

# 2024 Social Media Usage Overview

Key data and insights on user engagement across the top platforms.

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## Annual Increase

Global social media users grew by **8%** compared to 2023, reaching over 5.1 billion. This demonstrates a steady integration of social platforms into daily life.

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## Time Spent Daily

On average, users spend **2.5 hours** per day browsing social platforms—an increase of 20 minutes from the previous year.

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## Top Platforms by Active Users

Facebook

YouTube

Billions of active users

Instagram

TikTok

Twitter

### Important Notes about Infographic Report Formats:

- Visual elements help communicate data quickly and intuitively.
- Information is distilled to key points, suitable for quick consumption.
- Design should be clean and uncluttered to enhance readability.
- Use of icons or charts strengthens understanding of statistical data.
- Ideal for presentations, marketing, and summary overviews.

