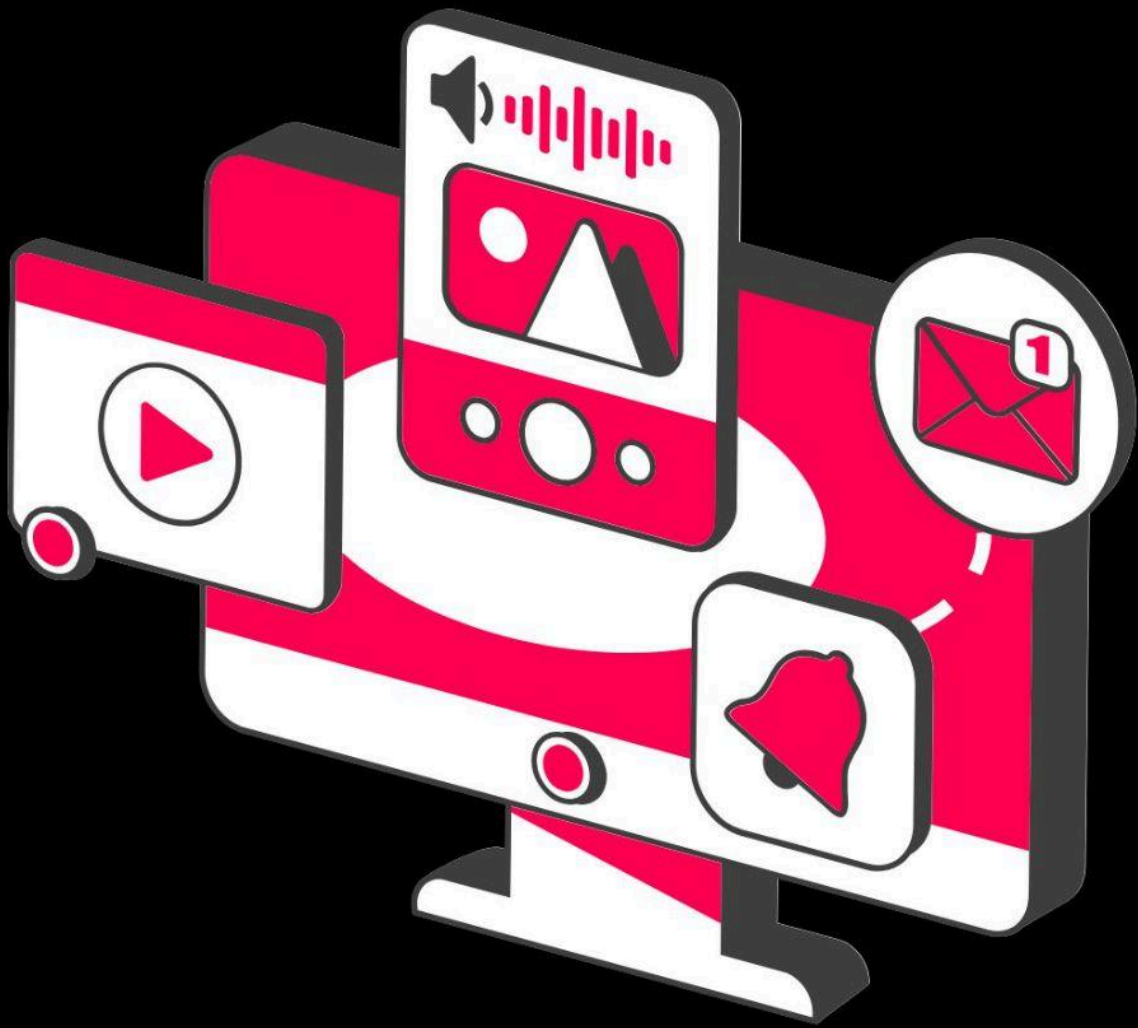


SOCIAL MEDIA FOR DEVS - 2024 REPORT



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Social Media For Devs 2024 Report

Dive into our 2024 Social Media & Indie Game Marketing Insight Report.

This detailed report provides an overview of how major platforms like X (formerly Twitter), Instagram, TikTok, Facebook, and more, are evolving to serve indie developers.

With actionable data on user demographics, engagement rates, and trends in video content, this report arms you with the strategies you need to build a strong, engaged community around your game.

We also highlight key opportunities to leverage trending audio, text overlays, and visual content for maximum reach. Whether you're looking to grow your social presence or increase game sales, this guide has everything you need to succeed in the digital space.

X (Formerly Twitter)

Overview:

X has long been a platform for real-time conversations, breaking news, and professional engagement. Indie game developers have historically used X for networking, sharing updates, and participating in trending discussions.

Post-Elon Musk's acquisition, the platform has undergone significant changes, which have impacted user demographics and engagement.

Demographics:

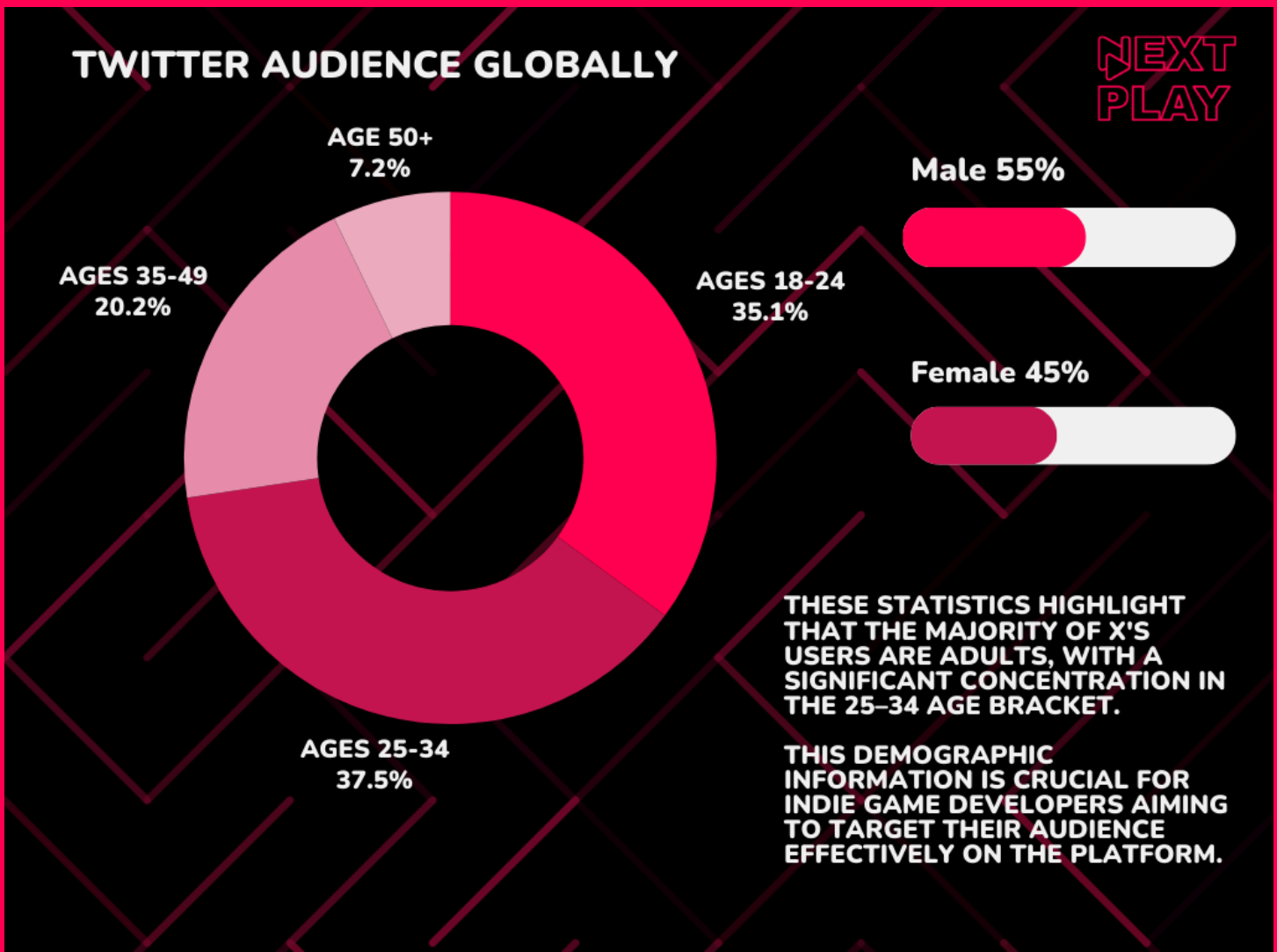
- As of late 2024, 17% of U.S. teens report using X, marking a significant decline from earlier years.
- Adult gamers and industry professionals continue to form the core audience, especially those aged 25–49.
- The platform skews slightly male, with 55% male users compared to 45% female users globally.

Usage Stats:

- Daily active users have decreased by 20% since late 2023, but niche communities, such as gaming, remain engaged.
- Tweets with media (images, GIFs, or videos) get 3x more engagement than text-only tweets.
- Trending hashtags like #IndieGame, #GameDev, and #MadeWithUnity are effective for visibility.

Usage Strategy:

- **Engage consistently:** Share progress updates, behind-the-scenes looks, and game teasers. Developers who post 2-3 times daily see higher visibility.
- **Leverage threads:** Use multi-tweet threads to dive into the story, mechanics, or challenges in game development.
- **Participate in events:** Join discussions around events like #IndieDevHour or #ScreenshotSaturday to reach a broader audience.
- **Network strategically:** Interact with other developers, streamers, and influencers for collaborations.



Instagram

Overview:

Instagram is a visual-first platform ideal for showcasing game art, concept designs, and user-generated content. With features like Stories, Reels, and Carousels, it's an effective tool for building a loyal fan base.

Demographics:

- 78% of adult women and 61% of adult men in the U.S. use Instagram.
- The platform has a strong Gen Z and Millennial presence, with 63% of users aged 18–34.
- Global active users reached 1.5 billion in 2024.

Usage Stats:

- Reels (short-form videos) drive 22% more engagement than static posts.
- Posts with high-quality visuals see up to 50% higher interaction rates.
- The best posting times are Tuesday to Thursday between 10 AM and 2 PM.

Usage Strategy:

- **Share visually appealing content:** Post gameplay clips, character art, and behind-the-scenes stories. Use Reels to highlight dynamic moments like action sequences or player reactions.
- **Leverage hashtags:** Use #IndieGame, #GameArt, and niche-specific tags to enhance discoverability.
- **Engage with the community:** Reply to comments, run polls, and share user-generated content to foster connections.
- **Collaborate with artists:** Partner with illustrators or content creators to co-promote projects.

INSTAGRAM - 2024



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TikTok

Overview:

TikTok's short-form video content and algorithmic feed make it a powerhouse for discoverability. It's especially popular among Gen Z and younger Millennials, making it an excellent platform for indie developers targeting these demographics.

Demographics:

- 45% of Gen Z users now turn to TikTok for search instead of traditional search engines.
- 63% of TikTok users are under 30 years old, with a near-equal gender split.
- Global monthly active users surpassed 1.8 billion in 2024.

Usage Stats:

- Videos with trending audio are 3x more likely to be featured on For You pages.
- Posts with text overlays and subtitles get 25% more views.
- User attention spans are short—videos between 7-15 seconds perform best.

Usage Strategy:

- **Showcase development progress:** Post time-lapses of art creation, coding snippets, or fun bugs to engage audiences.
- **Participate in trends:** Use popular challenges or audios to creatively incorporate your game.
- **Engage influencers:** Collaborate with gaming or entertainment TikTokers to showcase your game.
- **Highlight gameplay moments:** Clip exciting, funny, or emotional moments to share.

TikTok

DEMOGRAPHICS 2024
AGE RANGES

45+

35-44

18-24

13-17

25-34

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Facebook

Overview:

Although Facebook has seen a decline in younger demographics, it remains the largest social media platform, with active communities and groups that indie developers can tap into.

Demographics:

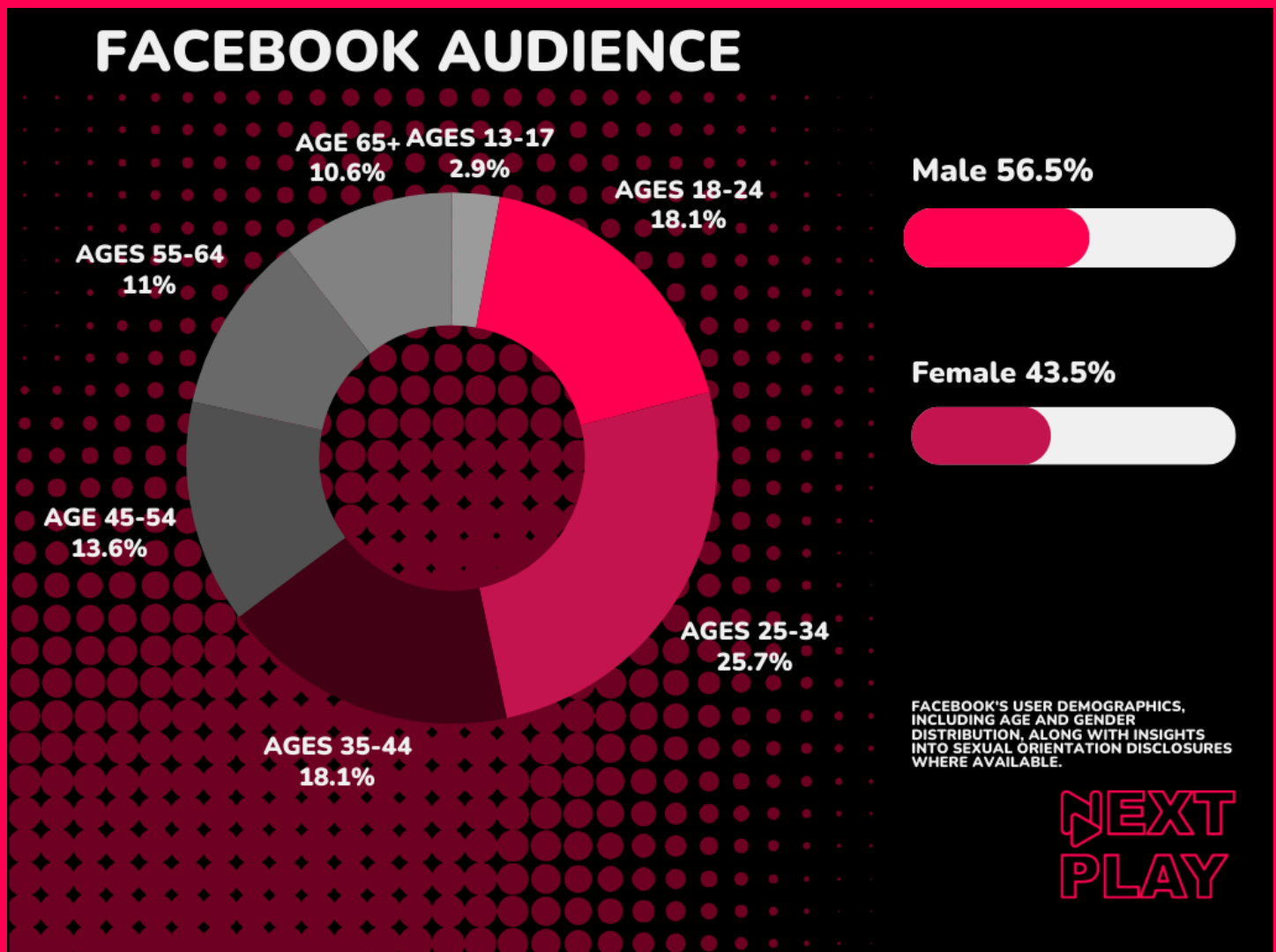
- Facebook's user base skews older, with 72% of users aged 35+.
- Male users slightly outnumber females, at 54% globally.
- Active monthly users totaled 2.9 billion in 2024.

Usage Stats:

- Posts with video content achieve 59% more engagement than text-only posts.
- Facebook Groups have seen 30% growth in active participation since 2023.

Usage Strategy:

- Focus on groups: Create or join gaming-related groups to share updates and build a community.
- Host live events: Use Facebook Live to showcase new features, gameplay walkthroughs, or Q&A sessions.
- Run ads: Target specific demographics using Facebook Ads for game promotions.



LinkedIn

Overview:

Primarily a professional network, LinkedIn is invaluable for indie studios looking to build partnerships, secure funding, or attract talent.

Demographics:

- 60% of users are aged 25–34, with a strong professional focus.
- 830 million users globally as of 2024, with significant growth in tech and gaming sectors.

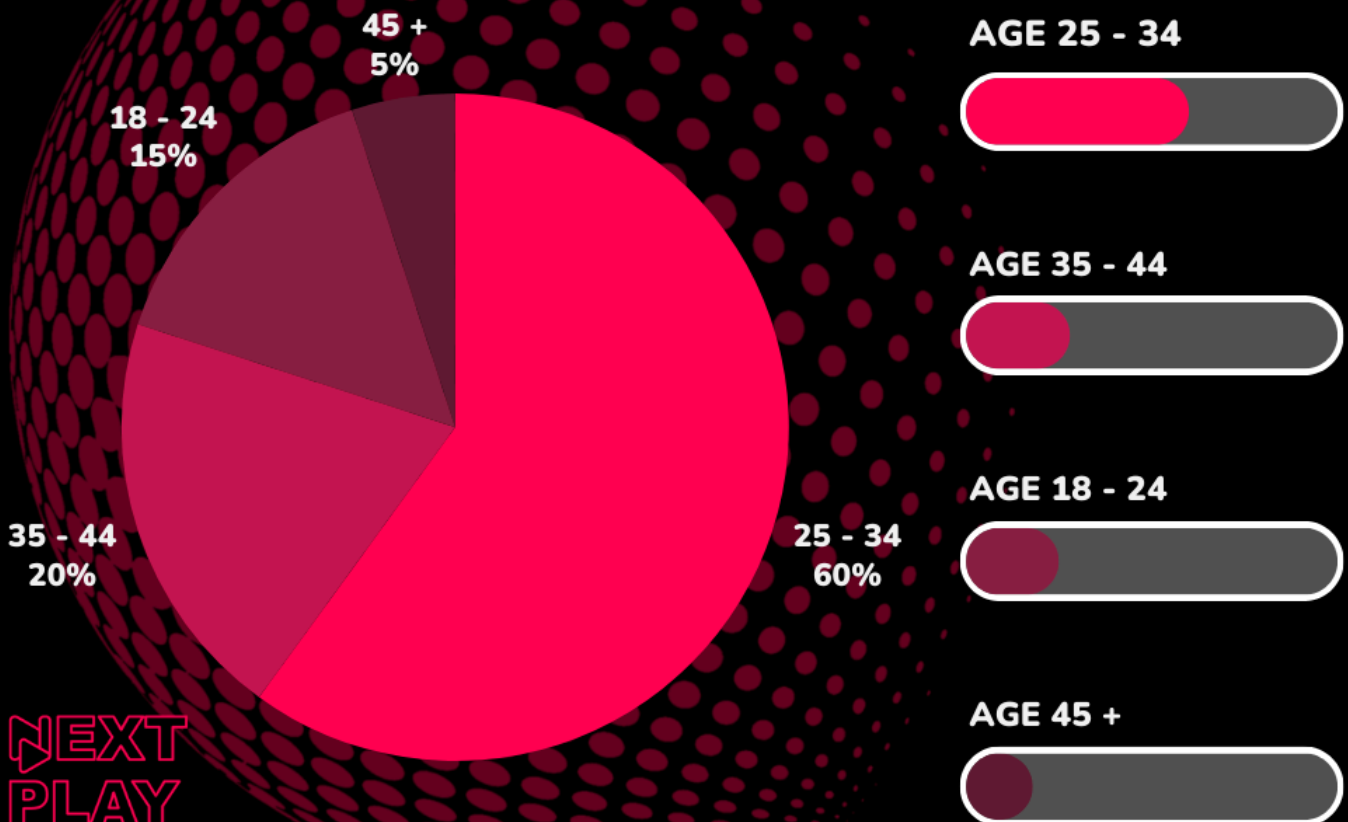
Usage Stats:

- Posts with long-form insights get 2x more engagement.
- Video content sees 30% higher shares than text or image posts.

Usage Strategy:

- **Network with industry peers:** Share professional insights, game development stories, and team achievements.
- **Attract talent:** Use LinkedIn to post job openings and connect with potential collaborators.
- **Engage investors:** Highlight your game's unique selling points and milestones to attract funding.

LINKEDIN DEMOGRAPHICS 2024



Threads

Overview:

Threads, Meta's new text-focused platform, is still finding its footing but offers opportunities for early adopters to stand out.

Demographics:

- Threads shares Instagram's user base, with significant overlap among Millennials and Gen Z.
- Early adopters are typically tech-savvy and trend-focused.

Usage Stats:

- Engagement rates are high for brands that interact authentically.
- Text posts with images see 15% more interaction than text-only posts.

Usage Strategy:

- **Experiment with conversational posts:** Share updates, quick polls, and thoughts on gaming trends.
- **Leverage cross-platform synergy:** Promote Threads content on Instagram and vice versa.

Threads



ON THREADS, TEXT POSTS WITH IMAGES SEE 15% MORE ENGAGEMENT, WHILE POSTS WITH LINKS GET 10% MORE INTERACTION. POLL POSTS LEAD WITH A 25% HIGHER ENGAGEMENT, AS THEY ENCOURAGE USER INTERACTION. VISUAL AND INTERACTIVE CONTENT GENERALLY PERFORMS BEST.

Bluesky

Overview:

Bluesky is a decentralized social media platform focused on user control over data and content. Created by Twitter co-founder Jack Dorsey, it's gaining traction among developers, tech enthusiasts, and creatives. While still in its early stages, Bluesky is seen as an alternative to traditional social networks like X and Instagram, especially for indie game developers seeking a niche community.

Demographics:

- Bluesky's user base is growing, especially within tech, crypto, and creative fields, including indie game developers.
- The platform appeals to Millennials (25-40) and Gen X, particularly those interested in decentralization and privacy.
- By late 2024, Bluesky had over 3 million users, with 60% male and 40% female engagement.
- Users prioritize privacy, transparency, and community interaction, making it ideal for genuine engagement.

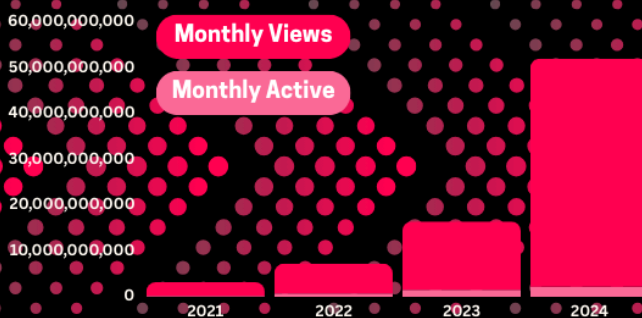
Usage Stats:

- Bluesky is still in beta, with around 200,000 daily active users in 2024.
- Engagement is higher on Bluesky due to its focus on content discovery rather than social networking, making it easier for developers to connect with a niche audience.
- The platform's decentralized nature and smaller content volume allow for more visibility and engagement for individual creators.

Usage Strategy:

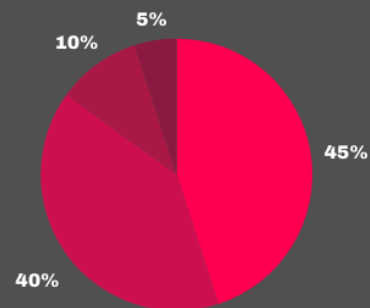
- **Focus on authenticity:** Share behind-the-scenes content like developer diaries, gameplay footage, and challenges.
- **Engage with niche audiences:** Connect directly with tech-savvy followers and encourage feedback and discussions.
- **Share exclusive content:** Post sneak peeks, early access, or development updates to build deeper connections.
- **Use hashtags effectively:** Tag posts with relevant terms like #IndieDev, #GameDev, and #IndieGame to reach the right audience.
- **Encourage community engagement:** Run polls, discussions, and share game insights to foster interaction.
- **Leverage decentralization:** Post diverse content without worrying about algorithm restrictions, making it easier to experiment and connect authentically.

YouTube - Stats 2024



YouTube Shorts saw rapid growth since its launch in 2021, starting with 3 billion monthly views and 200 million active users.

By 2022, views rose to 6.5 billion with 750 million users, and in 2023, they hit 15 billion views with 1.5 billion users. By Q4 2024, Shorts reached a staggering 50 billion monthly views, engaging 2.2 billion active users globally.



Gen Z and Millennials dominate YouTube Shorts' audience, making up 85%, while Gen X accounts for 10% and those 57+ represent 5%.

YouTube Shorts

Overview:

YouTube Shorts offers an accessible way to share short-form video content with YouTube's massive audience base.

Demographics:

- 90% of U.S. teens watch YouTube videos, making it the top platform for young audiences.
- Monthly active users reached 2.6 billion in 2024.

Usage Stats:

- Shorts get 2x more reach compared to traditional YouTube videos.
- Videos under 60 seconds with eye-catching thumbnails perform best.

Usage Strategy:

- Highlight gameplay: Use Shorts to showcase your game's best moments.
- Tease features: Build anticipation by previewing upcoming updates or releases.
- Repurpose content: Share TikTok or Instagram Reels as Shorts to maximize reach.

Final Points:

Know Your Audience:

Tailor content based on platform specific demographics.

Focus on Consistency:

Post regularly to maintain visibility and engagement.

Engage Creatively:

Use polls, challenges, and interactive content to foster relationships.

Analyse Performance:

Use analytics to refine strategies and improve ROI.

By strategically leveraging these platforms, indie game studios can

effectively market their games, connect with their communities, and grow their brands.

If you're looking for even more tailored insights and data to guide your studio's growth, we can create custom, detailed reports based on your unique needs.

We offer in-depth consultations that delve into specific aspects of your business, from financial planning and leadership to marketing strategies and community building.

Our team of experts is ready to dive deeper into your studio's goals, using data-driven analysis to craft actionable recommendations that drive success.

By collaborating with us, you gain access to personalised guidance that empowers your studio to make informed decisions and achieve long-term success.