

Where Americans Socially Network

AUDIO |

Blake Droesch

eMarketer senior forecasting analyst Peter Newman and junior analyst at Insider Intelligence Blake Droesch discuss how the pandemic affected Americans' social networking behavior and where the major platforms now rank. Then, Blake talks about Facebook allowing cross platform messaging between Messenger and Instagram, shopping on Reels and IGTV, and a Delta Air Lines social media post.

The Coronavirus Pandemic Bump: US Social Network and Mobile Messaging Users, 2020

% change

MODERATE IMPACT Forecast for: Aug 2020 Feb 2020

Pinterest	7.4%	4.5%
Twitter	2.9%	0.3%

LOW IMPACT

Social network users	3.3%	2.5%
Instagram	5.8%	4.9%
Snapchat*	3.7%	3.3%
Facebook	2.8%	1.9%
Mobile messaging users**	3.6%	3.1%
WhatsApp	10.0%	10.0%
Facebook Messenger	3.9%	3.1%

Note: all ages who use monthly; low impact indicates under 2 percentage-point change in forecast, moderate impact indicates 2 to 4 percentage-point change in forecast, and high impact indicates more than 4 percentage-point change in forecast; *mobile phone users of any age who access their Snapchat account via mobile phone app at least once per month; **mobile phone users of any age who use an OTT messaging app such as Facebook Messenger or WhatsApp via mobile phone (browser or app) at least once per month; excludes anonymous social sharing apps like Whisper or Yik Yak, social apps where messaging is a secondary feature like Instagram or Twitter, and apps that solely provide OTT voice/video calling
Source: eMarketer, Aug 2020

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