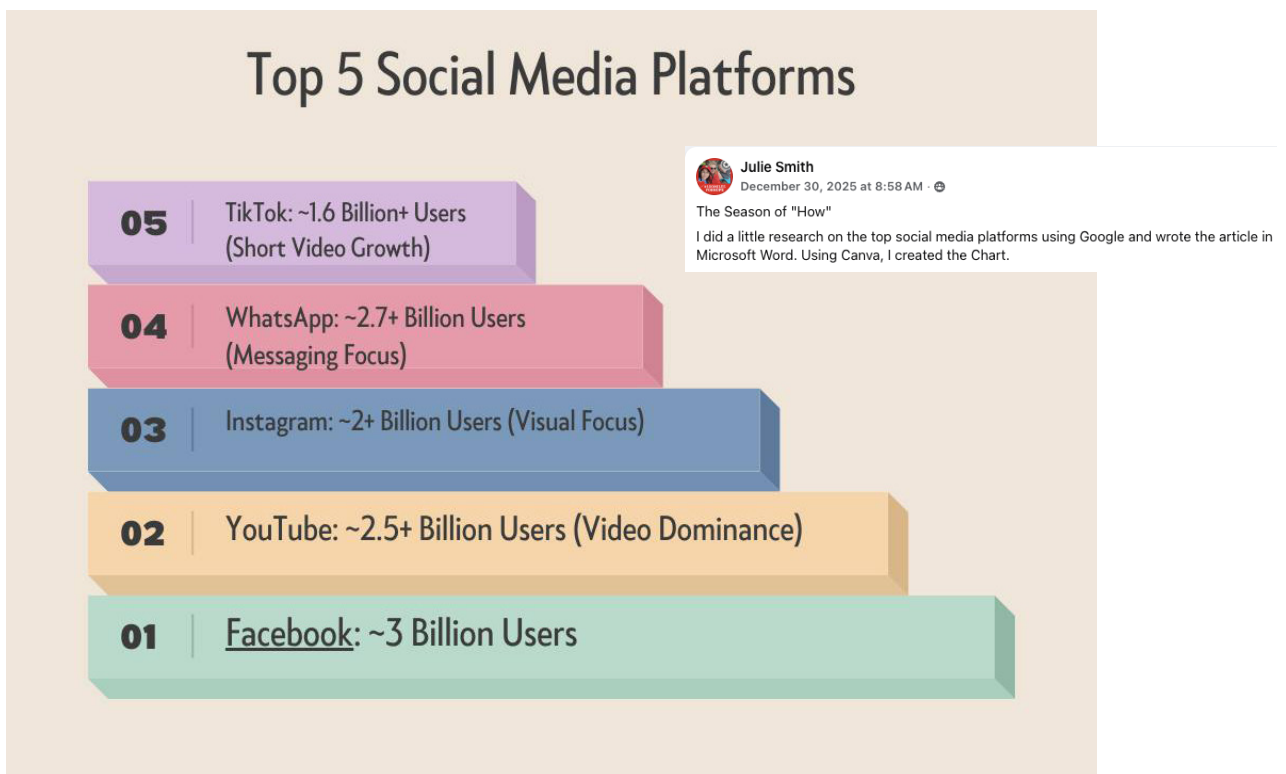


February 2026

What does your choice of social media say about your target audience?

The top social media platforms in 2025, based on user numbers and popularity, are Facebook, WhatsApp, Instagram, YouTube, and TikTok. Facebook and YouTube appeal to a wide range of users across different ages and demographics, while Instagram and TikTok are especially popular for visual content, mainly among younger users. WhatsApp and other messaging apps like Telegram mainly serve as communication tools. However, they have gained popularity among adults in recent years. Key takeaways: Facebook remains popular among older adults. Younger adults are more likely to use Instagram and TikTok. Video platforms are dominant. In the U.S., most adults use at least one major platform. Age plays a strong role in which platform you choose.

Credit to Julie Smith



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