

# How do Americans Use Social Media?

Today's social media users have a plethora of options as to where to spend their time online. Brightfield Group's consumer survey of the U.S. population explores the sites today's consumers are spending their time and sharing their thoughts. From Facebook to Snapchat, this study uncovers how often distinct consumer groups are using specific social media platforms to get an idea of where they exist in the digital world.

## The Most Used Social Media Sites: Facebook & YouTube

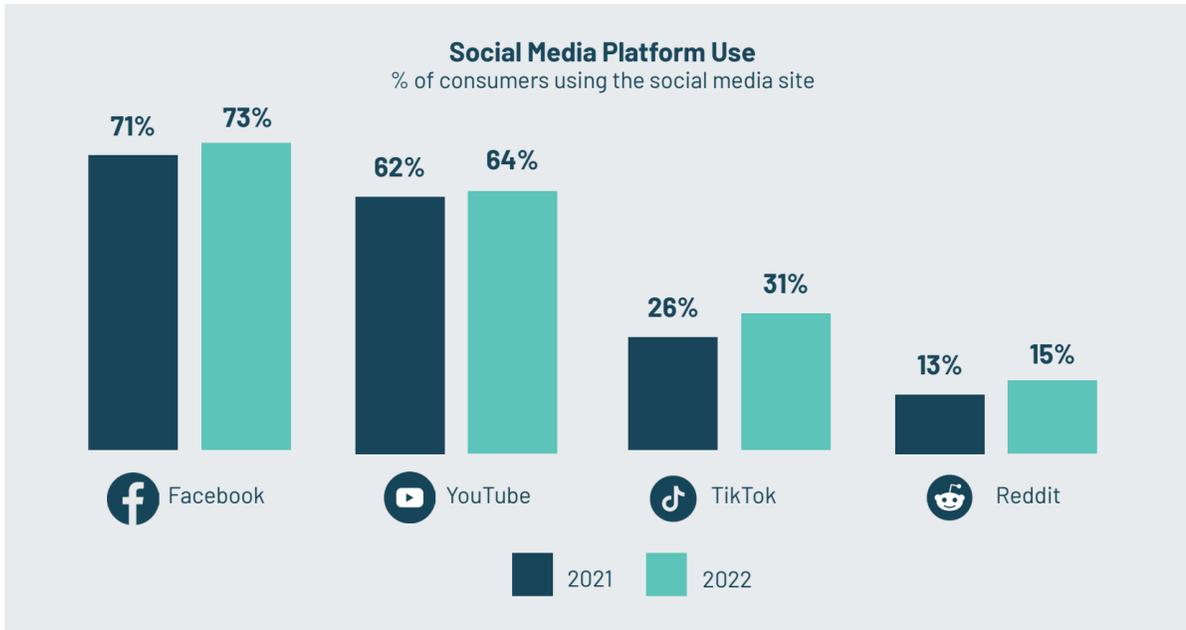
When we ask American consumers what social media sites they use, a majority of them say they're using Facebook and/or YouTube. These two sites dominate browsing, with 60% of Americans browsing Facebook and 44% browsing YouTube daily. Both sites maintained their spot as the first and second-most used platforms, with very modest gains in usage from 2021 to 2022.

Both of these platforms are some of the oldest around and have stood the test of time. Facebook boasts a wide network of content to browse - from friends in the feed to stores, reels, and even shopping on the marketplace. YouTube's infinite supply of videos satisfies a variety of consumers' content cravings.

## Growing Social Platforms: TikTok & Reddit

From 2021 to 2022, consumer-reported usage maintained or slightly increased for most platforms Brightfield tracks. TikTok saw the highest growth by far with 19% more usage reported in 2022. The platform surpassed Twitter for consumer-reported use in 2022.

Reddit saw the second-highest increase in use, but not to a statistically significant degree. TikTok and Reddit are two very different platforms, they both foster intense community through hyper-specific content - whether from joining topic-specific text threads or being served algorithmically-specific video content.



**Which consumer group started using Reddit from 2021 to 2022?**  
[Get in touch with Brightfield Group to see how our data reveals the answers.](#)

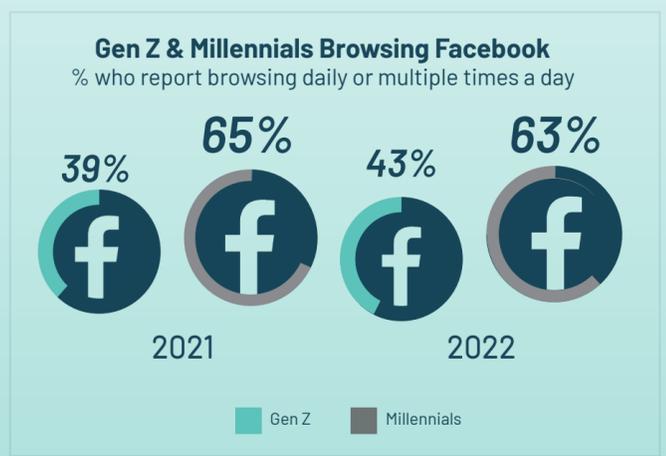
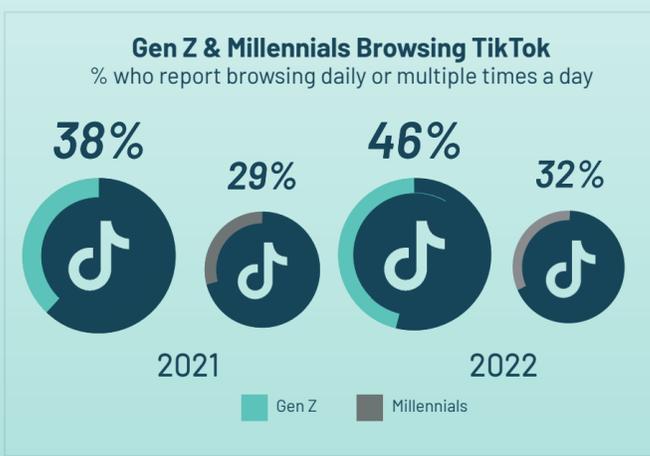
## Gen Z and Millennials' Social Media Trends

Gen Z and millennials have a special relationship with social media. These generations have been able to enter adulthood in a world connected by social media platforms, as even the oldest millennials began having access to Myspace in their late teens and early twenties.

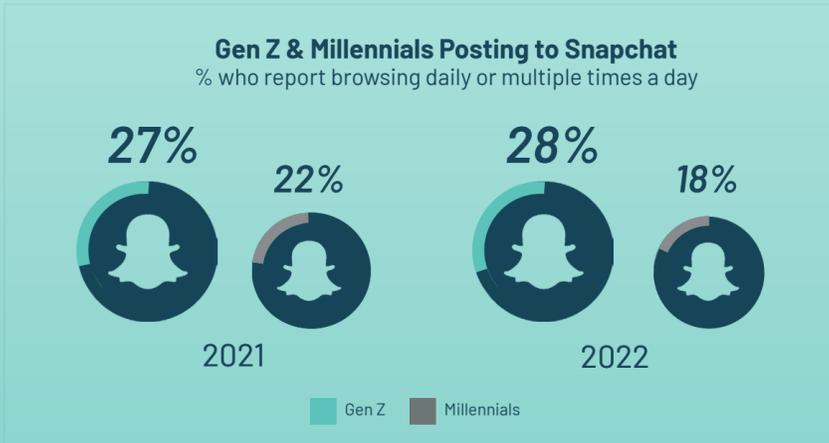
Two groups marketers love to target, these generations contain wide and rich subcultures that make it difficult to pin down exactly what Gen Z or millennial culture looks like. To begin connecting, marketers should strive to understand where their target consumers interact online and how they engage on the platform.

### Gen Z & Millennial social trends to watch:

1. Gen Z continues to browse TikTok more frequently year over year
2. Millennials are more likely to post to Facebook daily, but Gen Z's daily posting increased from 2021 to 2022 while millennials' decreased.



3. Gen Z's daily Snapchat posting has maintained while millennials became less likely to post to the platform daily from 2021 to 2022.



Looking at the data by generation is just the start.

[Get in touch to learn more about the complex consumer groups within our Consumer Insights.](#)

