

April 2018:
Total worldwide
population is
7.6 billion

Social Media Statistics

4.2 billion
Internet users.

Internet
users
have an
average of
7.6
social media
accounts.

Social media
users
increased
121
million
between
Q2 2017
& Q3 2017.

3.03
billion
Active
Social
Media
Users.

Facebook
Messenger
& Whatsapp
60
billion
messages
a day.

91%
of retail
brands use
2 or more
social media
channels.

81%
of all small
and medium
businesses
use some
kind of social
platform.

ONE new
social media
user every
15
seconds.