

How bad is Facebook's young people problem, Jack Dorsey steps down, and teens on social media

Audio

On today's episode, we discuss the severity of Facebook's young people problem, if we're looking at this issue the wrong way, and whether Instagram can continue to pick up the slack.

We then talk about what to make of Twitter's CEO and co-founder Jack Dorsey stepping aside and a reordering of teens' favorite social media platforms. Tune in to the discussion with eMarketer principal analyst at Insider Intelligence Debra Aho Williamson.

**Social Media Platforms Used Daily by US Teens,
Spring 2018-Spring 2021**

% of respondents

	Spring 2018	Fall 2018	Spring 2019	Fall 2019	Spring 2020	Fall 2020	Spring 2021
Instagram	82%	85%	84%	85%	85%	84%	84%
Snapchat	83%	84%	81%	81%	82%	80%	78%
TikTok	-	-	-	-	62%	69%	71%
Twitter	53%	47%	44%	40%	41%	39%	41%
Pinterest	24%	23%	25%	25%	27%	32%	34%
Facebook	45%	36%	36%	31%	34%	28%	28%

Note: teens with an average age of 16.1

Source: Piper Sandler, "Taking Stock With Teens" in partnership with DECA, April 7, 2021

265654

eMarketer | InsiderIntelligence.com

Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Pandora](#), [Spotify](#), or [Stitcher](#).

The Future of Advertising Has Arrived. Basis Technologies is built for this complex and evolving digital landscape. Are you ready to take control of your advertising?

[Experience what's next.](#)