The Universe of Users
The global social media audience is on the rise.
By 2018, the global population of social media users is projected to grow to 2.44 billion, or 35% of the world population.

Social media usage reaches critical mass on major networks.
By the end of 2010, all social networks listed above had over 100 million monthly active users (MAU) for the first time. Instagram achieved this milestone in only three years.

What Is "Good" Follower Growth?
Across 2015, total brand audience growth averaged 42% across five major social networks. Below is the median annual follower growth per brand on a channel-by-channel basis.

The Do's and Don'ts of Growing Your Social Media Audience

DO Focus on the right followers.
Followers can be a tricky thing to sort out. Experiment with your brand's social media campaigns and strategies to identify the right audience for your brand.

DON'T Measure follower growth in a vacuum.
Follower growth can be a great barometer of your brand's success, but be sure to measure it in context to other metrics.

DO Make brand community a priority.
Fostering an engaged community is key to maintaining your brand's success. Encourage interactions and share user-generated content.

DON'T Broadcast the same content on every channel.
Each channel has its own unique audience and preferences. Tailor your content to each channel to keep your audience engaged.