

The Fastest Growing Social Media Platforms of 2024 [New Data]

Are people still using Facebook? Is BeReal still next big thing? And is TikTok still just for Gen Z?

If you're looking for answers to those questions, I've got 'em.

We asked 700+ U.S. adults about the social media platforms they use in May 2023 and again in January 2024 to find out which apps are growing and which are slowing down. Here's what I gathered from the data.

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Social Media Usage in 2023 vs. 2024

Unsurprisingly, 87% of US adults use social media. But what platforms are they using most?

Here are a few fast facts about the top platforms US consumers use in 2024, keeping in mind that this list might be different in other countries.

- Facebook (71%), YouTube (61%), and Instagram (42%) are the most popular social media apps.
- Lemon8 (+200%), Tumblr (+20%), and TikTok (+9%) saw the most growth since 2023.
- The greatest declines in usage were seen on Reddit (28%), X/Twitter (23%), and LinkedIn (22%).
- While Facebook is the most popular social media platform for people over 28, Gen Z's favorite platform is TikTok.

It's interesting to compare these growth stats to social media marketers' predictions for 2024. In 2023, social media marketers rated Instagram as having the highest growth

potential, followed by TikTok and Facebook. At that time, Instagram was used by 65% of marketers, TikTok by 36%, and Facebook by 67%.

On the consumer side, out of those three apps, TikTok experienced the most growth (+9% YoY), then Instagram (+5% YoY) then Facebook (+4% YoY).

Social media marketers' usage of the apps they predicted to have the most growth actually fell YoY: Instagram usage fell -20% YoY, TikTok by -5% YoY, and Facebook by -7% YoY.

With that, let's take a deeper dive into the fastest-growing platforms.

The Fastest Growing Social Media Platforms

1. Lemon8

Lemon8 saw +200% YoY growth in usage from consumers we polled in our 2024 Consumer Trends Survey. It's a photo-sharing app (owned by ByteDance, TikTok's parent company) and is described as an Instagram-Pinterest hybrid.

It has only been available in the U.S. for a year and a half, so, why's it so popular?

For starters, Lemon8 is more of a platform for consumers. It's centered around user-generated and organic content, which is a welcome respite to consumers who might feel that the most popular social media platforms are brand-forward and too salesy.

Consumers also care that the content they see on social media is authentic and relatable, so the content they see from other users speaks directly to that interest. A majority of people who use the app say they do so to get ideas and inspiration

and to share their own pictures/videos.

As with all emerging platforms, there's no guarantee that Lemon8 will last, so my advice for brands/businesses is to get on the platform to secure your handle and see what's trending for users interested in your niche.

You can also leverage the platform for influencer marketing. If you make an account and find popular influencers/creators in your niche, you can form partnerships with them to build awareness for what you offer to its users.

2. Tumblr

Tumblr, launched in 2007, is a microblogging site where users can share text and multimedia posts. It's grown +8% since 2023, and its users say they use the platform to find entertaining content (28%) and keep up with news/cultural trends (28%).

So, 17 years in, how is it still going strong?

I think Tumblr is so popular because it is a community-based platform. You're almost 100% guaranteed to find people who share your same interests, and to be able to fill your feed with content that only speaks to your interests.

It's also a personality-driven platform, which gives users the advantage of feeling like they can be themselves, especially if they're heavily involved in the communities they're most interested in.

Tumblr is essentially fandom central – a judgment free zone for people to find their people.

3. TikTok

Despite TikTok's ongoing regulatory concerns, people are starting to use the channel for the first time, and people who

love it stick around.

Between May of 2023 and January of 2024, TikTok usage among our surveyed consumers grew by +20% YoY. Usage also grew across all generations, especially older ones that once seemed totally uninterested.

The number of Boomers using TikTok grew by +60% YoY and +12% YoY for Gen X, showing again that they're catching on to many viral Gen Z trends and apps. From our research, we estimate that one in three American adults now uses TikTok.

I'm attributing this growth to the popularity of short-form video, which has stolen the show completely in recent years. Consumers told us that, of all types of content they see on social media, they enjoy short-form videos the most—exactly what TikTok offers.

Consumers are also doing more social shopping, which TikTok offers. In fact, TikTok is the second-most likely app for consumers to have used to make a purchase in the past three months.

If you aren't on TikTok yet, you should keep it on your radar and consider whether the app makes sense for your brand. Just keep in mind that building a successful strategy will require some video-related time and resources, as well as user research into all the trends going on there.

If you use it, you'll likely reap the benefits: social media marketers are more likely to rate TikTok as having high ROI and say that short-form videos (which TikToks are) have resulted in the highest ROI this year.

You can learn more about TikTok marketing [here](#).

6. Instagram

It's no shocker that Instagram is one of the favorites among

multiple generations. Between May and January, usage by consumers we surveyed grew by +5%.

While the channel continues to win over Gen Z and gain attention from Boomers, it might be losing some of its Millennial audience. Below are just a few fast facts.

- Around 42% of U.S. adults use Instagram, up 5% from last May.
- Instagram grew the most with Baby Boomers with a +53% increase (from 15% to 23%).
- There was an 8% drop in usage among Gen X, from 51% to 47%.
- Despite being among Gen Z and Millennials' top three favorite apps, growth was relatively low, with 1% and 2% increases, respectively.

4. Facebook

Facebook turned 20 this year, and usage among consumers grew +4% YoY. As of April 2024, it is the most popular social network worldwide and the favorite platform for consumers over the age of 28.

Despite the major privacy issues it faced (Mark Zuckerberg was required to testify in Congress about a data leak), it's still going strong. I think its continued growth and interest from consumers are due to its novelty—it was one of the first three modern social media platforms (after LinkedIn and Myspace).

Now that we've covered some of the fastest-growing social media platforms, here are the ones slowing down in 2024.

Which platforms are losing steam?

The most significant change from 2023 is that BeReal, which led the pack with 313% usage growth, had a 0% change this year.

Twitch, LinkedIn, and X/Twitter were also part of the group with high growth, but all three experienced significant drops.

I was surprised to see LinkedIn and Twitch drop off, but not X/Twitter. Its 22% decline aligns with Elon Musk's controversial takeover.

To dive deeper into the shifts, [Click here](#) to learn why Reddit, Pinterest, and YouTube might be losing steam compared to their competition.

Want more social media insights? I also recommend checking out these helpful resources:

- [2024 Consumer Trends Report](#)
- [The State of Social Media in 2024](#)
- [The Best Social Media Channels for Marketing](#)

More Social Media Insights

If you're looking for even more social media insights, I recommend diving into your 2024 State of Social Media reporting.

It's based on results from a survey we ran of 1,500+ social media marketers. You'll learn all about how to drive community, sales, and virality, and the best part is that the report is free to download.

Check out our 2024 Social Media Trends Report for free below.

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