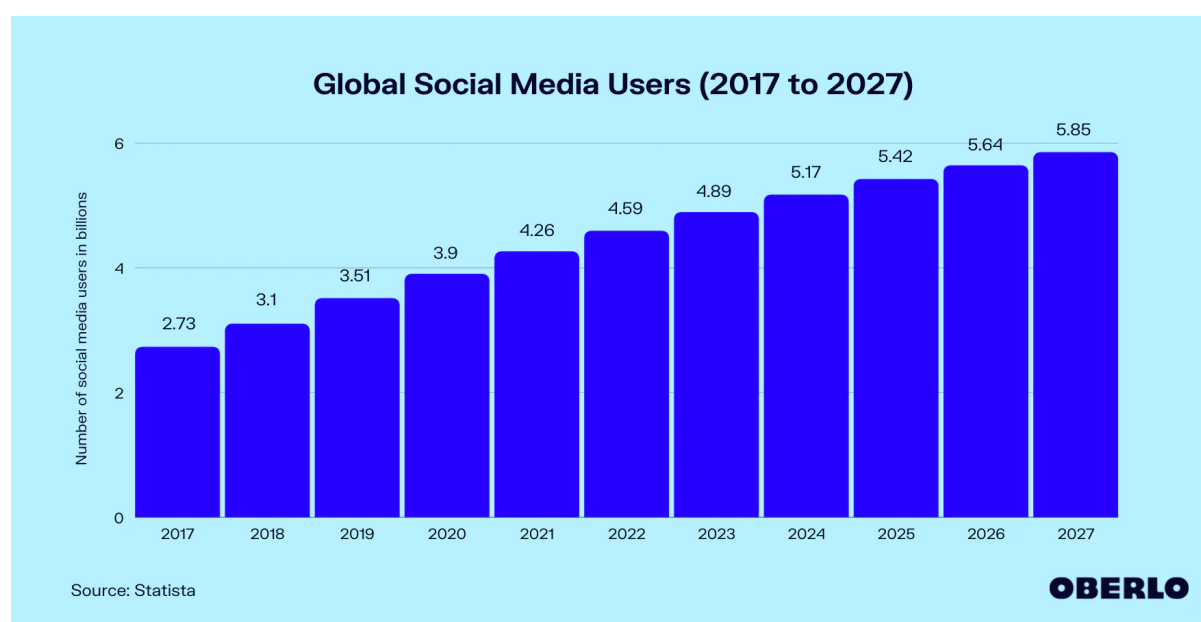
2. Media sharing networks - this type of platforms are entirely related to sharing various types of content - images, videos, music and other. Media sharing networks are also the leading platform that businesses use to promote their brand, connect to customers and receive reviews. Depending on the target group, some platforms are more suitable than others. Some of the main sites of this type are **Instagram, YouTube** and **Snapchat**.
3. Discussion forums - such types of networks are used for finding, discussing and sharing different types of information, news and opinions. Because of the large number of users on these platforms that continuously discuss various topics, businesses use them to conduct online research. When it comes to personal use, these sites can help you get more familiar with the current state of the world and read different opinions and explore another point of view. Some example platforms are **Reddit** and **Quora**.
4. Bookmarking and content curation networks - using such types of social media platforms will help you get inspired and learn the newest trend in the fashion and lifestyle world through sharing and saving images and videos on the topics. These networks nowadays are used for establishing the personality and characteristics of a person, finding their vibe and exploring different aesthetics. An excellent example is **Pinterest**.
5. Consumer review networks - these types of platforms are used to find out, share and review information about different brands, products and services. It is extremely helpful for business growth, as it creates an idea of whether it is good or not. This is determined by the score of the reviews - if it is high, people enjoy it and it is more likely for others to join; if it is low, it means that the brand is not that good based on various criteria. These networks can be very beneficial for exploring new cities or places. Example platforms are **TripAdvisor** and **Yelp**.
6. Blogging and publishing networks - such platforms can be used for "publishing, discovering and commenting on articles, social media blogs and other content on the web". Micro-blogging is a term also used to describe such types of sites, where people can share their thoughts in the form of a blog and interact with other users. It is a mix between traditional blogs and the messaging option of social media. They are beneficial to businesses, due to the opportunity of online marketing and creating a face for the brand. An example site is **Tumblr**.
7. Social shopping networks - these platforms combine two of the most enjoyed experiences - shopping and socialising. They offer a space where people can explore different trends, follow their favourite fashion brands and do some shopping along the way. When it comes to businesses, it is an ideal space to promote, sell and talk about products. It is also possible to create awareness and boost engagement. Such platforms are **Etsy** and **Polyvore**.
8. Interest based networks - these platforms are used for people to connect with others that share the same hobby and interests as them. The fields of

interest can vary from books and music to home decor and cooking. Businesses can use such sites to reach out to individuals and potential customers that fit their targeted audience. One example of these platforms is **Goodreads**.

## Social media platforms worldwide

In this document, we will cover the usage of social media both in the world and in the Netherlands. But before we do that, let's talk on how many people actually use social media and for how long.

Based on a study conducted by Gaubys (2023) for Oberlo, in 2023 nearly 4.9 billion people are online and use social media. This number is expected to increase by 2027 to 5.85 billion.



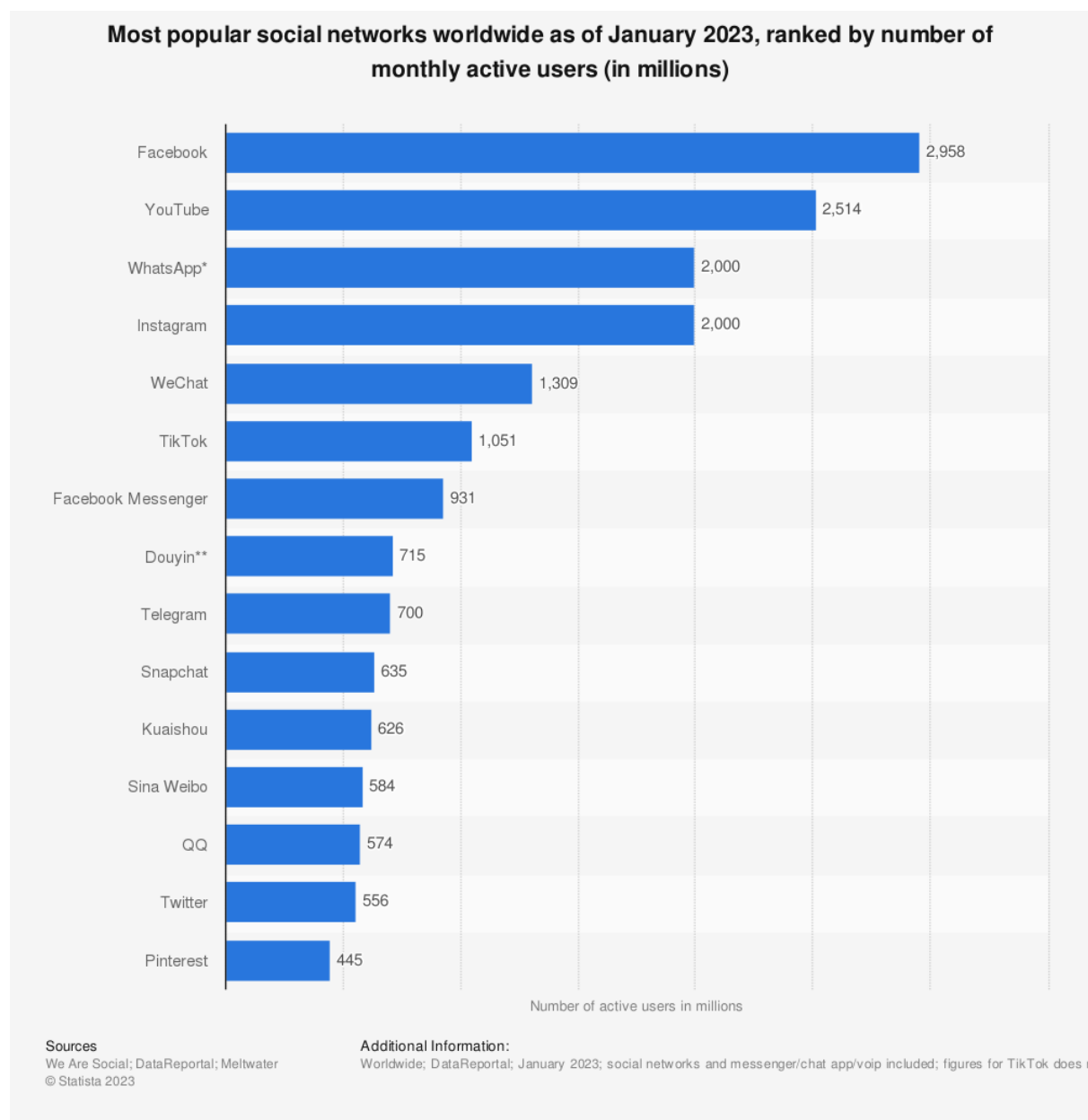
*Social media users worldwide (2017-2027) (Lin, n.d.)*

When it comes to the time spent on social media, it varies by the age group. Below you will find a table that depicts the total amount of time people spend per day, depending on which age group they belong to (Georgiev, 2023).

Age group	Average time spent on social media per day (2022)
16-24	5 hours and 49 minutes
25-34	5 hours and 31 minutes
35-44	4 hours and 49 minutes

45-54	3 hours and 57 minutes
55+	3 hours and 3 minutes

According to a statistic conducted by Dixon (2023), the top three most used social media, based on the number of monthly users, are **Facebook** (with almost 3 billion users), **YouTube** (with 2.5 billion users) and **WhatsApp** (with 2 billion users).



*Most popular social networks worldwide as of January 2023, ranked by number of monthly active users (in millions) (Dixon, 2023)*

Now that we know the users and their time spent on social media, let's talk about which age group uses these platforms the most. Below you can read the data for some of the most popular social media apps (The 2022 Social Media Users Demographics Guide, 2022).

Social media platform	Active daily users	Users by age group
Facebook	1.96 billion users	<b>86%</b> of people ages 18–29  <b>77%</b> of people ages 30–49  <b>51%</b> of people ages 50–65  <b>34%</b> of people that are 65+ years old
Youtube	122 users	<b>81%</b> of people ages 15–25  <b>71%</b> of people ages 26–35  <b>67%</b> of people ages 36–45  <b>66%</b> of people ages 46–55  <b>58%</b> of people that are 56+ years old
Instagram	500 million users	<b>67%</b> of people ages 18–29  <b>47%</b> of people ages 30–49  <b>23%</b> of people ages 50–64  <b>8%</b> of people that are 65+ years old
Twitter	238 million users	<b>38%</b> of people ages 18–29  <b>26%</b> of people ages 30–49  <b>17%</b> of people ages 50–64  <b>7%</b> of people that are 65+

		years old
Tiktok	50 million users	<b>27.37%</b> of users are aged 13–17 <b>39.91%</b> of users are aged 18–24 <b>25.11%</b> of users are aged 25–34 <b>5.97%</b> of users are aged 35–44 <b>1.67%</b> of users are aged 45–54 <b>0.32%</b> of users are aged 55–64
Snapchat	332 million users	<b>53%</b> of people ages 15–25 <b>34%</b> of people ages 26–35 <b>18%</b> of people ages 36–45 <b>11%</b> of people ages 46–55 <b>4%</b> of people that are 56+ years old

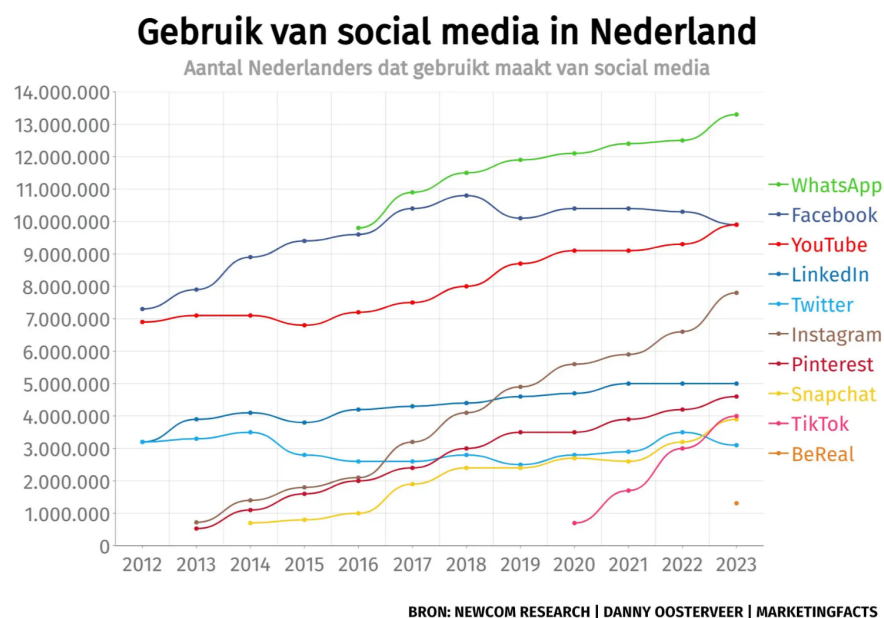
## Social media platforms in the Netherlands

According to Oosterveer (2023), social media in the Netherlands has never seen as many users as it does now. Last year, in 2022, social media was used by 13,7 million people in the Netherlands. Currently it is used by 14,1 million people in the Netherlands. On average, Dutch people are online for 112 minutes a day, which almost adds up to two hours. But what platforms are the most used?

Oosterveer (2023) states that the most used social media app in the Netherlands is WhatsApp. Almost everyone in the Netherlands talks via WhatsApp, when they are not with each other. Facebook is mainly used by older people and is in a decline of users, since most youth are migrating to Instagram and TikTok. This decline at Facebook is directly leading to an increase for Instagram and TikTok.

Youtube still stays on top of the video watching platforms, since Youtube is often pre-installed on most phones. However, when looking at watch time, Youtube isn't just popular because of being pre-installed. The youth still likes watching videos of the longer format on youtube (Meijroos, 2022). For the shorter videos and reels, TikTok still is number one.

In 2022, BeReal came to be. BeReal immediately became popular among the youth, with about 1,4 million users after just one year. The platform shows promise to become a very popular platform in the near future. However, it could also get a massive decline after 2022. Unfortunately, we do not have more data than only 2022, so we can't predict if the youth is suddenly going to drop this platform or if the platform is becoming even more popular.



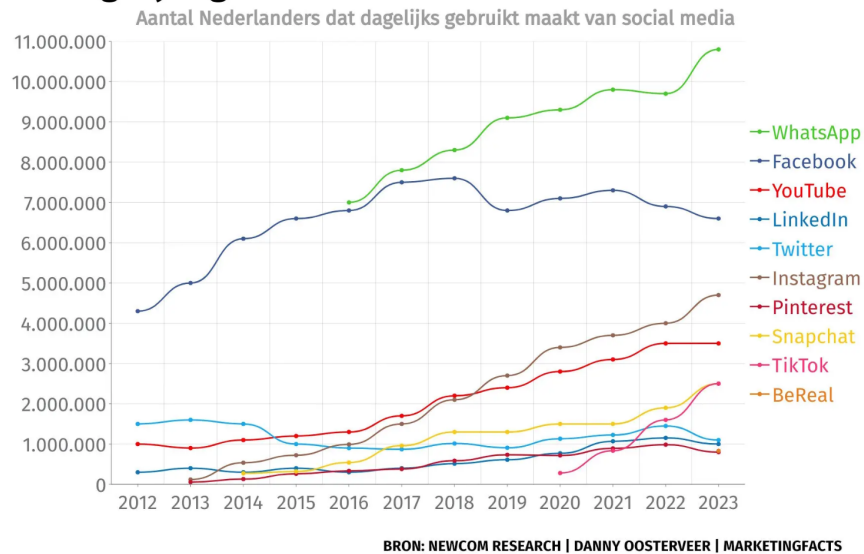
*Social media use in the Netherlands (Oosterveer, 2023)*

Oosterveer (2023) stated that most people use Whatsapp or Facebook daily in the Netherlands. The same diagram also shows that apps like Instagram, TikTok and also Snapchat have very dedicated users, since for all of these apps at least 50% use the app daily. For Snapchat, this could be because of the Snap streaks, where you need to send a snap to your friends daily to keep your streak. For Instagram and TikTok it could be because of the easy nature of the app, with short videos or pictures, which can be looked at really fast.

Also interesting is the fact that Youtube has the second most users in the Netherlands, compared to other platforms, but it has relatively little daily use. This presumably could be, because of the long nature of Youtube videos, which require dedication and attention to watch.



## Dagelijks gebruik van social media in Nederland



*Daily social media use in the Netherlands (Oosterveer, 2023)*

In a different research, conducted by Nederpel and Pauw (2023), it shows that on average Dutch people use social media for 114 minutes a day. This is fairly similar to Oosterveer, and taking into account margin of error, it could be said that these two researches confirm each other. Nederpel and Pauw also showed how much every age group uses social media over the last couple of years.

Age Group	2020 (in minutes)	2021 (in minutes)	2022 (in minutes)	2023 (in minutes)
15-19 years old	143	160	156	161
20-39 years old	114	111	138	147
40-64 years old	85	85	88	95
65+ years old	82	78	82	88
Average over all groups	98	97	107	114

Unfortunately, on data could be found about how much screen time people from different age groups have on specific platforms. This was never measured in the sources used in this document and in other sources found online.

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