



FACEBOOK STATS

Year In Review 2020

TOTAL BRAND MONTHLY ACTIVE PEOPLE



There are over 3.30 billion people actively using Facebook, Instagram, WhatsApp or Messenger each month and according to Facebook are considered Family Monthly Active People (MAP).

FACEBOOK MONTHLY ACTIVE USERS



Worldwide, there are over 2.80 billion monthly active users (MAUs) as of January 27, 2021. This is a 12 percent increase in Facebook MAUs year-over-year.

DAILY ACTIVE USER



1.84 billion people on average log onto Facebook daily and are considered daily active users (Facebook DAU) for December 2020.

FACEBOOK MISSION



Founded in 2004, Facebook's mission is to give people the power to build community and bring the world closer together. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them.

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