Social users don’t trust Facebook

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Just 18% of US social media users are confident that Facebook protects their privacy and data, down from 27% last year. Confidence is particularly low among the oldest and youngest users surveyed, at 10% within the baby boomer generation and 18% within Gen Z.
Beyond the chart: Trust declined across social apps this year, but Facebook was by far the least trusted among the nine major platforms in our 2022 Digital Trust Benchmark study. Meta’s flagship app will lose monthly US users for the first time this year, per our forecast. Building trust is vital to keep those who remain.

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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.