

Privacy the leading factor in social ad engagement

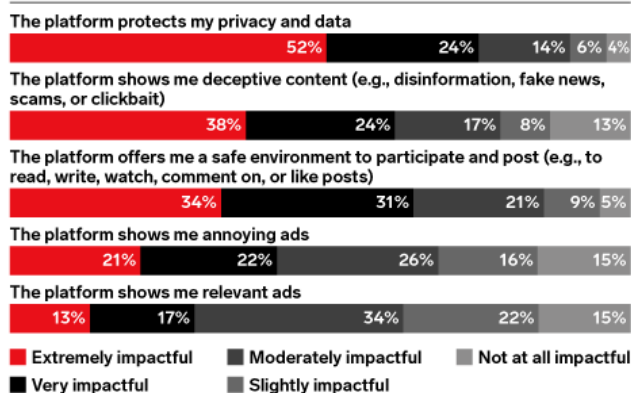
Article

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For more than **half** of US social media users, a platform's privacy and data practices are extremely impactful on their decision to engage with ads on that platform. Other top influences on ad engagement are reliable content and safety. The relevance of the ads themselves is less of a factor.

What Most Affects US Social Media Users' Decision to Engage* With Ads/Sponsored Content on Social Media Platforms?

% of respondents, June 2022



Note: n=2,225 ages 18-76; numbers may not add up to 100% due to rounding; *view, watch, click, share, comment
 Source: Insider Intelligence, "US Digital Trust Benchmark 2022," Sep 2022

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Beyond the chart: The emphasis on reliable content is good news for **Pinterest**, which scored highest in this category and overall in our 2022 [Digital Trust Benchmark](#) study of major social platforms, overtaking the 2021 leader, **LinkedIn**. And Pinterest has [leaned into](#) this strength in recent ad campaigns.

Still, just **30%** of Pinterest users agreed or strongly agreed it protects their privacy and data; that figure is even lower for almost every other platform. Across the board, social media apps have a long way to go before users feel protected.

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Methodology: Insider Intelligence surveyed 2,225 social media users in the US between May 20 and June 9, 2022, to gauge how perceptions of digital trustworthiness differ between nine of the largest social platforms: Facebook, Instagram, LinkedIn, Pinterest, Reddit, Snapchat, TikTok, Twitter, and YouTube. The respondents were selected to align with the US population on the criteria of age (among ages 18–76), gender, household income, and race. The survey

was fielded by a third-party sample provider. Data has a margin of error of ± 2.1 percentage points at the 95% confidence interval.