MGIC





Age 18-29: **90%**

Age 30-49: 82%





In 2019 people spent

2 hours and 24 minutes on social media every day, across devices²



60% of people say they've watched a video on Facebook, Twitter, Snapchat or Instagram in the last month²



∵ 3.4K

2.2k Comment

O nin O

190 Share

100K Views

Most popular social apps for mobile users in the US in 20193:

Facebook	91%	
Instagram	65%	_
Facebook Messenger	57%	_
Twitter	44%	
Pinterest	36%	



27% of internet users say they find new products through paid social ads (following word-of-mouth, TV ads, and search engines)²



71% of consumers

who have had a good social media service experience with a brand are **likely to recommend** it to others⁴



3.4K

2.2k Comments

⇒ Share



Why you can't afford to opt out of social media

It's where your customers already are – and it can give you a competitive edge.

NEED HELP?

Find training and tools at mgic.com/SocialMediaCafe and shareable consumer content at readynest.com.

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