Messenger's 2017 Year in Review

More than 1.3 billion people use Messenger every month to connect with friends and family.

Video chat took a leap forward.

We heard from people that they wanted more than just one-to-one video chats, which is why we launched group video chat about a year ago.

2 times
As many video chats in 2017 as 2016

17 billion+
Video chats

Visual messaging brings our conversations to life.

Visual messaging is our new universal language, making our conversations more joyful, impactful, and let’s face it, a whole lot more fun! Here’s how people expressed themselves and added delight to their conversations this year.

500 billion+
Emojis shared globally

18 billion+
GIFs shared globally

We’re connecting more than ever.

We believe in the power of messaging to make meaningful connections, bringing us closer together than ever before.

Three of the most active days for chats on Messenger

New Year’s 🎆
Mother’s Day 👧
Valentine’s Day 💘

7 billion+
conversations daily, on average

260 million
new conversations every day, on average

It’s all about the power of groups.

We found that 2017 was a year to connect with the people you care about most, as well as the groups of people you care about most.

2.5 million
New group chats created every day, on average

10
Average number of people in a group chat

11 billion+
Total Reactions shared

“Haha” is the favorite reaction in groups