



SOCIAL MEDIA STATISTICS AUSTRALIA - JANUARY 2020

SOCIAL MEDIA CHANNEL	POPULARITY	WHAT IT'S FOR	WHO USES IT (GLOBALLY)	SUMMARY
 Facebook	16 Million Monthly Active Australian Users (steady)	Like a 2nd Internet. 2nd most visited website globally. Biggest social platform. Targeted advertising.	Most aged 18-55 with widest age range of all social media 13-55+. 25-34 largest age segment. 53% Female & 47% Male.	I like golf.
 YouTube	15 Million Unique Australian Visitors per month (UAVs)	Video sharing and hosting, 300 hours of video uploaded / minute.	Ages very similar to Facebook. Slight male skew because males watch more gaming videos - but generally 50% Female & 50% Male.	Here I am playing golf.
 Instagram	9 Million Monthly Active Australian Users (FB/ Instagram data)	Sharing photos and short (60 second) videos, content can only be uploaded via mobile devices. New advertising platform.	Mostly 18 to 29 year olds. Then 30 to 49 year olds. Beginning to follow Facebook's user demographics. 57% Female & 43% Male.	Here's a photo of an amazing golf course.
 WhatsApp	7 Million Active Australian Users	Keep in touch with the groups of people that matter the most, like your family or coworkers. With group chats, you can share messages, photos, and videos with up to 256 people at once.	Most users are aged 46+ years (20%), followed by 26-35-year-olds (18%), 36-45 (16%) and 36-45(12%).	Check out this course I'm playing on right now.
 Snapchat	6.4 Million Monthly Active Australian Users (Snapchat data)	Snaps expire after 24 hours so there's no timeline or archive but you can save your snaps & stories.	Most users are aged 18-24 (31%), followed by 25-34-year-olds (28%), 13-17 (23%) and 35+(18%).	Here's a snap of me golfing.
 LinkedIn	5.5 Million Monthly Active Australian Users approx	Business networking site, for B2B business to business marketing.	79% of users are over 35. 35% are business decision makers. 31% in senior positions.	My interests include playing golf. My skills include golf management.
 Twitter	5.3 Million Monthly Active Australian Users approx	Micro-blogging, limits posts to 140 characters, includes photos and videos, # sorts information, engages in real time.	Mostly males under 35.	I'm playing #golf.
	<u>Source: Social Media Statistics Australia</u> as at January 2020 These statistics are ever-changing.	<u>Source: Leverage New Age Media</u>	<u>Sources: Australian Social Media Cheat Sheet, Jetscram Age Demographics, Digiday You Tube, Snapchat, Instagram</u>	