

# The Weekly Listen: The power of social networks, Twitter leans into audio, and news use on social media

## **AUDIO** |

**Mark Dolliver, Sara M. Watson, and Blake Droesch**

eMarketer principal analysts Mark Dolliver and Sara M. Watson, along with junior analyst at Insider Intelligence Blake Droesch, discuss the true power of the social media giants, how Gen Z viewers like to consume sports, Twitter leaning into audio, news use on social platforms, how the pandemic has reshaped children's screen time, why people get "red eye" in photos, and more.

## US Social Network Users, by Platform, 2019-2024

millions and % of social network users

	2019	2020	2021	2022	2023	2024
<b>Facebook</b>	<b>172.2</b>	<b>175.4</b>	<b>178.0</b>	<b>180.5</b>	<b>182.9</b>	<b>185.1</b>
—% of social network users	83.9%	83.4%	82.8%	82.4%	82.1%	81.9%
<b>Instagram</b>	<b>108.0</b>	<b>113.2</b>	<b>117.8</b>	<b>122.1</b>	<b>126.3</b>	<b>129.8</b>
—% of social network users	52.6%	53.8%	54.8%	55.8%	56.7%	57.4%
<b>Pinterest</b>	<b>82.6</b>	<b>86.3</b>	<b>88.9</b>	<b>90.9</b>	<b>92.3</b>	<b>93.5</b>
—% of social network users	40.2%	41.0%	41.4%	41.5%	41.4%	41.4%
<b>Snapchat*</b>	<b>81.8</b>	<b>84.5</b>	<b>86.2</b>	<b>87.5</b>	<b>88.6</b>	<b>89.5</b>
—% of social network users	39.8%	40.1%	40.1%	40.0%	39.8%	39.6%
<b>Twitter</b>	<b>53.3</b>	<b>53.5</b>	<b>53.7</b>	<b>53.7</b>	<b>53.8</b>	<b>54.0</b>
—% of social network users	26.0%	25.4%	25.0%	24.5%	24.2%	23.9%
<b>TikTok</b>	<b>37.2</b>	<b>45.4</b>	<b>52.2</b>	<b>55.8</b>	<b>58.3</b>	<b>60.3</b>
—% of social network users	18.1%	21.6%	24.3%	25.5%	26.2%	26.7%

Note: internet users of any age who access their account via any device at least once per month; \*mobile phone users of any age who access their Snapchat account via mobile phone app at least once per month  
Source: eMarketer, Feb 2020

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