

Facebook is by far the most popular US social media platform

Article

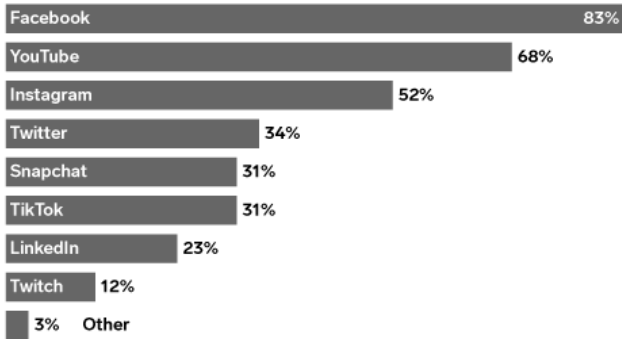
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Even amid swirling controversies, **Facebook** is the single most popular US social network, with **83%** of adult social media users in the US reporting that they visit the platform in a typical week. Meanwhile, **68%** said the same for **YouTube**, and **52%** cited **Instagram**. Relative

newcomer **TikTok** falls further down the social media ladder, with **31%** saying they access the short-video platform in a typical week.

US Social Media Users*, by Platform, June 2021

% of respondents



Note: ages 18+; among those who use each platform in a typical week; *who use social media, watch digital video content online, and watch linear TV
Source: Conviva, "State of Streaming: Content Discovery 2021" conducted by Dynata, Sep 20, 2021

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