**The Shifting Demographics of Social Media**

Facebook users skew female and live in urban areas, while Instagram users also tend to be female and Twitter users tend to be male. Kayla Carmicheal takes a deep dive into the demographics of these and other platforms, including Snapchat, TikTok, YouTube, Reddit and LinkedIn, to help marketers maximize their return on investment.

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[***https://blog.hubspot.com/marketing/state-of-social-media-demographics***](https://blog.hubspot.com/marketing/state-of-social-media-demographics)

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