

Digital 2022

The Global State
of Digital 2022

July
Statshot

Top Takeaways





**we
are
social**

**Digital
2022**

A graphic element for the "Digital 2022" report. It features a large, bold, dark blue "2022" where the "0" is replaced by a circular icon containing a red pixelated world map.

About the Digital 2022 Report

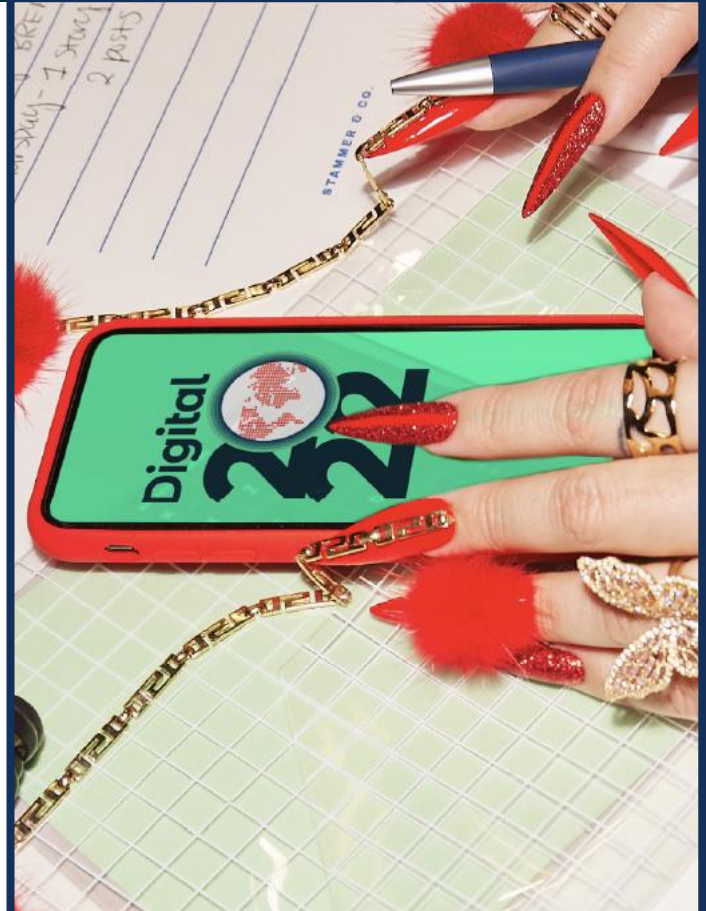
The digital report from Hootsuite and We Are Social is a comprehensive overview of all things digital, covering everything you need to know about the world's online behaviors. With the latest data from 230 countries and territories, it offers a truly global look at online activities and foresight into our digital future to help your business gain an edge in 2022.

Why You're Here

We know you're busy. And plucking out stats from a 300-page report might sound tedious. That's why we've taken the work out of it to give you a quick look at the report's most important social media, marketing, and advertising data. These are the Top Takeaways from the Global State of Digital 2022's July statshot.

Topics hand-picked by our experts

1. Changes in global social media usage 04
2. TikTok ad reach surpasses 1 billion 06
3. Reels are here to stay—and slay 09
4. CapCut snags #1 spot for mobile app downloads 12
5. Telegram makes big leaps 15
6. Social beats out traditional news sources 18
7. Facebook drives TONS of web traffic 21



Overview of social media use

Headlines for social media adoption and use (**Note:** users may not represent unique individuals)

Number of
social media users



4.70
Billion

Quarter-on-quarter change
in social media users



+1.0%
+47 Million

Year-on-year change
in social media users



+5.1%
+227 Million

Average daily time spent
using social media



2H 29m
YOY: +3.5% (+5 mins)

Average number of social
platforms used each month



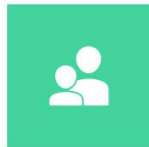
7.4

Social media users
vs. total population



59.0%

Social media users
vs. population age 13+



75.5%

Social media users
vs. total internet users



93.6%

Female social media users
vs. total social media users



45.7%

Male social media users
vs. total social media users



54.3%

Source: Kepios analysis; company advertising resources and announcements; CNNIC; Techrasa; OCDH; U.N.; U.S. Census Bureau. Data for **time spent** and **average number of platforms:** GWI (Q3 2021). See [GWI.com](https://www.gwi.com) for more details. **Note:** figure for "average number of social platforms used each month" includes data for YouTube. **Advisory:** social media users may not represent unique individuals. Figures for reach vs. population and reach vs. internet users may exceed 100% due to duplicate and fake accounts, delays in data reporting, and differences between census counts and resident populations. See **notes on data** for further details.



Slow and steady gains on social

Last quarter, we noted a major slowdown of growth on social—an expected finding in the post-pandemic world.

This quarter, we see social media user growth continuing to level off, leaving us with an incremental increase (1.0% to be exact) that signals **we've moved back to a period of slow and steady growth.**

Hundreds of millions of people have actually just started to use the internet and social media in the past 12 months.¹



TikTok: Advertising audience overview

The potential audience **aged 18+** that marketers can reach with ads on TikTok

Potential reach of ads
on TikTok (age 18+ only)



1.02
Billion

TikTok ad reach age 18+
vs. total population



12.8%

Quarter-on-quarter change
in TikTok ad reach



+5.4%
+52 Million

Year-on-year change
in TikTok ad reach



[N/A]
[New data point]

TikTok ad reach age 18+
vs. total internet users



20.3%

TikTok ad reach age 18+
vs. population age 18+



18.3%

Female TikTok ad reach
vs. total TikTok ad reach



56.2%

Male TikTok ad reach
vs. total TikTok ad reach



43.8%

Sources: Bytedance's advertising resources; Kepios analysis. **Advisory:** Audience figures may not represent unique individuals, and may not match equivalent figures for the total active user base. **Notes:** does not include data for Douyin in China. Data are not available for all locations; figures based on available locations only. Figures use the midpoint of published ranges. Bytedance's advertising resources only publish audience data for users aged 18 and above, but allow marketers to target ads to users aged 13 and above. Bytedance's advertising resources only publish gender data for "female" and "male".



TikTok ad reach surpasses 1B

TikTok's ad reach has hit a major milestone: **1.02 billion people aged 18+**. It increased by 52 million (+5.4%) from April to June 2022.

That means that over half a million new users joined the platform every *single day* last quarter.² And the number of people you can reach through the platform (through ads or organic content) is bigger than ever.

But TikTok's ever-increasing influence doesn't stop there:

- The number of people using TikTok for news has almost doubled since last year.²
- Users who have TikTok on their Android phone spent an average of 1.5 hours using the app per day.²

And that's just the highlights. The power of TikTok is wild.



What to do



Unleash your brand's creative side on TikTok

People spend more time on TikTok each day than any other social app, which means brands have a great opportunity to engage audiences in a fun, entertaining, and educational way.³

Here's how:

Step 1: Set up a TikTok Business Account

Step 2: Create a winning TikTok strategy with tips and tricks from our [TikTok Culture Guide](#)

Step 3: Explore in-app editing tools and trending sounds to create entertaining TikTok videos

Step 4: Use [Hootsuite's TikTok tools](#) to schedule your videos, manage comments, and track success (it even tells you when's the best time to post)

Step 5: Watch your TikTok reach increase and the likes roll in

TikTok may feel like the wild wild west of the internet right now, but Hootsuite's here to make you fearless.



Instagram ad audience by placement type

The potential audience that marketers can reach with different kinds of ad placement on Instagram

Potential audience that marketers can reach with ads in the Instagram **Feed**



1.38
Billion

Female 47.5% Male 52.5%

Potential audience that marketers can reach with ads in Instagram **Stories**



1.03
Billion

Female 49.8% Male 50.2%

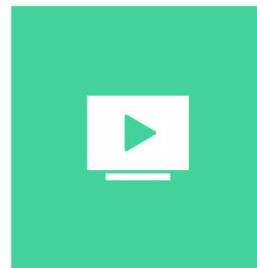
Potential audience that marketers can reach with ads in Instagram **Explore** tab



728.9
million

Female 49.1% Male 50.9%

Potential audience that marketers can reach with ads in Instagram **Reels**



754.8
million

Female 44.3% Male 55.7%

Potential audience that marketers can reach with ads in Instagram **Shop**



276.0
million

Female 56.2% Male 43.8%

Source: Meta's advertising resources; Kepios analysis. **Advisory:** Audience figures may not represent unique individuals, and may not match equivalent figures for the total active user base. **Notes:** figures use midpoint of published ranges. Reach data are only available for "female" and "male" users



Reels are here to stay—and slay

With TikTok in the limelight, it's easy to forget about the impact of tried-and-true features like Reels on more mainstay platforms. So this is your reminder that you shouldn't sleep on Reels.

First off, the ad audience for Facebook Reels has increased by a staggering **279% in the past 3 months**, which means you can now reach 473.5 million users with the feature. And you can reach a massive 754.8 million users with Instagram Reels ads.⁴ Let that sink in for a minute...

It's all proof that short, entertaining, and less polished videos are an unbeatable way to reach your audience on social. You heard it here folks, the influence of Reels is *real*.

Shout-out: Facebook



What to do



Reel in the ROI

Promote your brand, reach new audiences, and engage with your fans using Instagram and Facebook Reels. These alternatives to TikTok enable you to **craft short, engaging videos on platforms you're likely already familiar with**. (This is also a great gateway strategy to get your team bought into short-form video, if you're still hesitant about hopping on the TikTok train).

Unlike Instagram Stories, Reels do *not* disappear after 24 hours. They can also live right in your Instagram feed. Like TikTok, Reels offers a toolkit of editing software to filter, caption, sticker, and even splice multiple video clips together.

Consider Reels your chance to join the swarms of people who've already started building their **video-editing muscles** in 2022.

Not sure how to get started? Dig into [this blog](#) and discover just how easy (and fun) it can be to reel in the likes.



Mobile apps: Top breakout apps

data.ai's ranking of mobile **apps** with the most significant quarterly growth by metric between **April and June 2022**

Breakout mobile apps by **monthly active users**

#	Mobile App
01	Google Text-to-Speech
02	Telegram
03	TikTok
04	Instagram
05	Hotstar
06	Shein
07	CapCut
08	BookMyShow
09	BeReal
10	Uber

Breakout mobile apps by **downloads**

#	Mobile App
01	CapCut
02	Sweatcoin
03	SPlayer - All Video Player
04	Deep Wallpaper - Live, HD
05	Dream by WOMBO
06	Vast VPN
07	Tata Neu
08	Hotstar
09	Shining wallpaper 4K
10	Alibaba

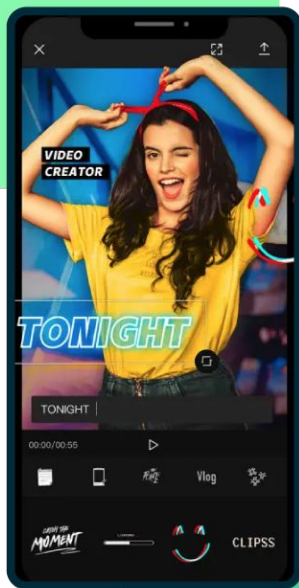
Breakout mobile apps by **consumer spend**

#	Mobile App
01	Audible
02	LinkedIn
03	PictureThis
04	Tencent Joy Club
05	MLB
06	Strava Running and Cycling
07	Wyze
08	SHOWTIME
09	AllTrails
10	Cleanup: Limpador de fotos

Source: data.ai. **Notes:** Monthly active user rank based on combined data for iPhone and Android devices. May ranking does **not** include data for China and does **not** include pre-installed apps (e.g. Safari on iOS devices; YouTube on Android devices). Download and consumer spend rankings based on data from the iOS App Store and Google Play Store, except for China, which uses data for the iOS App Store only.



**we
are
social**



Shout-out: CapCut

CapCut snags #1 spot for mobile app downloads

CapCut, the free video editing software from Bytedance (TikTok's parent company) became the **number one mobile app download** Between April and June 2022.⁵

The app was designed to allow TikTok creators to make some of the most compelling videos you'll find on social—but without a ton of fancy editing software. It includes easy-to-learn features that enable users to add filters, stickers, music, effects and even speed changes to their videos. The quality of these short videos looks professional and gives TikTokers a better shot at snagging a spot on the coveted FYP.

CapCut's sudden jump up the charts suggests that more and more people are creating (or at least, *trying* to create) TikTok videos. That's interesting because our data shows that only one-third of TikTokers actually *post* content on the app.⁶ Could this signal a larger shift in TikTok user behavior?

⁵ Hootsuite & We Are Social, *Digital 2022 July Global Statshot Report*

⁶ Hootsuite & We Are Social, *Digital 2022 April Global Statshot Report*



What to do



Become a video-editing machine

In the age of short entertaining videos, marketers have everything to gain from learning even rudimentary video editing skills. If you haven't already, **now's the time to give it a whirl.**

CapCut is an all-in-one video editing app, equipped with trending stickers, custom fonts and so much more. It's a great place to start learning and playing around with video editing (especially if you're making TikToks).

But while TikTok's getting the lion's share of the video hype these days, it's far from the only game in town. You can use CapCut (and apps like it) to edit videos for any platform—from YouTube to Instagram Reels.

Learn more about CapCut and other TikTok tools for marketers on our [blog](#).



Telegram overview

Essential headlines for Telegram use

Global monthly active Telegram users



700
million

Monthly active Telegram users vs. total population



8.8%

Monthly active Telegram users vs. population aged 16+



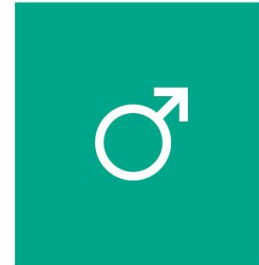
12.0%

Female users as a percentage of total female and male users



42.3%

Male users as a percentage of total female and male users



57.7%

Sources: Company announcements; gender share data from GWI (Q1 2022), based on values for "female" and "male" users only. See GWI.com for full details.



Let's talk Telegram

Thanks to the nearly 200 million users that joined Telegram in the past 18 months, the instant messaging app now has **more than 700 million monthly active users**, with its active user base currently growing at an annualized rate of roughly 25% (close to 6% per quarter).⁷

That means Telegram may be **growing even faster than TikTok**, whose adult ad audience increased by 5.4% over the past 90 days.⁷

While Telegram is no stranger to fake news and controversial posts, there is no denying that the app—famous for its secret chat—has struck a chord with users. It recently added a premium subscription that includes 4 GB file uploads, exclusive features, better chat management, and more.⁸



What to do



Make your business chattier

Telegram should be on your radar (if it wasn't already). You don't necessarily have to start using for your business, but you need to keep an eye on it as a platform and regularly check whether it's an app you *should* have a presence on. (Is your audience there?)

More broadly though, Telegram's growth spike is a clear reminder that social messaging isn't something you can ignore. Consider where messaging and chat apps fit into your social media strategy—whether for marketing or customer care.

Remember: **64% of people** say they'd prefer to message rather than call a business.⁹ Plus, offering social customer care gives your business the opportunity to automate some more tedious parts of the process. (Say it with us: "Chatbots are my friend.")

Sparkcentral by Hootsuite's [social customer service solution](#) lets you easily manage customer conversations across channels like Telegram, WhatsApp, WeChat, and more.



Social platforms used to access digital news

Percentage of **worldwide*** survey respondents who say that they use each social media platform to access news content

Facebook



44%

Female 45% Male 42%

YouTube



30%

Female 27% Male 33%

WhatsApp



22%

Female 22% Male 22%

Instagram



17%

Female 19% Male 15%

Twitter



13%

Female 10% Male 15%

FB Messenger



11%

Female 12% Male 11%

TikTok



7%

Female 7% Male 7%

Telegram



6%

Female 5% Male 7%

LinkedIn



4%

Female 4% Male 5%

Snapchat



3%

Female 3% Male 2%

Line



3%

Female 3% Male 3%

Viber



2%

Female 2% Male 2%

Source: Reuters Institute 2022 Digital News Report. Visit [DigitalNewsReport.org](https://www.digitalnewsreport.org) to read the complete report. **Notes:** figures represent the findings of an online survey of over 93,000 people aged 18 and above in 46 countries around the world who have consumed news content in the past month. (*) based on data for available countries only. Note that the survey does **not** include respondents in mainland China or Russia. **Comparability:** figures represent basic averages (means) across worldwide survey respondents, and have not been weighted by the size of the population or by the number of internet users in each country.



Social beats out traditional news sources

Turns out, social media isn't just for memes and dance videos. (Who knew? Us. We knew.)

Unsurprisingly, 82% of people now get their news via online channels. Perhaps a little more surprisingly: **people are 2.5x more likely to go to social media for news than physical newspapers and magazines.**

When it comes to news on social (for better or worse), Facebook reigns supreme. YouTube and WhatsApp hold the second and third places, respectively.

TikTok clocks in higher on the board than you might expect, with 7% of respondents saying they use it for news, and Twitter sits lower than its reputation might suggest: only 13% get their headline fix there.¹⁰



What to do



Spread the news (if it makes sense)

People are reading the news on social at a rapid pace, and that's an opportunity for brands.

Answer the eternal question of social marketing (what the hell to post?) and fill out your content calendar—all in one shot—by **curating relevant news**.

But you don't have to stop at sharing links, you can also **create your own commentary and thought leadership on trending topics**—so long as it makes sense for your brand to wade into the discussion. For more on that, see Trend No. 2 in our [2021 Social Trends report](#) (we've been recommending this best practice for awhile now).

Dedicate a regular slot in your social cal to sharing relevant industry news articles, especially on platforms like Facebook where people are most tempted to click those links. Then pay attention to your analytics to see if it's resonating with your audience.



Web traffic referrals from social media

Share of web traffic arriving on third-party websites via clicks or taps on links published in social media platforms (any device)

Facebook



75.27%

year-on-year change
+5.2% (+374 BPS)

Twitter



7.50%

year-on-year change
-25.1% (-251 BPS)

Instagram



6.11%

year-on-year change
+42.8% (+183 BPS)

Pinterest



5.38%

year-on-year change
-26.4% (-193 BPS)

YouTube



4.37%

year-on-year change
-12.8% (-64 BPS)

Reddit



0.77%

year-on-year change
+51.0% (+26 BPS)

Tumblr



0.21%

year-on-year change
-76.4% (-68 BPS)

LinkedIn



0.20%

year-on-year change
-33.3% (-10 BPS)

Vkontakte



0.11%

year-on-year change
(UNCHANGED)

Other



0.08%

year-on-year change
+60.0% (+3 BPS)

Source: StatCounter. **Notes:** Share does **not** include traffic from messenger platforms. Data are only available for a selection of platforms, and percentages reflect share of available platforms only. Figures represent the number of web page referrals originating from each service as a percentage of total web page referrals originating from the available selection of social media platforms on any device in June 2022. Percentage change values represent relative year-on-year change (i.e. an increase of 20% from a starting value of 50% would equal 60%, not 70%). "BPS" values represent basis points, and indicate the absolute change. Figures may not sum to 100% due to rounding.



Facebook drives TONS of web traffic

Social isn't just for raising brand awareness. For many organizations, the money, time, and energy dumped into social marketing is a strategic attempt to get past, present, and future customers to your website where you can convert them—whether via lead capture or purchase.

Some platforms are better at getting people to your site than others, and the biggest ticket one of all is Facebook.

The granddaddy of social networks drives **75.27% of all website traffic generated by social**.

Why? It's probably because links are currency on the platform. In fact, **52.7% of Facebook page posts are link posts**—far and away the most common type of post on the channel.¹¹



What to do



Choose social platforms that fit your goals

You've heard us say it before, and this certainly won't be the last time: **You've got to pick your channels based on your social media goals.**

If the point of your social marketing is to drive web traffic, then you need to post on platforms that make it easy for people to get from your social post to your website—and, critically, ones where that's the kind of content they *want* to see.

That's a place where Facebook is a smart choice. Unlike Instagram feed posts, which don't allow direct linking, Facebook posts do.

Make sure your social calendar includes sharing links pushing to your website so you can drive the kinds of actions your boss' boss' boss likes to see.





**Looking for
more data?**

[Read the Full Report](#)

Transform this data into actionable results

Here's how Hootsuite can help:

Manage all of your social in one place

Plan, schedule, and publish all your social posts across every major social network from one simple dashboard.

Make sense of the chatter

Use innovative social listening tools to see what people are saying about your brand so you can join the right conversations.

Get savvy with sales

Turn followers into loyal customers by making it easier to discover, research, and purchase your products on social.

[Request a Demo](#)



Thank you