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 10pm** 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
- 12pm to 1pm is the most popular time to tweet
- 9am to 1pm 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 **69% more likely** to get retweeted that two hashtags
- Tweet with an image and get **18% 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

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