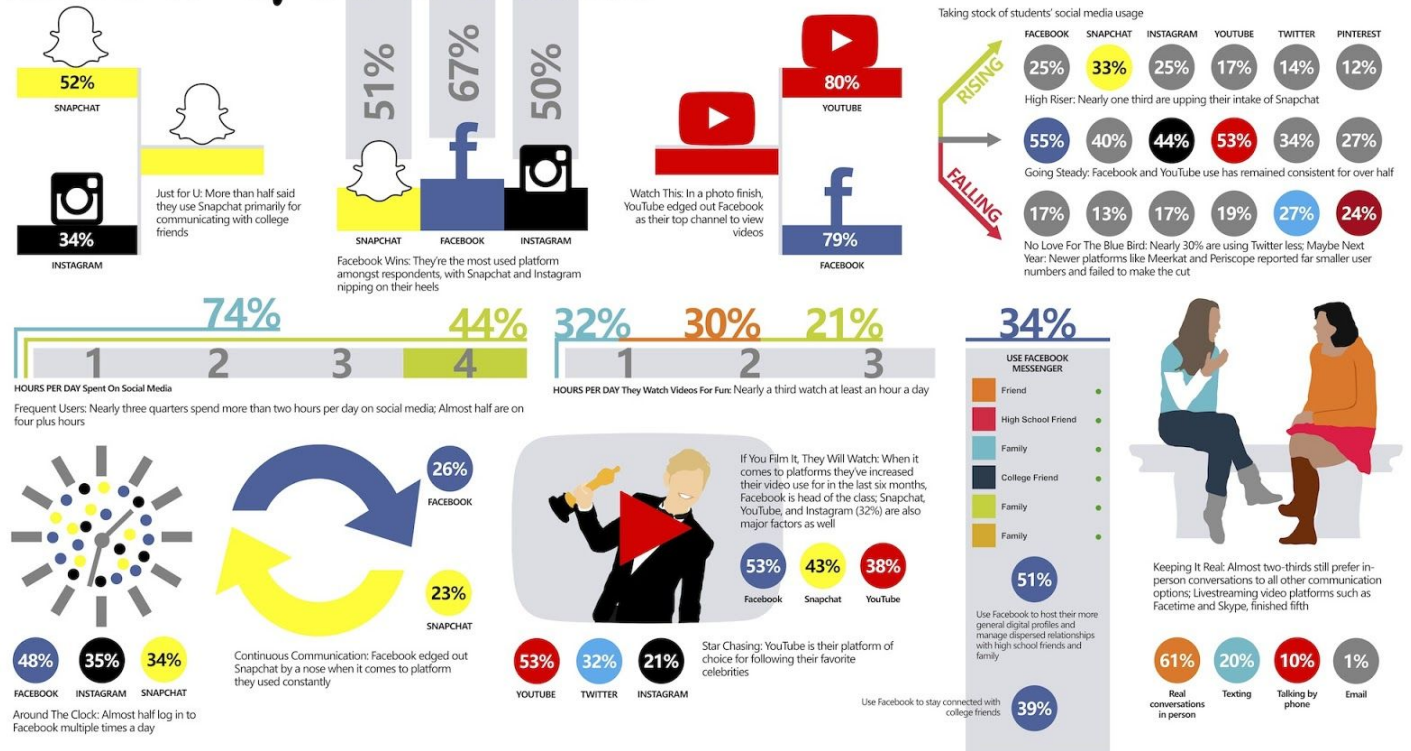


# Let's Get Social >>> Analyzing Gen Z's social media ecosystem



SOURCE: Fluent 2016 research. This survey was conducted by college marketing and insights agency Fluent (www.fluentgrp.com) between March 1-4, 2016, and drew 1,310 college student respondents between the ages of 17-24 from across the country.

Infographic Design by Scott Jacobs



There are now over 2 billion active social media users worldwide

Facebook is the first social network with 1.55 billion monthly active users.

Pinterest is the fastest growing social media site reaching 100 million active users monthly

Facebook is mostly used for constant communication by sharing photos and videos between family and friends

Other social networks like Tumblr or Twitter are being used for rapid communication which are termed as micro blogging sites.



Facebook  
1.55 Billion active users



Tumblr  
555 Million active users



Instagram  
400 Million active users



Twitter  
320 Million active users



Pinterest  
100 Million active users