Chances are you have a social media account. After all, social networking is not new, and 85% of US consumers are on social networks. But how are consumers using social media? And how does it affect us across generations?

### Of the US population checking social media, more than half are online every day.

- 58% check daily
- 13% check weekly
- 14% check monthly

### Social media vs. television as main news source among Millennials

- 14–18: 34%
- 19–25: 37%
- 26–32: 29%
- 33–49: 28%
- 50–68: 16%
- 69+: 21%

Social media also has an impact on consumers’ buying decisions, especially among Millennials.

In fact, social media recommendations are more influential than TV ads for Millennials ages 19–32.

### Social media connections across generations

### The Business of Social

Brands’ attention to social media’s benefits has paid off, with more than 50% of customers saying social helps them feel more informed about and develop positive perceptions of brands.

Additionally, ads delivered on social media platforms are more influential to Millennials’ buying decisions than other traditional advertising approaches.

- Social Media ads: 54%
- Magazine ads: 40%
- Search Engine ads: 40%
- Celebrity endorsements: 80%
- Radio ads: 85%

**It’s highest among Millennials ages 19–25, at 80%.

Learn more about a brand from social media than from its company website. Experience more effective customer service through social media.

### Here to Stay

Among mobile apps, social media apps are still top-dog—holding the #1 spot for most used apps among both Millennials and Xers on smartphones and tablets. Time will tell what direction these social media trends continue to move as the generations’ tech usage continues.


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