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FACT SHEET | APRIL 7, 2021

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.



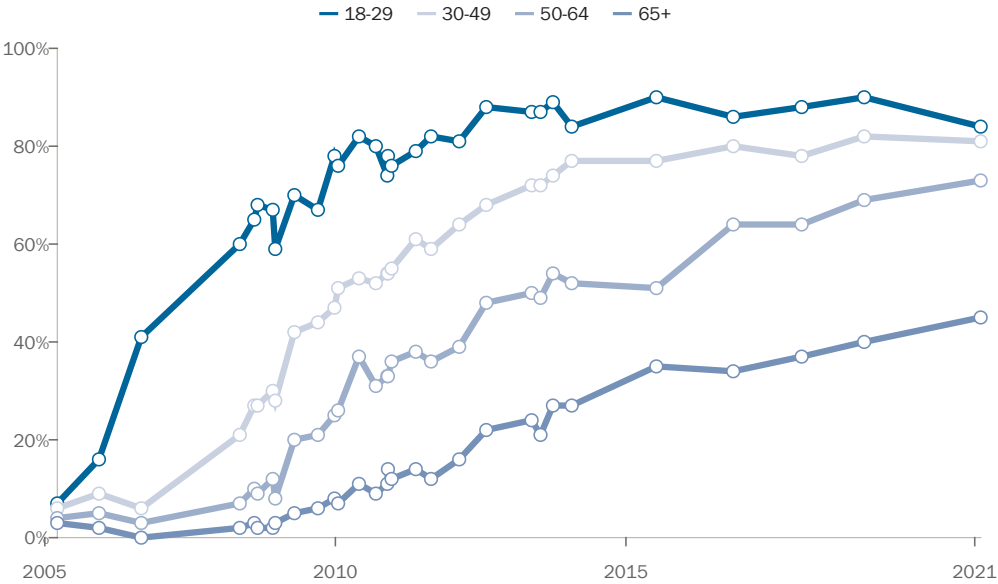
Who uses social media

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
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Social media use by age

% of U.S. adults who say they use at least one social media site, by age



Note: Respondents who did not give an answer are not shown.
Source: Surveys of U.S. adults conducted 2005-2021.

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Chart Data Share

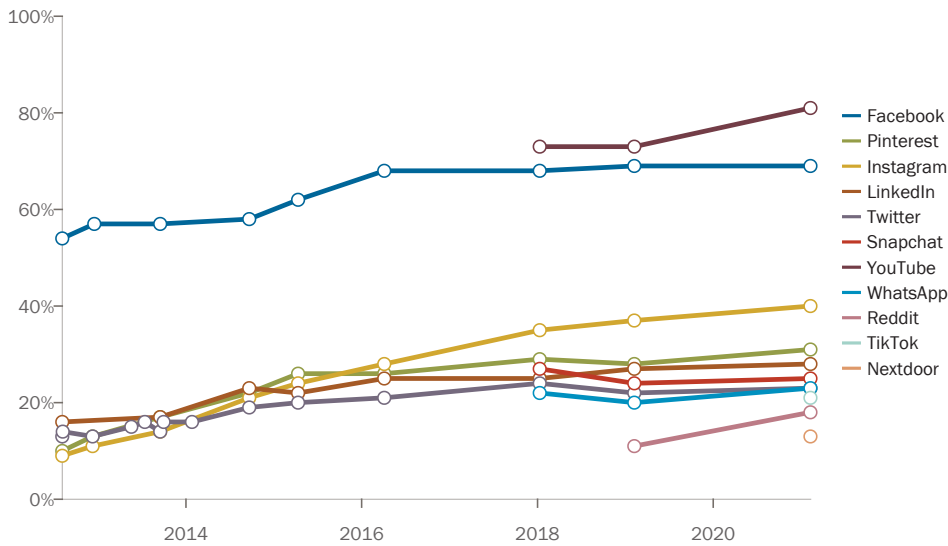


Which social media platforms are most common

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.

Which social media platforms are most popular

% 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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Chart Data Share



Who uses each social media platform

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

Facebook Instagram LinkedIn		Facebook	Instagram	LinkedIn
	Total	69%	40%	28%
	Men	61%	36%	31%
	Women	77%	44%	26%
Twitter Pinterest Snapchat	Ages 18-29	70%	71%	30%
	30-49	77%	48%	36%
	50-64	73%	29%	33%
	65+	50%	13%	11%
YouTube WhatsApp Reddit	White	67%	35%	29%
	Black	74%	49%	27%
	Hispanic	72%	52%	19%
	Less than \$30K	70%	35%	12%
TikTok Nextdoor				

	Facebook	Instagram	LinkedIn
\$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%

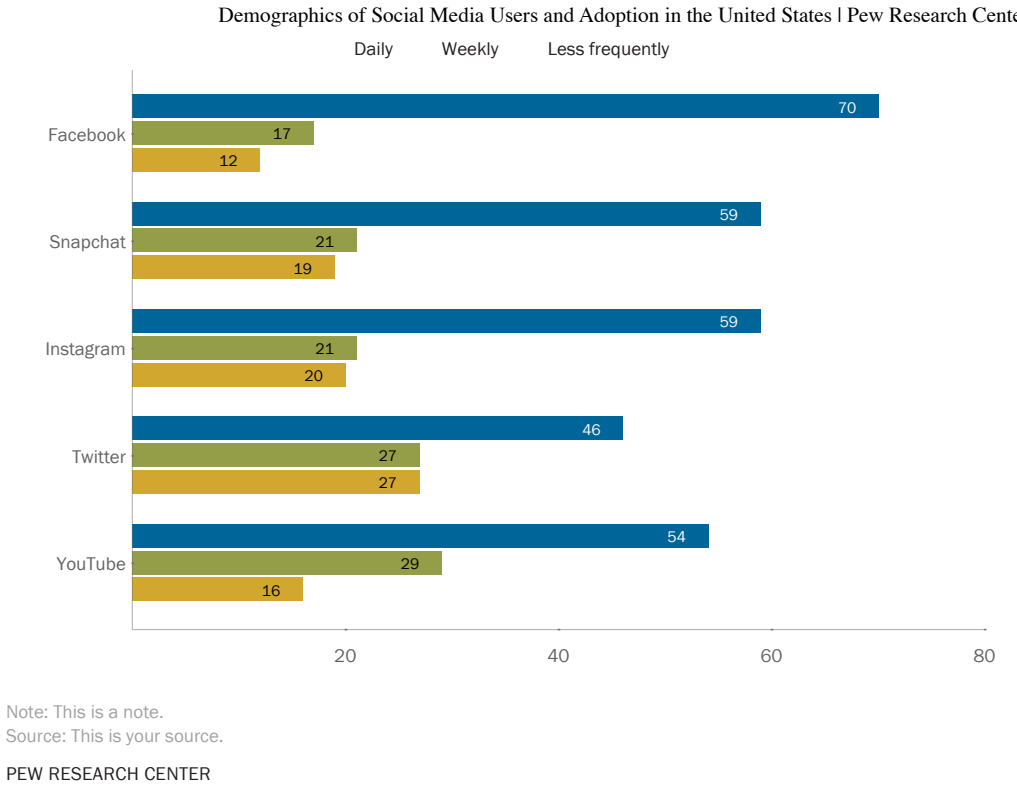
Today around seven-in-ten Americans use social media to connect with one another, engage with news content, share information and entertain themselves. Explore the patterns and trends shaping the social media landscape over the past decade below.



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.

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



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
- [Partisan differences in social media use show up for some platforms, but not Facebook](#) April 7, 2021
- [10 facts about Americans and Facebook](#) June 1, 2021
- [7 facts about Americans and Instagram](#) October 7, 2021

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

CORRECTION (Jan. 11, 2022): A figure from a 2012 survey was previously incorrect in the “Who uses social media” chart. In February 2012, 81% of U.S. adults ages 18-29 said they use at least one social media site. No report of the Pew Research Center was affected by this change.





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