

*Welcome to*

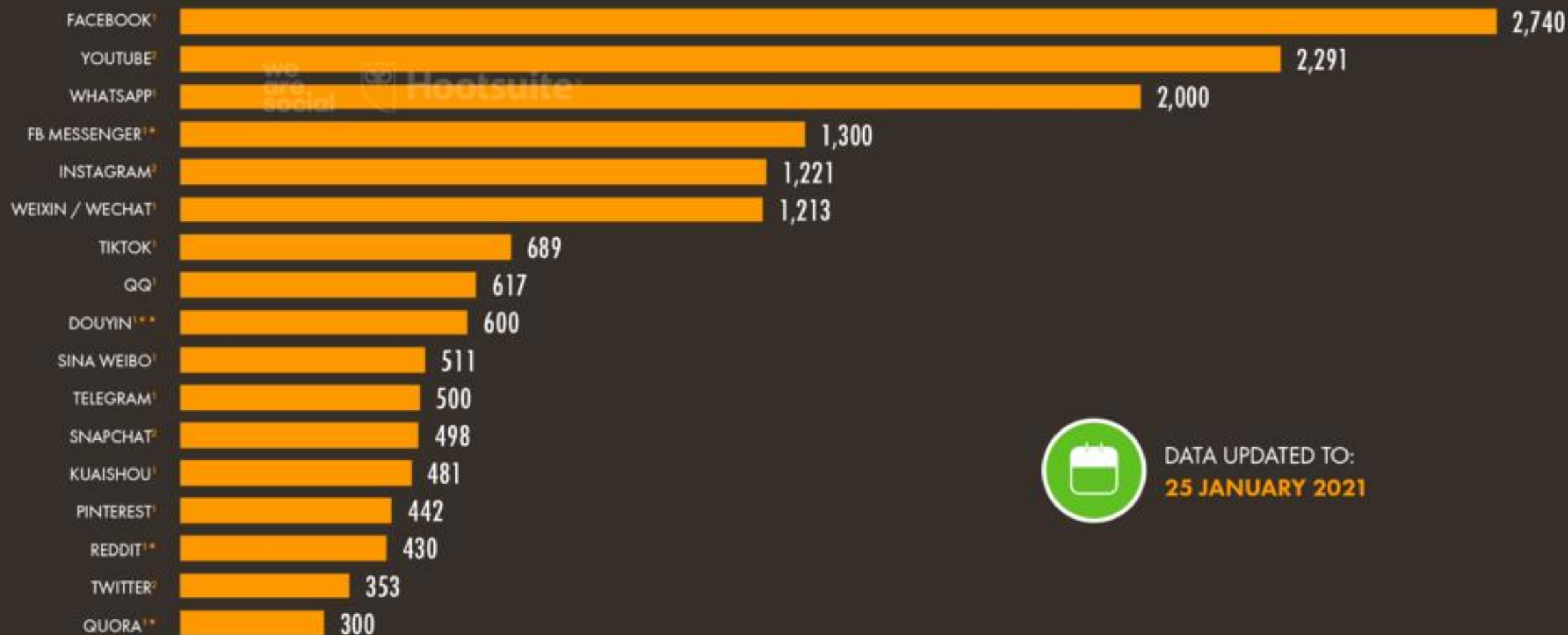
**CHATS**

**SOCIAL MEDIA**

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\*



DATA UPDATED TO:  
**25 JANUARY 2021**



### Popular Messenger Apps in the US

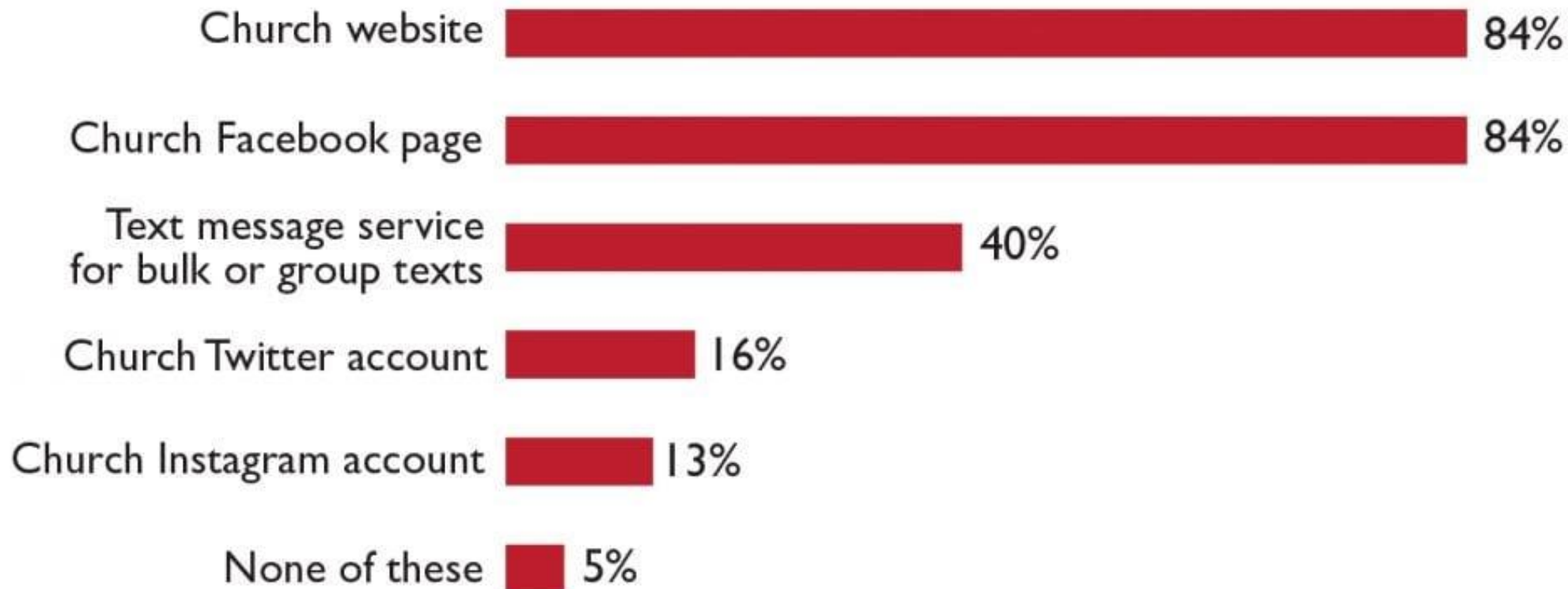
MESSENGER APPS	PERCENTAGE	ACTIVE USERS (IN MILLION)
FB Messenger	55.70%	133.68
Snapchat	32.10%	77.04
Tik Tok	25.80%	61.92
Whatsapp	22.50%	54.00
Skype	17.40%	41.76
Twitch	15.90%	38.16
Wechat	9.40%	22.56

### 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



Note: Respondents could select all that apply.



**SOCIAL MEDIA**

# TRENDS

**2021**

**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!**