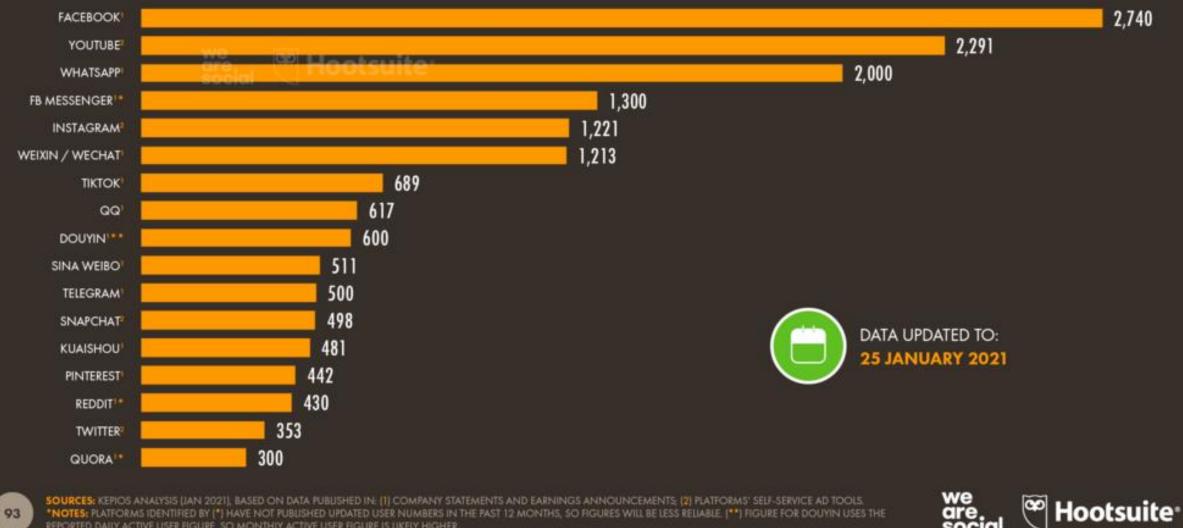


JAN 2021

THE WORLD'S MOST-USED SOCIAL PLATFORMS

THE LATEST GLOBAL ACTIVE USER FIGURES (IN MILLIONS) FOR A SELECTION OF THE WORLD'S TOP SOCIAL MEDIA PLATFORMS"



are social

93

SOURCES: KEPIOS ANALYSIS (JAN 2021). BASED ON DATA PUBLISHED IN: (1) COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; (2) PLATFORMS' SELF-SERVICE AD TOOLS. *NOTES: PLATFORMS IDENTIFIED BY (*) HAVE NOT PUBLISHED UPDATED USER NUMBERS IN THE PAST 12 MONTHS, SO FIGURES WILL BE LESS RELIABLE. (**) FIGURE FOR DOUVIN USES THE REPORTED DAILY ACTIVE USER FIGURE, SO MONTHLY ACTIVE USER FIGURE IS UKELY HIGHER.



Popular Messenger Apps in the US

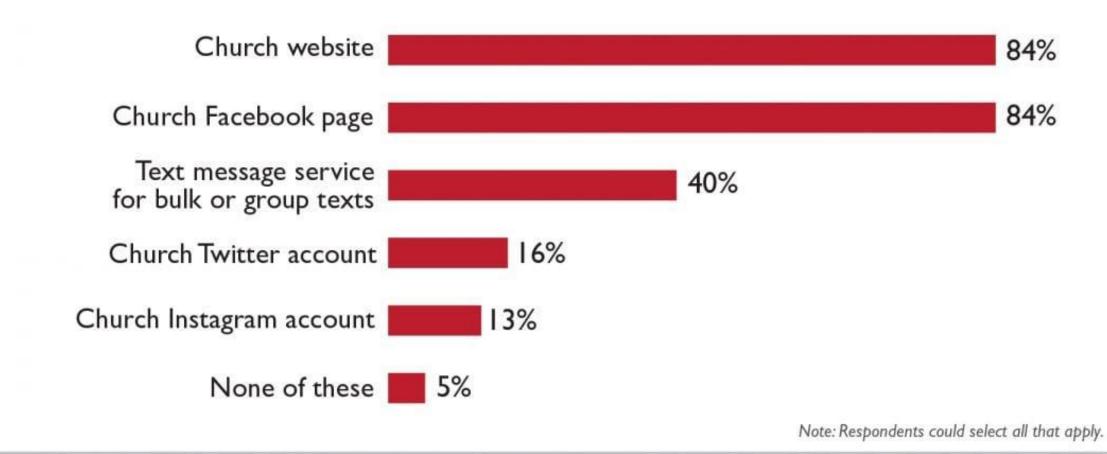
MESSENGER APPS	PERCENTAGE	ACTIVE USERS (IN MILLION)
FB Messenger	55.70%	133.68
Snapchat	32.10%	77.04
Tik Tok	25.80%	61.92
Whatsapp	22.50%	54.00
Skype	17.40%	41.76
Twitch	15.90%	38.16
Wechat	9.40%	22.56

Top Social Media Platforms in US

SOCIAL MEDIA PLATFORMS	PERCENTAGE	ACTIVE USERS (IN MILLION)
Youtube	81.90%	196.56
Facebook	73.40%	176.16
Instagram	56.60%	135.84
Twitter	43.20%	103.68
Pinterest	35.40%	84.96
LinkedIn	28.00%	67.2
Reddit	23.10%	55.44
Tumblr	12.10%	29.04
Imgur	7.50%	18

Which if any of the following does your church actively use?

Among Protestant pastors





LifeWayResearch.com

SOCIAL MEDIA

FOR CHURCHES

- 1. Publish fewer posts (Quality over Quantity)
- 2. The demise of Instagram
- 3. The rise of TikTok
- 4. Carousel Posts on Instagram
- 5. Making your people visible
- 6. Going from Engagement to Useful
- 7. Identify what really matters!