

# Digital Organizing Resource E:

## Social Media Apps at A Glance

This resource is part of a suite of publications based on a study of digital organizing that was conducted by the Research Hub for Youth Organizing at the University of Colorado Boulder and commissioned by The Colorado Trust, to support the digital organizing work of the Building and Bridging Power strategy grantee partners. Data comes from interviews with ten organizing groups and a review of available literature. [Go to our website](#) for more information.

Between January 25 and February 8, 2021, the Pew Research Center conducted a survey of U.S. adults and their use of social media.<sup>1</sup> In a nationally representative survey of 1,502 U.S. adults, the Pew Research Center found that the use of individual sites and apps varies across demographic groups. The table below shows demographic survey data for the applications mentioned in this report (i.e., YouTube, Facebook, Instagram, Twitter and TikTok).

**% of U.S. adults in each demographic group who say they ever use these apps.**

	YouTube	Facebook	Instagram	Twitter	TikTok
Total	81	69	40	23	21
Men	82	61	36	25	17
Women	80	77	44	22	24
White	79	67	35	22	18
Black	84	74	49	29	30
Hispanic	85	72	52	23	31
Ages 18-29	95	70	71	42	48
30-49	91	76	49	27	22
50-64	83	61	29	18	14
65+	49	70	13	7	4
<\$30K	75	70	35	12	22
\$30K-\$49,999	83	76	45	29	29
\$50K-\$74,999	79	61	39	22	20
\$75K+	90	70	47	34	20

<sup>1</sup> Social Media Use in 2021. <https://www.pewresearch.org/internet/2021/04/07/social-media-use-in-2021/>



	YouTube	Facebook	Instagram	Twitter	TikTok
HS or less	70	64	30	14	21
Some college	86	71	44	26	24
College+	89	73	49	33	19
Urban	84	70	45	27	24
Suburban	81	70	41	23	20
Rural	74	67	25	18	16



**THE  
COLORADO  
TRUST**

*A Health Equity Foundation*



Research Hub for Youth Organizing

UNIVERSITY OF COLORADO **BOULDER**