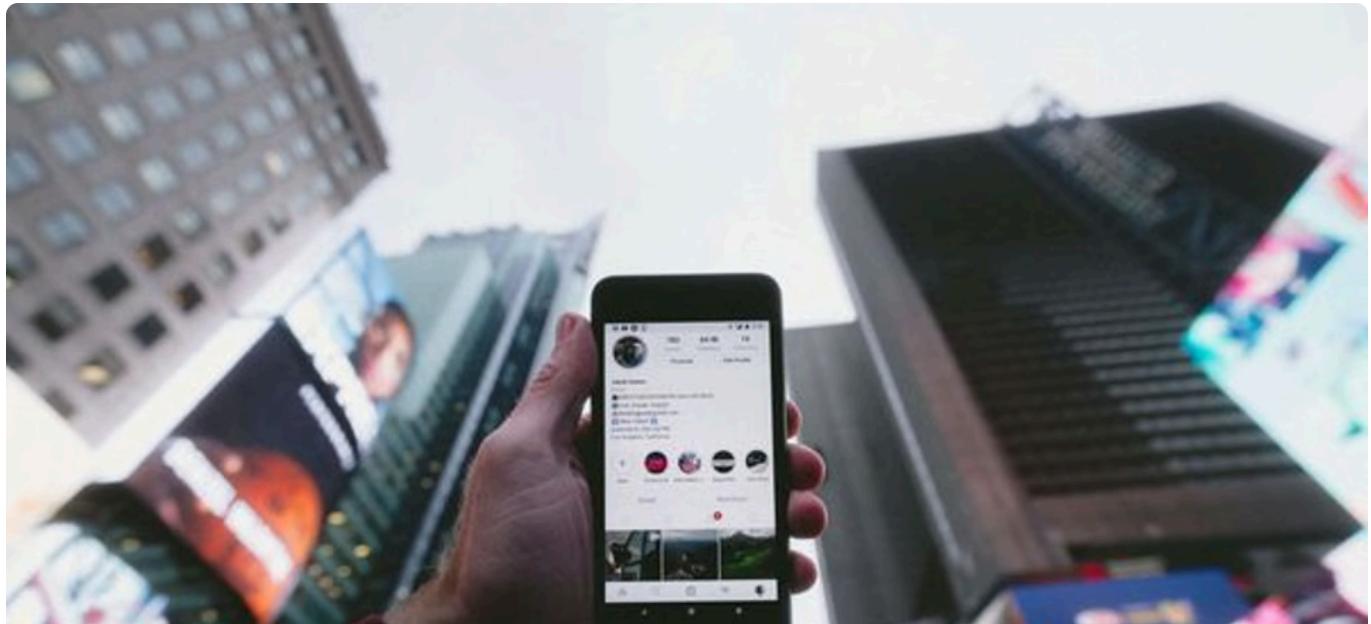


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23 Top Social Media Sites to Consider for Your Brand in 2024

Apr 24, 2024



Tamilore Oladipo
Content Writer @ Buffer

 14 min read

On this page

[The top 23 social media apps and platforms for 2024](#)

1. Facebook — 3.05 billion MAUs
2. WhatsApp — 2.78 billion MAUs
3. YouTube — 2.49 billion MAUs
4. Instagram — 2.04 billion MAUs
5. WeChat — 1.32 billion MAUs
6. TikTok — 1.22 billion MAUs
7. Telegram — 800 million MAUs
8. Snapchat — 750 million MAUs
9. Kuaishou — 673 million MAUs
10. Sina Weibo — 599 million MAUs
11. QQ — 571 million MAUs
12. QQ — 558 million MAUs
13. X (formerly Twitter) — 550 million MAUs
14. Pinterest — 465 million MAUs
15. Reddit — 430 million MAUs
16. LinkedIn — 424 million MAUs
17. Quora — 300 million MAUs

18. Discord — 154 million MAUs
19. Twitch — 140 million MAUs
20. Tumblr — 135 million MAUs
21. Threads by Instagram — 100 million
22. Mastodon — 1.7 million MAUs
23. Bluesky — MAU unknown

Be selective with your social media presence

Of course, it isn't only about the total number of users on the most popular social media apps out there. It's also whether the social networking site is a right fit for your business. Is the platform's user base aligned with your brand image? Is your target audience using the platform? Can you manage the platforms [can you manage at once?](#)

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To make things easier, we researched and compiled information about the top social media sites in 2024. Some will be familiar to you, while others might sound new. We recommend reading through this list to learn more about the social media apps that might be great for your brand. And remember, [you don't have to be on every social media site](#) to have a successful brand.

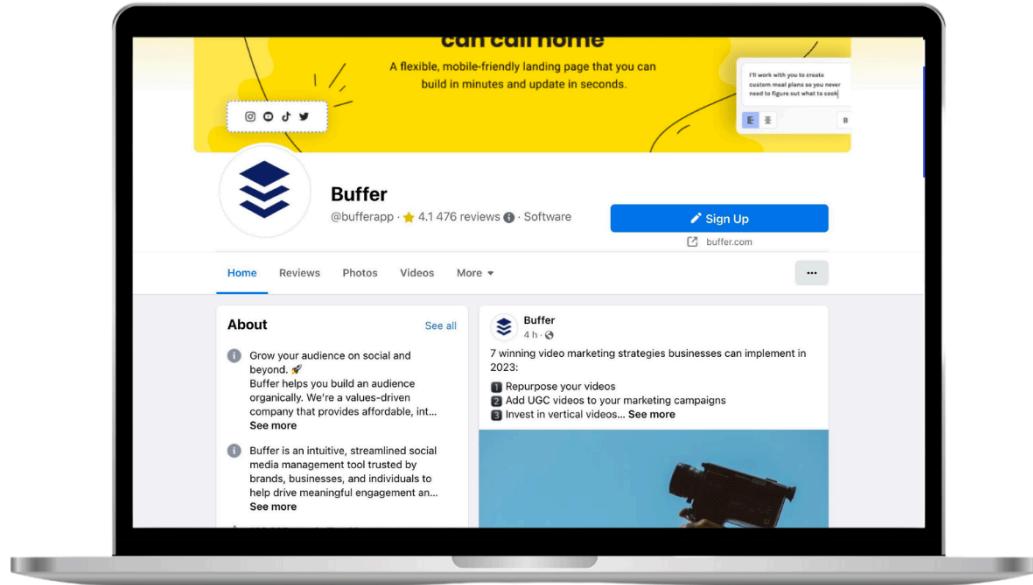
The top 23 social media apps and platforms for 2024

This list is ranked by the latest data on monthly active users (MAUs)*. While it's useful to see the sheer volume of users each site has, it doesn't necessarily mean the one with the biggest user base is the best for your

brand. If your target audience is not active there, the platform isn't worth the time and effort it will take to manage it.

Start your social media marketing strategy by pinpointing where your ideal customers are active, to get the best return on investment (ROI) for your business.

1. Facebook – 3.05 billion MAUs



[Facebook](#) is the largest social networking site, with over 3 billion people using it monthly, according to [Statista](#). This means roughly [37 percent](#) of the world's population are Facebook users. Facebook's direct messaging spin-off app, Facebook Messenger, boasts 931 million monthly active users.

More than [200 million businesses](#) (mostly small businesses) use Facebook tools, and [more than seven million advertisers](#) actively promote

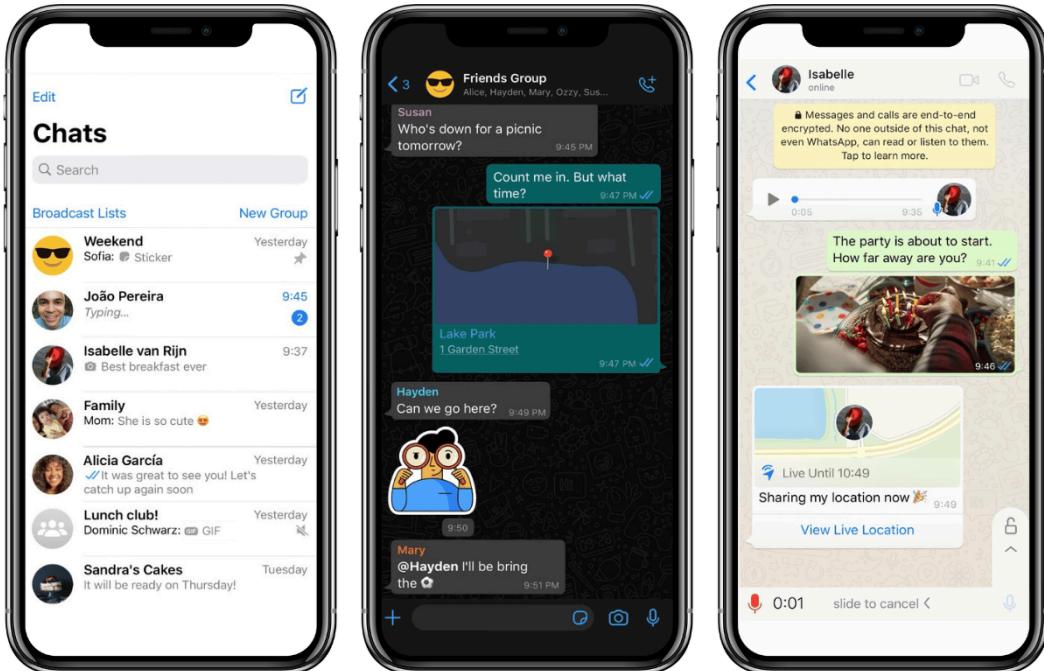
their business on Facebook, which makes it a pretty safe bet if you want to have a presence on social media. [Facebook Groups](#), along with the platform's powerful advertising tool, [Facebook Ads Manager](#), also make it easier to reach more people and [grow your following on Facebook](#).

It's easy to [get started on Facebook](#) because almost all content formats work great on Facebook — text, [images](#), video content ([Facebook Reels](#)), and [Stories](#). But the [Facebook algorithm](#) prioritizes content that sparks conversations and meaningful interactions between people, especially those from family and friends.



Here's the [best time to post on Facebook](#) for maximum engagement, according to our analysis of more than 1 million Facebook posts.

2. WhatsApp – 2.78 billion MAUs



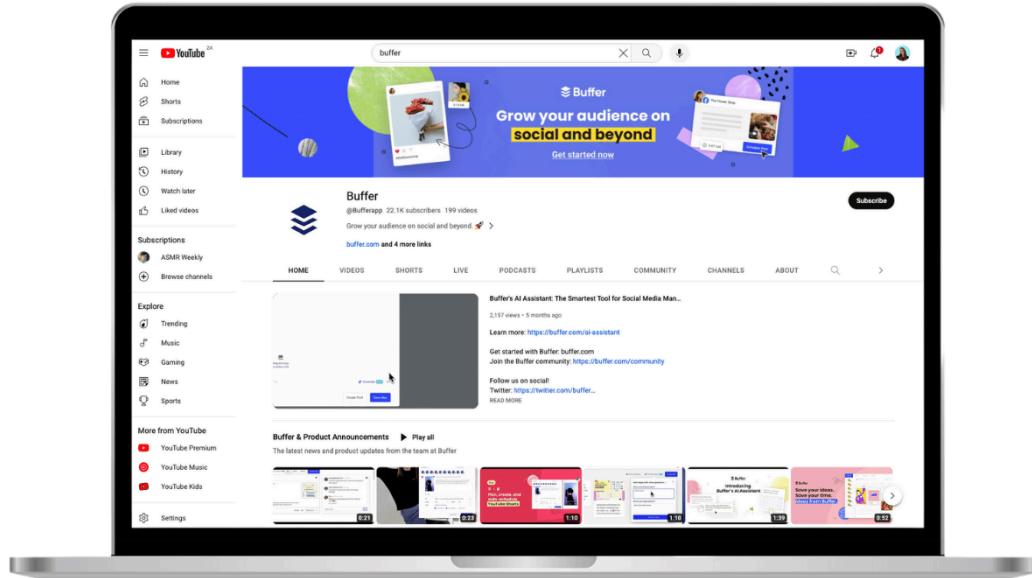
[WhatsApp](#) is a messaging app used by people in over [180 countries](#), boasting an estimated 2.78 active users, according to [Statista](#).

Initially, people originally used WhatsApp to send text messages to their family and friends, but the launch of WhatsApp Business in 2018 has seen the messaging platform become a popular choice for brands. [WhatsApp Business reported](#) having over 200 million monthly active users in June 2023.

WhatsApp's business platform allows businesses to provide customer support and share updates with customers about their purchases. For [small businesses](#), there's the [WhatsApp Business app](#), while enterprise businesses can use the [WhatsApp Business API](#).

As the most widely used messaging platform, WhatsApp can be a great customer service channel for your business.

3. YouTube – 2.49 billion MAUs



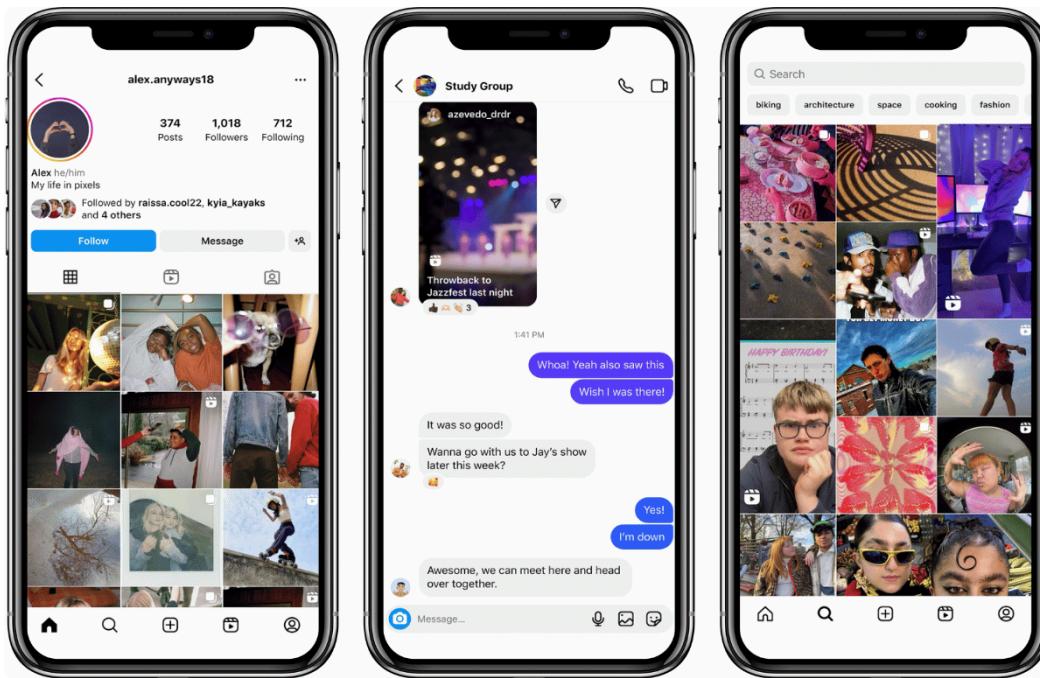
[YouTube](#) is a video-sharing platform where [users watch a billion hours of videos daily](#). Besides being the second largest social media app, YouTube is often called the second largest search engine after Google, its parent company.

So, if you use [video](#) to promote your business, then you definitely need to add YouTube to your marketing strategy. To get started, here's how to [create a YouTube channel](#) for your brand.

To help your videos get discovered by more people, we recommend reading up on [YouTube SEO](#) and the [YouTube algorithm](#).

⚡ Here's the [best time to post on YouTube](#) for optimizing views, according to our analysis of more than 1 million YouTube videos.

4. Instagram – 2.04 billion MAUs



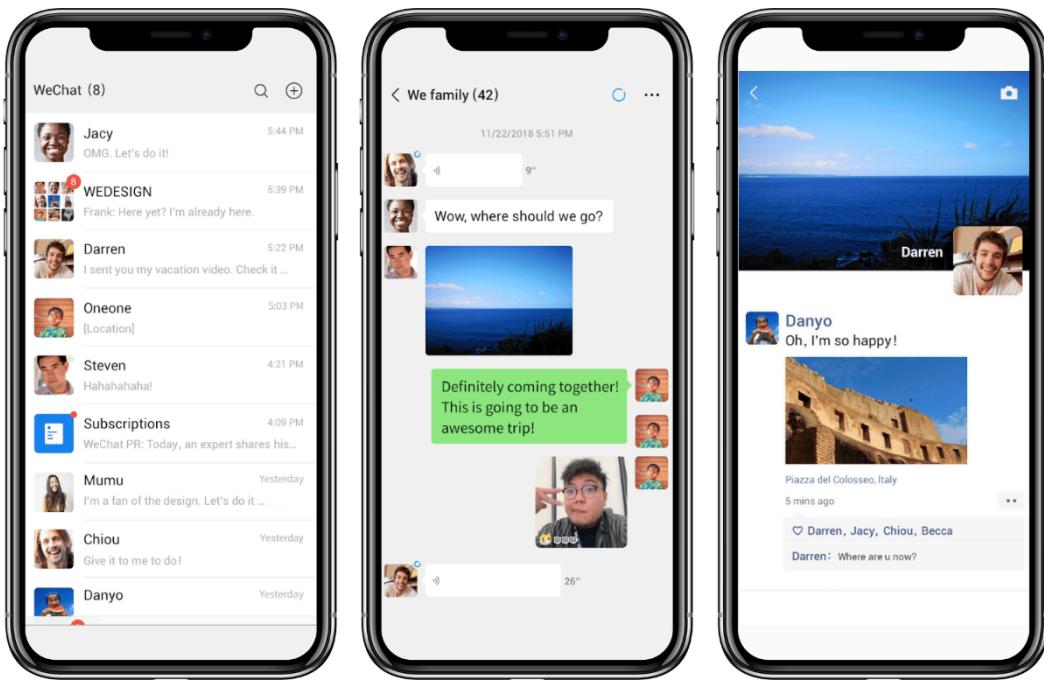
As a visual social networking platform, [Instagram](#) is the place for showcasing your products or services with photos or videos. On the app, you can share a wide range of content, such as photos, videos, [Stories](#), [Reels](#), and [live videos](#).

As a brand, you can create an Instagram business profile, which provides rich analytics of your profile and posts and the ability to [schedule Instagram posts](#) using third-party tools. It's also a great place to get [user-generated content](#) from your audience because users frequently share content and tag brands.

As is the case with Facebook, the [Instagram algorithm](#) prioritizes engagement above all else. Check out this guide to help you [grow your following on Instagram](#), whether you're a seasoned creator or just starting out.

⚡ Here's the [best time to post on Instagram](#) for optimizing engagement. We analyzed more than 5 million Instagram posts to find the times most likely to get likes, comments, shares, and more.

5. WeChat – 1.32 billion MAUs



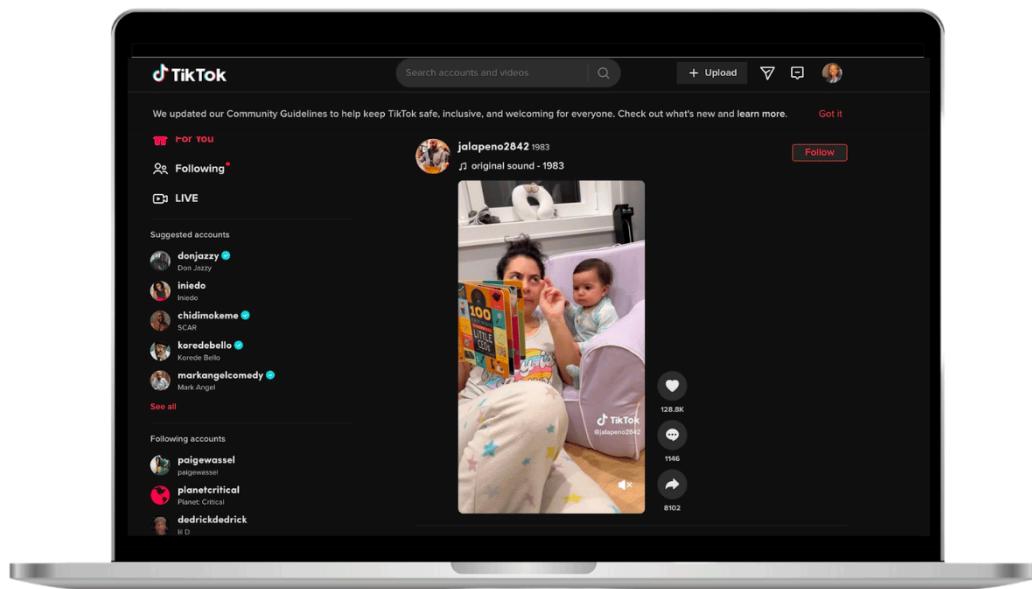
WeChat was released in 2011 by [Tencent](#), one of China's biggest tech companies. With over [1.32 billion monthly users](#), 80 percent of China's total population is active on the app.

Like WhatsApp and Messenger, WeChat was originally a messaging app, but it's evolved into an all-in-one platform. Besides messaging and calling, users can shop online, pay bills, buy groceries, transfer money, make reservations, book taxis, and more.

WeChat is the most popular social media app in China and other parts of Asia. So if you want to boost your brand in China (where popular social networks like Facebook and X are banned), WeChat is a good alternative. You can run ads on the official WeChat account or on WeChat Moments.

There are also many WeChat-based influencers who can help your brand reach millions of Chinese consumers.

6. TikTok – 1.22 billion MAUs



[TikTok](#) (known as Douyin in China) is a short-form video-sharing app. Despite only launching in 2017, it's one of the fastest-growing apps in the world and recently overtook Google as the [most visited](#) internet site.

TikTok allows users to create and share videos between 15 seconds and 10 minutes long, and the app has a vast catalog of sound effects, music snippets, and filters to enhance the videos and make them more appealing.

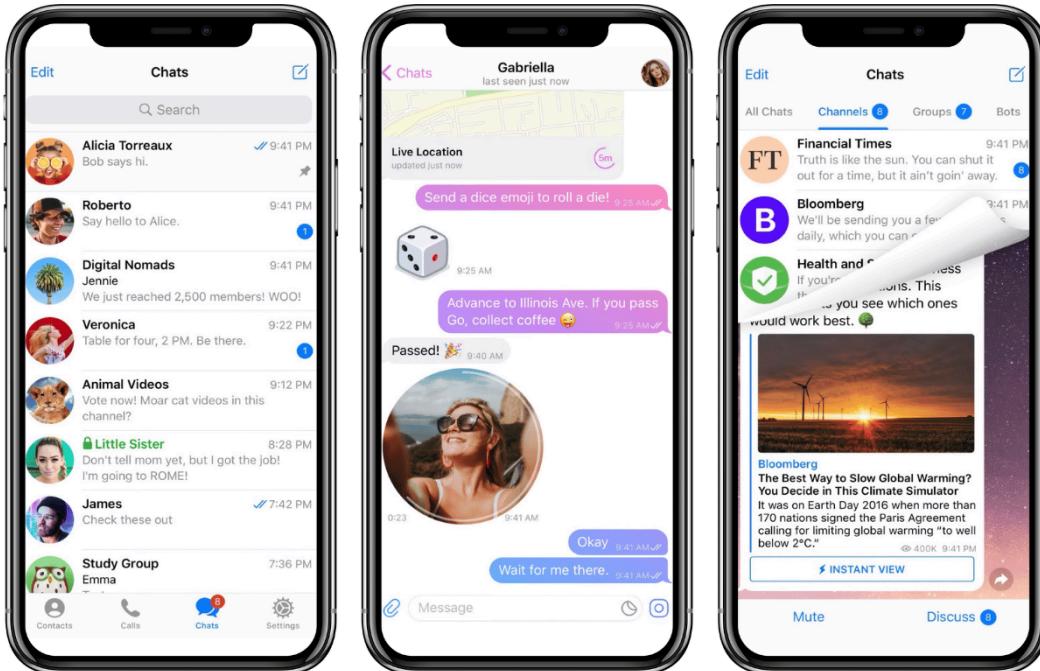
You can find videos relating to almost all interests, ranging from lip-syncs, dancing, and challenges to DIY tricks and make-up tutorials. About [47.4 percent of TikTok users](#) in the U.S. are aged 10-29. So if your target

demographic is young, then TikTok is a great social media platform for your business to be on.

The [TikTok algorithm](#) prioritizes engagement, as well as video watch time — so it's important to hook viewers in from the first few seconds of your video. Here's our guide to [getting more followers on TikTok](#).

⚡ You guessed it — we analyzed millions of videos to uncover the [best time to post on TikTok](#) to optimize views, too.

7. Telegram – 800 million MAUs

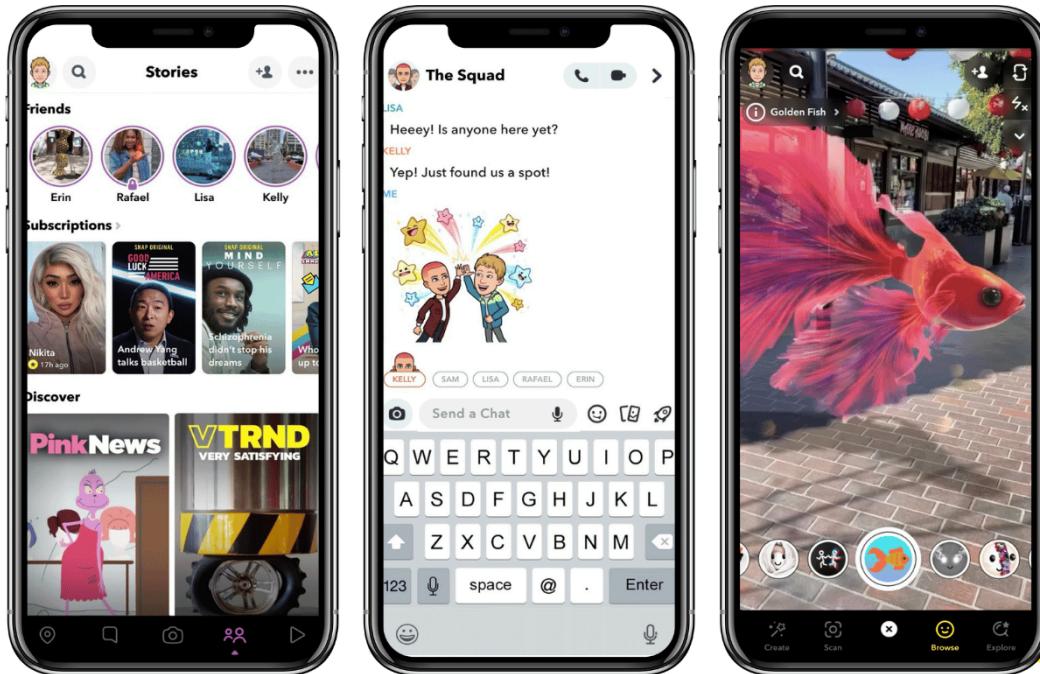


[Telegram](#) is a free messaging app that works across multiple devices with no limits on media sizes.

Telegram's distinctive feature is its end-to-end encryption for all activities, including chats, groups, and media shared between participants. Its focus on security has drawn more customers over the years, especially when WhatsApp announced [changes to its privacy policy](#) that would allow it to share information with parent company Meta.

There are several ways brands can make use of Telegram, besides providing one-on-one customer support. For example, brands can create chatbots for the Telegram platform or make use of Telegram's channel feature to broadcast messages to up to 200,000 people.

8. Snapchat – 750 million MAUs



[Snapchat](#) focuses on photos and short videos (known as snaps) shared between friends. It made the [vertical video format](#) popular, which

eventually proliferated on other visual social media apps like Instagram and TikTok.

But the rise of Instagram Stories, specifically, seems to have hindered Snapchat's growth and marketers' interest in using Snapchat for their brands in general.

Nevertheless, [69% of U.S. teens](#) say they use Snapchat. So if your target audience is mostly teenagers, you should consider using the app. If you're not familiar with Snapchat, check out [our beginner's guide to Snapchat](#). Or if you're undecided between Snapchat and Instagram, we wrote a little [comparison of Snapchat and Instagram](#) for brands.

9. Kuaishou – 673 million MAUs



[Kuaishou](#) is a Chinese rival to Douyin or TikTok. Like its competitors, Kuaishou allows users to overlay text and stickers to images or videos and

add sound bites. Users can also [live stream content](#) to their followers on the platform or record longer videos.

Compared to TikTok, Kuaishou is more popular with an older audience, especially in rural parts of China. The app also relies more on [e-commerce revenue](#) than on advertising revenue.

10. Sina Weibo – 599 million MAUs

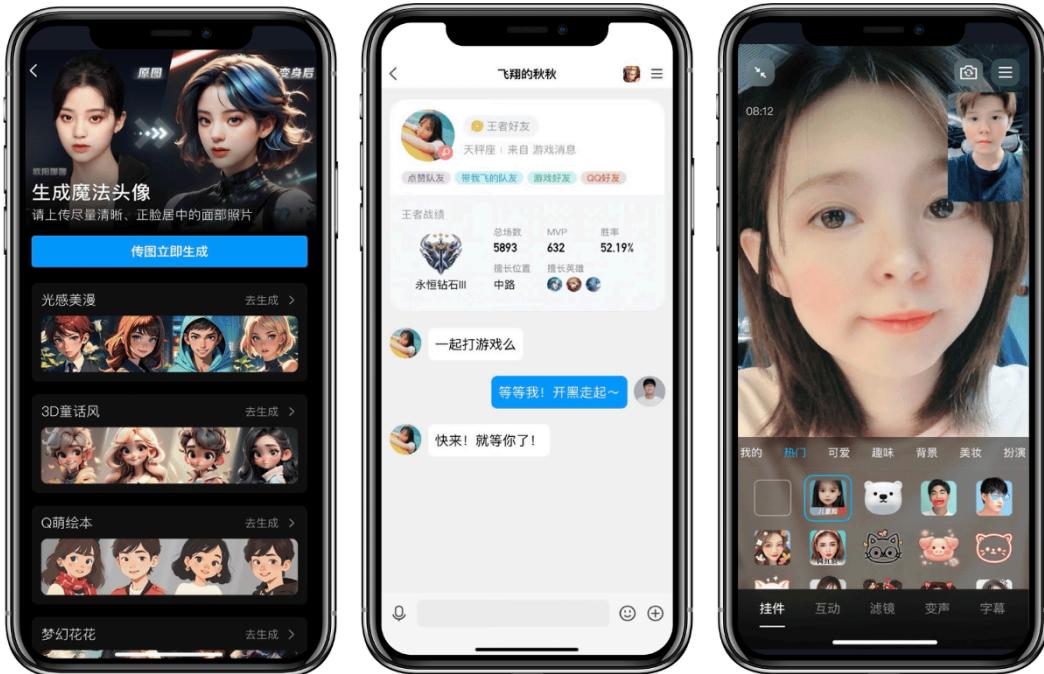


["Weibo"](#) (微博) means "micro-blog" in Chinese. Launched by the Chinese technology company Sina Corporation in 2009, Sina Weibo, or simply Weibo, is, a microblogging platform that compares to Twitter and Instagram.

Through Weibo, users can post images, videos, and stories, see trending topics, use hashtags in posts, and use the platform for instant messaging.

In comparison to WeChat, Sina Weibo has a [younger demographic](#), and it offers more informational and trending content. In fact, The New York Times said [Weibo is the place to be](#) if you “want to go viral” in China. Weibo also allows businesses to set up official and verified accounts to communicate with their followers and to use paid advertising.

11. QQ – 571 million MAUs



[QQ](#) was released in China in 1999 by [Tencent](#). Prior to the launch of WeChat, QQ was the number one Chinese messaging app. Besides its instant messaging features, QQ also enables users to decorate their avatars, watch movies, play online games, stream music, shop online, blog, and make payments.

While WeChat has become the market leader in China, QQ is still popular with younger social media users. It's also used in 80 countries and is available in many other languages. One of the upsides of QQ is you don't

need a phone number to sign up. This attracts young people who don't have mobile devices but use the desktop version.

However, the largest audience for QQ is in the workforce. QQ's desktop messenger is popular for its ease of use and ability to transfer files greater than 25 MB, which WeChat doesn't allow.

12. QQ – 558 million MAUs



[QQ or Qzone](#) is another China-based app from [Tencent](#) that mixes social networking and blogging. Users can upload multimedia, keep diaries, write blogs, play games, and stream music with the social media app.

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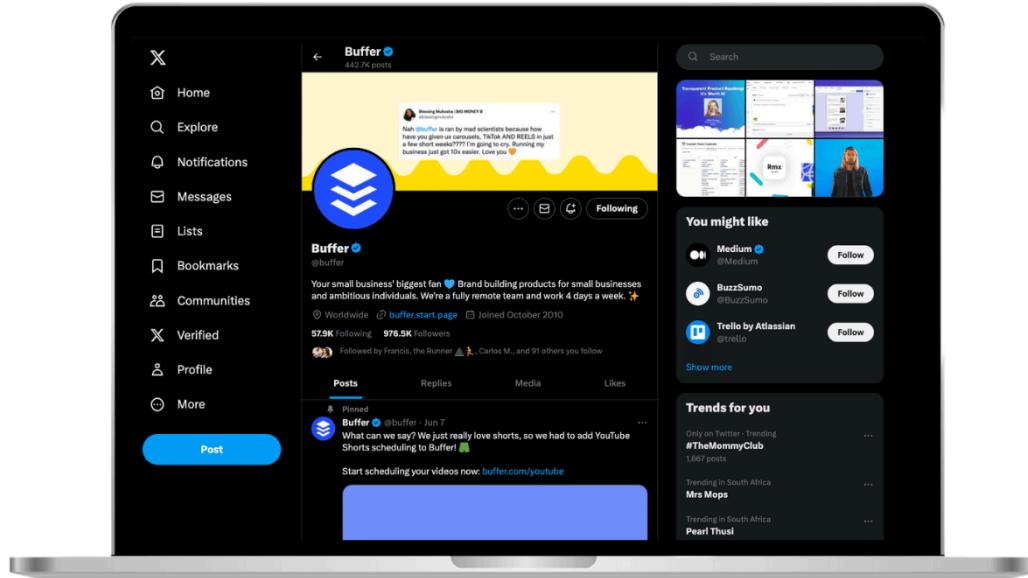
Buffer is the all-you-need social media toolkit that lets you focus on doing what you love for your business.

Get started for free now

Like Facebook, users can also connect with friends, see a feed of updates, comment, share or react to posts, and update cover or profile photos.

It's worth noting that the platform's user numbers are going in the opposite direction to the others on this list. QQ's MAUs have been in decline in recent months, [dropping](#) from around 574 million in 2022 to 558 million in 2023.

13. X (formerly Twitter) — 550 million MAUs



X's monthly active user numbers have been reported as anywhere between [335 million to 666 million](#). In a September 2023 interview, X CEO [Linda Yaccarino shared](#) that the company currently had 550 million MAUs, so we've gone with that value.

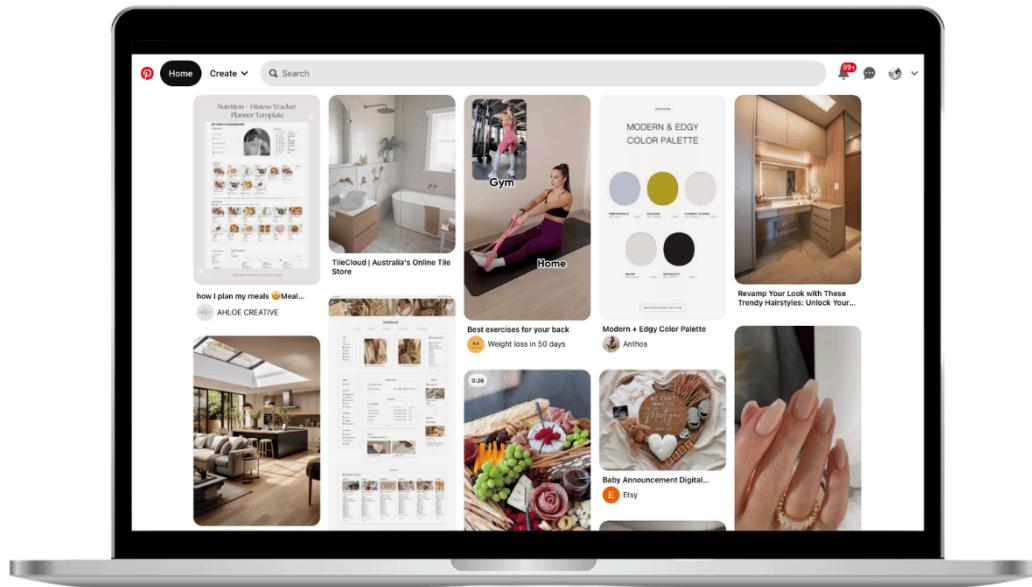
The platform once known as Twitter invites an audience that loves to post news, entertainment, sports, politics, and more. What makes it different from most other social networking sites is it strongly emphasizes real-time information — things happening and trending right now — in just 280 characters (140 for Japanese, Korean, and Chinese).

Many brands use Twitter as an alternate customer service channel. According to [advertisers on Twitter](#), more than 80 percent of social customer service requests happen on Twitter. And Salesforce calls Twitter the "[New 1-800 Number for Customer Service](#)."

If you're new to the platform, here's a look at how the [X/Twitter algorithm](#) works, plus how to [grow your following on Twitter](#).

⚡ Here's the [best time to post on Twitter/X](#) for maximum engagement, according to our analysis.

14. Pinterest – 465 million MAUs

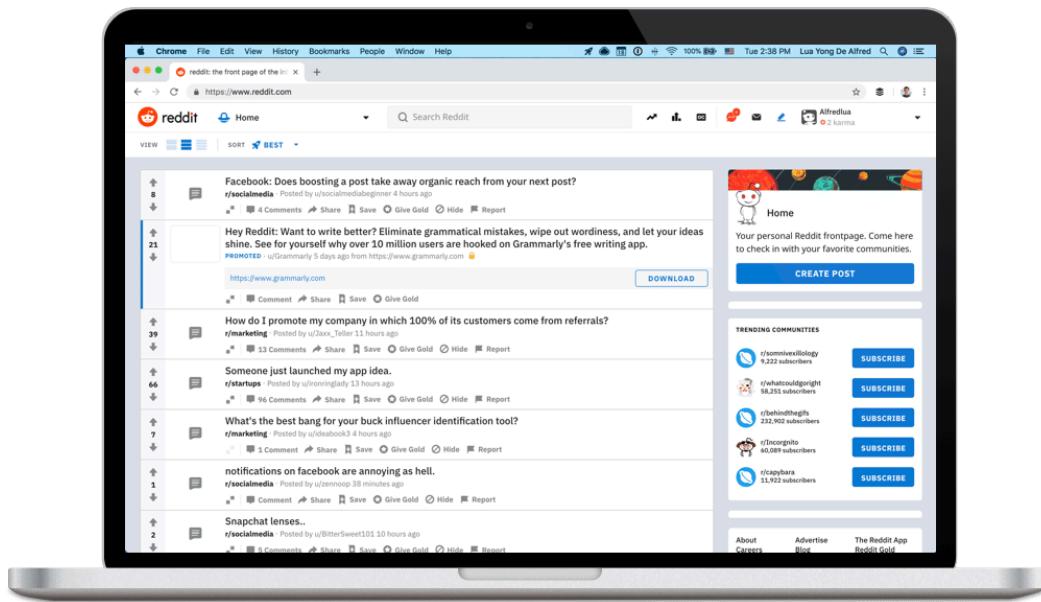


[Pinterest](#) is a one-stop shop for inspiration and discovering new products and ideas. On Pinterest, users "pin" photos that link to websites, product pages, blog posts, and other content across the internet. It's a great platform for driving traffic to your website, and Pinterest's user base are [seven times more likely to purchase](#) products they've pinned.

Popular topics and themes on the social platform include fashion, beauty, home, garden, and DIY. If you're a business or creator in one of these niches, it's a no brainer to share your content on the platform.

Here's [how to use Pinterest](#) if you're just starting out, along with [20 ways to get followers on Pinterest](#) if you're just starting out.

15. Reddit – 430 million MAUs



With roughly 1.7 billion visits in April 2023, [Reddit](#) has been called the "front page of the internet," thanks to its mix of current events, celebrity "ask me anything" (AMA) events, and in-depth discussions of niche topics.

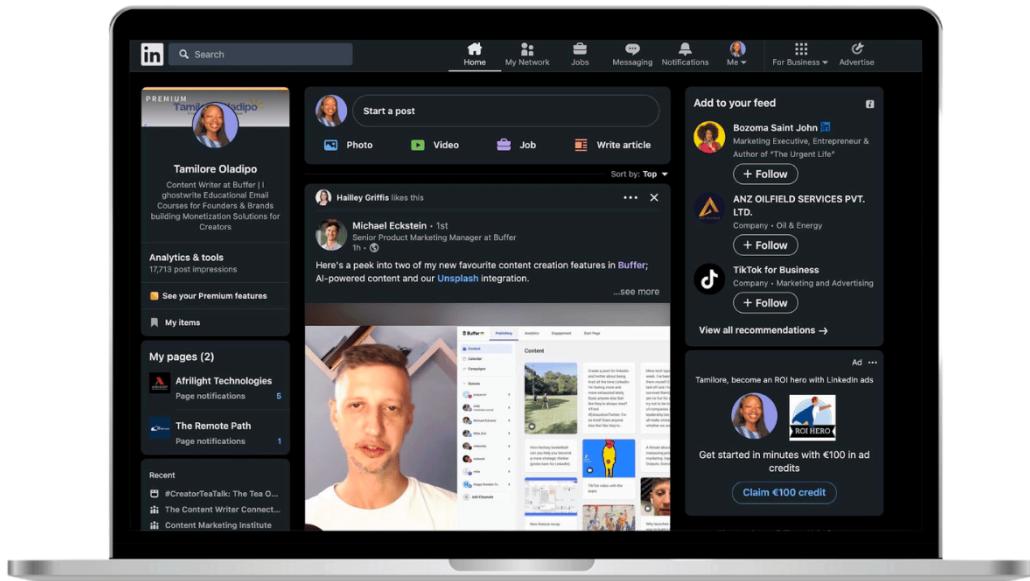
There are subreddits (i.e., dedicated forums) for pretty much anything under the sun. Subreddits, however, have different levels of engagement, so it's great to research to see if there are popular subreddits your brand can be part of. For example, if your business is a beauty brand, you could join [r/beauty](#).

Be aware, though, most subreddits do not allow self-promotion. The aim is to engage with members in the respective subreddits by asking and

answering questions, sharing tips and resources, and participating in discussions.

Besides submitting your content to Reddit and participating in discussions, you can also [find content ideas](#) and [advertise](#).

16. LinkedIn – 424 million MAUs



At roughly [424 million monthly active users](#), LinkedIn has evolved from a simple job search engine and resume site into a professional networking platform where industry experts share content, network, and build their personal brand.

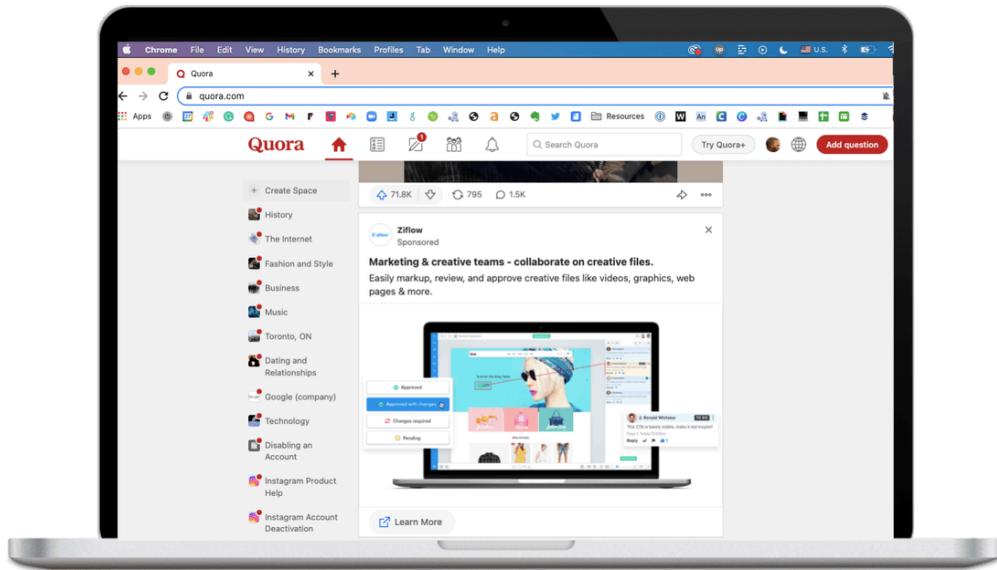
It has also become a place for businesses to establish [thought leadership](#) and attract customers and top talent, as well as a place for creators to [build personal brands](#) in their industries.

Here's a guide to [LinkedIn's algorithm](#) to help you [get more followers on LinkedIn](#), whether you're a business or a creator.



Here's the [best time to post on LinkedIn](#) for maximum engagement, according to our analysis of more than 1 million posts on the platform.

17. Quora – 300 million MAUs

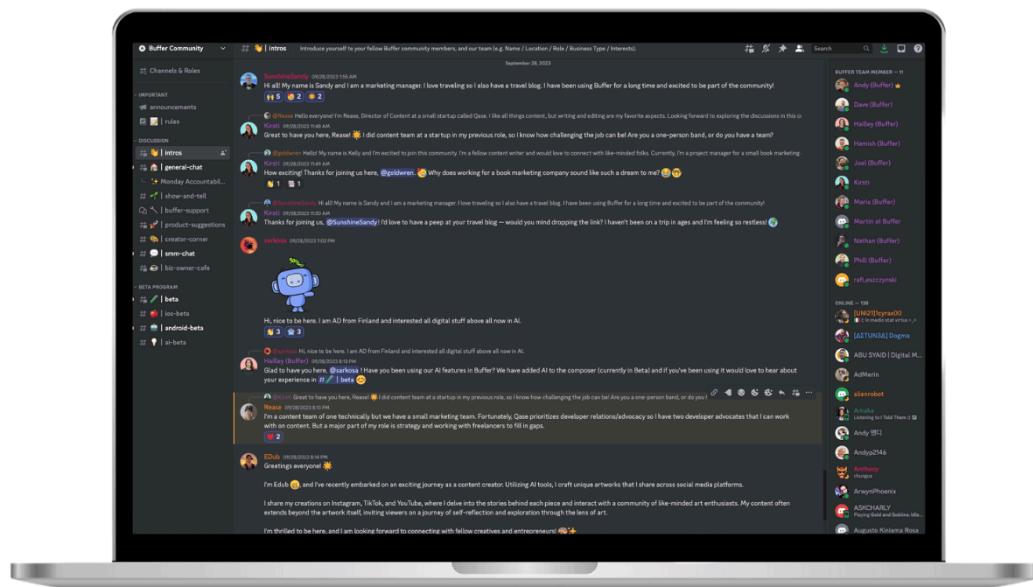


[Quora](#) is a community-based Q&A website and app where people can find information on a wide variety of topics. Questions and answers are user-ranked based on views, votes, reviews, and shares.

As a brand, you can create a [Quora page for your business](#) or use [employee advocates](#) to answer questions about your products or services or about topics in your industry. Quora also has an [ads platform](#) you can use to advertise your business. And because [63% of users](#)

research major online purchases, it's a great place to reach customers actively looking for a product or service.

18. Discord – 154 million MAUs



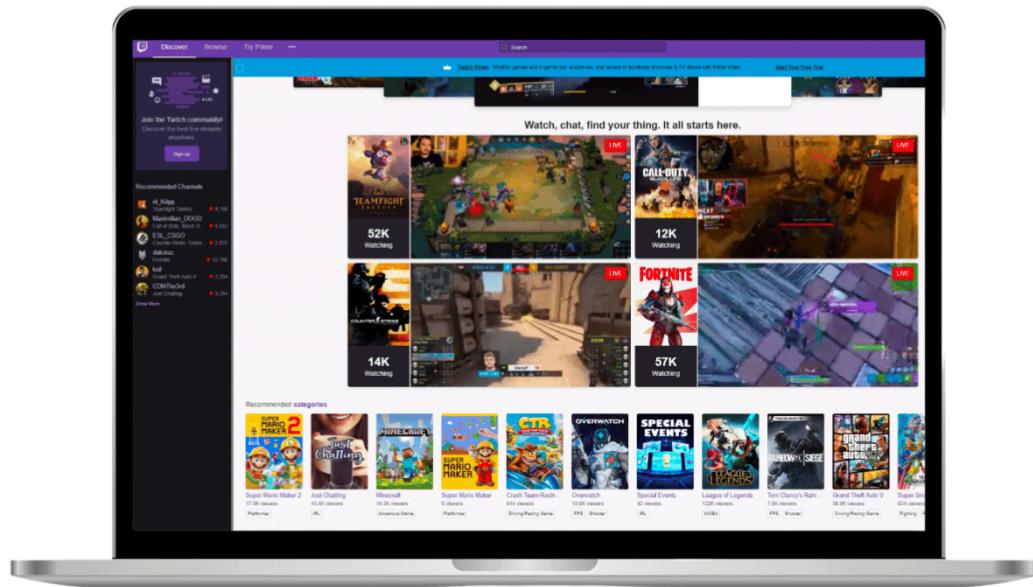
[Discord](#) is a communication platform primarily designed for gamers. It allows users to create servers, join communities, voice chat, and text chat with others in real time.

Discord is popular due to its ease of use, customizable features, and compatibility with various devices. It has expanded beyond gaming communities and is now used by businesses, educational institutions, and other groups.



[Buffer hosts a Discord community for users!](#) Come talk to us about social media, how you use Buffer, and remote work.

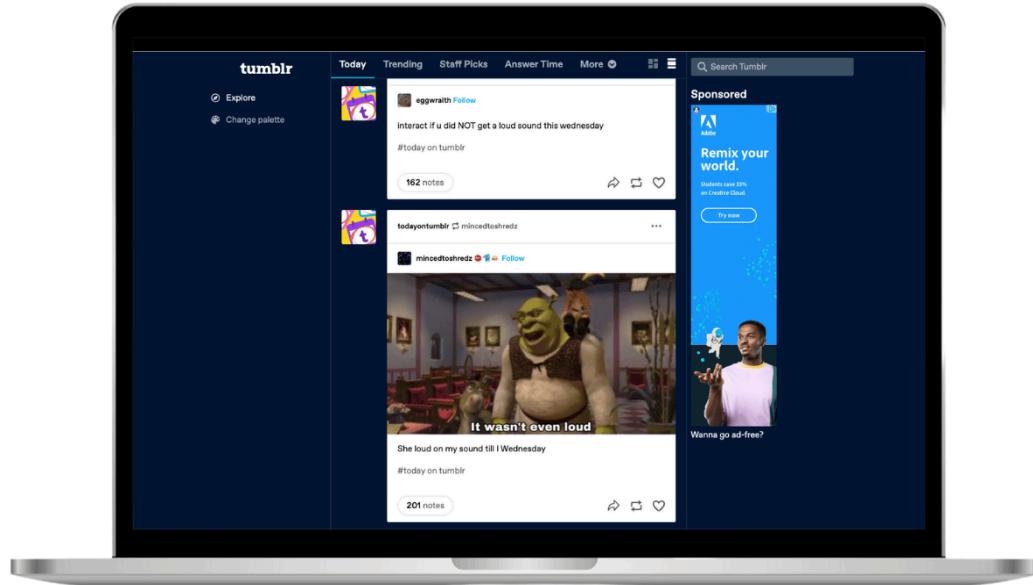
19. Twitch – 140 million MAUs



[Twitch](#) is a live-streaming platform for gamers. It offers video game content and other forms of entertainment. Users can create a channel, stream their gameplay, and interact with their audience through chat.

Twitch has become a central hub for the gaming and esports communities. It's a place where many professional players, teams, and tournaments use it to broadcast their matches. Twitch's success is driven by its community-driven approach, allowing creators to build a dedicated following and earn money through subscriptions, donations, and sponsorships.

20. Tumblr – 135 million MAUs



[Tumblr](#) is a popular microblogging social media site with [135 million](#) monthly active users.

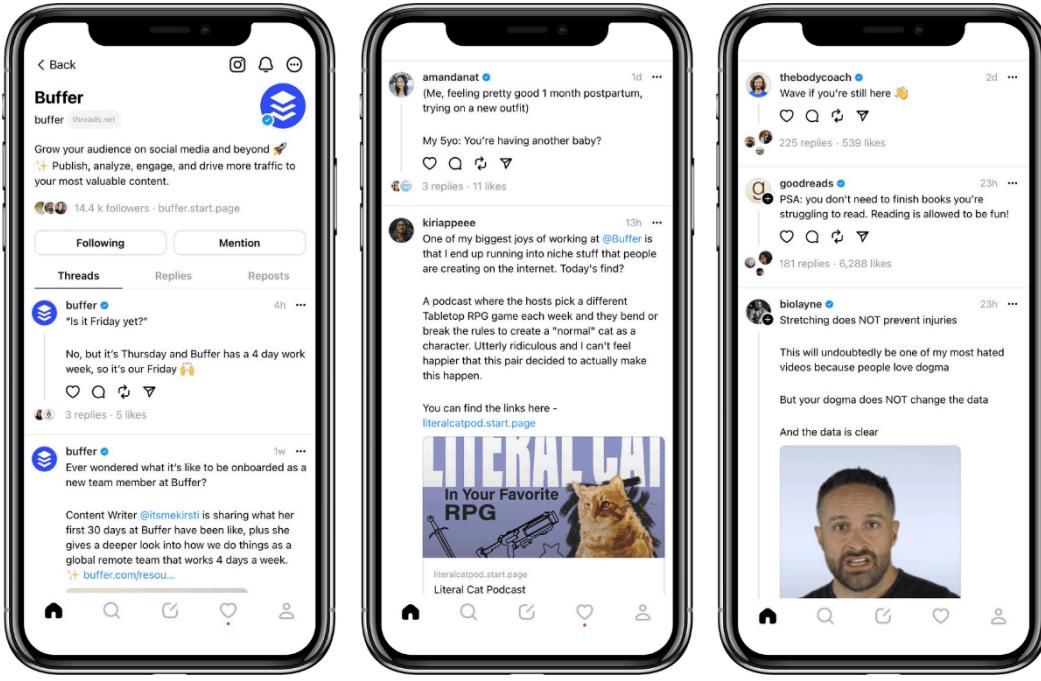
Users can share content in different formats: text, photos, videos, GIFs, audio clips, links, and more. The site's users share content on every topic, niche, and interest imaginable.

Tumblr also lets you customize your blog design. For this reason, many users opt to use their Tumblr account as their website.



Check out [this guide](#) to understanding and using Tumblr.

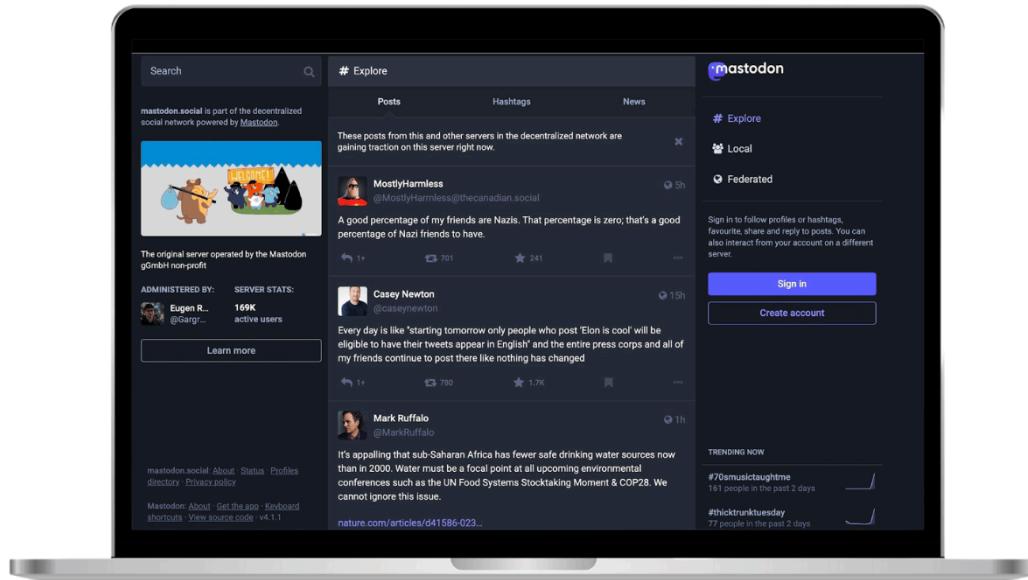
21. Threads by Instagram – 100 million



Instagram's Twitter alternative, [Threads](#), hit app stores in 2023 with a record-breaking rise to [100 million sign-ups](#) in a matter of days. While interest in the platform initially seemed to flag, [Threads has regularly launched new features](#) to keep MAUs climbing.

Threads has "just under" [100 million monthly active users](#) according to Facebook CEO Mark Zuckerberg, who believes the app has a "good chance" of reaching 1 billion users in the next few years.

22. Mastodon – 1.7 million MAUs



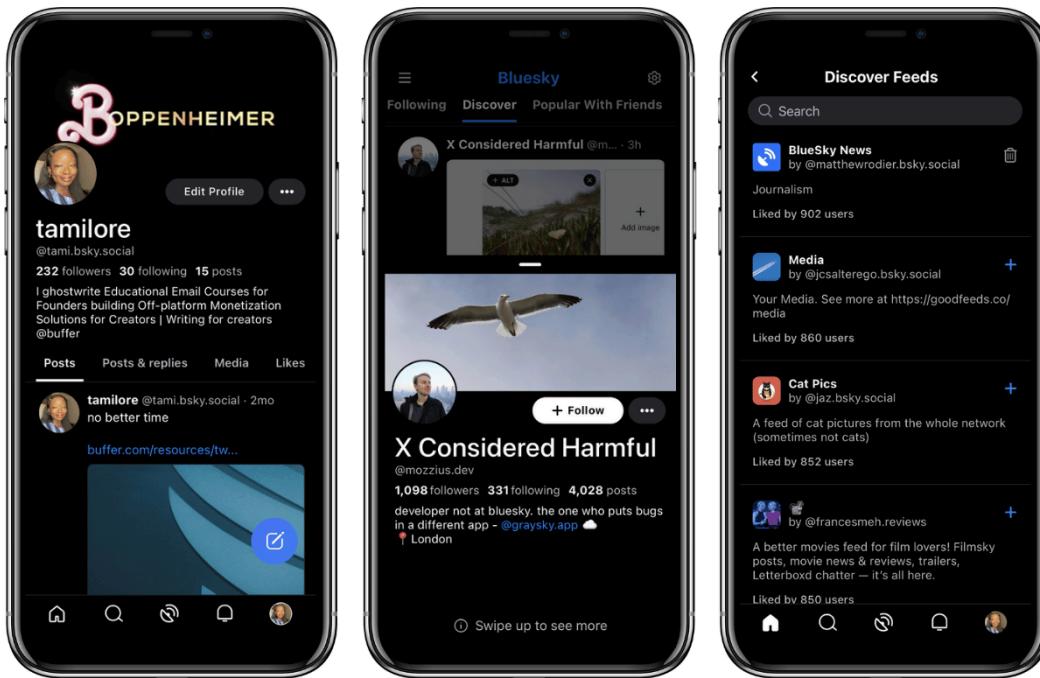
[Mastodon](#), a new entrant on the social media scene, exploded in popularity in late 2022, taking it from 300,000 to over [1.7 million monthly active users](#) in 2023.

Mastodon is a decentralized, open-source software that allows users to set up servers to communicate with each other. Users can create posts of up to 5,000 characters, and add images, audio, and video.



Curious about Mastodon? [Check out this Beginner's Guide to get you started.](#)

23. Bluesky – MAU unknown



[Bluesky](#) is a decentralized, invite-only social network built on an open-source protocol. While they've yet to publicly share their monthly active user numbers, the platform [hit the 1 million \(total\) users mark](#) in September 2023.

Bluesky was created by former Twitter CEO Jack Dorsey while he was still in the role. The platform, which also has an iOS and Android app, bears a striking resemblance to Dorsey's former product.



Buffer content writer Tami Oladipo was an early adopter. [Here are her thoughts after six months on Bluesky.](#)

Be selective with your social media presence

You don't need to be everywhere all at once. So regardless of the size of the social media site, consider whether your brand's target audience is active on those platforms. It's better to pick two to three sites and do them well rather than create so-so content for five or more different platforms.

P.S. Buffer lets you schedule social media posts to several top social media sites. If you want to manage more than one social media account across multiple platforms, [try Buffer](#) (totally free) to experience what it can do for your business.

*Unless otherwise stated, these numbers are from [Statista's report](#), 'Most popular social networks worldwide as of October 2023'.



Tamilore Oladipo
Content Writer @ Buffer

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cool good info thanks.

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Is there any reason why Twitter is ranked above Reddit, LinkedIn and Quora in your

Is there any reason why Twitter is ranked above Reddit, LinkedIn and Quora in your list despite it having fewer MAUs? Just wondering if Twitter has crashed and was originally above those platforms when you put the list up.

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Twitter, now called X, is doing just fine.

Did you find this article helpful? You might also like our all-you-need social media toolkit.

1 0 Reply 

1 0 Neil Hocking

a year ago

Good call @Neil Hocking! We need to update this list and this is a good note as we do that

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2 months ago

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0 0 Neil Hocking

M

mybridge

7 months ago

Thanks for sharing the useful info. Explore myBridge too.

0 0 Reply 

0 0 Neil Hocking



Deena Ana

8 months ago

This is very useful information. Especially the point "Scalability of conversion goals" veru important. Loved the post.

0 0 Reply 

0 0 Neil Hocking



Yusuf

9 months ago

This is really helpful list.

0 0 Reply 

0 0 Neil Hocking



Gaurav Kumar

10 months ago

I have tested many social media websites over the year. It is best to stick with the one that give you maximum targeted audience.

**CMO Spike**

a year ago

Are there any more social networking website other than this?

0 0 Reply **Niki Oliver**

a year ago

My number is 385-499-2300. If you want, please feel free to call me.

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