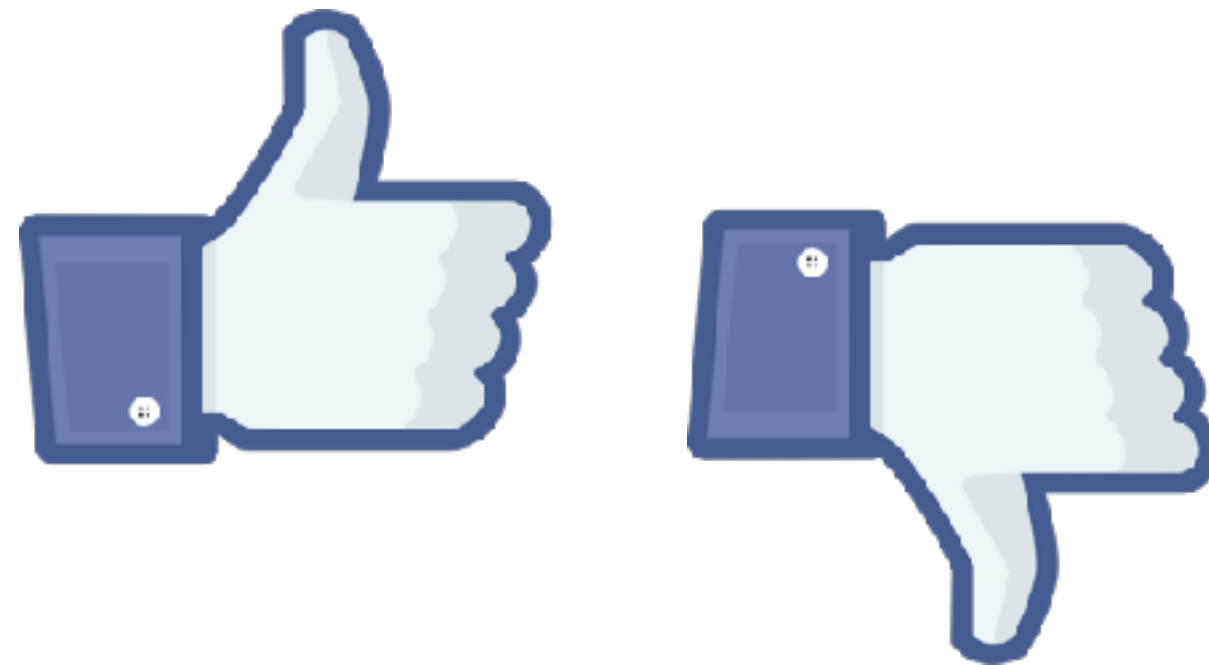


Facebook in 2024

Is it relevant or not?



Worldwide...

**There are over 3 billion
Facebook users. It's very big,
more than half the total of
Internet users (5.4 billion)**

(Source: Backlinko.com)

What this means for you: In case you had any doubts, statistically, Facebook is too big to ignore.

In Europe...

**Around 408 million Europeans
are on Facebook.**

(Source: Statista.com)

The Takeaway: This isn't just a U.S. phenomenon; a worldwide market is available via Facebook.

Also...

There are 827 million fake profiles. (But they are not all bots.)

(Source: SocialMediaToday.com)

Many of these are still potential consumers! Fake profiles include professionals doing testing and research, and people segmenting their Facebook use more than is possible with one account.

Every day...

Every day over 3 billion people log onto Facebook. That's more than 1/3 of the world population.

(Source: SocialPilot.co)

The Implication: A huge and growing number of Facebook users are active and consistent in their visits to the site, making them a promising audience for your marketing efforts.

The most common user...

**is a male aged 25-34. At
25.7% of users this is the
most common demographic.**

(Source: Herd.digital)

This is the prime target demographic for many businesses' marketing efforts, and you have the change to engage these key consumers on Facebook.

And...

47% of Facebook users are under 35 years old. (And **65%** are under 45.)

(Source: Herd.digital)

Contrary to popular belief, Facebook remains the dominant social media platform for young adults: millennials and Gen Z.

Every second...

six new profiles are
created. That's 500k new
profiles every day.

(Source: BrandWatch.com)

The Implication: Your potential audience on Facebook is growing fast.

The most popular platforms:

Facebook: >3 billion active users

YouTUBE: 2.5 billion

Instagram & WhatsApp: 2 billion

TikTok: 1.6 billion

(Source: [Backlinko.com](https://backlinko.com))

Other platforms are also huge, but Facebook is unarguably the single biggest social network.

Time spent...

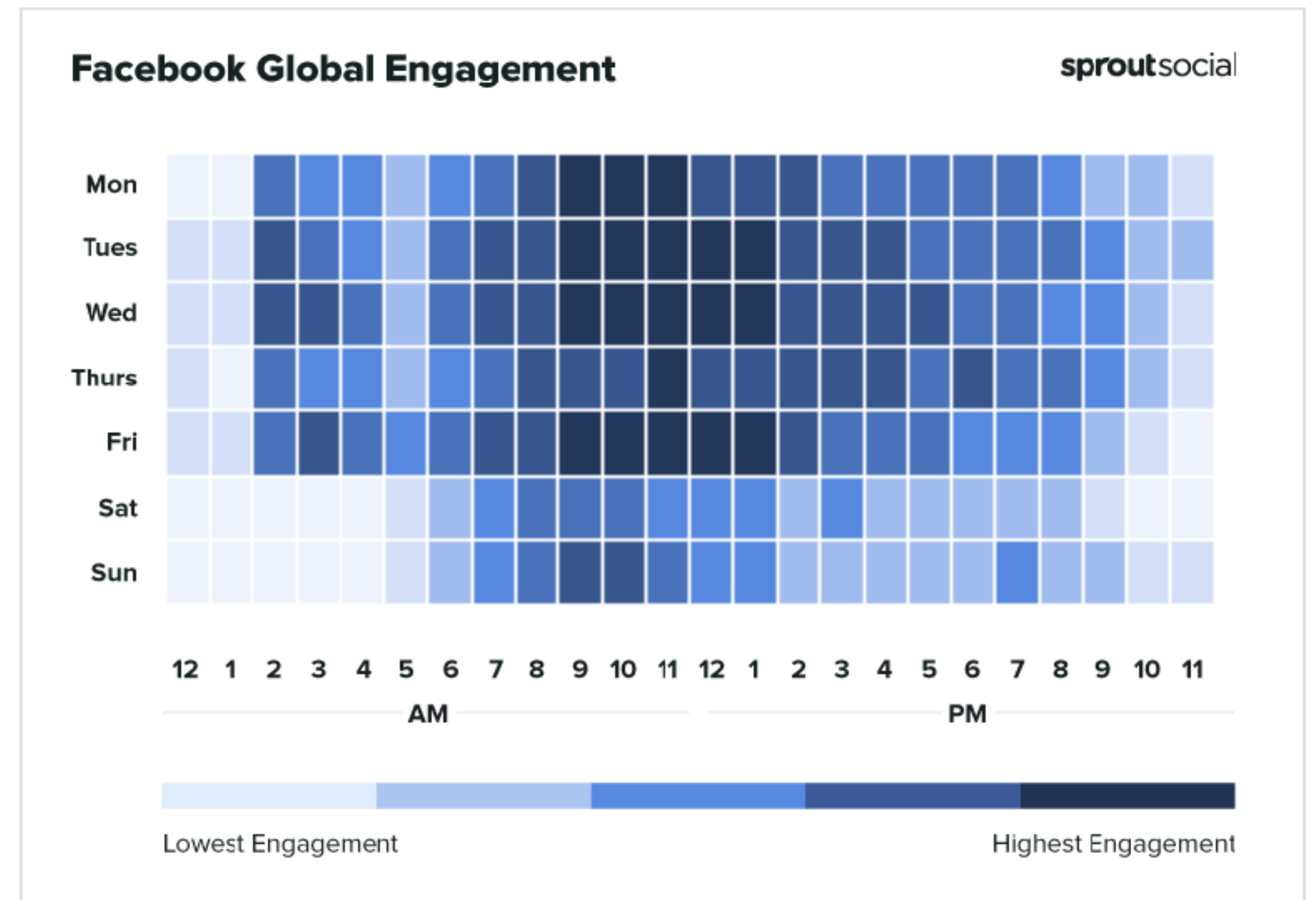
People spend an average of
23 minutes per day on
Facebook.

(Source: Herd.digital)

What this means for you: It's regular but you don't have long to make your impression, so use it wisely with relevant, interesting and unique content.

Highest traffic...

is midweek
between **1-4pm**
(and it's lowest
on weekends)



(Source: [SproutSocial.com](https://sproutsocial.com))

You can reach more consumers and drive higher traffic to your site during peak usage times

But also each morning...

50% of 18-24 year olds (and **1/3** of women aged 18-34) go on **Facebook** when they **wake up**.

(Source: Zephoria.com)

Consider when you post, and also what people are thinking and doing when they go on social media

Every day...

350 million photos are uploaded.
(And images are the most
shared type of content.)

(Source: Wishpond.com)

This is an indication of engaged users; also, it is an indication that there is a lot of content competing for users' attention, so target your efforts strategically.

Every 60 seconds...

510 comments are posted,
293,000 statuses are updated,
and 136,000 photos are uploaded.

(Source: Kinsta.com)

There are a lot of engaged and active users, but there's also a huge amount of information competing for their attention, so quality and strategy on your part matter.

That is why...

Facebook is (still) the **third most visited web site after **Google** and **YouTUBE**.**

(Source: Similarweb.com and Semrush.com)

This is a huge market; if you use social media marketing efforts on Facebook well, you could have huge returns to show for it.