

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**.