

Social Media Trends: Spotlight on Content Creators - US - 2023

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This report looks at the following areas:

- Trends in social media use and content creator/influencer marketing
- Where the social media influencer market is heading and strategies to have an impact
- What factors are impacting social media sites, personalities and their followers
- Who considers themselves content creators/influencers
- Types of creators/influencers social media users follow and how followers interact
- Attitudes toward social media's impact on shopping

98% of online adults use at least one social media platform on a semi-regular basis and among users, about four in five follow a content creator or influencer. While social media use is nearly universal and more popular than streaming video or surfing the internet, the different platforms call for unique influencer strategies to reach different user bases with different interests, while maintaining brand identity. Meta's Facebook remains on top, but Instagram continues to encroach on its parent site's influence. Meanwhile TikTok has massive support from Gen Z, and has overtaken Instagram for advertiser's influencer marketing dollars.

20% of social media users identify as either an influencer or content creator. These self-described social media personalities tend to be male, aged 18-34, parents – and particularly fathers, middle- to upper-income and from a multicultural background. These individuals are highly engaged with social media as platform. However, young men may therefore overestimate their status as social media influencers, while women may underestimate theirs. Among 18-34s, men are more than twice as likely as women in the same age group to identify as an influencer while studies suggest that women account for roughly three quarters of influencer sponsorships.



"Companies must be aware of the different social dynamics at play on different social media platforms in order to succeed with their marketing efforts. Influencer and content creator based marketing is highly impactful, and keeping abreast of macro-level trends can help brands capitalize on the growing market."

- Brian Benway, Senior Analyst – Gaming and Technology

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