



# 2017 Facebook Statistics for Business



1.083 Billion Daily Active Users



75% of Facebook Video Views Occur on Mobile Devices



Video Posts Average 62% More Engagement Than Photos



49% of Consumers Like a Facebook Page to Support Brands



Users spend an average of 20 minutes a day on Facebook



Posting 1-3 Times Per Day Yields More Engagement



Users generate 4 million likes every minute



47% of Facebook users only access the platform through mobile

## Percentage of Online Adults Who Use Facebook



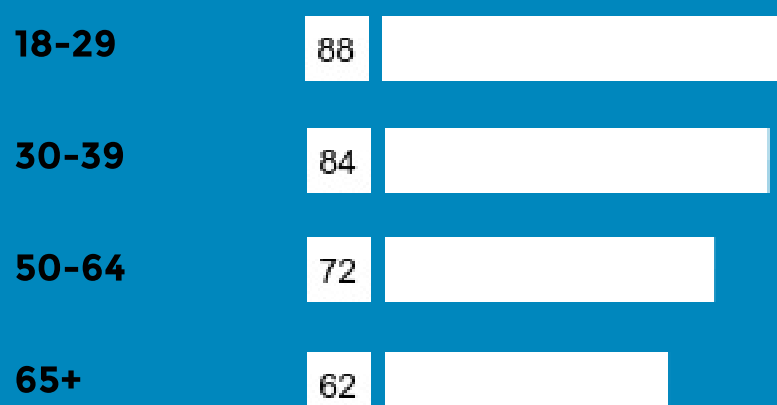
Of All Online Adults



Of All Online Adult Men



Of All Online Adult Women



Call-to-Action Button Creates Generates a 2.85X Lift in Overall Click-through Rate