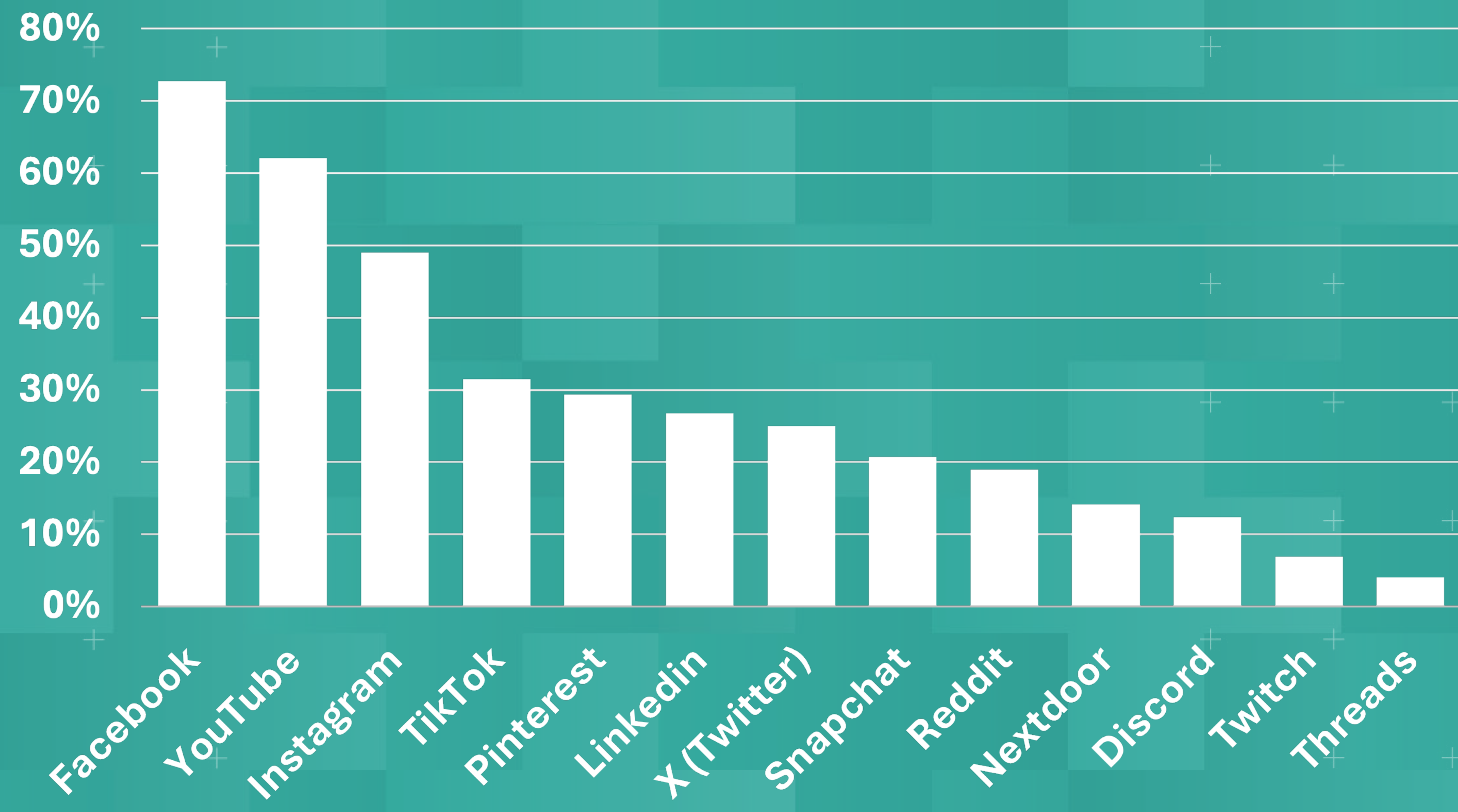


Social Snapshot 2025

Facebook remains the ruler of reach.

Membership Reach



short-form video ads in contextually relevant content



viral or organic video ad content



Best for Video

product discovery through imagery and lifestyle video content

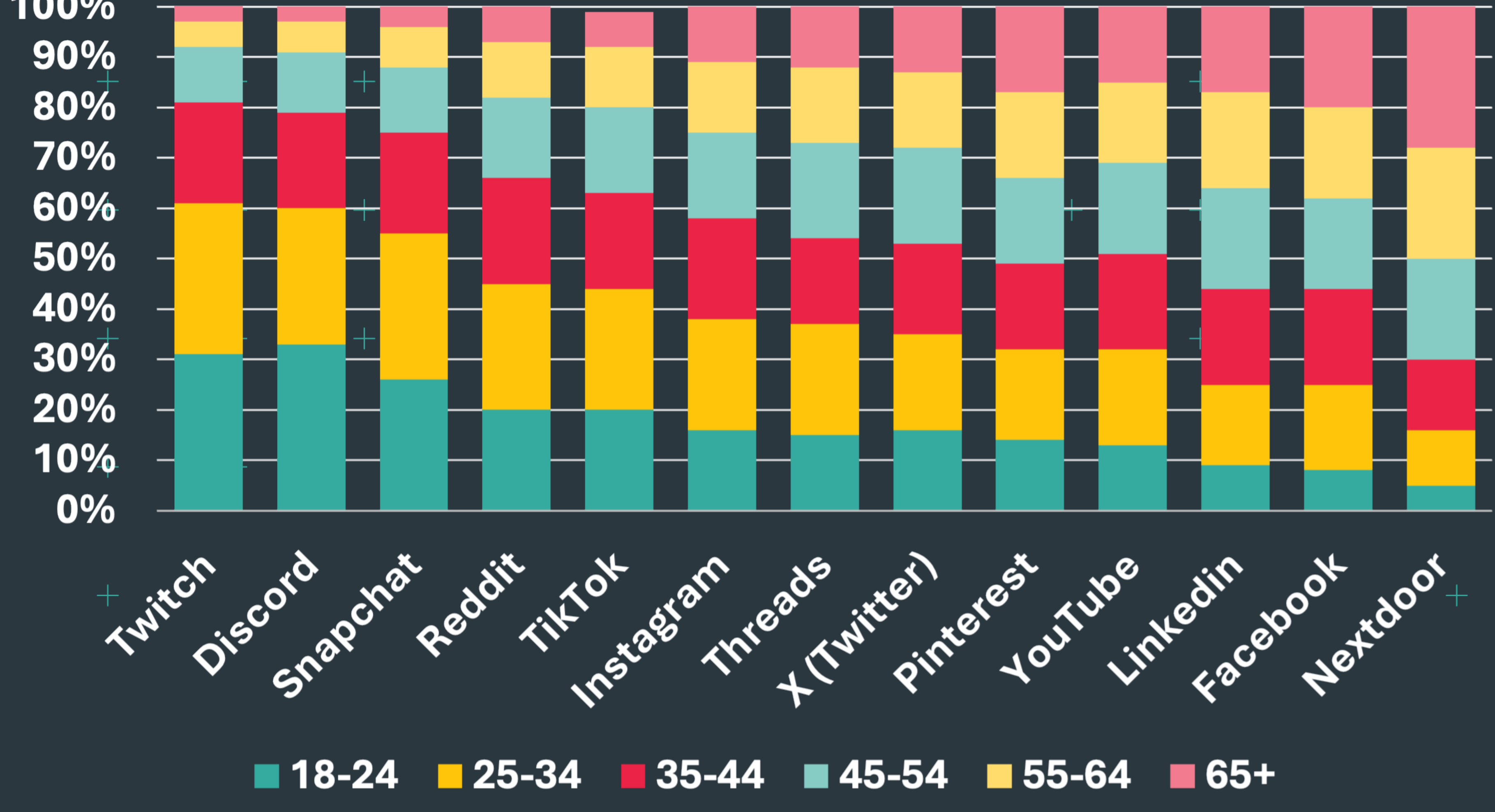


retargeting ads or conversion driving efforts to custom audiences



Twitch is the fountain of youth.

Social Networks by Age



Live Streaming & Esports



Long-Form Content & Game Reviews



Best for Gamers

Community Building & Group Chats



Discord

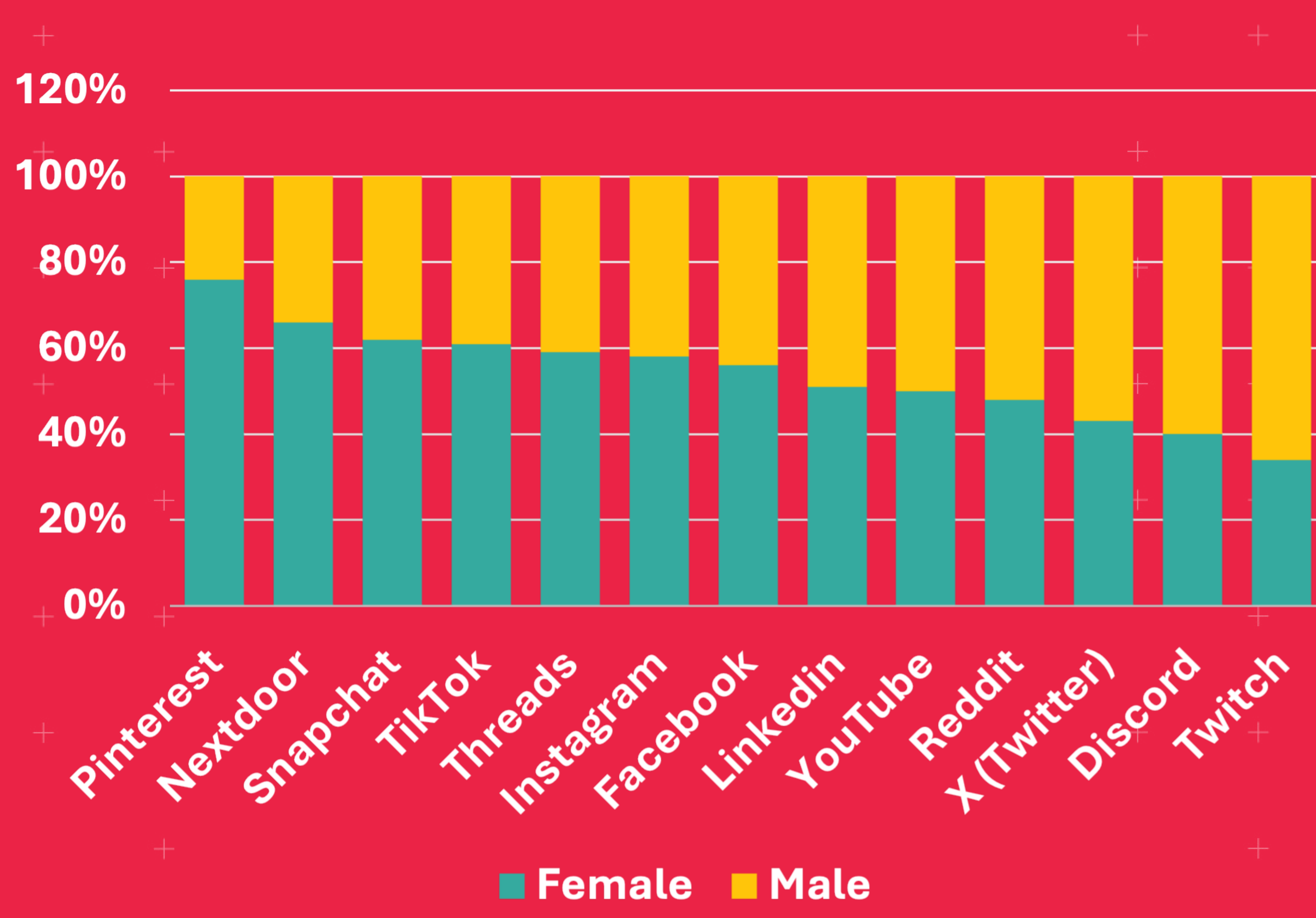
In-Depth Gaming Discussions & News



Reddit

A social mixer, social media is not.

Gender Distribution



bold, fast-paced, trend focused messaging and alignment



lifestyle content & Instagram integrated



Best Twitter Alternatives

tech-forward brand awareness & early user advocacy



thought leadership and values focused messaging

