Social Media Index

Based on a nationally representative longitudinal tracking survey with a sample size of 1965, the Neely Social Media Index measures user experiences, both positive and negative, across platforms, time, and events.

Key Variables

- Age
- Gender
- Race
- Education
- Political Affiliation

Key Indicators

- Personally experienced something that affected them negatively.
- Recently learned anything personally useful.
- Seen content that they judged to be bad for the world.
- Recently experienced anything that made them feel meaningfully connected with a community or other individual.
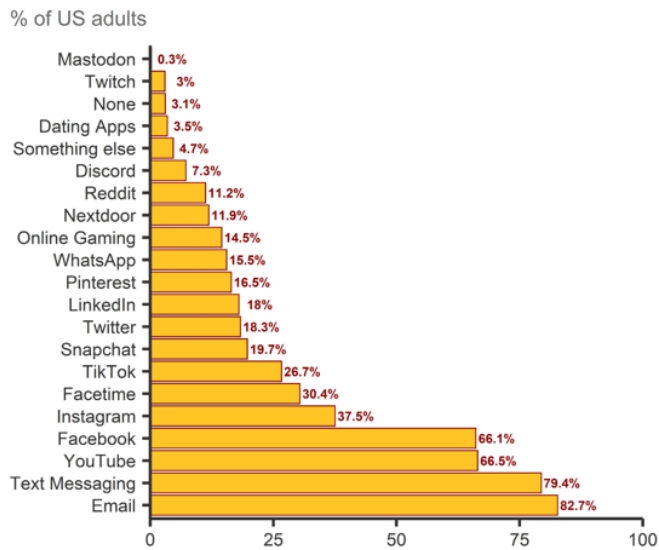
Contact Us

communications@marshall.usc.edu
marshall.usc.edu

USC Marshall
School of Business
Neely Center for Ethical Leadership and Decision Making

WHICH ONLINE SERVICES DO PEOPLE USE?

% of US adults

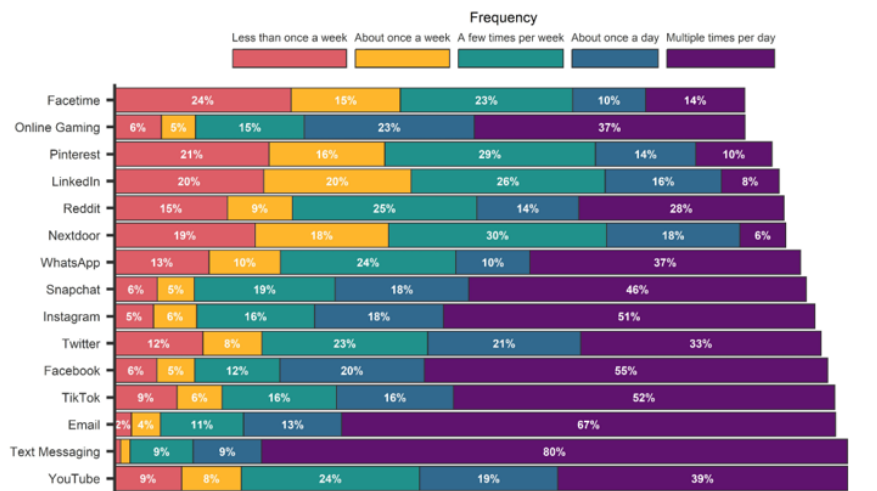| Service	%
Mastodon	0.3%
Twitch	3%
None	3.1%
Dating Apps	3.5%
Something else	4.7%
Discord	7.3%
Reddit	11.2%
Nextdoor	11.9%
Online Gaming	14.5%
WhatsApp	15.5%
Pinterest	16.5%
LinkedIn	18%
Twitter	18.3%
Snapchat	19.7%
TikTok	26.7%
Facetime	30.4%
Instagram	37.5%
Facebook	66.1%
YouTube	66.5%
Text Messaging	79.4%
Email	82.7%

Note: Margin of error is +/- 3%.
Source: Neely Social Media Index survey of US adults conducted March 2 - May 7, 2023.

82% of surveyed adults use email multiple times per day.

HOW OFTEN HAVE YOU USED _____ ?

% of users of online service

Frequency

Service	Less than once a week	About once a week	A few times per week	About once a day	Multiple times per day
Facetime	24%	15%	23%	10%	14%
Online Gaming	6%	5%	15%	23%	37%
Pinterest	21%	16%	29%	14%	10%
LinkedIn	20%	20%	26%	16%	8%
Reddit	15%	9%	25%	14%	28%
Nextdoor	19%	18%	30%	18%	6%
WhatsApp	13%	10%	24%	10%	37%
Snapchat	6%	5%	19%	18%	46%
Instagram	5%	6%	16%	18%	51%
Twitter	12%	8%	23%	21%	33%
Facebook	6%	5%	12%	20%	55%
TikTok	9%	6%	16%	16%	52%
Email	2%	4%	11%	13%	67%
Text Messaging		9%	9%		80%
YouTube	9%	8%	24%	19%	39%

Note: Row sums may not equal 100% because of rounding and because some users skipped these questions.
Percents are calculated with the number of users indicating they used each online service.
Source: Neely Social Media Index survey of US adults conducted March 2 - May 7, 2023.

Key Findings

- 82% adults use Email and 80% use Text Messaging multiple times per day.
- YouTube and Facebook top the list as the most used social media platforms with roughly two-thirds of US adults using them.
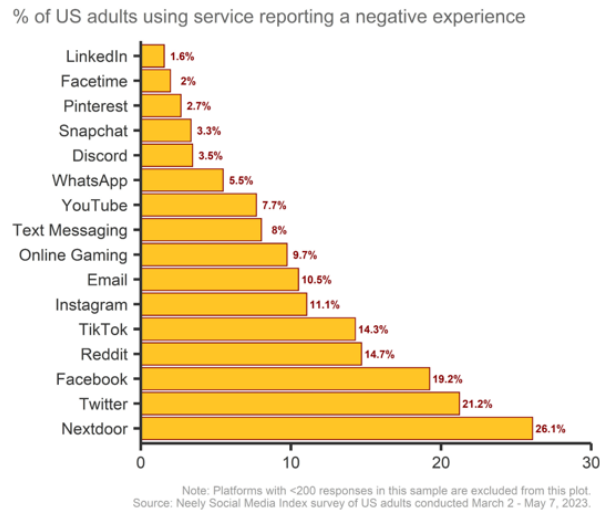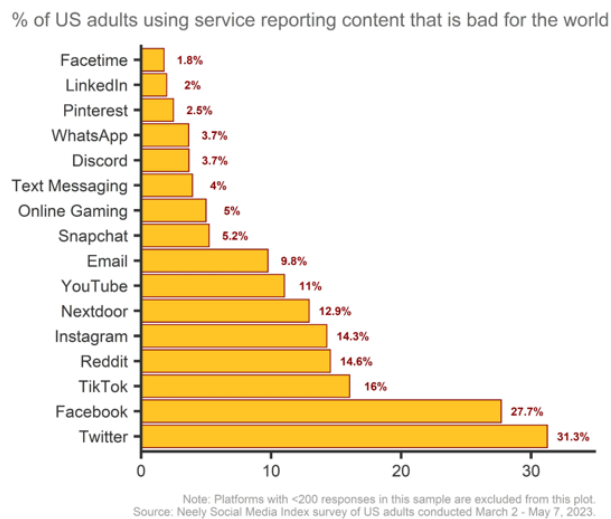
communications@marshall.usc.edu
marshall.usc.edu

Negative Experiences Reported

HAVE YOU PERSONALLY WITNESSED OR EXPERIENCED SOMETHING THAT AFFECTED YOU NEGATIVELY ON...

% of US adults using service reporting a negative experience

Platform	%
LinkedIn	1.6%
Facetime	2%
Pinterest	2.7%
Snapchat	3.3%
Discord	3.5%
WhatsApp	5.5%
YouTube	7.7%
Text Messaging	8%
Online Gaming	9.7%
Email	10.5%
Instagram	11.1%
TikTok	14.3%
Reddit	14.7%
Facebook	19.2%
Twitter	21.2%
Nextdoor	26.1%

Note: Platforms with <200 responses in this sample are excluded from this plot.
Source: Neely Social Media Index survey of US adults conducted March 2 - May 7, 2023.

HAVE YOU WITNESSED OR EXPERIENCED CONTENT THAT YOU CONSIDER BAD FOR THE WORLD ON..."

% of US adults using service reporting content that is bad for the world

Platform	%
Facetime	1.8%
LinkedIn	2%
Pinterest	2.5%
WhatsApp	3.7%
Discord	3.7%
Text Messaging	4%
Online Gaming	5%
Snapchat	5.2%
Email	9.8%
YouTube	11%
Nextdoor	12.9%
Instagram	14.3%
Reddit	14.6%
TikTok	16%
Facebook	27.7%
Twitter	31.3%

Note: Platforms with <200 responses in this sample are excluded from this plot.
Source: Neely Social Media Index survey of US adults conducted March 2 - May 7, 2023.

Key Findings

- US adults were most likely to report having seen content that they perceived bad for the world on Twitter (31.3%) and Facebook (27.7%). They were least likely to report seeing such content on Facetime (1.8%) and LinkedIn (2%).

- On Nextdoor (26.1%) and Twitter (21.2%), users reported the highest frequency of experiences that personally affected them negatively. The platforms where this was least likely were LinkedIn (1.6%) and Facetime (2%).
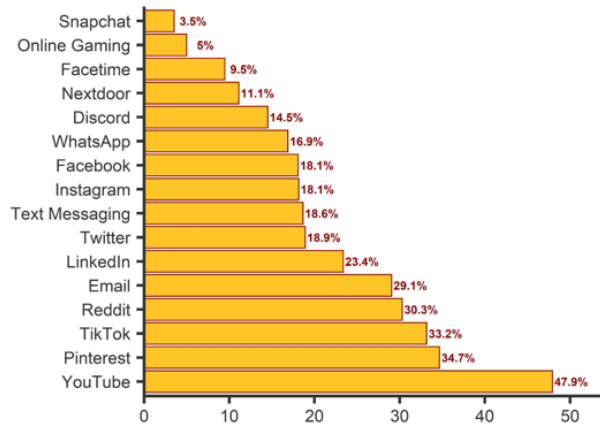
communications@marshall.usc.edu
marshall.usc.edu

USC Marshall
School of Business
Neely Center for Ethical Leadership and Decision Making

Positive Experiences Reported

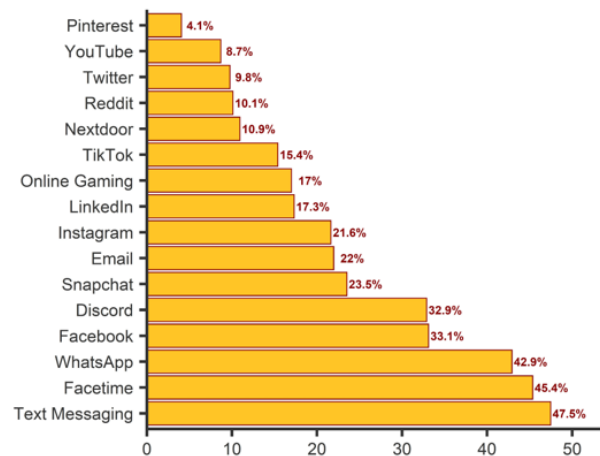**HAVE YOU LEARNED SOMETHING THAT WAS USEFUL OR HELPED YOU UNDERSTAND SOMETHING IMPORTANT ON...**

% of US adults using service reporting learning something

Platform	%
Snapchat	3.5%
Online Gaming	5%
Facetime	9.5%
Nextdoor	11.1%
Discord	14.5%
WhatsApp	16.9%
Facebook	18.1%
Instagram	18.1%
Text Messaging	18.6%
Twitter	18.9%
LinkedIn	23.4%
Email	29.1%
Reddit	30.3%
TikTok	33.2%
Pinterest	34.7%
YouTube	47.9%

Note: Platforms with <200 responses in this sample are excluded from this plot.
Source: Neely Social Media Index survey of US adults conducted March 2 - May 7, 2023.

HAVE YOU EXPERIENCED A MEANINGFUL CONNECTION WITH OTHERS ON...

% of US adults using service reporting a meaningful connection

Platform	%
Pinterest	4.1%
YouTube	8.7%
Twitter	9.8%
Reddit	10.1%
Nextdoor	10.9%
TikTok	15.4%
Online Gaming	17%
LinkedIn	17.3%
Instagram	21.6%
Email	22%
Snapchat	23.5%
Discord	32.9%
Facebook	33.1%
WhatsApp	42.9%
Facetime	45.4%
Text Messaging	47.5%

Note: Platforms with <200 responses in this sample are excluded from this plot.
Source: Neely Social Media Index survey of US adults conducted March 2 - May 7, 2023.

Key Findings

- Respondents were most likely to have learned something useful or Important on YouTube (47/9%) and Pinterest (34.7%), and least likely on Snapchat (3.5%) and Online Gaming (5%).

- Messaging services were the most likely platforms for facilitating meaningful connections with Text Messaging at 47.5% and Facetime at 45.4%. The least likely avenues were Pinterest (4.1%) and YouTube (8.7%).

communications@marshall.usc.edu
marshall.usc.edu

USC Marshall
School of Business
*Neely Center for Ethical Leadership
and Decision Making*