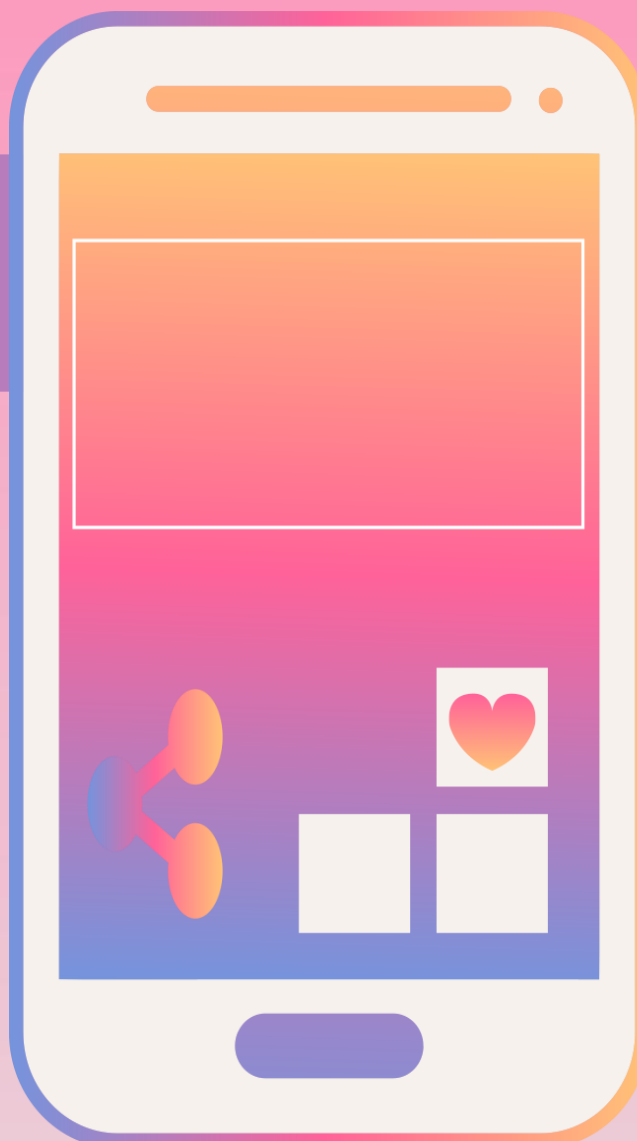


# SOCIAL NETWORK



What is **social network** exactly?

"Websites and applications that enable users to create and share content or to participate in social networking".



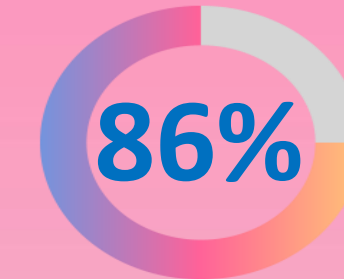
- Total number of monthly active users: 2,072 billion.
- Total number of daily active users on the desktop computer: 1,368 billion.
- Total number of daily active users on the mobile device: 1,57 billion.



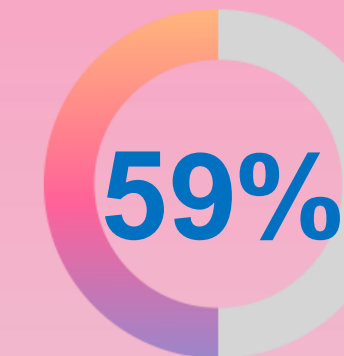
- Total number of monthly active users: 800 million.
- Users who use Instagram Stories on a daily basis: 300 million.
- Instagram is expected to receive \$ 5 billion in advertising this year.



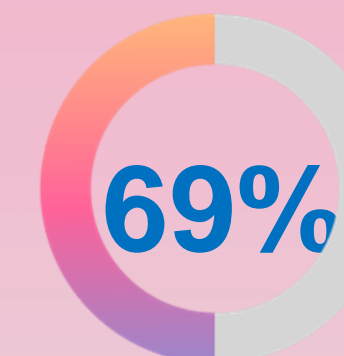
- Total number of monthly active users: 330 million.
- Total number of daily tweets: 500 million.
- 24% of all male Internet users use Twitter, as well as 21% of all female users.



of women will consult social networks before buying something



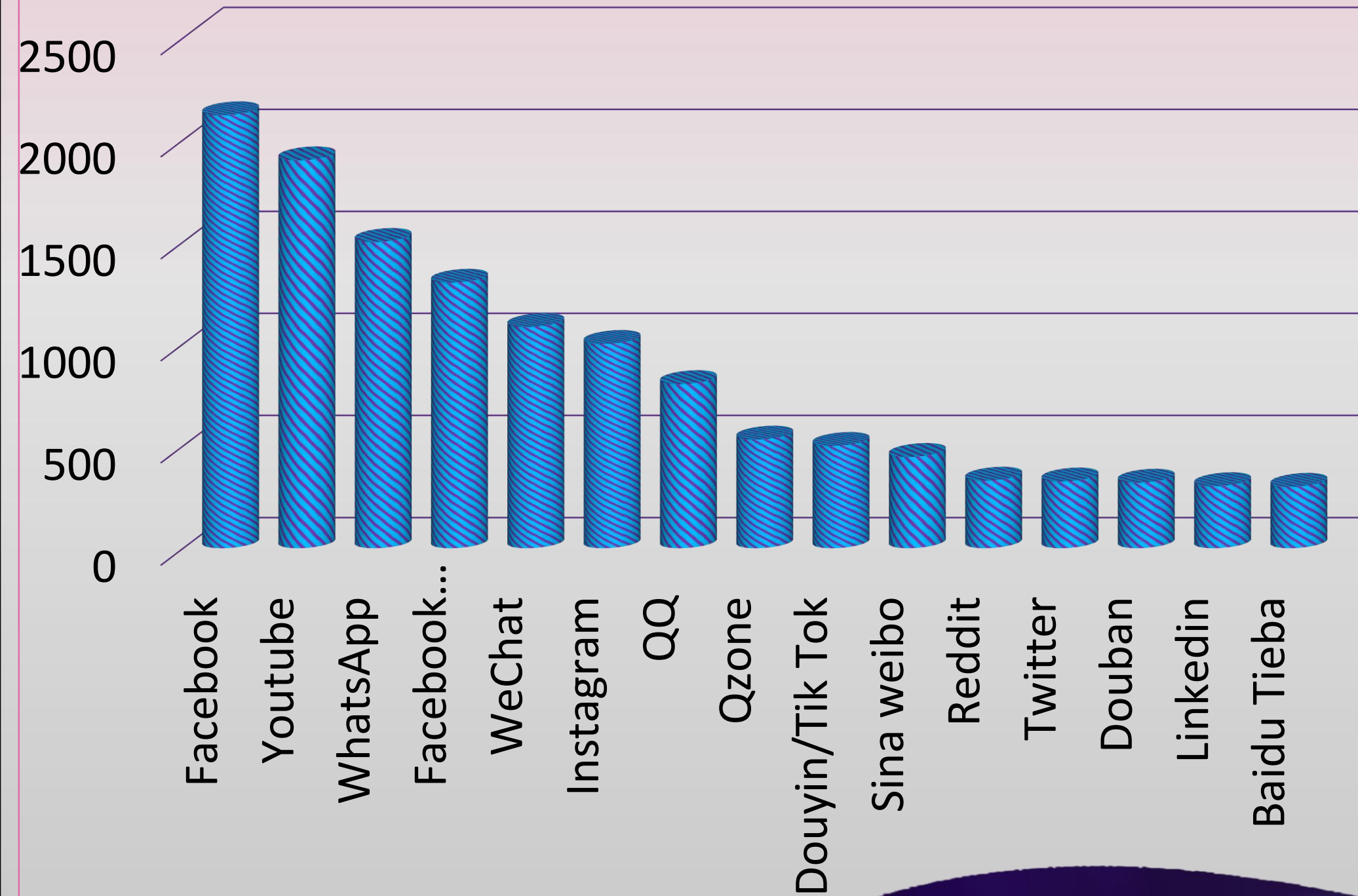
of adults between 18 and 29 use Instagram



of people access social media over mobile devices

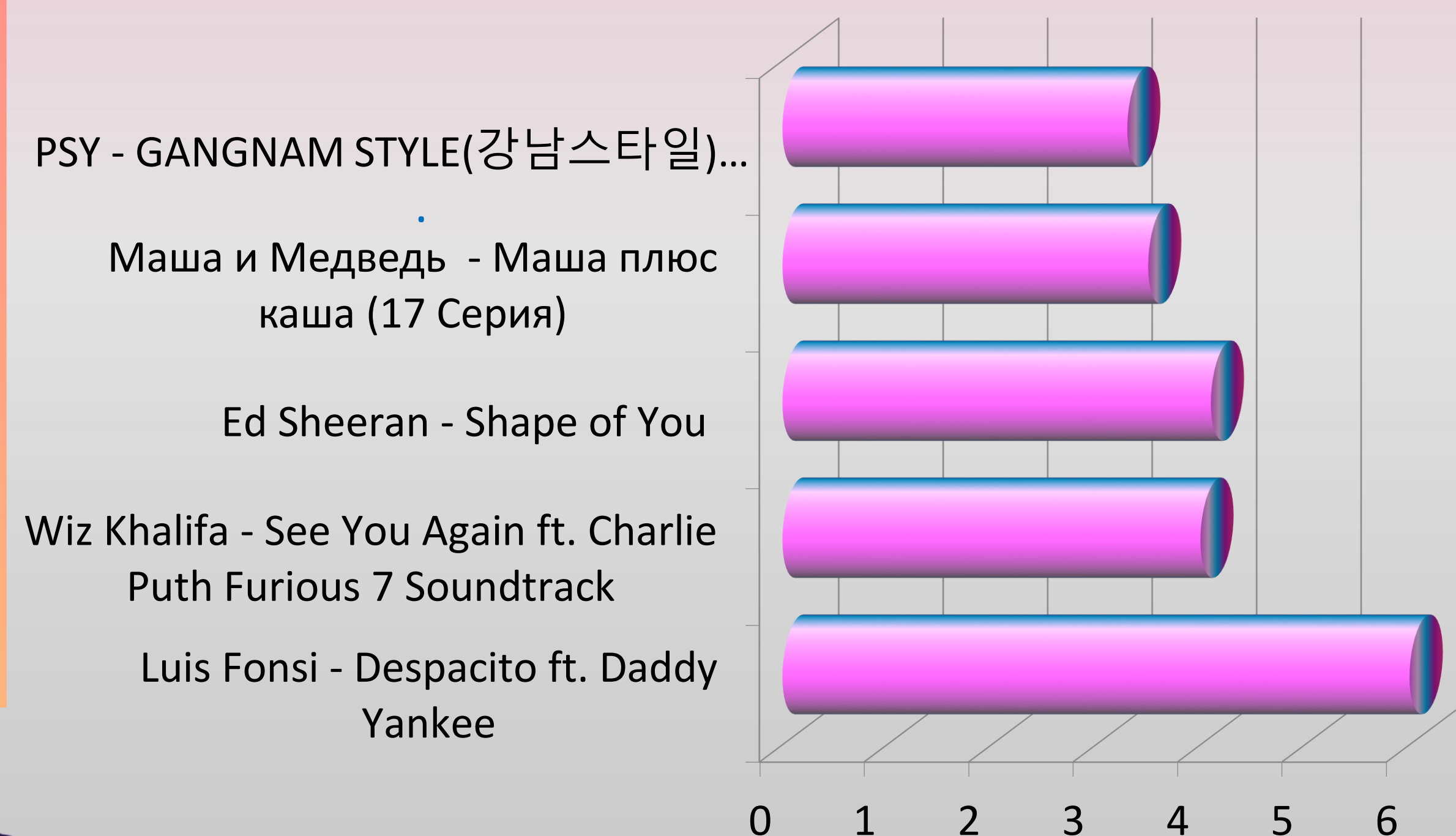
1

Most popular worldwide social networks in 2018 (in millions)



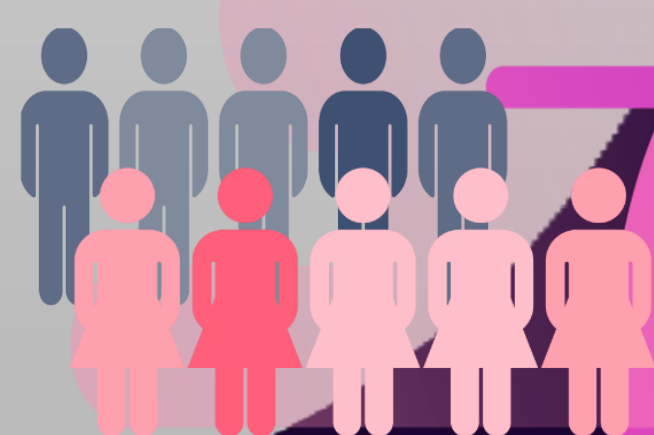
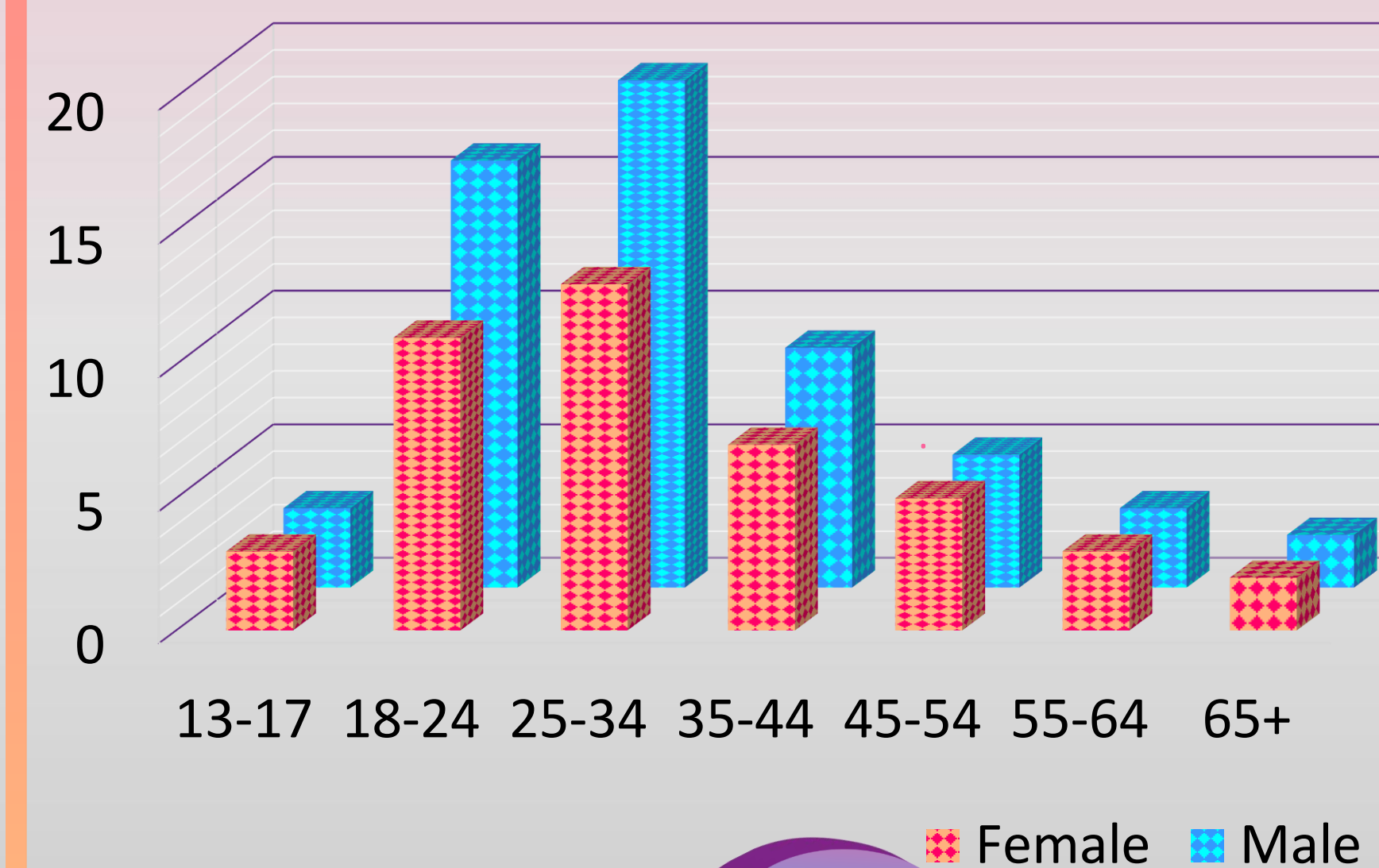
2

Youtube videos with the most views (in billions)



3

Facebook users worldwide in 2018 (in billions)



Almost half of the world's population (3.03 billion) is using one of the social networks.

Data source:

The Statistics Portal

<https://www.statista.com/>



57 billion YouTube users averaged over 5 billion videos per day. YouTube is now pulling in over 1.8 billion users every month.

YouTube has revealed its most recent viewing figures, which show that a billion hours are spent on the video streaming site each day.



Total number of LinkedIn users: 500 million.

Total number of monthly active users: 250 million.

57% of users are men, 44% are women.

13% of users are aged between 15-34 years.