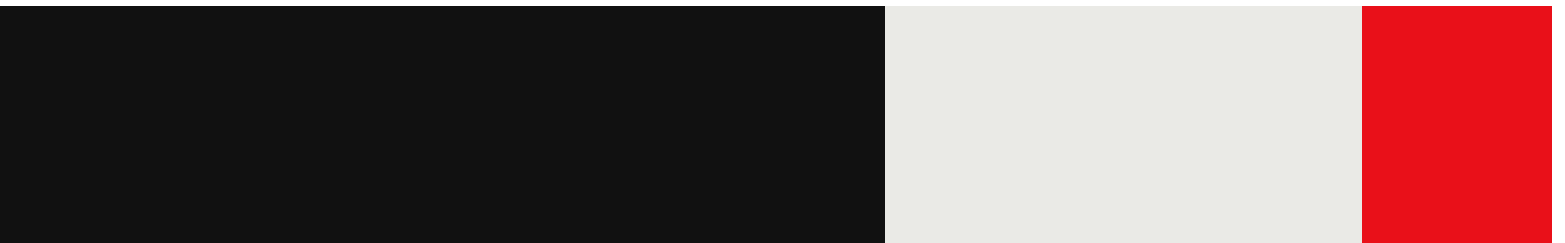


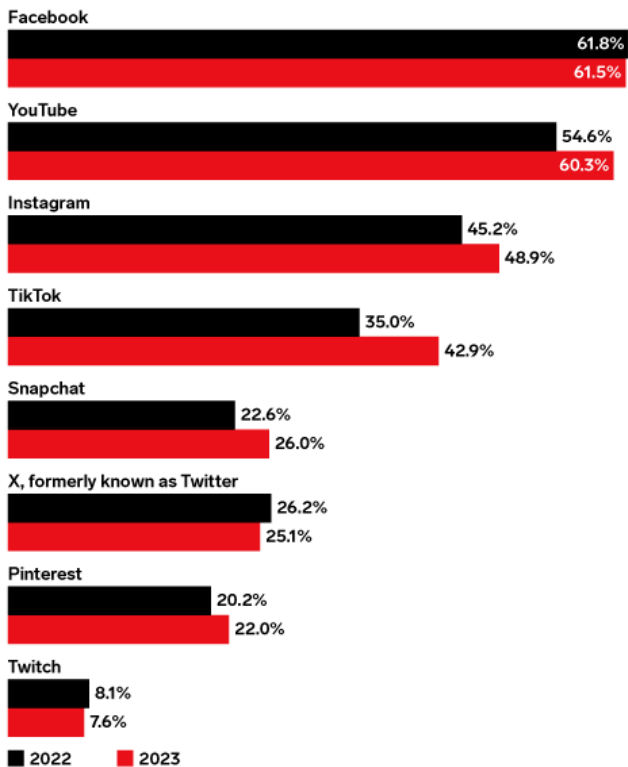
The top social channels where consumers interact with brands

Article



Social Media Channels Where US Internet Users Interact With Brands, 2022 & 2023

% of respondents



Source: Attest, "2024 US Consumer trends report," Feb 1, 2024

284778

Insider Intelligence | eMarketer

Key stat: Facebook was the No. 1 social media channel where US internet users interact with brands in 2023 at 61.5%, according to February 2024 data from Attest. But YouTube is catching up (60.3%), growing 10.4% from 2022.

Beyond the chart:

- TikTok had the biggest change in how much internet users interacted with brands, increasing by nearly eight percentage points YoY.
- Brands should have a presence across social media platforms, but content on each platform should depend on the optimal format and audience on the platform.
- Facebook's users skew older than YouTube's, so edgy, experimental content may not work as well on the platform.
- Interactions with brands went up between 2022 and 2023 on all platforms evaluated except X and Twitch, showing that social media is still a vital place to reach consumers.

Use this chart:

- Evaluate social media strategy.
- Prioritize social platforms.

More like this:

- **Social media holds the most potential for innovation**
- **Gen Z prefers to research brands on social media over search engines**
- **Consumers are most receptive to ads on shopping, news, and social media sites**
- **Social media predictions: Search's impact on the commerce wars and LinkedIn's ascent**

Methodology: Data is from the February 2024 Attest "2024 US Consumer trends report." 2,000 US internet users ages 18+ were surveyed online on the Attest platform during November 2023. Attest is a research company.