

Podcast | Where and How Americans Share Content

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eMarketer Editors

In the latest episode of "Behind the Numbers," eMarketer principal analyst Debra Aho Williamson discusses where people share content and how these changes could affect marketers.

Social Media Activities Performed by US Social Media Users, by Platform, Feb 2019

% of respondents

	Instagram	Facebook	Snapchat	Pinterest	Twitter
Viewing photos	77%	65%	64%	59%	42%
Watching videos	51%	46%	50%	21%	32%
Sharing content with everyone	45%	57%	46%	21%	32%
Sharing content one-to-one	31%	43%	45%	12%	20%
Networking	23%	33%	21%	10%	26%
News	18%	38%	17%	9%	56%
Finding/shopping for products	11%	15%	5%	47%	7%
Promoting my business	9%	7%	6%	5%	7%

Note: ages 18+

Source: Cowen and Company, "Shoptalk 2019: Key Takeaways for Ecommerce, Visual Search, and Fulfillment," March 11, 2019

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