

How creators expand their influence beyond social media

Article

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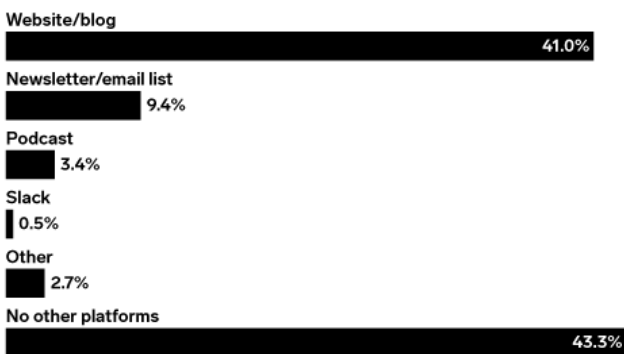
For many content creators, Instagram isn't everything. In the US, **41.0%** of creators run websites or blogs to reach their audiences outside of social media. Newsletters and podcasts

are also tools they use to staying connected. But perhaps most notably, **43.3%** do not use anything other than social platforms.

Beyond the chart: New content channels bring new revenue streams—**64%** of US creators who also use nonsocial platforms have monetized their secondary channels through sponsored collaborations. The roughly **2 in 5** creators relying exclusively on social media may be at the mercy of **Facebook, YouTube, TikTok**, and the like, whose algorithms and policies are more subject to scrutiny and change than ever.

What Tools Do US Creators Use to Own Their Audience Outside of Social Media?

% of respondents, Nov 2021



Note: n=414

Source: Mavrck, "Ask the Creators: On the Horizon in 2022," Jan 24, 2022

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