Breaking Down Mixed Messages in Twitter's and Snapchat's Q1 2020 Earnings
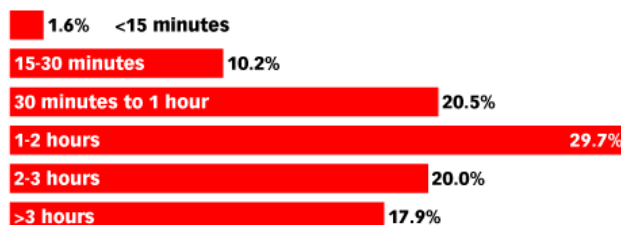
eMarketer Editors

eMarketer principal analyst Debra Aho Williamson, senior analyst Jasmine Enberg and forecasting analyst Eric Haggstrom discuss Twitter and Snapchat's earnings and what to make of the mixed messages. They then talk about the best times to post on social, whether people think social content is getting better or worse and a new video ad format from Snapchat.

How Much More Time Are US Social Media Users Spending Using Social Media Platforms due to the Coronavirus Pandemic?
% of respondents, March 31, 2020

<15 minutes	1.6%
15-30 minutes	10.2%
30 minutes to 1 hour	20.5%
1-2 hours	29.7%
2-3 hours	20.0%
>3 hours	17.9%

Note: n=609 ages 18+ who indicated they are spending more time on social media; daily; numbers may not add up to 100% due to rounding
Source: Business Insider Intelligence, "Coronavirus Consumer Survey," April 6, 2020

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