

Time Spent on Social Media Is Anticipated to Increase 8.8%, Despite Expected Plateau

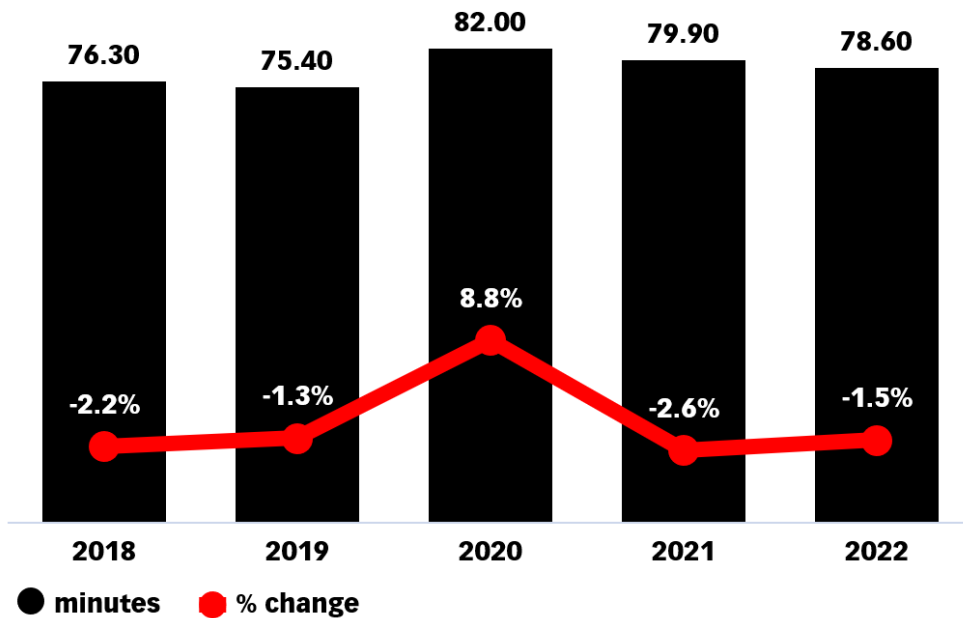
ARTICLE |

Rimma Kats

As social distancing continues, US social network users are spending more time than previously estimated with social platforms.

Time Spent with Social Networks by Social Network Users

US, 2018-2022



Source: eMarketer, April 2020

www.eMarketer.com

Social network users will spend a daily average of 1 hour, 22 minutes with social networks this year, an increase of roughly 6 minutes from our previous forecast. While higher engagement numbers may be promising for marketers, it's important to note that these heightened levels may return to normal in 2021 and 2022.

Read More:

- [US Consumers Are Flocking to TikTok](#)
- [COVID-19 Hinders Influencer Marketing Collaborations, Causes Some Creators to Shift Focus](#)
- [The Weekly Listen: Quibi Arrives, COVID-19's Lasting Effects and a TikTok YouTube](#)

*eMarketer and Business Insider Intelligence have **joined forces** to become the leading research company focused*

on digital transformation. For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to Chart of the Day](#).