



# The Scale of Social Media in 2025–26

A data-driven look at global platform audiences — and why consistent posting is your biggest competitive advantage.

# The Big Four: Where the Audience Lives

**3.1B**

**Facebook**

MAU in 2025–26. Added ~300–400M since 2020; growth still positive.

**2.9B**

**YouTube**

Users in 2024. Second-largest platform; steady multi-year growth.

**2.14B**

**Instagram**

MAU in Q1 2026. Up ~700M+ since 2021, growing ~6% year-over-year.

**1.6B**

**TikTok**

MAU in 2024. On track for 2B before 2030; tripled in 5 years.

# Short-Form Video: The Fastest-Growing Format

## TikTok's Explosion

From ~133M users in 2018 to 1.6B in 2024 — over **10× growth in 6 years**. User base roughly tripled in the last 5 years alone.

## Instagram's Momentum

Grew from ~1.4B to **2.14B MAU** — adding 700M+ users. Still expanding strongly in emerging markets at ~6% YoY.

## The Implication

Short-form video audiences are **massive and still growing**. Brands not posting consistently are invisible to billions of daily scrollers.



# Professional, Search & Discovery Platforms



## LinkedIn — 1.2B Members

Projected 1.3B by end of 2026. Added several hundred million members over 5 years; professional adoption rising globally.

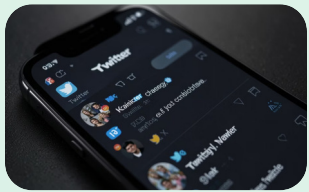
## Google Business Profile — 1B+ Users

Google Maps DAU grew ~6% YoY in 2025–26. Business profile exposure expands as search and maps usage grow.

## Pinterest — 537M MAU

Up from ~416M in 2020 — roughly 30% growth over 5–6 years, with re-acceleration after a flat 2023.

# Text-Based & Community Platforms



## X (Twitter) — 570M MAU

259M DAU by 2025–26. Daily users grew **56% in 5 years** (166M → 259M), though growth is uneven.



## Reddit — 116M DAU

444M weekly active users in 2026. DAU grew **19.3% YoY** and roughly doubled over 5 years as Reddit went mainstream.



## Tumblr — 135M MAU

Stabilized and modestly growing. Returned to **100M+ MAU** in the last 5 years with renewed interest from younger users.

# Emerging & Decentralized Platforms

## Bluesky

≈**40M registered users** by late 2025 — grew from ~10M (Sept 2024) to 40.2M (Nov 2025), a **302% surge in just over a year**. 1.5–3M DAU in early 2026.

## Mastodon

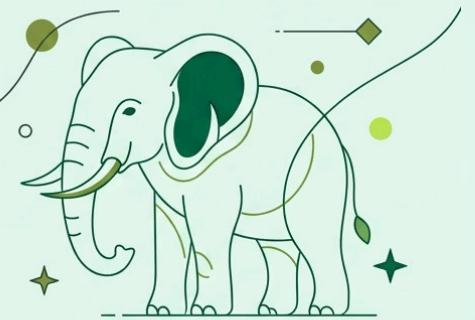
Spiked to ~2.5M MAU during the 2022–23 Twitter exodus. Grew from niche (hundreds of thousands) to low-single-digit millions; surges tied to X/Twitter controversies.

## BLUESKY



**40M USERS (1 YR),  
302% GROWTH,  
1.5-3M DAU  
(DAILY),  
NOW OPEN  
(FROM INVITE)**

## MASTODON



**2.5M MAU PEAK,  
NICHE MARKET,  
LOW-SINGLE-DIGIT  
MILLIONS,  
GROWTH TIES  
TO X ISSUES**

# The Case for Consistent Posting



## Billions of Daily Eyes

Top platforms alone reach **over 10 billion combined MAU**. Your audience is active every single day.



## Platforms Are Still Growing

TikTok tripled in 5 years. Reddit doubled its DAU. Instagram added 700M+ users. **New audiences arrive constantly.**



## Consistency = Visibility

With hundreds of millions of daily active users per platform, **irregular posting means invisibility** in a crowded feed.

