

Facebook is the top social media platform for US teens, adults

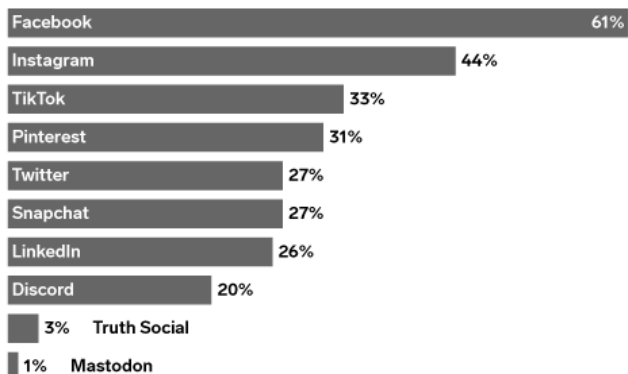
Article

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Facebook was the leading social platform among US teens and adults in January, used by 61% of those in an Edison Research survey. Instagram came in second (44%), followed by TikTok (33%) and Pinterest (31%). Twitter and Snapchat tied for fifth, at 27%.

Social Platforms Used by US Teens and Adults, Jan 2023

% of population



Note: ages 12+

Source: Edison Research, "The Infinite Dial 2023" with support from Amazon Music, Wondery, and ART19, March 2, 2023

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Beyond the chart: Users turn to different social platforms for different reasons.

The **No. 1 reason they use Facebook** is to keep up with friends or family, cited by 66% of US adult users in another January survey, from HubSpot. Other top reasons include sharing pictures or videos (43%) and finding entertaining content (26%).

On Instagram, sharing pictures or videos (38%) wins out over keeping up with friends or family (33%). Keeping up with celebrities or influencers comes in third (27%).

But on TikTok, finding entertaining content is the top reason US adults flock to the platform (46%), followed by learning new things (26%) and finding ideas or inspiration (23%).

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