

Facebook Publishing: Q2 2019

July 2019



Publishing on Facebook in 2019

We regularly check in on the state of publishing on Facebook, and this report will cover the second quarter of 2019.

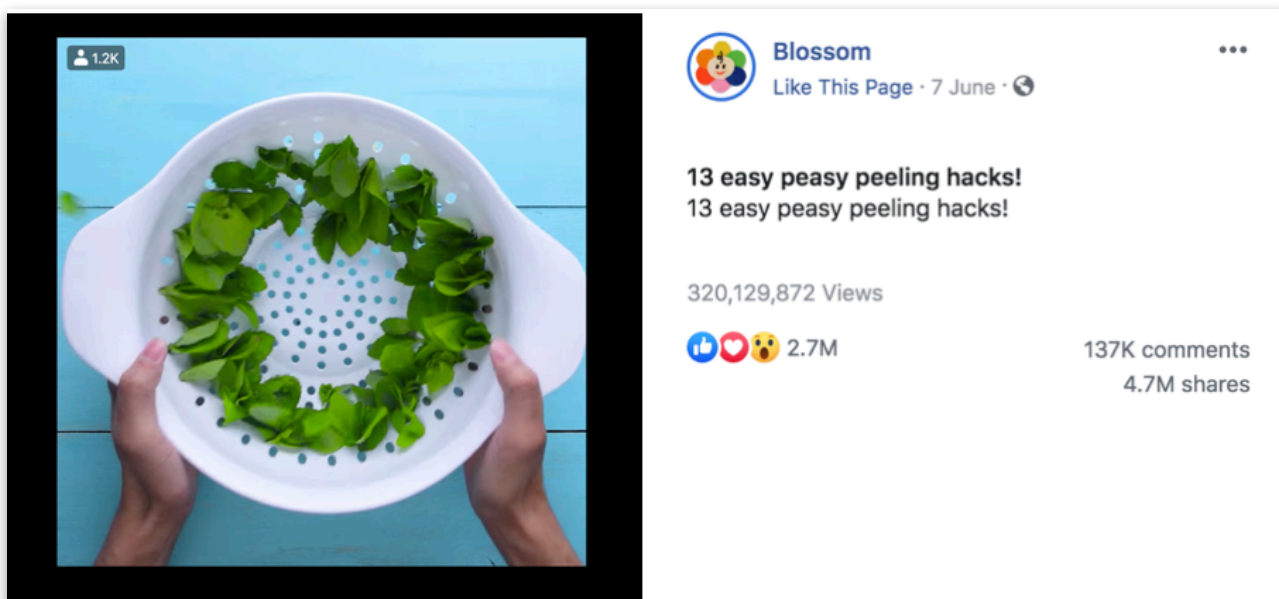
We have already published one such report this year, and this iteration will cover the trends from April - June of 2019.

In our previous report for Q1, we saw a significant rise in engagements to web content on Facebook between 2018 and 2019 for the same period. This was again true for Q2, proving it is a great time for successful web content on the platform.

We also once again looked at Facebook native publishing and highlight the differences between what's happening on the web and what's working natively on Facebook.

In this report, we will cover:

- The types of web content that are highly engaged on Facebook
- Which publishers are finding success with their web content on Facebook
- The native formats that garnered the most engagement on Facebook in Q2 2019
- The publishers that are having the most success on their Facebook Pages



The image shows a screenshot of a Facebook post from the page 'Blossom'. The post features a video thumbnail showing a pair of hands holding a white colander filled with fresh green leafy vegetables against a light blue background. The video has a '1.2K' view indicator in the top left corner. The post text reads: '13 easy peasy peeling hacks! 13 easy peasy peeling hacks!'. Below the text, it shows '320,129,872 Views', '2.7M' reactions (represented by like, love, and wow icons), '137K comments', and '4.7M shares'. The post is dated '7 June' and includes a 'Like This Page' button and a globe icon for public visibility.

Web Publishers on Facebook

Engagements to Web Content over Time: Q2 2019

Looking back at the same period for the last three years of English language web content, a clear pattern has emerged that continues from our last report.

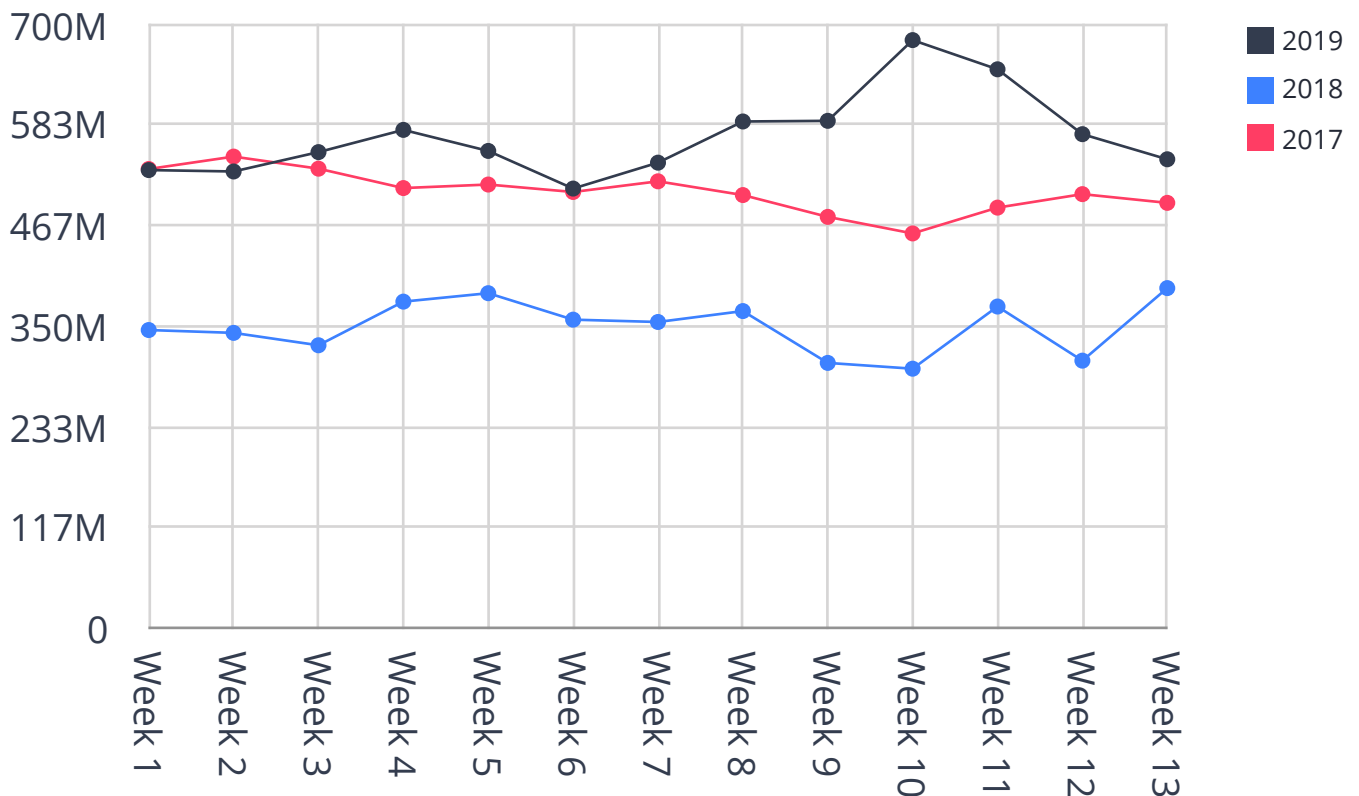
2019 had a significant bounce back, after taking a fairly notable hit between 2017 and 2018.

Indeed, there were weeks in 2019 that received more than double the engagements to web content as they had the previous year.

Once again, this cannot be explained away with the fact that there was simply more content, as this is not the case at all, and in fact there was a slight decrease in the number of articles we tracked year over year, falling from 37.3 million to 36.9 million.

Both these numbers are around ten percent bigger than the 33.5 million we saw in 2017, which does explain some of the disparity between 2017 and 2019.

Engagement to web content over time from Q2 2019

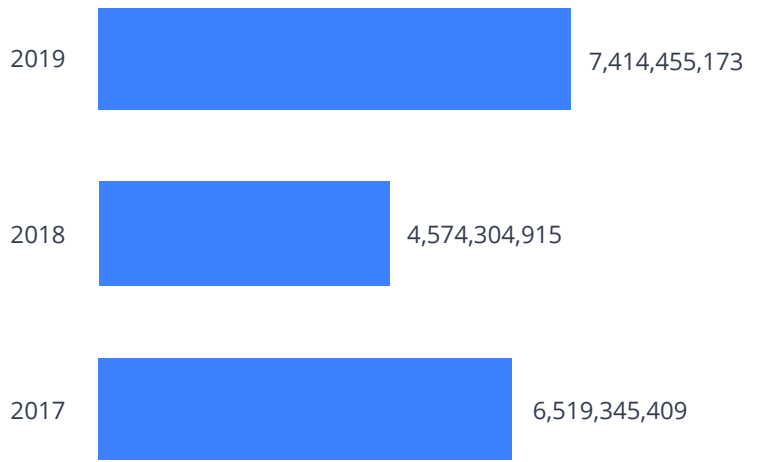


Total and Average Engagement by Year: Q2 2019

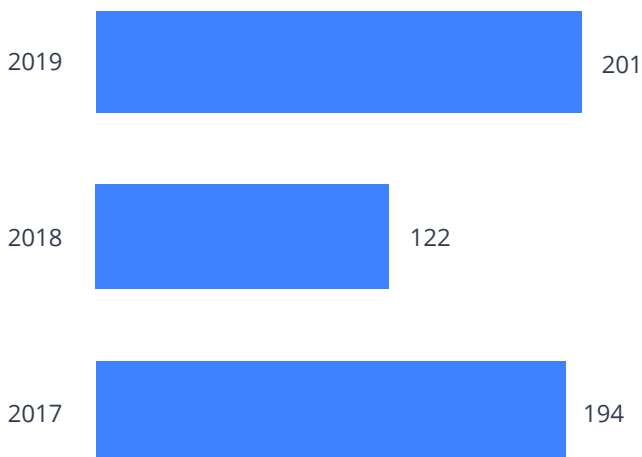
2019 saw significantly more engagement than previous years in the data we looked at, with nearly 7.5 billion Facebook engagements to the web content posted in Q2 of this year.

This represents a 13 percent increase on the 2017 numbers of 6.5 billion and a massive 62 percent increase on the previous year's number of 4.5 billion engagements.

Total Engagement in Q2 by Year



Average Engagement in Q2 by Year



These numbers all came from a range of 33 million to 37 million articles posted that we looked at for this study.

The fewest articles for the period were posted in 2017, so the increase appears less dramatic in terms of average engagements, with 194 in 2017 vs 201 in 2019.

2018 was still a demonstrably worse year for engagement to web content on average, with only 122 engagements per article.

Most Engaged Publishers in Q2 2019

Moving on to our publisher level numbers, there was a much tighter field than we saw in our previous report.

Again, before looking too deeply at the numbers, it is important to note that they include subsidiaries and local affiliates rolled up into the engagement numbers, so Fox News' numbers include Fox 5 DC, NBC's include WNBC, etc.

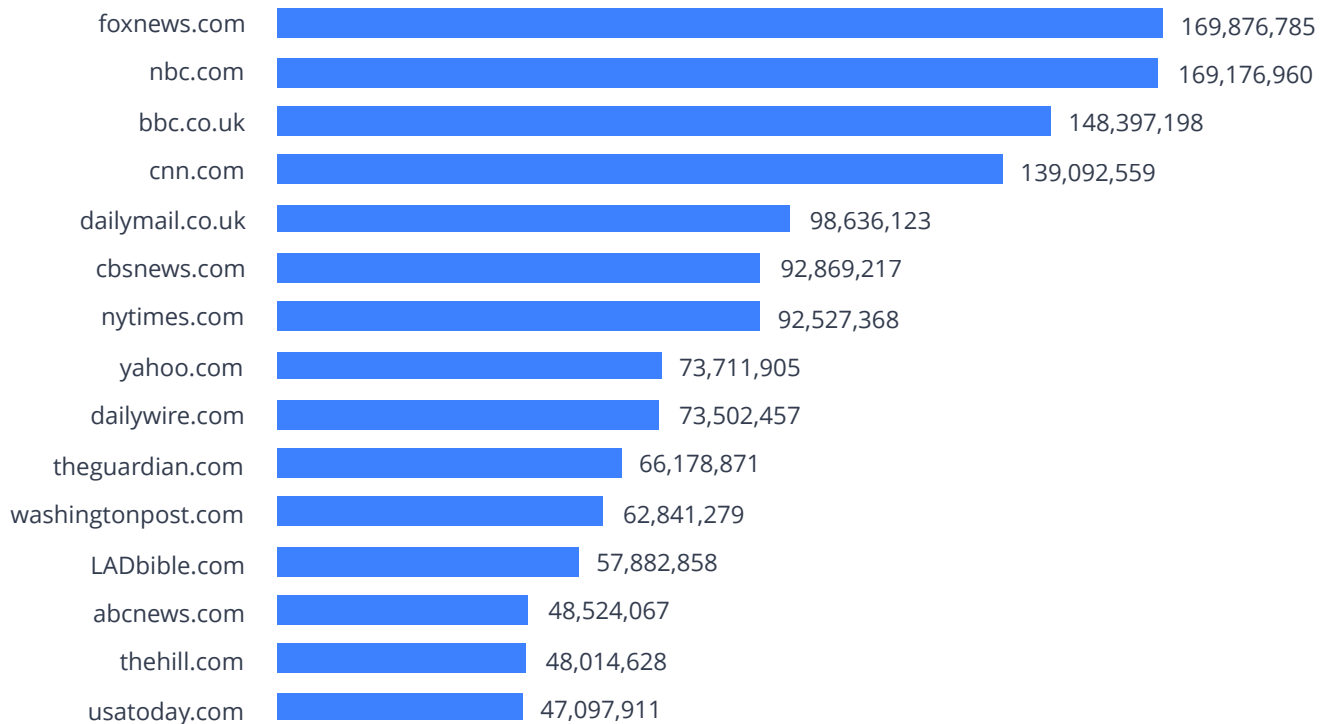
Where before Fox News was at least ten percent ahead of its rivals, it is now separated from NBC

by fewer than a million engagements for the whole of the second quarter of 2019.

The vast majority of the top publishers were American, though The Guardian, the BBC, the Daily Mail, and the LADbible all featured for the UK as well.

Once again, it was very much the traditional cable news publishers and legacy newspapers that dominated the rankings, with only LADbible bucking this trend as a viral publisher.

Top Web Publishers by Facebook Engagement



Highest Proportion of Comments: Q2 2019

There are always some publishers that have more success than others when it comes to different metrics, so we also looked at which publishers had the highest proportion of shares and comments as part of their engagements.

There was a big shift between the publishers that drove the highest proportion of comments in our last report and what was successful this time around.

Last time, we saw the publishers with the highest proportion of comments average somewhere between 23 and 28 percent, and were drawn from the pool of publishers just

below the very top tier; the likes of Delish, New York Post, and even the LADbible.

This time, however, the story was somewhat different, with a number of smaller, mid-tier publishers in terms of total engagements, seeing a significant proportion of those engagements come from Facebook comments about their web articles.

Mambee saw the highest percentage of its engagements come from comments, while British talk radio station LBC came in third place, with nearly 47 percent, living up to its acronym in Leading Britain's Conversation.

Web Publishers with Highest Proportion of Comments

PUBLISHER	TOTAL COMMENTS	TOTAL ENGAGEMENTS	PERCENTAGE
MAMBEE.COM	933,796	1,689,006	55.28
PRETTY52.COM	1,438,060	2,890,519	49.75
LBC.CO.UK	997,152	2,132,325	46.76
JOE.CO.UK	974,184	2,214,546	43.99
FABIOSA.COM	1,623,679	4,027,086	40.31
INQUISITR.COM	1,015,097	2,609,737	38.89
PERTHNOW.COM.AU	523,227	1,363,162	38.38
SMALLJOYS.TV	1,473,085	3,874,120	38.02
TOTALPROSPORTS.COM	1,171,098	3,118,004	37.55
THEKRAZYCOUPONLADY.COM	537,070	1,463,221	36.70

Publishers with Highest Proportion of Shares: Q2 2019

Publishers ranked by proportion of Facebook Shares on their content painted a rather different picture than we saw with either comments or engagements as a whole, and this time it was more similar to the rankings from last time.

Reuters was again top of the charts, with more than half of all their engagements coming from Facebook Shares.

Bloomberg also once again saw a relatively high proportion of its engagements come from shares, with a slight increase from the 33.8 percent it saw in our last time to take it into second place this time around.

Once more, there was something of a local tilt to the publishers that were highly shared, though less so than we saw happening last time. NBC 25 and WUSA 9 both featured as local news stations with a particularly high proportion of shares.

As we saw with comments, the average percentage of shares among the top ten is significantly higher than it was when we last looked at these numbers, perhaps a sign that meaningful interactions, be it shares or comments, are occurring more frequently for some publishers now.

Web Publishers with Highest Proportion of Shares

PUBLISHER	TOTAL SHARES	TOTAL ENGAGEMENTS	PERCENTAGE
REUTERS.COM	7,489,745	14,517,501	51.59
BLOOMBERG.COM	6,394,669	17,864,515	35.79
ROCKETCITYNOW.COM	767,013	2,212,687	34.66
TECHCRUNCH.COM	514,528	1,489,431	34.54
WORLDSTARHIPHOP.COM	603,169	1,792,838	33.64
11ALIVE.COM	2,230,918	6,911,394	32.27
MUSTSHARENEWS.COM	425,703	1,322,577	32.18
NBC25NEWS.COM	523,476	1,640,437	31.91
THECONVERSATION.COM	661,787	2,186,702	30.26
WUSA9.COM	1,245,290	4,162,134	29.91

Number of Stories in the Top 10,000 in Q2 2019

Total engagements is a useful metric, but it can skew towards the outlets that simply put out a lot more content than everybody else, so we also looked at the publishers who had the most articles in the top 10,000 stories, which does a better job at showing who is performing highly at the leading edge of their content.

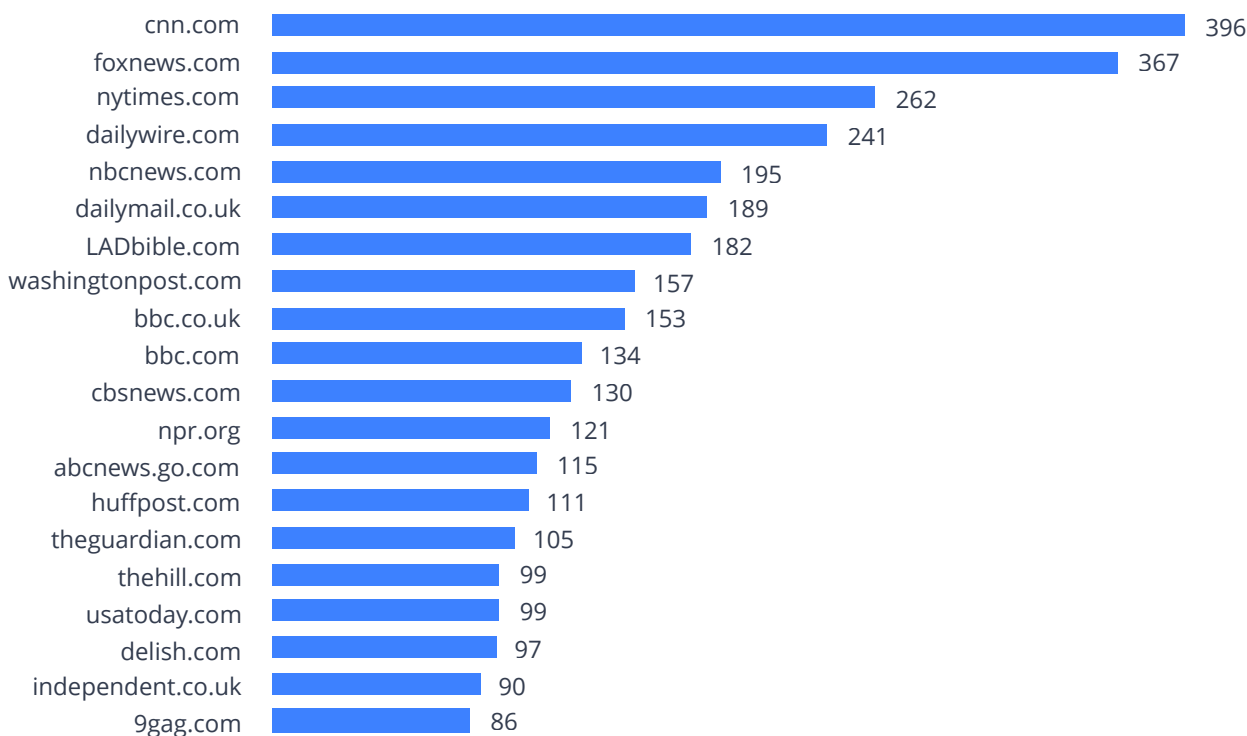
The picture here is a little different than what we saw in terms of total engagements. It contains lots of the same names, just in a slightly different order.

CNN ranked the highest in terms of the number of stories that featured in the top 10,000, with 396, while Fox and its affiliates saw 367.

The New York Times rose up the ranks from the last time we looked at this metric from fifth to third, with 262 of its stories featuring in the top 10,000 compared to 211 the last time out.

Once again, nearly all of these publishers were legacy news outlets or outlets with a political focus, though LADbible, 9Gag and Delish did also appear in the ranking.

Number of stories in top 10,000 by publisher



Most Shared Stories in Q2 2019

The most engaged content on Facebook came from Vimeo, with a short documentary about Fair Oaks Farms being the most engaged content of the year so far.

There was also a good deal of political content, as well as memorials to D-Day and Notre Dame burning, alongside more general viral content.

Most Engaged Web Content in 2019

PUBLISHER	HEADLINE	FB ENGAGEMENTS
VIMEO.COM	The Biggest Undercover Dairy Investigation in History - Fair Oaks Farms and Coca Cola	5,562,987
9GAG.COM	English policemen have a good sense of humor as they escort Trump	3,311,482
CBSNEWS.COM	House panel passes 9/11 victims fund bill a day after Jon Stewart's emotional testimony	3,102,119
HEALTHYFOODHOUSE.COM	Nearly Extinct Pink Dolphin Gives Birth To Pink Calf - Healthy Food House	2,791,689
BBC.CO.UK	Notre Dame on fire in Paris	2,767,201
LATESTREADINGS.COM	All Dogs Go to Heaven and This Dog-Shaped Cloud is the Best Proof to That - Best News	2,694,530
BBC.CO.UK	First ever black hole image released	2,586,648
CBSNEWS.COM	19th Amendment guaranteeing women the right to vote was passed 100 years ago today	2,406,336
TUKO.CO.KE	Billionaire says knowing Jesus is more important than having a lot of money	2,329,830
TRENDINGS.NET	Bring Back Home Economics Class Because Our Kids Lack Basic Life Skills	2,271,605
TASKANDPURPOSE.COM	7,500 boots are on display at Fort Bragg to honor US service members killed since 9/11	2,177,013
BLOG.THEVETERANSSITE.G REATERGOOD.COM	A Tribute To Those Who Went Ashore at Normandy 75 Years Ago	2,110,863
DISCLOSE.TV	Losing A Pet Is More Painful Than Most People Think	2,054,780
REALFARMACY.COM	School Gives Students PE Credits for Helping Elderly and People With Disabilities Do Yard Work	1,908,714
LIVEACTION.ORG	Dark day': Illinois House passes abortion bill far worse than New York's	1,855,720

Most Shared Stories in Q2 2019

The video on Vimeo was also the most shared piece.

Once again, we saw local events such as an amber alert for a missing five year old in Houston and a social security scam warning from police get a significant number of shares.

Memorials to fallen soldiers also saw a significant number of shares, perhaps to be expected given Memorial Day and the anniversary of the D-Day landings.

Most Shared Web Content in 2019

PUBLISHER	HEADLINE	FB SHARES
VIMEO.COM	The Biggest Undercover Dairy Investigation in History - Fair Oaks Farms and Coca Cola	1,110,248
EN.THELAUGHBIBLE.NET	This test is considered impossible for most – except people with OCD	457,982
9GAG.COM	English policemen have a good sense of humor as they escort Trump	419,269
BBC.CO.UK	First ever black hole image released	406,956
ROCKETCITYNOW.COM	Police warn of Social Security phone call scam	399,228
HEALTHYFOODHOUSE.COM	Nearly Extinct Pink Dolphin Gives Birth To Pink Calf - Healthy Food House	399,045
BBC.CO.UK	Notre Dame on fire in Paris	358,913
DAILYMAIL.CO.UK	Amber Alert issued for missing five-year-old Houston	355,390
LATESTREADINGS.COM	All Dogs Go to Heaven and This Dog-Shaped Cloud is the Best Proof to That - Best News	347,874
TASKANDPURPOSE.COM	7,500 boots are on display at Fort Bragg to honor US service members killed since 9/11	338,300
CBSNEWS.COM	19th Amendment guaranteeing women the right to vote was passed 100 years ago today	335,858
ROCKETCITYNOW.COM	Police warn of Social Security phone call scam	321,791
PJMEDIA.COM	Obama Built The 'Cages' for Illegals, Not Trump, Says Obama ICE Chief	318,229
BLOG.THEVETERANSSITE.GR EATERGOOD.COM	A Tribute To Those Who Went Ashore at Normandy 75 Years Ago	305,947
NBCNEWS.COM	Man killed, two others injured outside rapper Nipsey Hussle's L.A. store	303,769

Most Commented Stories in Q2 2019

Unsurprisingly, the dairy farm investigation was also the most commented piece.

Topics commented upon were generally a little different, and included fashion trends for men

that people seemed to have difficulty understanding, alongside the regular viral stories, but also some political stories such as the Times' Trump tax investigation.

Most Commented Web Content in 2019

PUBLISHER	HEADLINE	FB COMMENTS
VIMEO.COM	The Biggest Undercover Dairy Investigation in History - Fair Oaks Farms and Coca Cola	1,957,350
TODAY.COM	Crop tops for men are a thing now — and we're not sure how to feel	506,999
LIVEACTION.ORG	Dark day': Illinois House passes abortion bill far worse than New York's	497,537
LADBIBLE.COM	A French Inventor Is Selling Pills That Make Farts Smell Nice	487,962
ABC7CHICAGO.COM	New Washington law could have some middle school kids in car seats	471,790
BBC.CO.UK	Notre Dame on fire in Paris	467,848
THEKRAZYCOUPONLADY.COM	Splash and Slide Inflatable Water Slide, Just \$149 at Sam's Club!	454,580
DISTRACTIFY.COM	Women All Have the Same Freckle on Their Wrist and It's Freaking People Out	453,366
THEBLAZE.COM	Rainbow pride flag replaces POW/MIA flag at veterans memorial plaza — and public outcry is ignited	430,086
NYMAG.COM	Study Finds Trump Tax Cuts Failed to Do Anything But Give Rich People Money	413,007
NYTIMES.COM	Decade in the Red: Trump Tax Figures Show Over \$1 Billion in Business Losses	365,918
NURSE.ORG	[Video] Senator Remarks Go Viral: Nurses "Play Cards For a Considerable Amount Of The Day"	351,604
BBC.CO.UK	First ever black hole image released	341,545
BRAINCHARM.COM	Lace shorts for men are here whether you want them to be or not	339,832
EN.THELAUGHBIBLE.NET	This test is considered impossible for most – except people with OCD	338,935

Genres of the Top 100 Articles: Q2 2019

We saw a slight decrease in the number of political stories in the top hundred stories, which dropped from 34 to 29 vs the previous period.

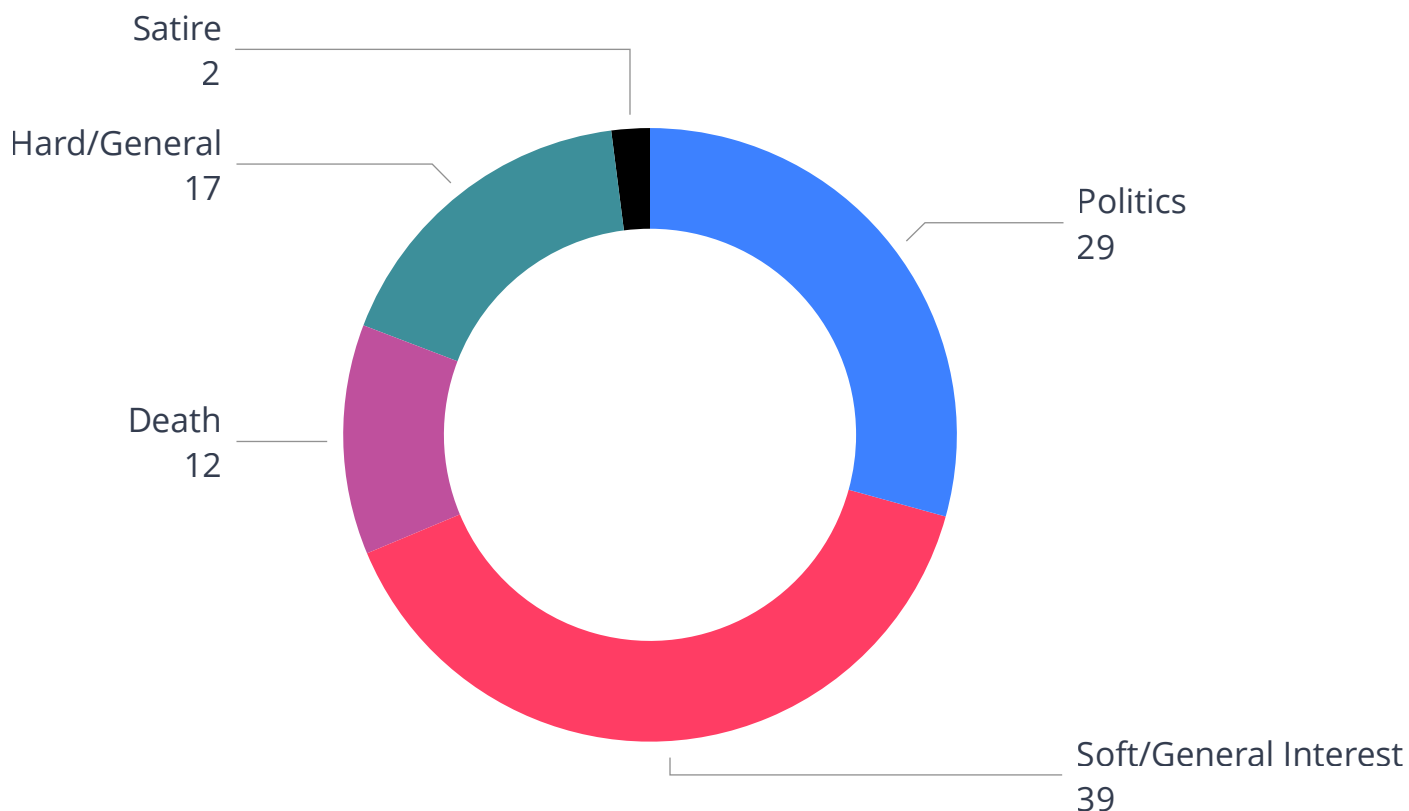
The number of viral/general interest stories was the one that saw the most significant growth, moving from the teens to 39 of the top hundred stories.

Hard news stories that dealt with non-political topics such as economics, science, and climate

change made up 17 percent of the top hundred stories.

Meanwhile, satire and humor articles made up the final two in our analysis of the biggest stories for the period.

Percentage of Top 100 Stories of 2019 by Genre



Facebook Native Publishing



Top Facebook Pages in Q2 2019

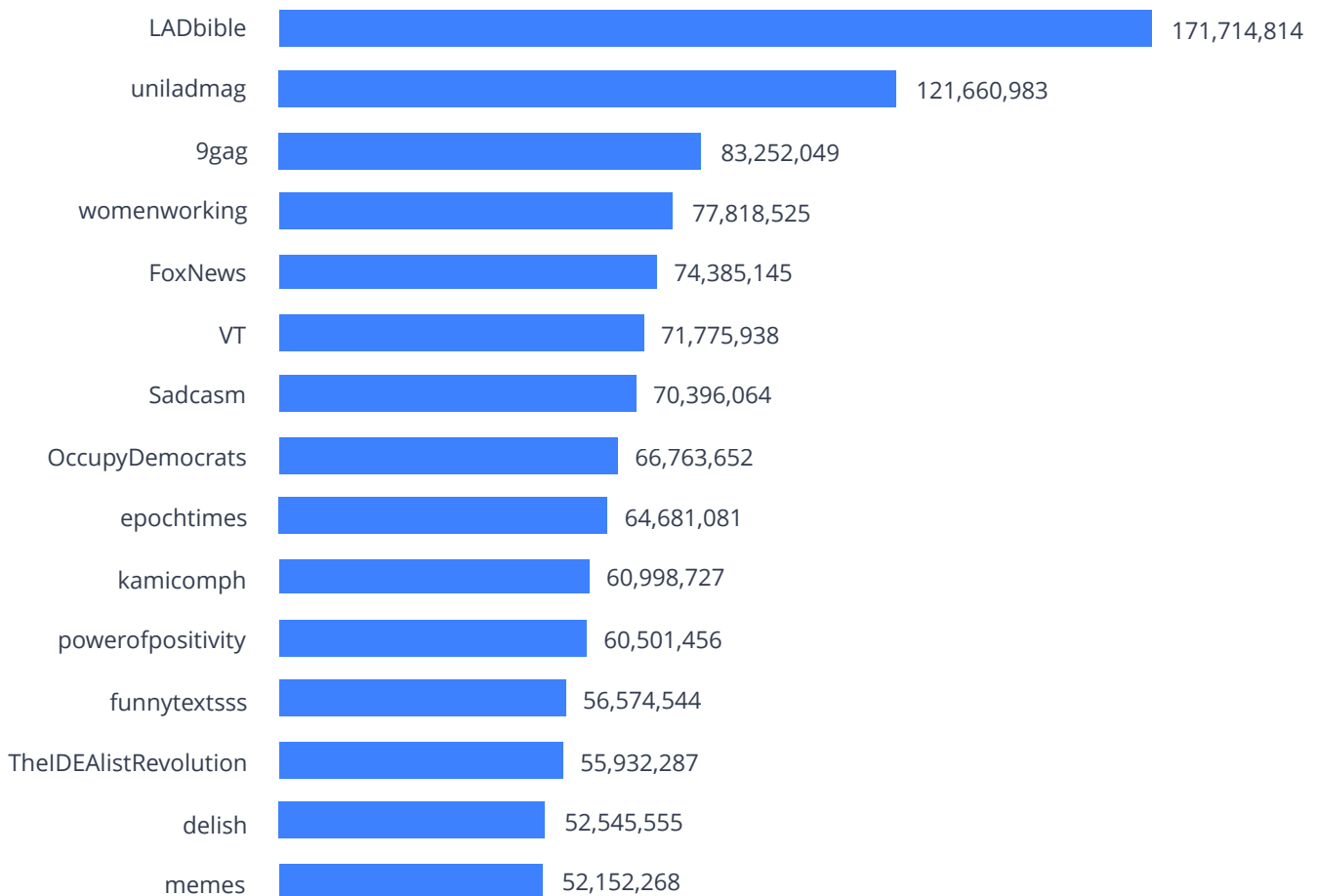
Natively, the names are very different, and there was one very clear winner ahead of all competitors in Q2.

The LADbible saw unparalleled engagements of more than 170 million on their Facebook Page for the time period we looked at, nearly 1.5x that of UNILAD, which was the only other Page to break more than 100 million engagements for the quarter.

LADbible's engagement number was more than double that of anyone other than UNILAD.

The rest of the Pages were more closely aligned in their numbers, with the rest of the top fifteen ranging between 50 million and 80 million engagements. Many of these were meme accounts or viral publishers, rather than the traditional publishers we saw have success with the web content.

Top Pages by Total Engagement



Top Publishers' Facebook Pages in Q2 2019

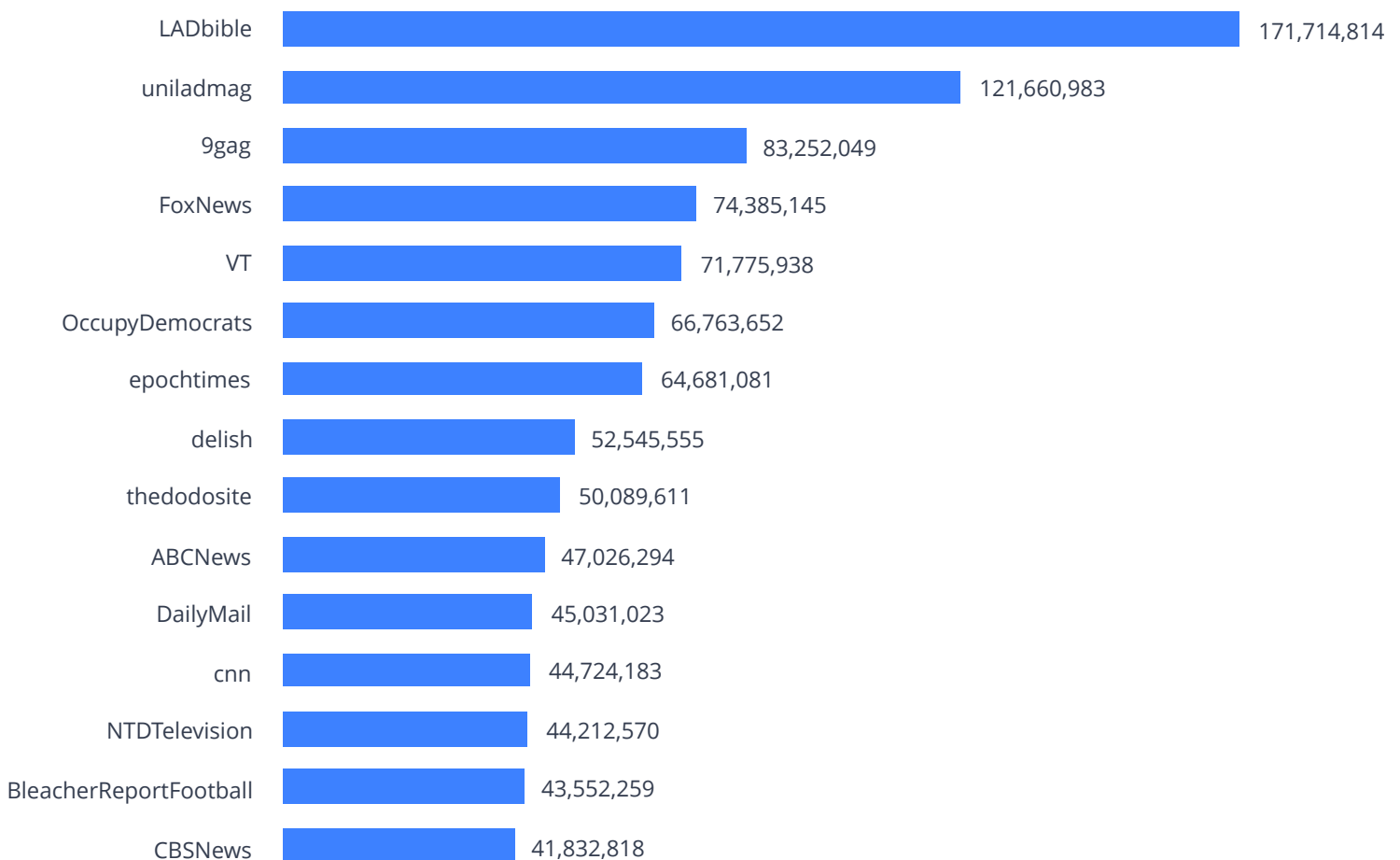
When we look at just news publishers we see more of those traditional channels that we saw previously.

LADbible and UNILAD still dominate, of course, but we see the big cable channels such as Fox, CNN, ABC, and CBS all featuring in the top fifteen publishers.

Viral and digital native publishers did well even beyond the Lad sites, with VT, The Dodo, and 9Gag all featuring in the publishers.

Delish was the only food publisher that featured among these publishers, while Bleacher Report Football was the only sports publisher to feature, with 52 million and 43 million engagements respectively.

Publishers with the most engaged Pages



Facebook Pages Driving the Most Angry Reactions: Q2 2019

One metric that stands out as a little different from a like, share, or comment is the Angry reaction, as it is a fairly clear indication of a sentiment about a piece of content.

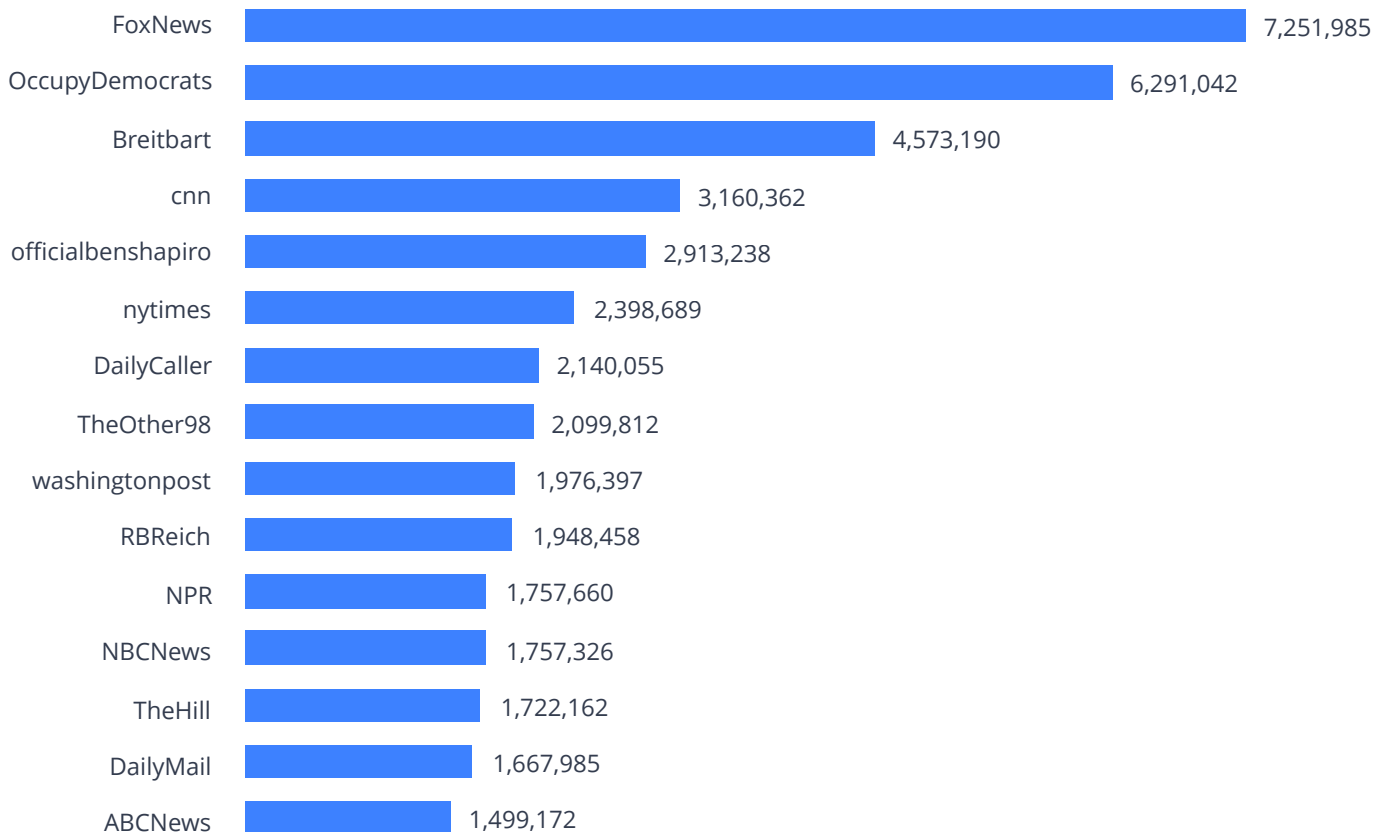
These, having been introduced by Facebook in 2017, have been widely adopted now as a useful measure.

This reaction normally has one of two very clear uses. Either people don't like the content, or

they're angry about what they're seeing, with the former seemingly being much less common than the latter.

Here, we see politics dominate the anger online in terms of native publishers, with big cable news channels appearing alongside the likes of Occupy Democrats, The Other 98 Percent, and personalities from both sides of the political spectrum such as Ben Shapiro and Robert Reich.

Pages with the most Angries



Pages by Percentage of Angry Reactions: Q2 2019

We can also break this down to the Pages that receive a disproportionately high number of Angry reactions, and unsurprisingly this is driven by politics once again, with a few exceptions.

The Rachel Maddow Show page had the highest proportion of its interactions made up of Angry reactions, with nearly a quarter of engagements to its posts coming in that form.

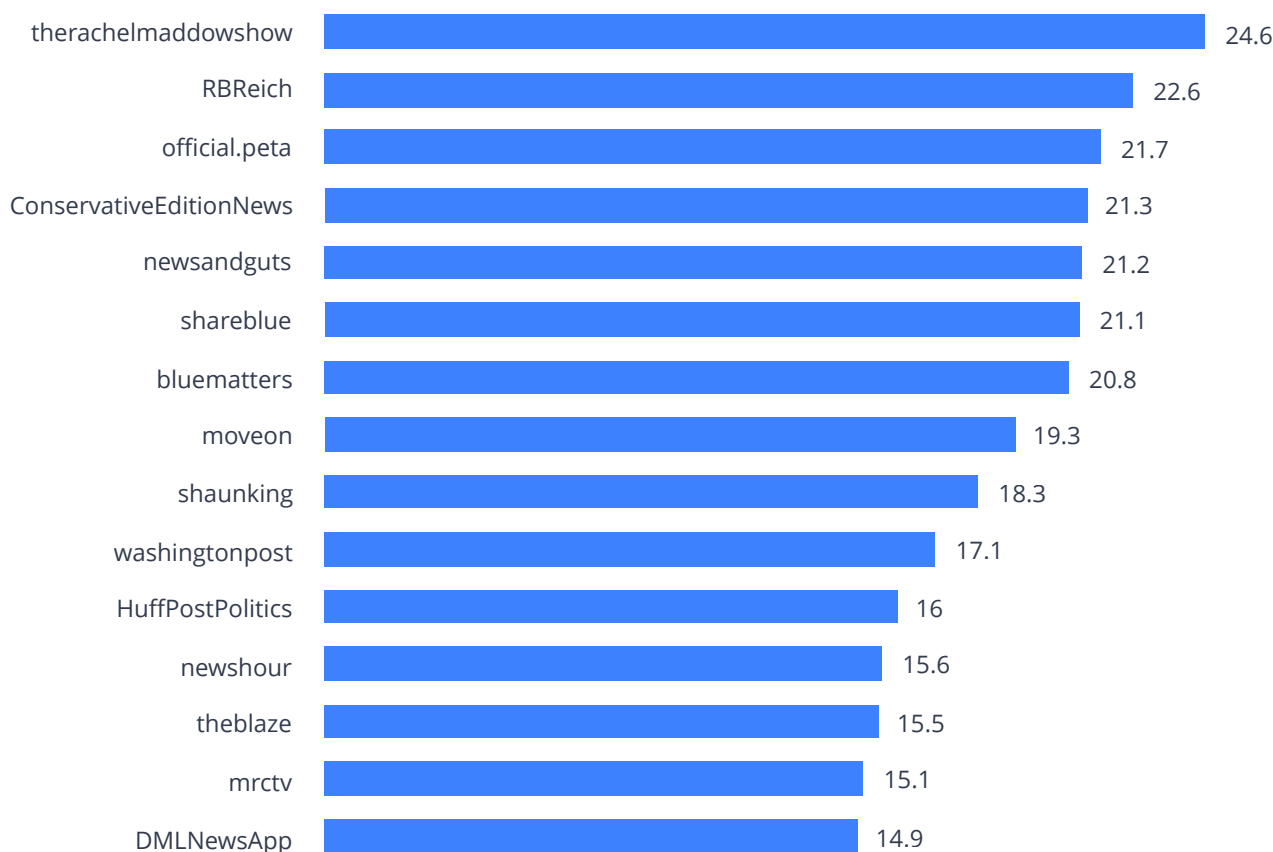
Robert Reich featured high in the list both in

terms of raw engagements and percentage of engagements to the Page.

Despite their high raw number of angry reactions, neither Fox nor Breitbart had a notably high proportion of Angries in terms of the overall engagement to their content.

PETA bucked the political trend to rank third in terms of proportion of Angries, with mistreatment of animals always a heated topic.

Pages with the highest percentage of Angries (min. 500 Posts)



Reactions to Top 10,000 Facebook Posts by Percentage

How did people react to the top Facebook posts?

We looked at the reaction data for the top 10,000 Facebook posts for Q2 and found a different picture to what we saw in our last report.

Likes were predictably the most common interaction type with the top posts, making up nearly half of the total engagements. The ratio of Likes compared to other interaction types actually increased this time around as compared to our last analysis, from 44 to 52 percent.

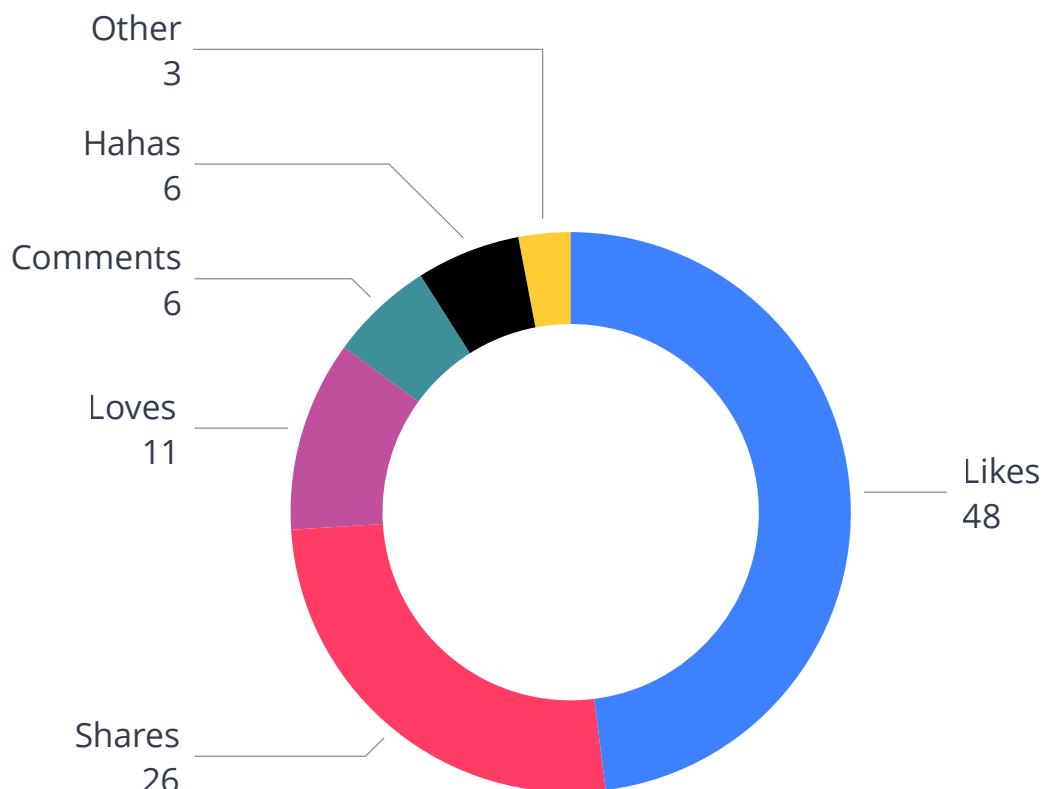
The rest of the metrics were in the same order, but the numbers are quite different.

Shares once again came in second, but where they made up 34 percent of the interactions last time, this time that number was just 26 percent.

Loves increased their share from eight percent to eleven percent, while everything else stayed roughly the same.

Although we did see some Angry reactions from some specific publishers, they basically don't register as a reaction among the top posts, with less than one percent of the reactions to the top 10,000 posts being an Angry.

Most Common Reactions to Top 10,000 Posts by Percentage in Q2 2019



Number of Posts in Top 10,000 Posts by Post Type: Q2 2019

In terms of the format of content that was the most successful among the top posts, there is a clear winner, and it has changed since last time around.

Whereas in March we saw photos make up almost half the top posts, while Native Video make up around 40 percent, this time we saw a dramatic increase in the number of Native Videos in the top 10,000 posts.

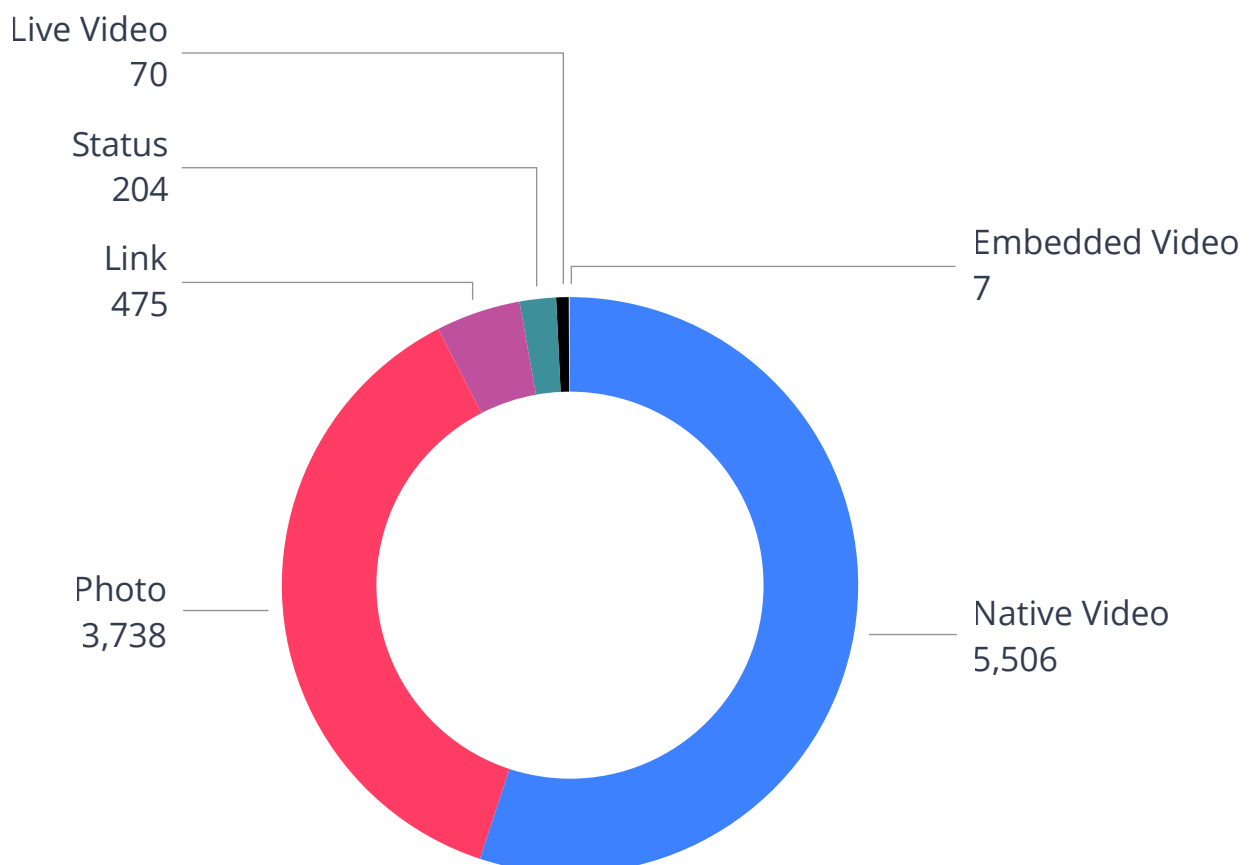
For Q2, 5,506, or 55 percent of the top posts were actually Native Videos, while there were

about 1,000 fewer photos that made it to the top.

Links were also more than cut in half among the top posts, dropping from 1,052 to 475. This shows that although web content is doing well on Facebook as we saw previously, this isn't necessarily coming from Facebook Pages sharing that content, and that that web content is finding engagement in other ways.

Once again, Live Video barely featured, making up only 70 of the top posts.

Top 10,000 Facebook Posts by Format in Q2 2019

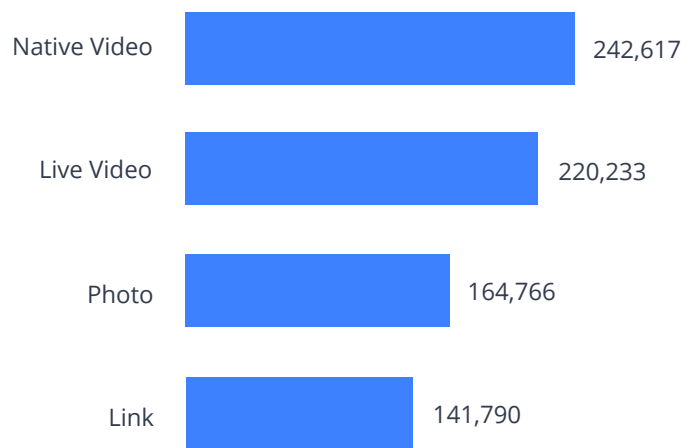


Average Engagements by Post Type on Top 10,000 Posts: Q2 2019

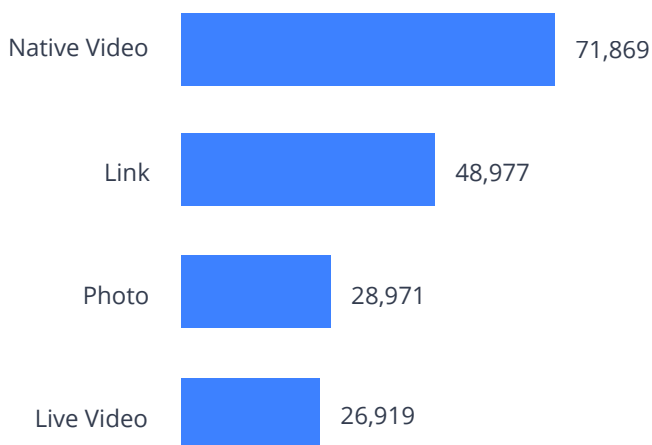
The average engagements by post type among the top 10,000 have increased since we last looked.

Native Video comes out on top for both average engagements and average shares, while it was live video that dominated in terms of comments, with 3x the number of comments on average than any of the other formats.

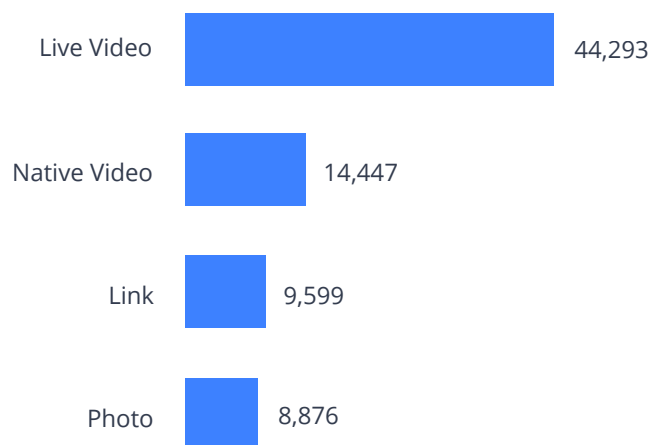
Average Engagements by Post Type



Average Shares by Post Type



Average Comments by Post Type



Top Facebook Posts of Q2 2019

The top posts on Facebook tended to be native videos, with fourteen of the top fifteen coming in that format. Blossom in particular dominated with its videos showing tips and tricks for doing different things around the house, some of which garnered more than 5 million engagements.

Top Facebook Posts of 2019

FB PAGE	POST TYPE	HEADLINE	ENGAGEMENT
BLOSSOM	Native Video	13 easy peasy peeling hacks!	6,673,170
AMERICA'S GOT TALENT	Native Video	Music saved Kodi Lee's life. See why Gabrielle Union's first Golden Buzzer will go down in history	6,582,745
BLOSSOM	Native Video	Before you compost, make it the most with these 11 food scrap hacks!	4,583,814
BLOSSOM	Native Video	Is your food fake or real? Find out with these 16 easy tests at home!	4,043,744
BLOSSOM	Native Video	Ex-seed all your replanting dreams with these 11 clever hacks!	3,859,621
BLOSSOM	Native Video	11 unusual ways to make food!	3,827,318
THE BIBLE SERIES	Native Video	Children in Karate Class Cheer Kid on While Kicking Board	3,730,807
KCSTAUFFER	Native Video	Will Smith ia the freaking coolest	3,388,379
INVESTIGATION DISCOVERY	Native Video	Police Dog Demonstrates Life-Saving CPR For School Kids	2,914,840
UNILAD	Native Video	Little Guy Blows Out Candles	2,800,999
BLOSSOM	Native Video	Try these cool ice tray hacks!	2,722,033
CBS NEWS	Native Video	Military Amputees Cross Boston Marathon Finish Line	2,714,162
COMEDY CENTRAL	Native Video	Brooklyn Ball Barber - Mini-Mocks	2,546,217
STATE BANK OF INDIA	Photo	India's Khiladi Akshay Kumar joins #SBI, Bhamla Foundation & Ministry of Environment to #BeatAirPollution	2,359,504
MUSIC LIFE	Native Video	This street performer playing "Sunflower" by Post Malone & Swae Lee on violin is 🔥	2,309,140

Top Facebook Posts by Publishers in Q2 2019

We also looked at just publishers, and here Blossom was even more dominant.

Six of the top ten posts, and all of the top five, came from the how-to publisher, with all six of them topping two million engagements.

LADBible and UNILAD, despite their dominance in terms of total engagements, only actually

featured once each in the top ten posts, and that is mostly down to the dominance of Blossom.

CBS News was the only non-viral publisher to feature in the top ten posts, with a video about military amputees completing the Boston marathon that garnered 2.7 million interactions for the channel.

Top Facebook Posts from Publishers in 2019

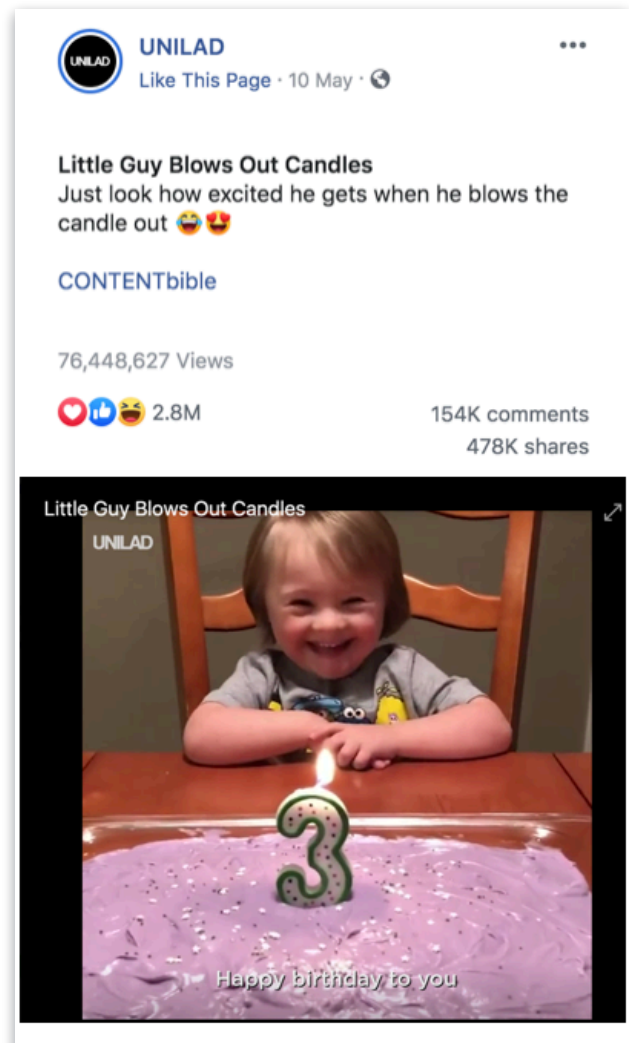
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CBS NEWS	Native Video	Military Amputees Cross Boston Marathon Finish Line	2,714,162
COMEDY CENTRAL	Native Video	Brooklyn Ball Barber - Mini-Mocks	2,546,217
LADBIBLE	Native Video	Little Lad Shaves Siblings' Hair With Razor	2,224,703

Key Takeaways

What to remember

Key takeaways

- Engagement to English language web content on Facebook is significantly higher than it was in 2018, and even higher than it was in 2017, for the second quarter running.
- CNN had the most stories in the top 10,000, followed by Fox and the NYT, meaning they really cut through the noise in Q2 and captured people's attention.
- Political content still features heavily, though there were also a number of viral news stories in the top hundred
- Native video has become even more dominant, with more than half of the top 10,000 posts being in that format.
- While Angry reactions do occur for some publishers, they're exceedingly rare apart from for political coverage.



Thank You!

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