

Gen Z's attention on social media is divided among platforms and activities

Article

Just over **80%** of US Gen Zers ages 15 to 26 use YouTube monthly, and almost the same percentage use Instagram or TikTok, per our July 2023 survey. More than half still visit

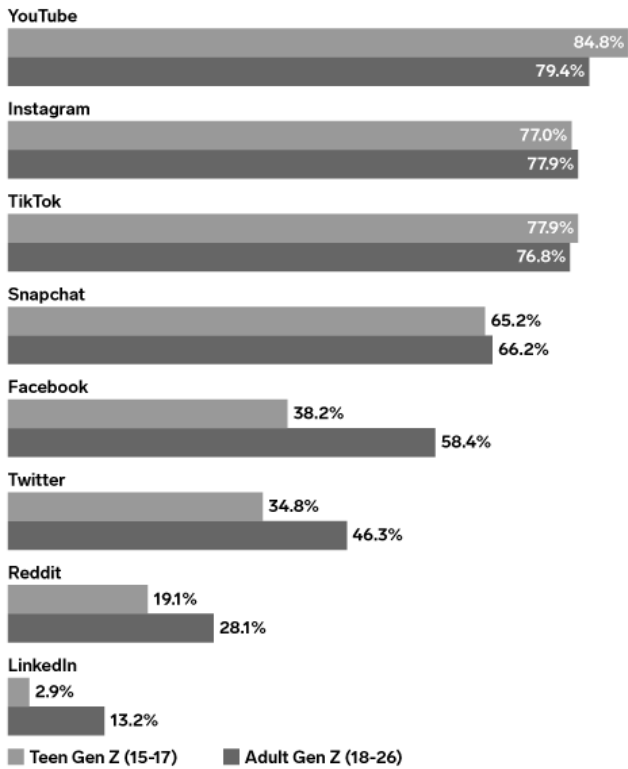
Facebook. And though BeReal was the trendy app last year, only 15.1% of Gen Z respondents use it.

Teens are loyal to fewer platforms than adult Gen Zers are.

- **Teens (ages 15 to 17) use a median of five social platforms monthly**, compared with six for Gen Z adults (18 to 26).
- **Teens and young adults use YouTube, Instagram, TikTok, and Snapchat at similar rates.** But the percentage of teens using other platforms drops off considerably after that.
- **Facebook is far more likely to be used by Gen Z adults than Gen Z teens.** Many of these adults grew up when Facebook was more popular and likely cling to old habits.
- **Adult Gen Zers also overindex on Twitter, Reddit, and LinkedIn.** Younger Gen Zers grew up on social video, but older Gen Zers are still drawn to text-based and conversational social platforms, in addition to platforms offering social video.

There Are Notable Differences in US Teen and Adult Gen Zers' Use of Facebook, Twitter, Reddit, and LinkedIn

% of respondents in each group, July 2023



Note: among monthly social media users ages 15-26; respondents were asked, "Which of the following social media platforms do you use at least once per month?"

Source: Insider Intelligence | eMarketer, "US Gen Z Social Media Survey 2023," July 2023

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Insider Intelligence | eMarketer

Key Takeaway: Don't think of Gen Z as a monolithic audience. Teens are more concentrated in a few favorite destinations, making it easier to catch their attention. Young adults use multiple platforms and are harder to pin down.

Report by Debra Aho Williamson Sep 25, 2023

US Gen Z Social Media Activities 2023

