

How do consumers feel about social media in 2024?

YOU MIGHT BE SURPRISED...



43%

of consumers have
**MADE A PURCHASE
FROM A SOCIAL
MEDIA POST IN
THE LAST YEAR**

**THERE'S NO DOUBT
SOCIAL IS CRITICAL
FOR MARKETING.**



48%

of consumers have
**MADE A
PURCHASE FROM
A SOCIAL MEDIA
ADVERTISEMENT
IN THE LAST YEAR**



But concerns ranging from data privacy to content moderation to mental health effects
are hard to ignore.

63%

of consumers
**DON'T TRUST THE ADVERTISING
THEY SEE ON SOCIAL MEDIA**



72%

of consumers don't
**think social media
platforms do
enough to delete
harmful content**

55%

of consumers are
**engaging with
social media less
for the sake of
their mental health**

68%

of consumers say
**they are sharing less data
with social media platforms
because it's too hard to track
how their data is being used**

To safeguard yourself from the possibility of waning social engagement, ensure you have strategies in place for more direct communication channels outside of social, *like email and SMS.*



Data from Marigold's 2024 Global Consumer Trends Index