## 50 Fascinating Twitter Stats Every Content Marketer Should Know

Mind-blowing Twitter statistics that every content marketer should know and save before creating and sharing new content on Twitter.


## When should I Tweet?

- Tweet from 9pm to 10 pm to get the most retweets and favorites
- Tweet from 2am to 3am to get the most clicks
- B2B users should tweet Monday through Friday
- B2C users should tweet Friday, Saturday, or Sunday
- 3am to 4am is the least popular time to tweet
- 12 pm to 1 pm is the most popular time to tweet
- 9am to 1 pm to the worst time to tweet to get clicks


## What should I Tweet?

- Add your URL in the middle of a tweet - you're $26 \%$ more likely to get retweeted
- One hashtag is $\mathbf{6 9 \%}$ more likely to get retweeted that two hashtags
- Tweet with an image and get $\mathbf{1 8 \%}$ more clicks
- Tweet with an image and get retweeted $150 \%$ more
- Tweet with an image and get $89 \%$ more likes
- Use 20-40 characters if your tweet has an image
- Use 120-140 characters if your tweet does not have an image
- Ask users to follow you and increase follows by $258 \%$
- Avoid tweets with links to get more retweets, favorites, and replies
- Ask users to download an app and increase downloads by $13 \%$
- Add a video - you're 6x more likely to be retweeted than using a photo
- Add quotations to your tweet - you're $52 \%$ more likely to get retweeted
- Don't add question marks in your tweet. They get $39 \%$ to $52 \%$ fewer clicks


## Why do people use Twitter?

- $47 \%$ of users who follow a brand on Twitter are more likely to visit the brand's website
- $77 \%$ of users feel better about a brand if they are replied to on Twitter
- $86 \%$ of Twitter users use the network to find news
- $60 \%$ of users expect a brand to reply within one hour
- $33 \%$ of users follow a brand on Twitter
- $58 \%$ of top brands have 100,000 followers or more
- $66 \%$ of users found a new small to medium sized business on Twitter
- $94 \%$ of users plan on buying something from a small to mid size biz they follow on Twitter
- $64 \%$ of Twitter users share news in tweets
- $84 \%$ of shoppers on Twitter look for deals, reviews, and gift ideas
- $67 \%$ of moms are more likely to research new products on Twitter


## Who uses Twitter?

- $24.6 \%$ of verified accounts are journalists
- $33 \%$ of teens in the U.S. use Twitter
- $36 \%$ of online Millennials (18-29) in the U.S. use Twitter
- $21 \%$ of online 50-64 year olds in the U.S. user Twitter
- $10 \%$ of online $65+$ year olds in the U.S. user Twitter
- $29 \%$ of online college students in the U.S. use Twitter
- $30 \%$ of online people in the U.S. who earn $\$ 75,000$ or more use Twitter
- $54 \%$ of Twitter users earn $\$ 54,000$ or more per year
- 70 million people in the U.S. use Twitter
- Outside the U.S., Brazil (27.7m), Japan (25.9m), and Mexico (23.5m) have most Twitter users


## How do people use Twitter?

- $80 \%$ of active users access Twitter on mobile devices
- $90 \%$ of video on Twitter is watched on mobile devices
- $29 \%$ of Twitter users mainly use their desktop device to Tweet


## Twitter User Stats

- Twitter has about 317 million active users
- 5,700 tweets are sent each second
- 500 million tweets are sent each day
- Twitter has 100 million daily active users
- The UK has 13 million Twitter users


## Sources

- https://www.talkwalker.com/blog/40-amazing-twitter-stats-to-inspire-your-2017-social-strategy
- https://blog.hootsuite.com/twitter-statistics/
- https://blog.bufferapp.com/twitter-data-1-million-tweets
- https://www.brandwatch.com/blog/44-twitter-stats-2016/

