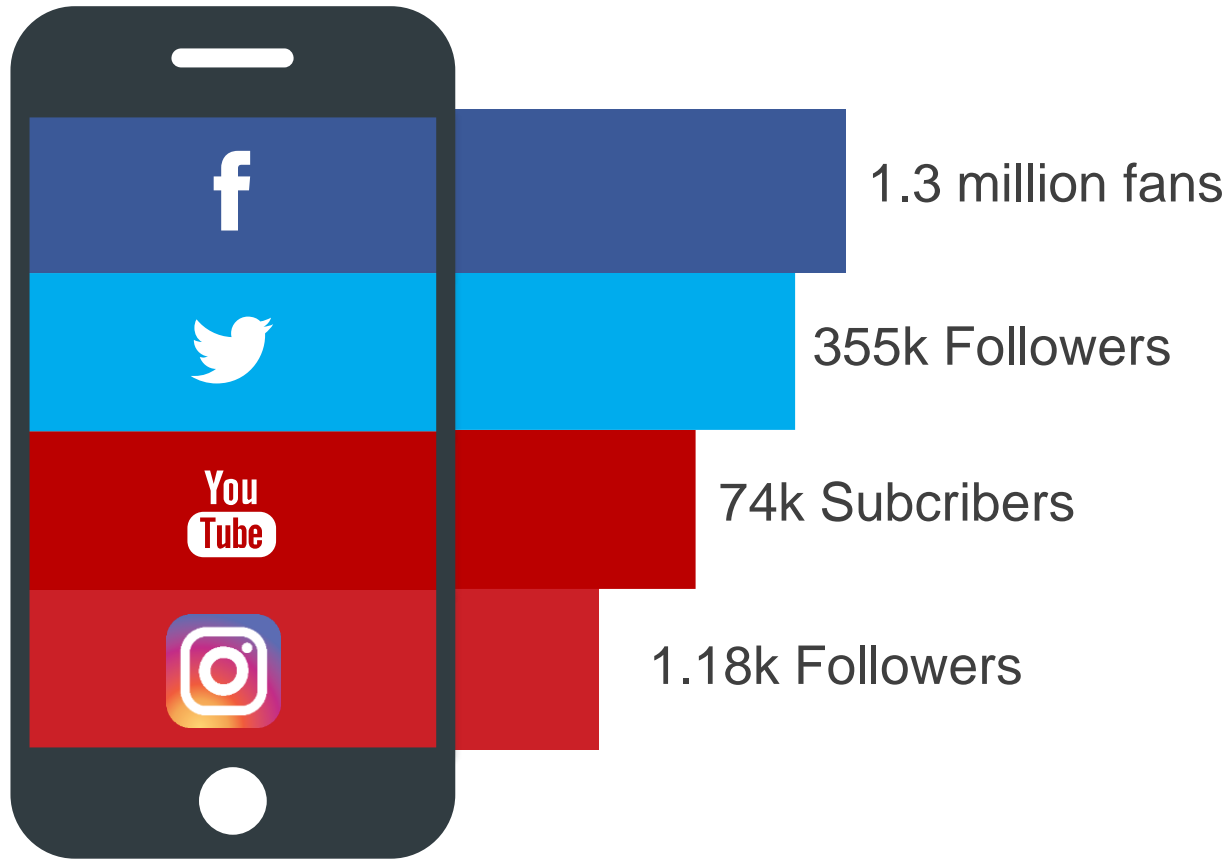




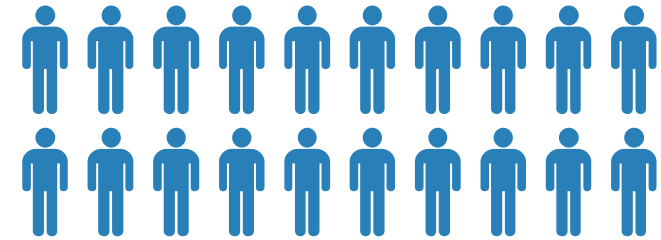
SOCIAL MEDIA

The Year that was 2020

2020 Overview of Social Media



Male User



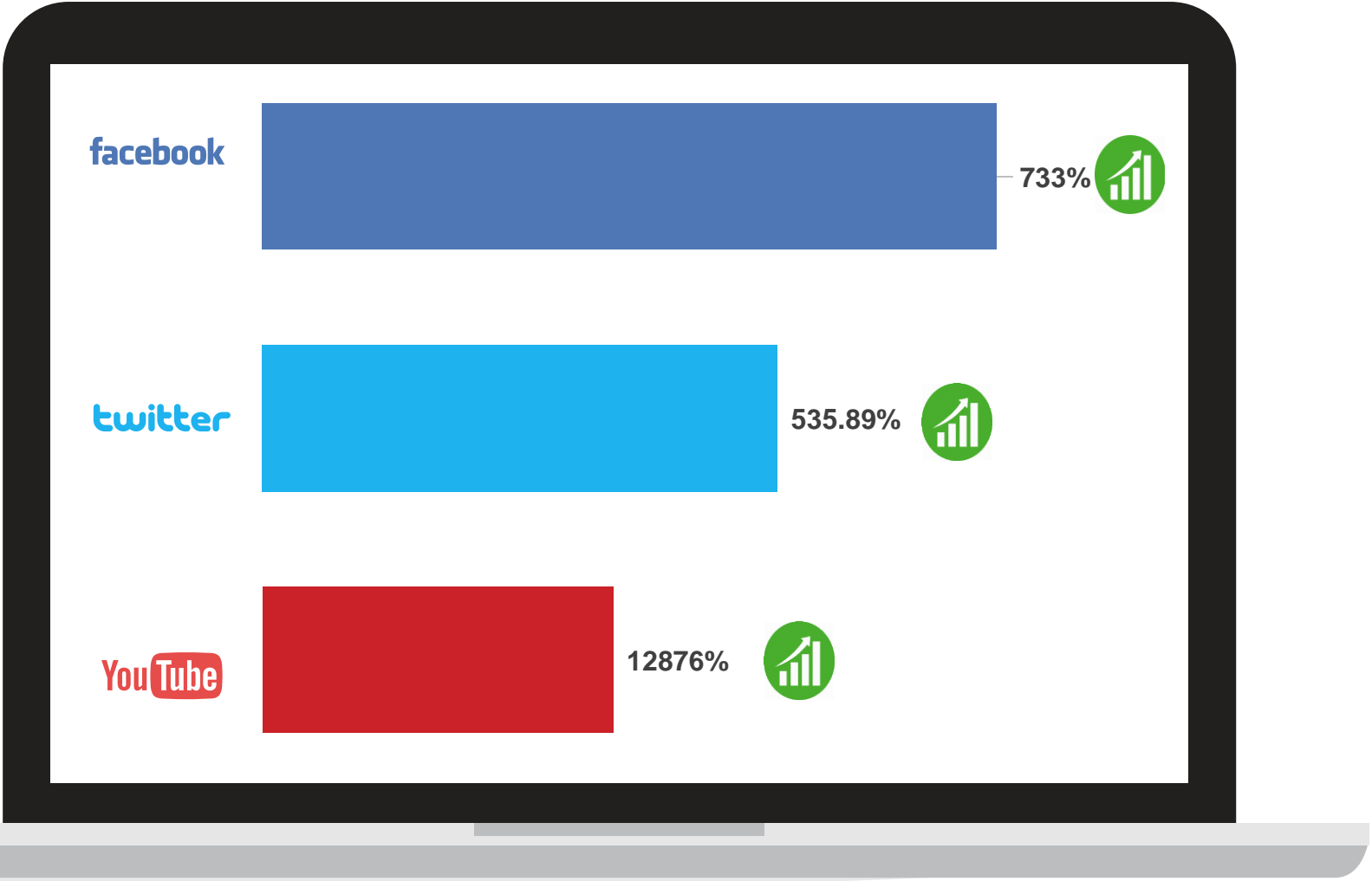
833,785

Female User

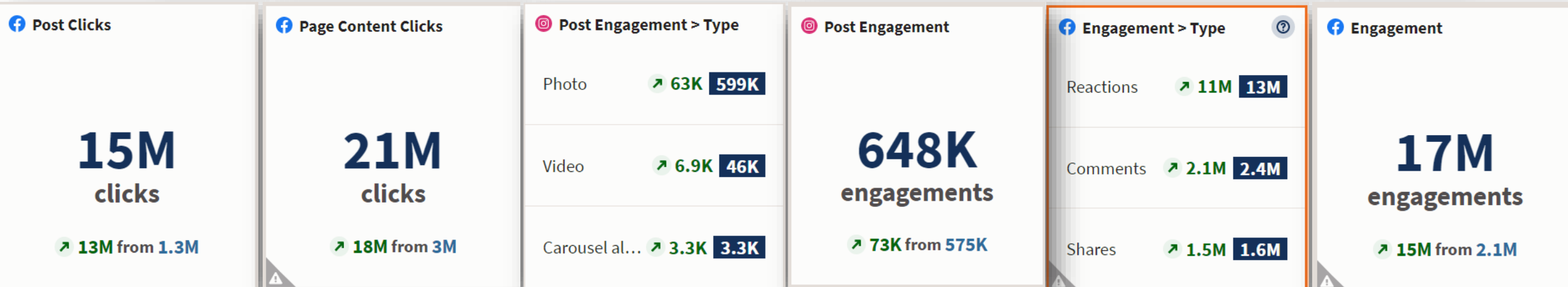


896,215

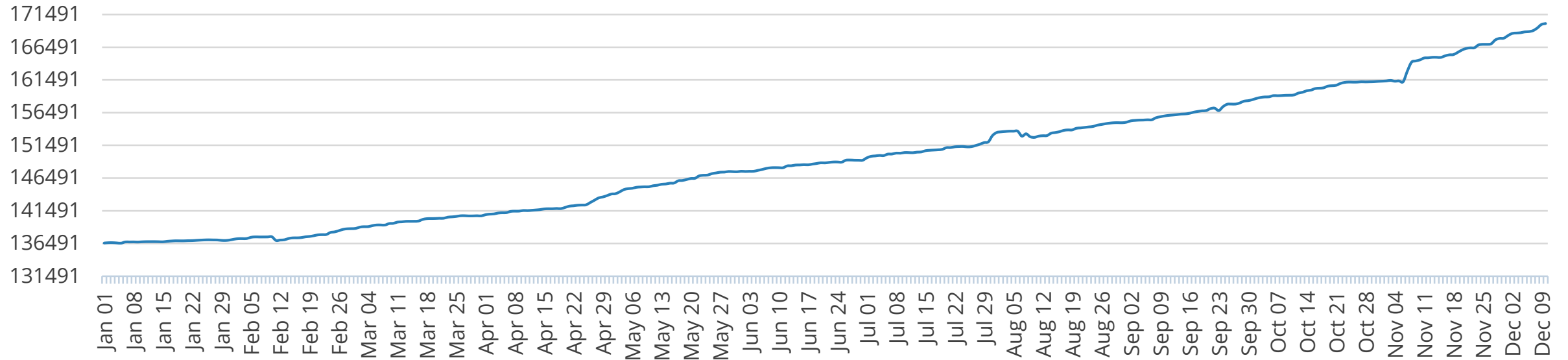
2020 Reach Social Growth



Overall 2020 Stats



Followers



The number of people who are following your Twitter accounts



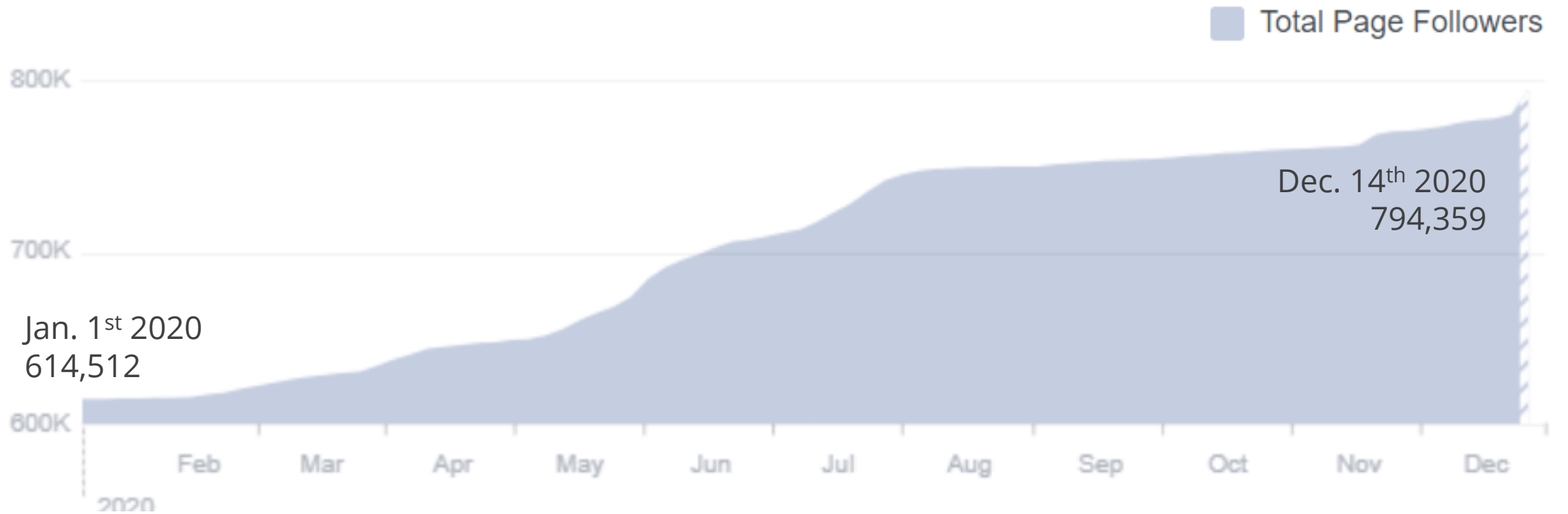
Facebook Likes

Total Page Likes: 639,153



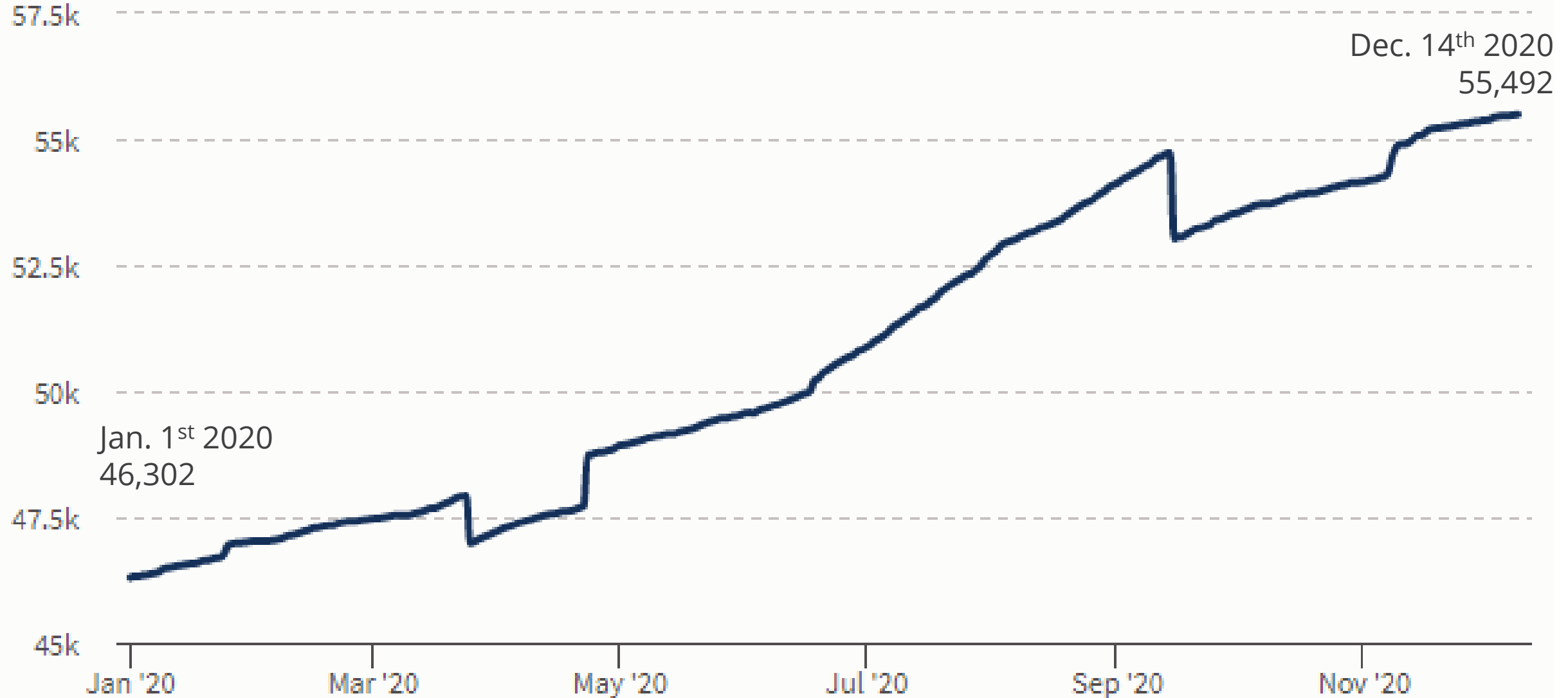
Facebook Followers

Total Page Followers: 794,359

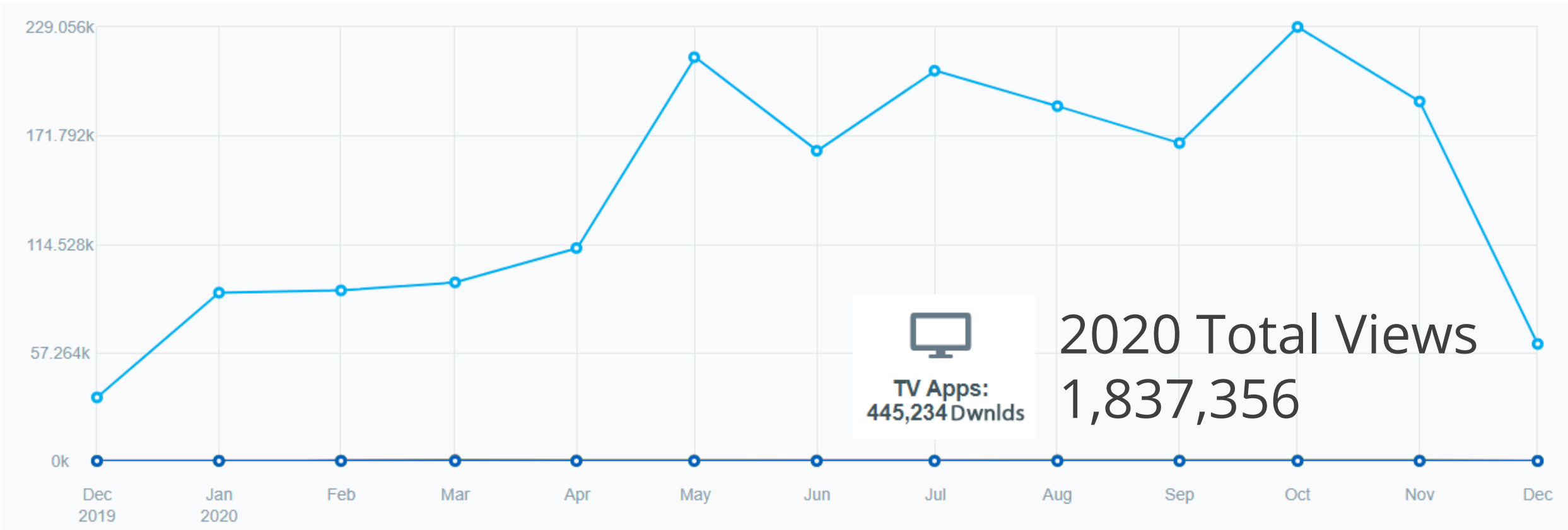


 **Followers**

Instagram Followers



Roku / Amazon Fire 2020



SOCIAL MEDIA UNIVERSE

With 3.8 billion users worldwide—almost half the population—social media has seeped into virtually all aspects of modern life.

2020

This graphic looks at the vast realm of social networks by **Monthly Active Users (MAUs) in 2020.**

Zuckerberg Cluster



Instagram
MAUs: 1,082,000,000

Another member of the billion-MAUs club, Instagram continues to compete with its peers like Snapchat and TikTok through the introduction of similar features.



WhatsApp
MAUs: 2,000,000,000

Another hallmark Facebook acquisition costing \$19 billion, WhatsApp is a behemoth. Approximately 65 billion messages are sent everyday through the messaging platform—or 45 million per minute.



facebook

Facebook
MAUs: 2,603,000,000

Facebook's namesake network is inching towards the 3 billion MAU mark—a breakthrough yet to be achieved by any other social media platform.

FACEBOOK'S AUDIENCE SIZE BY COUNTRY



Messenger
MAUs: 1,300,000,000



YouTube

MAUs: 2,000,000,000

YouTube boasted \$15.1 billion in 2019 revenues, nearly double its 2017 figures.



Reddit

MAUs: 430,000,000

Reddit has hinted about an IPO for some time now. Its online community and MAUs continue to grow impressively.



Pinterest

MAUs: 367,000,000

Pinterest's 2019 IPO remains the most recent of this social media basket. It's also the best performing, with shares up over 80% year-to-date.



Twitter

MAUs: 326,000,000

Twitter had its first profitable year in 2019. The app recently introduced fact-checking labels on thousands of verified tweets to help combat misinformation.



Twitch

MAUs: 140,000,000

With future potential in streaming and esports still growing rapidly, Twitch is ahead of its time. Monthly U.S. users alone reached 37.5 million in 2020.



Snapchat

MAUs: 397,000,000

Following a much anticipated IPO in 2017, Snapchat's user base continues to grow. Although Instagram's Stories feature was perceived to be a huge blow to the app, it has gained an additional 143 million users since 2018.

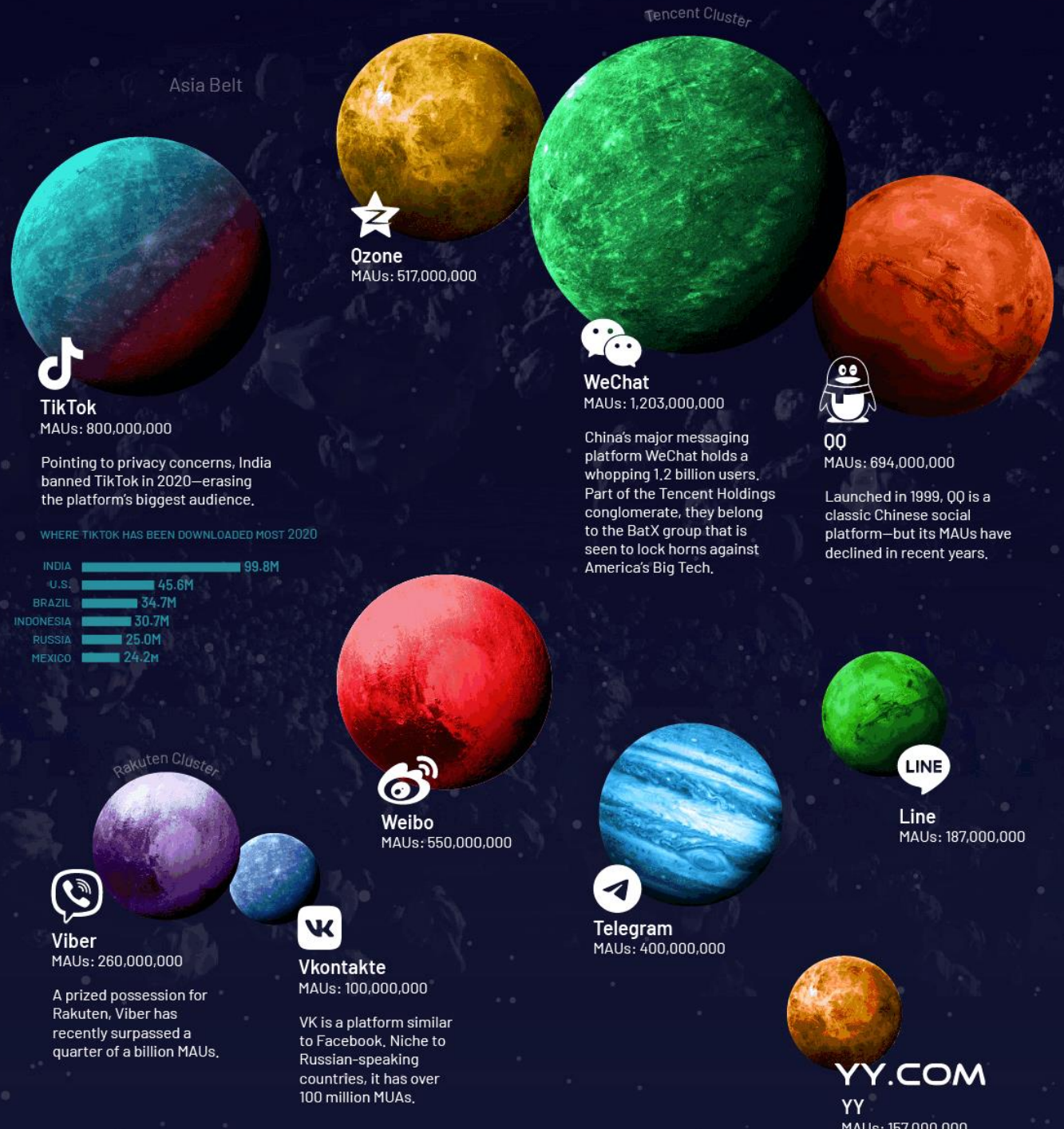


LinkedIn

MAUs: 310,000,000

LinkedIn is the world's preeminent network for career and professional development. Acquired by Microsoft in 2016, it remains to be the company's biggest acquisition in history costing \$26.2 billion.





In 2020 we added the platform Parler.

Compared to these other Platforms, Parler only has a reach of 8 million users.