

# 30 FACEBOOK FACTS 2023 FOR MARKETERS

## Generally speaking:

Facebook was the **7th most valuable brand in the world** in 2022 at **\$101.2 billion**.

Facebook has **2.93 billion monthly active users**.

Facebook.com is the **third most-visited website** in the world.

Facebook accounts for **71.64% of all web traffic referral from social media**.

**1.98 billion people** use Facebook every day.

As per the latest Facebook statistics, **49.9% of all posts are link posts**, making it the most common Facebook content. This is followed by images and videos.

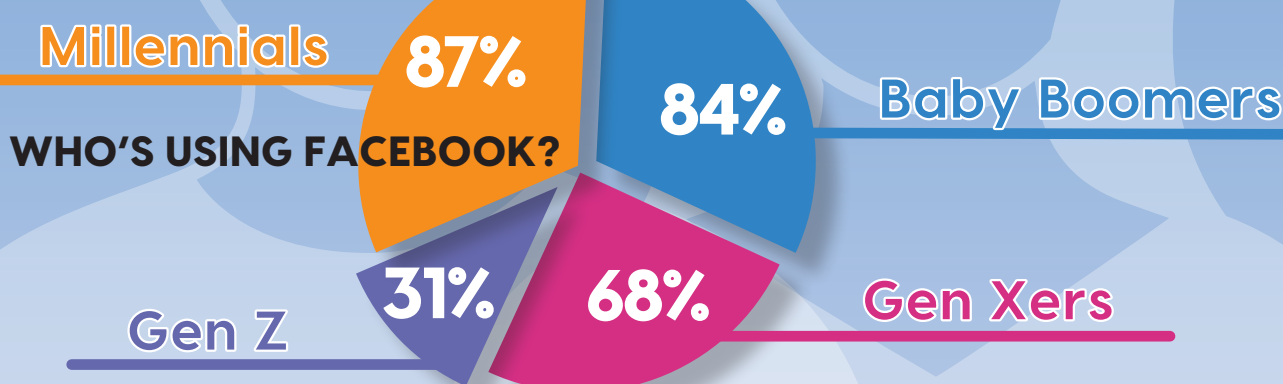
In 2021, Facebook rebranded to Meta, which now acts as Facebook's parent company and oversees **Instagram, WhatsApp, and Messenger**. These four apps are known as **Meta's Family of Apps**.

## Who's using Facebook?

Facebook is the **favorite social platform of the 35-44 demographic**.

**70%** of American adults use Facebook.

**60.8%** of U.S. people aged **16+** prefer Facebook over TikTok to watch short-form videos.



## Facebook's reach.

Facebook ads reach **62.6%** of all Americans aged 13+.

The number of Facebook Reels **increased 50%** from May 2022 to October 2022 to a **staggering 140 billion reels** being played every day across Facebook apps.

## How about those videos?

More than **4 billion** video views take place on Facebook every day.

**81%** of businesses share videos on Facebook.

**62%** of people say they were more interested in a product after seeing it in a Facebook video.

A video post increases interaction by **600%** on Facebook.

**85%** of videos watched on Facebook are on mute.

Facebook videos with captions increase the watch time by **12%**.

Influencer-published videos accounted for about **60%** of Facebook video views in the US, while media company videos garnered **30%**, followed by brand/aggregators videos at **10%**.

Videos up to **2 minutes** long gather more engagement from consumers.

## How's it working for your brand?

Each month, the typical user averages **12 likes, 5 comments, and 1 share**.

**57%** of businesses feel that Facebook Stories have been **pivotal in promoting their products**.

**93%** of businesses are active on Facebook.

**78%** of U.S. consumers discovered a **new product** from Facebook.

**75%** of marketers report using Facebook Messenger to **engage their audience**.

**54.9%** of Facebook users **follow or research brands and products** on Facebook.

**36%** of businesses **publish video content** on Facebook monthly.

**1 Billion users** message a business on the Facebook family of apps each week.