

Social Media Snapshot

USA

July 2020



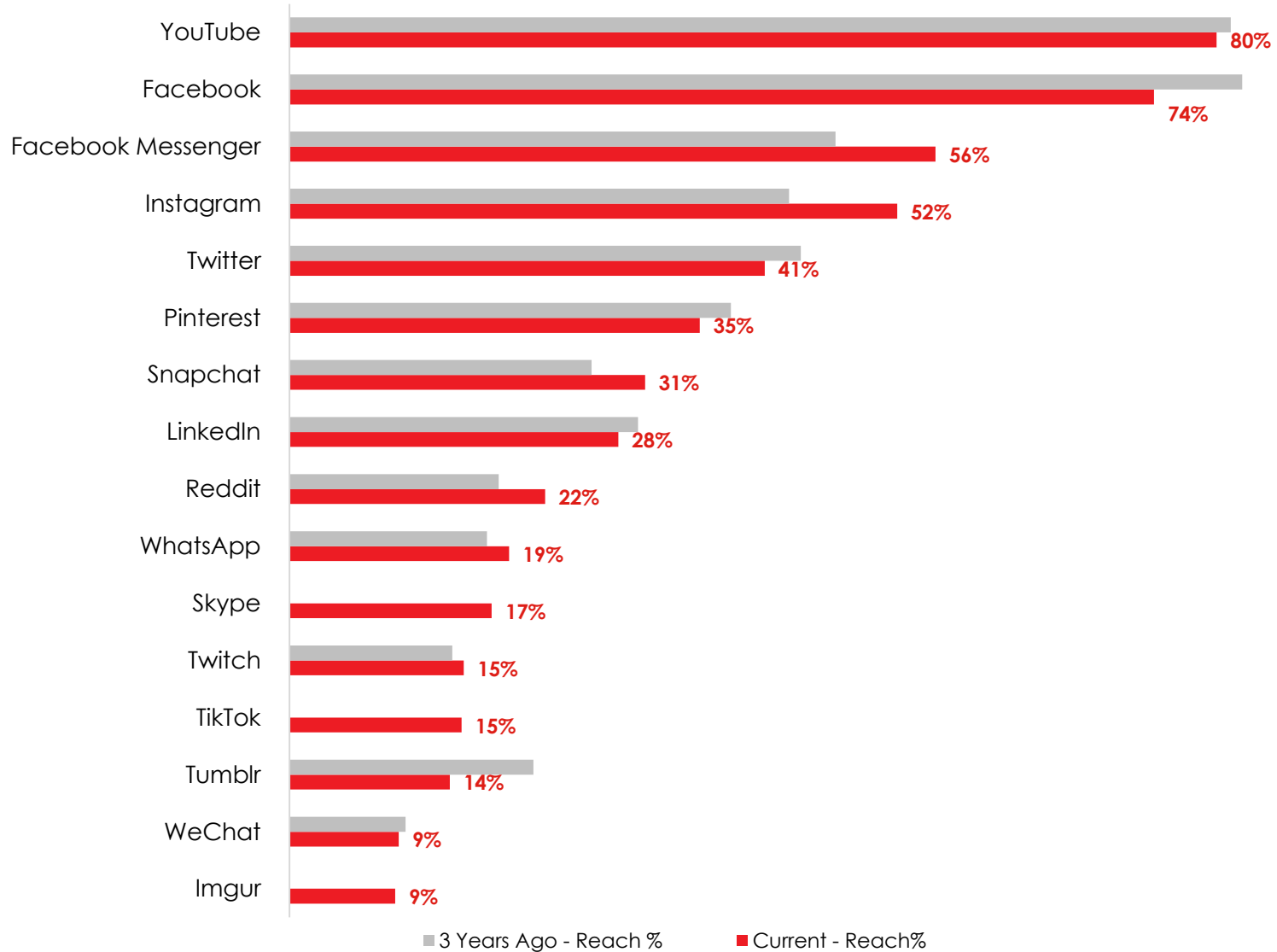


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Social Media Reach



In the 12 months to March 2020, YouTube was the highest reaching social media platform in the USA. Facebook Messenger and Instagram have both seen an increase in users compared to 3 years ago, and Facebook has declined.



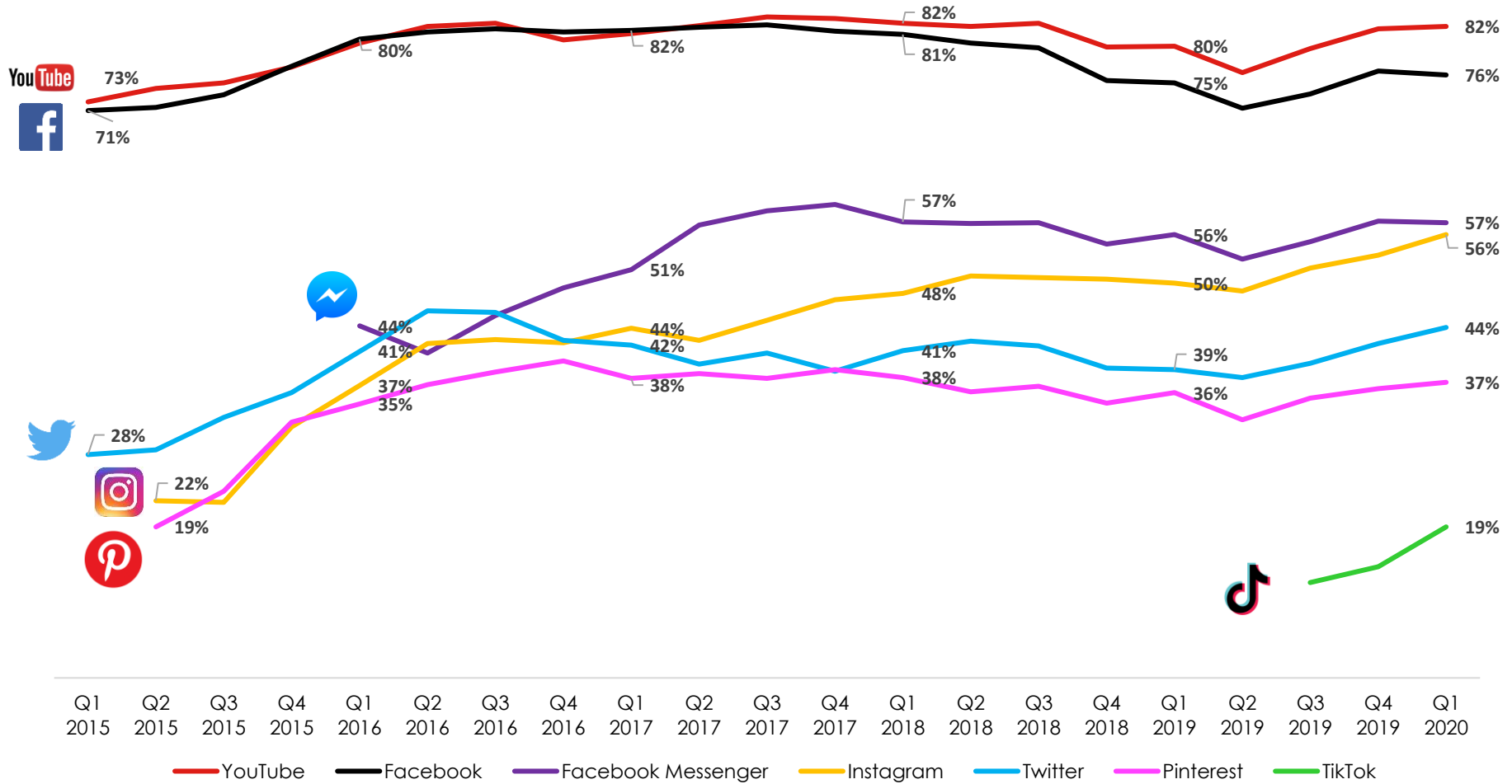


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Time Trend Analysis : Reach %



When looking at the time trend of the top 6 platforms (+ newly added TikTok) quarter to quarter, we're seeing that YouTube and Facebook user reach % have remained consistent from Q4 2019 to Q1 2020. Instagram, Twitter, and TikTok have all continued to increase quarter to quarter.



Thank you.

Reach out if you have any questions
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