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In 2025, social media is no longer a distraction; it's a lifestyle! Social platforms that were once used for socializing are now used for growing businesses, dating, politics, and daily communication. Here's what the latest stats reveal: Category Statistics Global Users 5.24 billion active social media users globally Daily Usage Time The average user spends 2 hours and 21 minutes per day on social media Most Popular Platform Facebook: 3.065 billion monthly active users Gen Zs Favourite Platform 47% of U.S. teens say TikTok's is their favourite social media app Mental Health Concerns 71% of Gen Z and 61% of Millennials say social media impacts their well-being Cyberbullying Nearly 1 in 2 U.S. teens (ages 13-17) say they've faced at least one type of cyberbullying behaviour online Influencer Impact 3% of consumers would buy a product in-store if promoted by a celebrity, compared to 60% for an influencer Gen Z Screen Time Gen Z averages 2 hours and 59 minutes of social media use daily Social Media Survey Usage Questions General Usage Questions These questions broaden the behavioral picture of how often people use social media and the average time they spend on it. Brands can use this data to optimize posting schedules and outreach strategies. Which social media platforms do you use frequently? (Daily, Several times a week, Once a week, Rarely, Never) How often do you use social media? On which device do you usually access social media? (Phone, Tablet, Desktop, etc.) What time do you usually check your social media accounts? (Select all that apply.) Do you feel you lose track of time while using social media? How many social platforms are you on? In social media the first thing you do in the morning? Preferred platforms These questions reveal on which platform your audience spends most of their time, helping you focus on your content, advertising, or engagement efforts where they matter most. Which is your primary social media platform? Rank the platforms you use from most to least (Instagram, TikTok, Facebook, Snapchat, X/Twitter, LinkedIn, etc.) Are there any social platforms you have stopped using recently? Do you use different platforms for different purposes? Content preference and interaction These questions uncover what type of content your audience enjoys, such as videos, memes, tutorials, news, personal stories, and what accounts they tend to follow. What types of content do you engage with most frequently on social media? Overall, how would you rate the quality of content on your most frequently used social media platform? How often do you interact with posts by liking, sharing, or commenting? Do you follow any brands and businesses on social media? Have you ever posted or shared content on social media, such as reviews, photos, or stories? Exposure to Cyberbullying and Online Harassment These questions explore the dark side of social media, which is cyberbullying and online harassment, and how they impact the user experience. On which social media platforms have you experienced cyberbullying? (Select all that apply.) Did you report the cyberbullying to anyone (e.g., the platform, a friend, a trusted adult)? Can you describe what happened during your experience with cyberbullying? What do you think should be done to help prevent or stop cyberbullying online? Has social media ever affected your mental health positively or negatively? Privacy and Data Protection These questions aim to understand how aware users are of their privacy and how they protect it. Are you concerned about your privacy on social media? Have you ever changed privacy settings on any social media platform? Have you ever experienced a privacy or security issue on any social media platform? Have you ever been a victim of a scam or fraud on social media? Do you trust social media with your personal information? Social Media and Personal Productivity These questions highlight the importance of balance between social life and productivity. Have you ever tried to limit your social media use to stay productive? Do you think social media takes up too much of your time? Do you use social media as a break or a distraction? Have you ever deactivated your social media accounts to stay focused in life? Do you use productivity apps to manage your social media usage? Read - Engaging Social Media Survey Questions for Better Insights Psychological Effects and the Fear of Missing Out (FOMO) Social media can trigger so many emotions, such as FOMO (feeling like you're always missing out). These questions are about social media's mental and emotional impact on users. Do social media ever make you feel like you're missing out on life when you see other people's life posts on social media? Do you compare your life with others on social media? Have you ever felt anxious or left out due to social media? Have you ever taken a break from social media for your mental peace? Who Should Use Social Media Usage Surveys? (Use Cases) Here are some uses of social media surveys: E-commerce brands: Use them to launch product launches during high-traffic times, personalize content for each platform, and see what people think about your ads and reviews. Educators and digital wellness advocates: Monitor how social media affects attention span, anxiety, FOMO, and sleep cycles, especially among students. HR teams and internal comms: These are used to reduce employee digital burnouts, improve digital communication, and boost productivity and morale. Content Creators and Influencers: Pinpoint what their audience actually wants to see, get feedback on engagement tips, and offer exclusive content where it's most wanted. Market Researchers and analysts: Forecast platform adoption rates, support product development and UX testing, and feed findings into broader consumer research. Political campaigns and advocacy groups: Gauge where voters get their news, how much they trust social media content, and what issues resonate most online. Future Trends (Where Social Media is Headed) Emerging Trends Insights Private Communities Users are moving away from public feeds and toward smaller, trusted circles. Niche Platform Resurgence Platforms like Tumblr and Pinterest are gaining momentum among Gen Z. AI-Generated Content Brands and creators are scaling production with AI tools. Screen Time & Lifestyle Teen social media habits are now tied to health outcomes. How to create a social media usage survey with TheySaid Here's a step-by-step guide to creating your Social Media Usage Survey with TheySaid: Step 1: Sign In to TheySaid Head over to TheySaid and log in to your account. If you're new here, signing up takes less than a minute. Step 2: Let AI Build Your Survey Tell TheySaid you want to create a Social Media Usage Survey. Just describe your goals, like understanding platform preference, screen time, or user concerns, and AI will generate relevant, research-backed questions automatically. You can tweak or add custom ones, too. Step 3: Choose Your Distribution Method Whether you want to reach users on Instagram, Slack, email, or via QR codes at events, TheySaid makes it effortless. Choose your preferred method and let the platform handle the logistics. Step 4: Let AI Engage Respondents TheySaid's AI engages with respondents in real time, posing follow-up questions and revealing more in-depth insights. Instead of getting a one-word response, you get meaningful conversations. Step 5: Analyze Results Instantly No more spending hours sifting through responses! TheySaid's AI summarizes trends at a glance, detects key action items, and provides follow-up recommendations. Key Takeaways Use survey data to identify when your audience is most active and align your content schedule accordingly. Tailor campaigns for Gen Z on TikTok and Millennials on Facebook for better engagement and ROI. Showcase behind-the-scenes, real-life stories to ease feelings of inadequacy and boost connection. Use TheySaid's AI to create surveys, engage respondents in real time, and instantly analyze actionable insights. FAQs Why conduct a social media usage survey? Social media usage surveys help uncover audience behavior, preferences, mental health concerns, and platform trends, which are crucial for brands, educators, researchers, and content creators to make data-driven decisions. What kind of questions should be included in social media surveys? Cover areas like frequency, content interaction, privacy concerns, mental health impacts, platform loyalty, and FOMO. How often should I run a social media usage survey? At least once every 6-12 months to keep up with evolving user behavior, platform changes, and new trends. Encourage community engagement with social media surveys. Social media platforms enable you to create and engage communities online. Growing by attraction, these communities connect ever greater numbers of like-minded people who share opinions, ideas, and information of interest with one another. The networks that evolve on social media platforms like Facebook, Twitter, LinkedIn, Pinterest, Foursquare, Google Plus might include the very audiences your business serves. And at some point, you may want to ask for their feedback. For example, lets say your company is planning to introduce a new mobile app and wants to do a little more market research. You might consider posting a short survey on Facebook and offering a 50 percent discount to the first 50 customers who complete it for you. You can use a host of SurveyMonkey social media survey templates to find out how your customers prefer. Once you know which networks are most effective for reaching the people you want to hear from, you can then choose from an exhaustive collection of SurveyMonkey templates to create questionnaires for any purpose imaginable. Your surveys can be embedded directly on Facebook, or shared as a link on Twitter, LinkedIn, Foursquare, Google Plus and in an email. To understand which social media channels are most effective for reaching your market segment, first explore how they use social media. Already know where to find your target audiences? Share your market research, lead generation, customer loyalty, and customer feedback surveys there. Do your clients and customers use the Internet and social networks? If so, which ones? Are they on Facebook, Twitter, LinkedIn, Pinterest, Foursquare, Google Plusor all of the above? How often do they participate in these communities, and for what purposes? What devices do they use to connect, and how likely are they to engage as a consumer? A mobile user will engage with your products very differently than someone who primarily accesses the internet from Mac or Windows desktop. Use this information to build your digital marketing strategy, including which types of content to deliver (video, blogposts, images, infographics, how to, or other), how long to run promotions, and which key influencers to target. Identify the key influencers in your business or social networks, and design strategies to engage them to amplify your messages. Invite them to write a guest product review, or ask them to participate in a podcast panel discussion. Develop content and social media marketing that includes their third-party perspective on your company, product, or service to foster authentic conversations. Improve survey response rates by asking members of your online networks to complete and encourage others to complete your questionnaires on Facebook, Twitter, LinkedIn, or Pinterest. Extend the reach of your survey by asking your contacts to like, post, tweet, pin, or otherwise share it with their social or professional networks. Invite your networks to provide honest and immediate feedback. For example, ask members to try out a new smartphone and online app you're developing and share their thoughts about the user interface and experience. Include an incentive to encourage them to complete your survey. As your number of fans or followers increases and you build your relationships with customers and clients on social networks, poll these communities to find out what they think of their experience with your business. Thank them for this valuable feedback with incentives and loyalty rewards. Use polling and surveys to add an element of fun to the conversation. People love to take fun surveys that give them insight about themselves; use things like dating or love surveys to build community engagement and interest and leave members more receptive to your next idea, promotion, or request. Are your customers, clients, or other audiences on the internet? How often? What devices do they use to connect and where? What purposes do they typically use the internet for personal or business? If they were to use the web for one purpose only, what would it be? Learn more about your target audiences mobile phone and app use. If they use the internet or web applications, do your audiences use them on mobile or cell phones? Are they big smart phone users, and frequent consumers of new applications? Do they own an iPhone, Android, Blackberry, or Windows phone? How often do they use their phones to access their online social networks? Are they inclined to buy apps often, and if so, what kind of apps? Use this feedback to decide if your business should develop and offer a mobile app too. How often does your audience watch movies or TV shows streamed online? Would it make sense to integrate more video advertising and promotions into your online communications or marketing plans? Which sites do your customers use? How often? How often do they download and upload to them? Are they hesitant about storing particular data online? Consider consumers and B2B customers responses to these questions as you develop online and mobile applications. Which sites do your audience use most often? What are their primary purposes for using these sites? Which sites are they MOST likely to use, and why? Evaluate which channels to use in your social media marketing campaigns. Find out valuable social media buttons and company inclusions on the website and which drive the most online traffic for them. Use this information to baseline and measure traffic as a result of specific social media activities. How often do your B2B customers frequent professional networking sites? Learn which of these sites might be good for introducing interactive thought leadership campaigns to build awareness about your company or the business solutions you offer. Find out how your customers, clients, or other audiences use Facebook. Are they actively engaged, frequent visitors? Or occasional drop-ins? Do they use Facebook mainly to connect with friends and family, or are they members of other interest groups too? Customize this survey for any social network application. How often do your customers and clients tweet or check their feeds? Is Twitter a good place for your brief news flashes or short promotions? Find out about your respondents usage to decide if Twitter is a good channel for your purposes. Ask respondents if they're regular Pinterest users, and if many of their friends are also on Pinterest. Do they use it often? Have many pins? How many pins currently have prices attached? How did they sign up for Pinterest? Use this information for planning survey-driven product promotions. Find out what blogs your target audience posts to and reads regularly. Identify respondents who might be potential amplifiers of your messages, as part of your community engagement strategies. Learn about the interest-sharing sites your audiences are using, and how frequently, and decide whether it makes sense to engage there to promote your product or service. Which video viewing sites does your audience visit most frequently? You might be surprised to learn that Youtube is not the only video site your audience uses. What channels and programs are they most likely to watch? If you're planning online advertising or marketing, use this feedback to decide which of these channels might be most effective for your target audiences. See how SurveyMonkey can power your curiosity. Understanding your audience is essential for growing your social media presence. Whether you want to refine your content, improve engagement, or get better results from your ads, asking the right social media survey questions can provide you with valuable insights into your audiences preferences, behaviors, and opinions. In this post, we'll explore some of the best survey questions you can use to learn more about your audiences social media usage, and how to use the data to optimize your strategy and engage more with your followers. Surveys help you gather real-time data that can directly impact your marketing efforts. By asking the right social media survey questions, you can: Gain valuable insight into what your audience likes, dislikes, and cares about. Increase engagement by understanding what motivates your audience to interact with your posts. Improve your advertising strategy by using survey data to target the right people with the right content. Optimize your social media presence by discovering which social media channels your audience prefers, when they are most active, and what kind of content resonates with them. 1. Audience Demographics Knowing who your followers are helps you tailor your content and messages. Ask questions to understand the demographics of your audience: What is your age group? Where are you located? What industry do you work in? What is your occupation? These questions will give you insights into the age, location, and professional background of your target audiences. This data is crucial for personalizing your social media strategy and crafting content that resonates with your followers. 2. Platform Preferences Different social media platforms attract different types of people. To optimize your presence on each platform, its important to know where your audience spends their time. Consider these questions: Which social media platform do you use the most? How often do you check social media on a daily basis? Do you prefer consuming content on Instagram, Facebook, LinkedIn, or Twitter? By asking these questions, you can identify which social media channels your audience prefers and tailor your content to perform well on those platforms. 3. Content Preferences What type of content gets your audience excited? Understanding the content that your followers prefer helps you create posts they are more likely to engage with. Ask questions like: What kind of social media posts do you enjoy most? (Videos, memes, educational posts, etc.) Do you prefer short or long-form content? What topics interest you the most? These insights will allow you to fine-tune your content and ensure youre posting material that aligns with your audiences interests. It can also help you improve customer loyalty by delivering content they find valuable. 4. Engagement and Interaction Engagement is the lifeblood of social media. Knowing what drives your audience to interact with your posts will help you increase likes, shares, and comments. Use these questions to gather feedback: What makes you like, share, or comment on a post? Do you follow brands on social media? Why or why not? How likely are you to participate in contests or giveaways? These responses will reveal what motivates your audience to interact with your posts, helping you optimize your engagement strategy. Connecting with friends and family on social media also plays a significant role in these interactions, which can help strengthen customer loyalty. 5. Purchasing Behavior If your goal is to drive sales through social media, understanding your audiences purchasing behavior is key. Ask questions like: Have you ever bought a product because of social media? What type of content influences your purchasing decisions? Do you trust influencer recommendations? By learning about your audiences purchasing patterns, you can create more effective product promotions and better align your content with their buying habits. 6. Ad Preferences If you run paid ads on social media, its essential to understand how your audience interacts with them. Ask these questions to learn more about their ad preferences: Do you pay attention to social media ads? What makes an ad stand out to you? Have you ever clicked on a social media ad? These insights will help you create more compelling ads and ensure that your paid campaigns are reaching the right people with the right message. 7. Feedback on Your Brands Social Media Lastly, feedback on how your audience views your brands social media presence. This will help you improve your strategy and address any pain points. Use these questions: What do you like about our social media content? What could we improve? What type of content would you like to see more of? These questions give your followers an opportunity to share their thoughts and suggestions, which can be invaluable for shaping your future content and engagement strategies. These responses can also help you identify common pain points and areas for improvement. 8. Community Engagement Surveys help you gauge how your audience feels about your brand and its community. Ask questions like: How do you feel about our brand? Do you feel like you belong to a community? Do you recommend our brand to your friends? These questions can help you understand how your audience perceives your brand and its community, which is crucial for building a strong brand identity. 9. Content Creation Surveys help you understand how your audience creates content and what motivates them to do so. Ask questions like: Do you create content on social media? What motivates you to create content? Do you prefer creating content on a specific platform? These questions can help you understand how your audience creates content and what motivates them to do so, which is crucial for building a strong brand identity. 10. Social Media Usage Surveys help you understand how your audience uses social media and what motivates them to do so. Ask questions like: How often do you use social media? What motivates you to use social media? Do you prefer using social media on a specific platform? These questions can help you understand how your audience uses social media and what motivates them to do so, which is crucial for building a strong brand identity. 11. Social Media Usage Surveys help you understand how your audience uses social media and what motivates them to do so. Ask questions like: How often do you use social media? What motivates you to use social media? Do you prefer using social media on a specific platform? 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