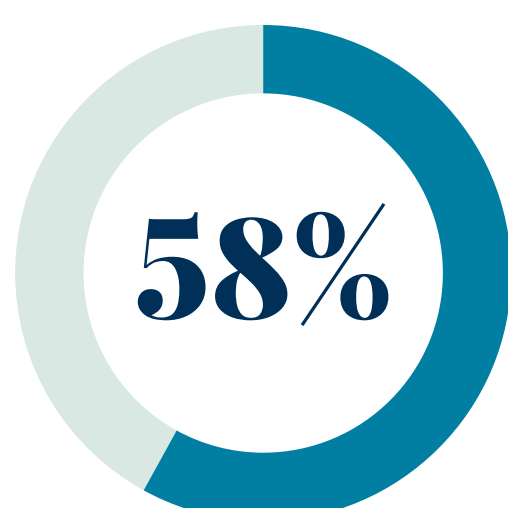


# Australia's social media landscape in perspective

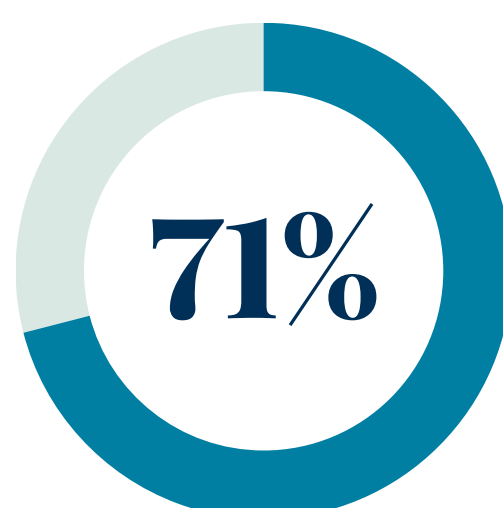
How are Australians using social media? We've compiled a shortlist of insights for you to explore the trends, patterns and forecasts of our social media use.

## Percent of the population who are active social media users.

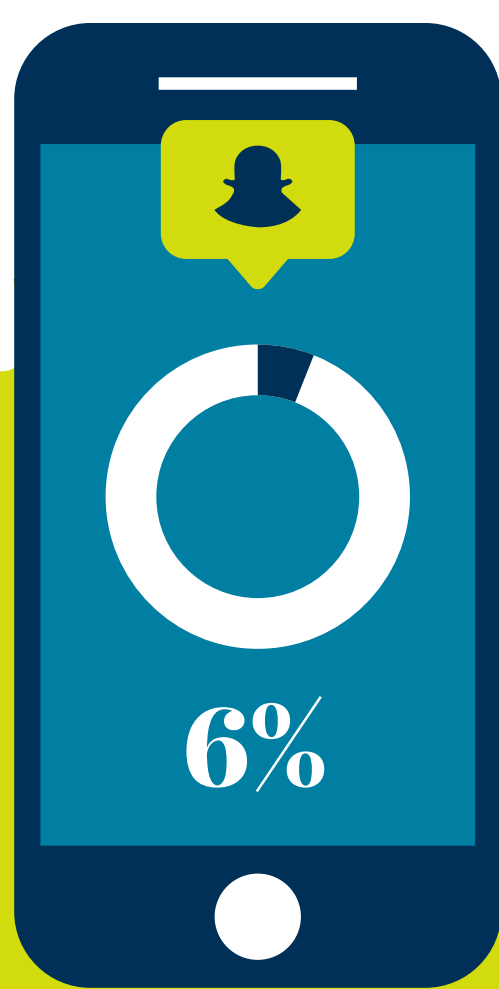
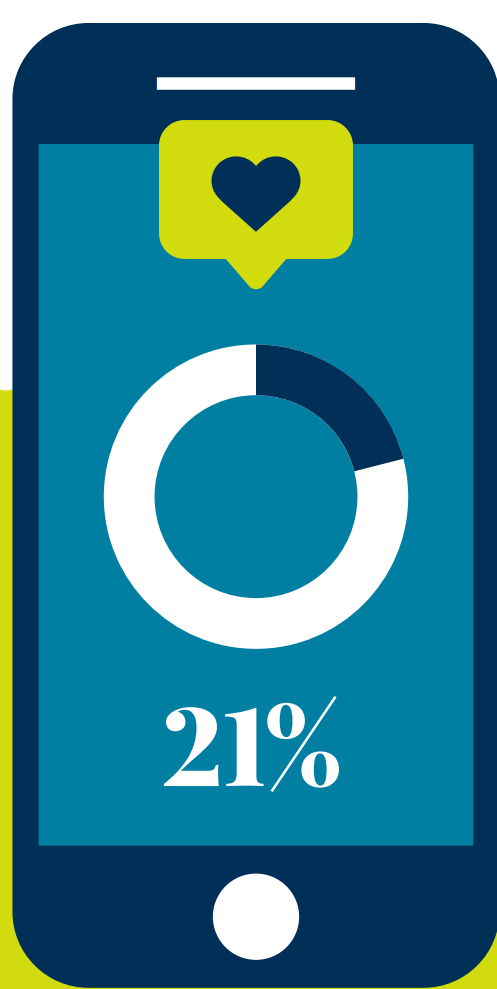
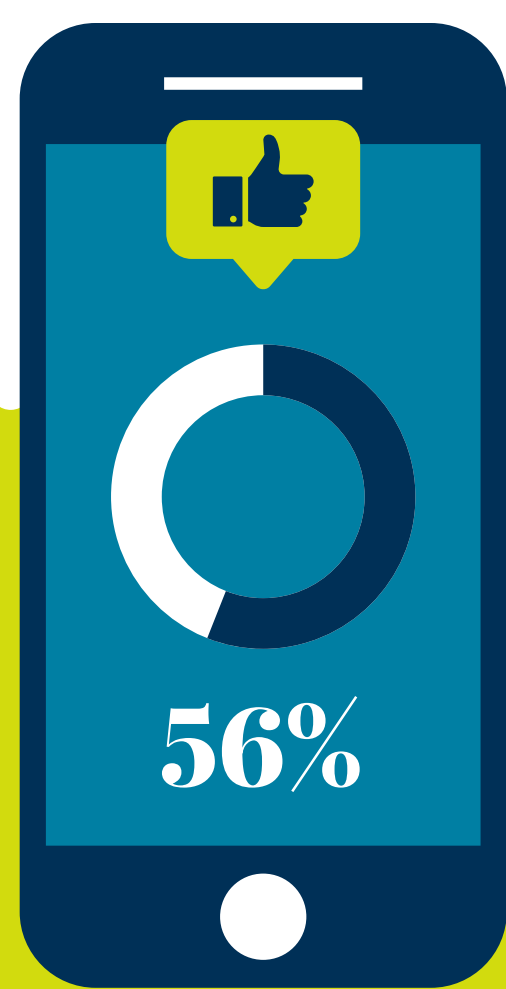
In 2020, 71% of the population were active users compared to 58% in 2015.



2015



2020

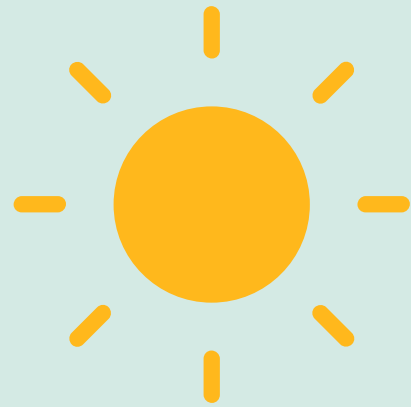


## Facebook was the most popular social media platform in 2019.

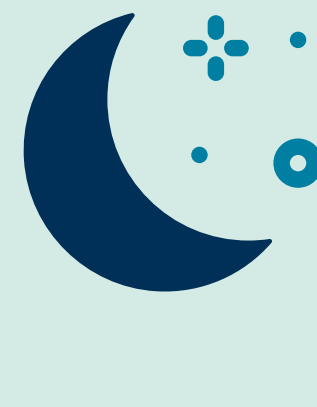
56% said they use the platform the most often, compared to other social media platforms. 21% use Instagram and 6% use Snapchat.



59%



42%



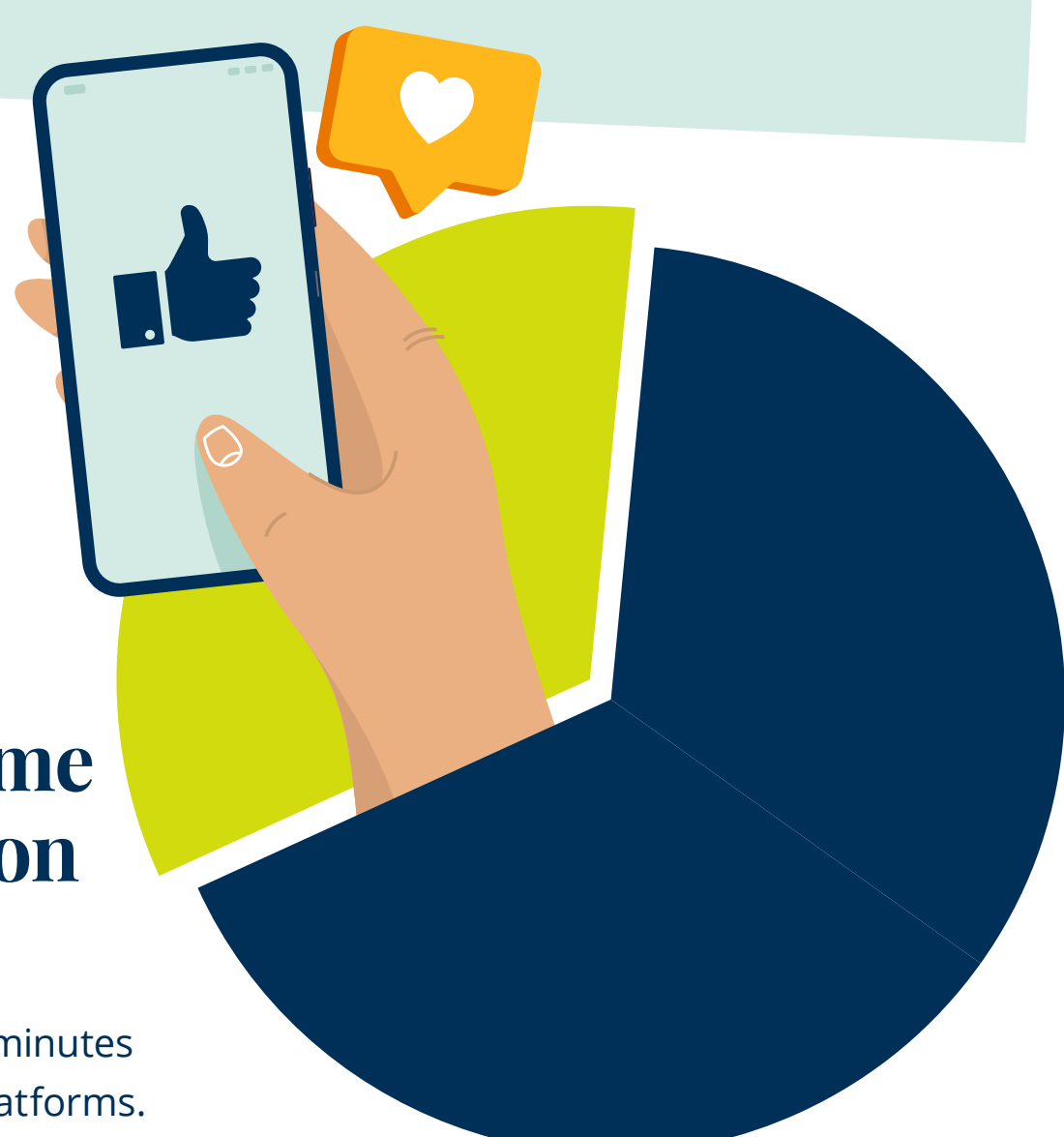
61%

## The bulk of social media use took place during free time.

According to 2018 data 61% of people said they used social media platforms in the evening, 59% noted to be morning users, and 42% said they used social media during daily breaks.

## A third of the time online is spent on social media.

According to a 2020 report, 1 in 3 minutes online are spent on social media platforms.



## 23,000,000 users by 2025

It's projected that there will be around 23 million Australians using social media by 2025

Sources: Active social media users as percentage of the total population in Australia from 2015 to 2020 via Statista, Forecast of the number of social media users in Australia from 2017 to 2025 via Statista, DIGITAL 2020 IN AUSTRALIA: 1 IN 3 MINUTES ONLINE ARE SPENT ON SOCIAL via We Are Social