

# Facebook Publishing: Q3 2019

Oct 2019

# Publishing on Facebook in 2019

**We regularly check in on the publishing world on Facebook, and this report will cover the third quarter of 2019.**

We have already published two such reports this year, and this iteration will cover trends from July – September of 2019.

In our previous reports, 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 Q3, proving it is a great time for web publishers 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 Q3 2019
- The publishers that are having the most success on their Facebook Pages



**SPORTbible**

Like This Page · 26 July · 🌐



**Lad Breaks 50 Bricks In 40 Seconds 🙌🔥**  
Sead Kolašinac training for the new season... 🙌🔥

132,343,106 Views

👍🤔❤️ 3M

134K comments  
271K shares



A woman with long dark hair, wearing a checkered shirt, is looking at her smartphone. The image is overlaid with a semi-transparent blue filter. A horizontal white line is positioned above the title text.

# Web Publishing on Facebook Q3 2019

# Engagements to Web Content over Time: Q3 2019

A trend we have seen in each of the previous two quarters was that there was a dip in engagement in Q3 of 2018, as compared with both 2017 and 2019.

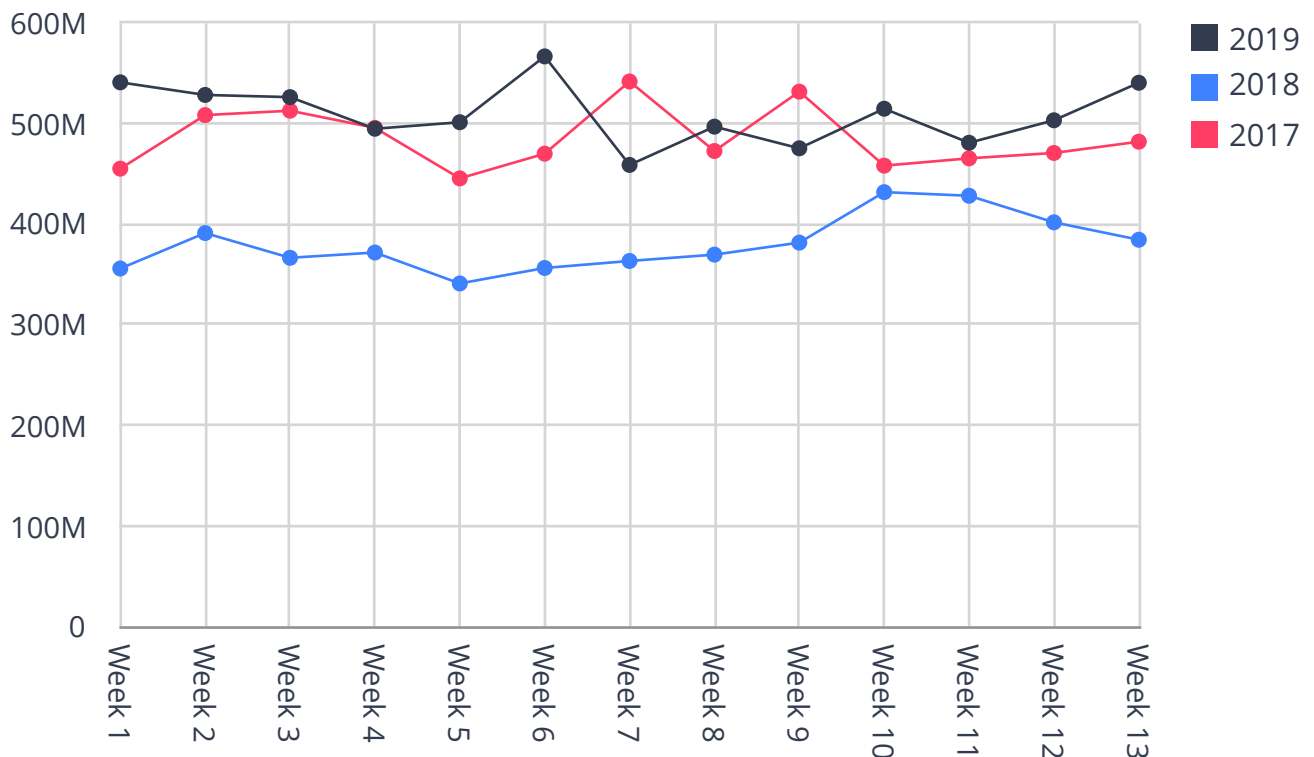
That is a trend once again, though to a less dramatic extent.

There is far less distance between the lines on the graph for Q3 than we saw in either of the previous quarters, and a far greater overlap between 2017 and 2019 than we saw last quarter.

Indeed, there were two weeks where the comparable week in 2017 received significantly more engagements than 2019.

Overall, the quarter remained fairly steady for engagements week to week, though this year was more variable than either of the previous years.

Engagement to web content over time from Q2 2019



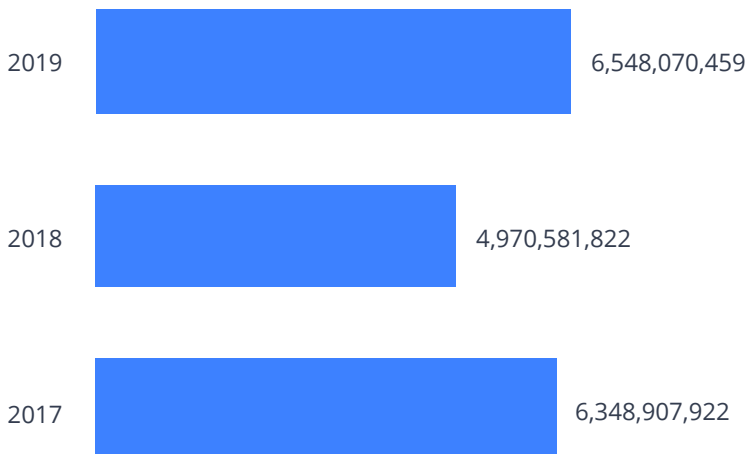


# Total and Average Engagement by Year: Q3 2019

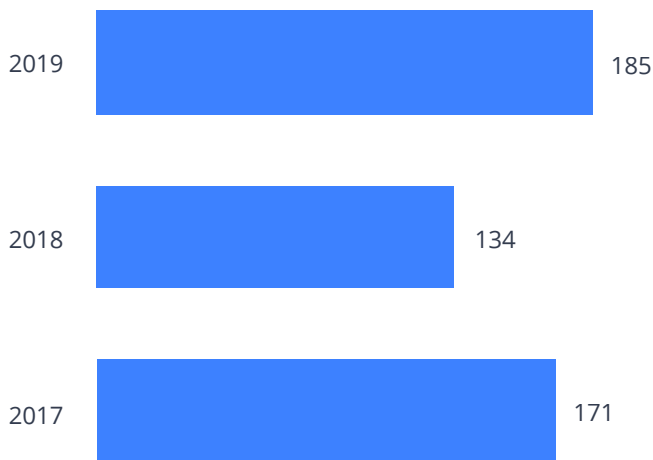
One thing that did remain the same compared to last quarter was that 2019 was the biggest one for Facebook engagements.

Having said that, the numbers are lower than they were in Q2, with around 6.5 billion Facebook engagements to content published in Q3, as compared with 7.5 billion in the previous quarter.

## Total Engagement in Q3 by Year



## Average Engagement in Q3 by Year



This was the case for 2017 as well, however, with a slight drop in engagements between Q2 and Q3.

Interestingly it was not the case for Q3 of 2018, which saw both a higher total engagement and average engagement per article than it did in Q2 of the same year.

# Most Engaged Publishers: Q3 2019

**The top publishers have a familiar look to the last quarter, with Fox News and NBC again on top of the pile.**

It is important to note here that they include subsidiaries and local affiliates rolled up into the engagement numbers, so Fox News numbers include Fox 5 DC, NBC includes WNBC etc.

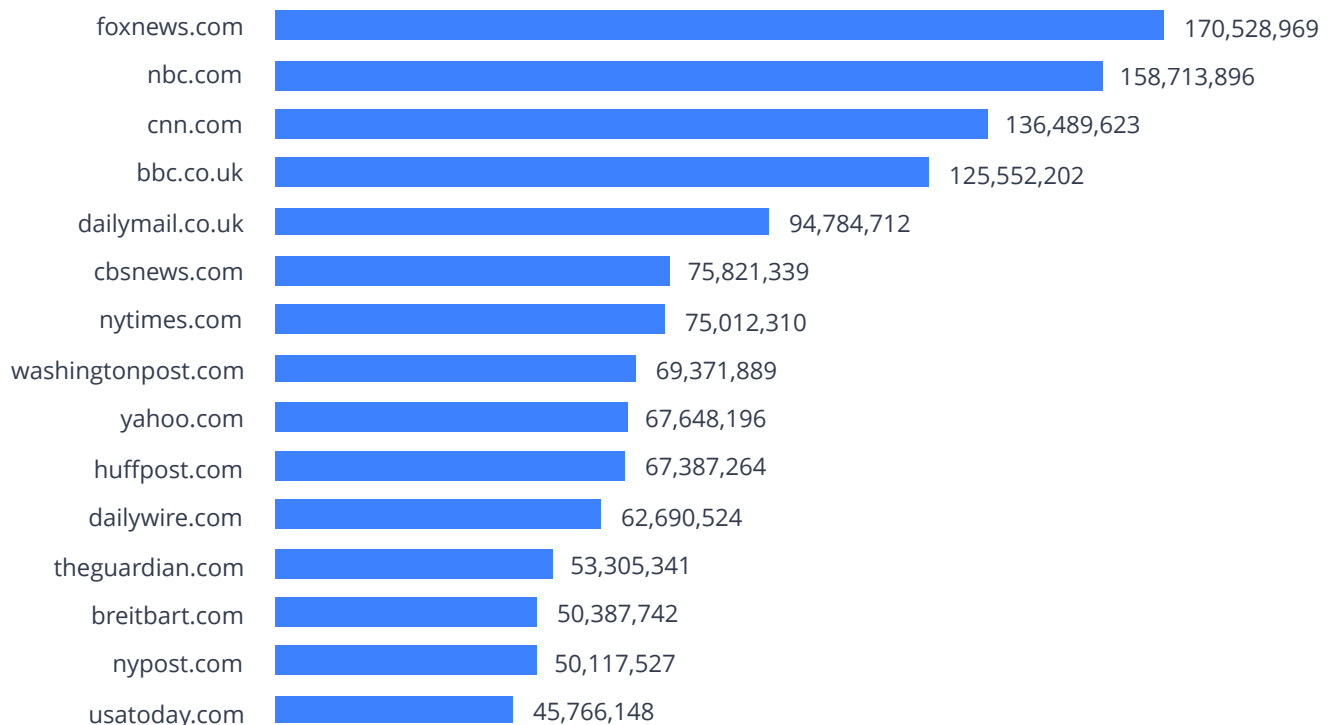
Fox retained top spot for this quarter, with a slight increase in engagements as compared to Q2, while NBC remained second but with roughly 10 million fewer engagements.

CNN climbed up the rankings despite driving three million fewer engagements, while BBC dropped a place to fourth.

Overall the trend was that the very top publishers got slightly fewer engagements than they did in Q2, while those towards the end of the top fifteen got slightly more, but there was not a huge amount of movement.

The majority of the top fifteen remained the same, with the only newcomers to the list being Huff Post, Breitbart, and the New York Post, who came in at the expense of LADBible, ABC News, and The Hill.

## Top Web Publishers by Facebook Engagement: Q3 2019





# Publishers with Highest Proportion of Comments

**There is a significant difference in the publications that garner the most engagements and those that get the highest proportion of comments.**

There was a clear winner in terms of driving the most comments and that was LBC, with 54 percent of the publisher's engagements coming from comments. This makes sense given the publisher's full name of 'Leading Britain's Conversation'.

The only other publisher to see more than 50 percent of its engagements come from comments was LADbible-owned Pretty 52, which had 53.6 percent of its just over 5 million engagements come from Facebook comments.

Beyond these two publishers, there was a bit of a drop off to other sites, and no clear pattern as to why some of these would be more likely to drive a high proportion of comments compared to other types of engagements.

## Web Publishers with Highest Proportion of Comments

PUBLISHER	TOTAL COMMENTS	TOTAL ENGAGEMENTS	PERCENTAGE
LBC.CO.UK	1,061,051	1,964,309	54.02
PRETTY52.COM	2,732,798	5,098,466	53.60
THEHOOKSITE.COM	914,847	1,888,417	48.45
STUDENTPROBLEMS.COM	2,118,013	4,533,677	46.72
LFRSOLUTIONS.COM	494,209	1,158,133	42.67
INQUISITR.COM	803,108	1,993,314	40.29
FABIOSA.COM	1,056,445	2,669,761	39.57
HULLDAILYMAIL.CO.UK	527,934	1,389,165	38.00
ENTERTAINMENTDAILY.CO.UK	537,791	1,447,542	37.15
TWISTEDFOOD.CO.UK	519,449	1,399,427	37.12

# Publishers with Highest Proportion of Shares

**Publishers that received a high proportion of shares tended to have very different characteristics from those with comments.**

Reuters was again the publisher that saw the highest number of shares, with its status as a breaker of news likely influential in that.

The famous newswire saw almost two thirds of its 18 million engagements come from shares, which is similar to what was achieved in Q2.

DC Tribune was the only other site to garner more than half of its engagements from shares, though this came from a relatively small number of total engagements.

As we have seen before, local news publishers often have high shares compared to other engagements, and when we get to the top stories it will become obvious why that is the case this quarter, especially for Fox 32 Chicago.

## Web Publishers with Highest Proportion of Shares

PUBLISHER	TOTAL SHARES	TOTAL ENGAGEMENTS	PERCENTAGE
REUTERS.COM	12,129,552	18,556,490	65.37
DCTRIBUNE.ORG	598,852	1,125,044	53.23
FOX32CHICAGO.COM	10,379,959	23,982,240	43.28
WORLDSTARHIPHOP.COM	533,692	1,491,792	35.78
THEGATEWAYPUNDIT.COM	614,641	1,759,079	34.94
FOX46CHARLOTTE.COM	623,391	1,838,405	33.91
ZEROHEDGE.COM	473,838	1,409,701	33.61
BLOOMBERG.COM	3,087,188	10,088,539	30.60
11ALIVE.COM	1,625,238	5,348,510	30.39
NBC25NEWS.COM	411,958	1,413,876	29.14



# Number of Stories in the Top 10,000: Q3 2019

**Where total engagements paints one picture, the number of stories in the top 10,000 most engaged articles paints a different one.**

The total engagements metric puts a slight weight in favor of those outlets that publish a lot of content, whereas seeing which publishers have the most stories in the top 10,000 demonstrates better the outlets that cut through the noise on a regular basis.

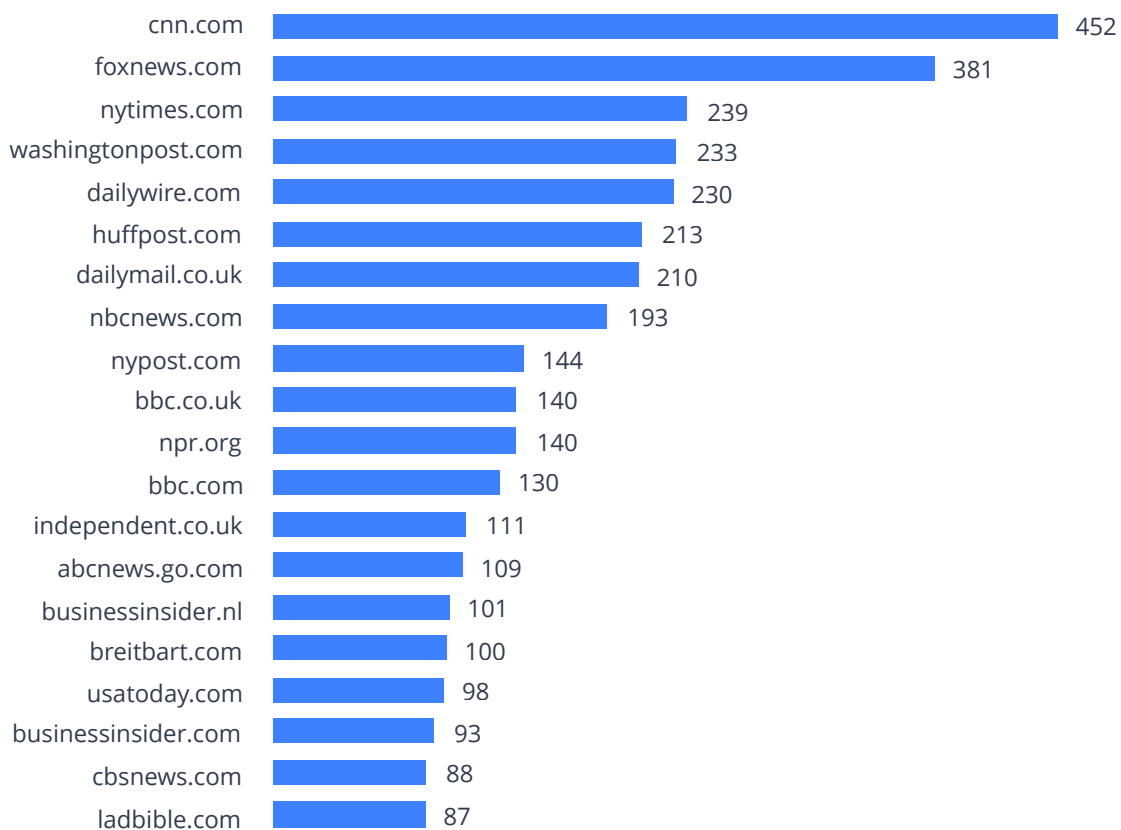
Here, it is CNN that is the clear powerhouse. Despite being only third in overall engagement,

they are well ahead of the competition by this metric, with almost double the top stories of anyone apart from Fox News.

The New York Times comes in third, just ahead of the Washington Post and The Daily Wire, who all have around 230 stories apiece.

The Washington Post was the only one of these publishers to gain a significant number of stories from these three, going from 157 in Q2 to 233 this time around.

## Number of stories in top 10,000 by publisher



# Most Engaged Stories: Q3 2019

The top stories were more on the light-hearted side, but this was not exclusively the case.

The top story came from local station Fox 32, about an Amber Alert that was issued for a boy missing in Chicago.

## Most Engaged Web Content in Q3 2019

PUBLISHER	HEADLINE	FB ENGAGEMENTS
FOX32CHICAGO.COM	Amber Alert issued for boy, 6, believed to be in danger	5,087,125
JUUL-CLAIMS.COM	JUUL Claims	3,648,078
TRENDINGS.NET	Bring Back Home Economics Class Because Our Kids Lack Basic Life Skills	3,589,545
TASKANDPURPOSE.COM	Meet the hero soldier who saved lives during the El Paso Walmart shooting	3,388,653
ONLINEENEWZ.TODAY	Bookstore employee writes this on Facebook after "little old lady" shocks everyone at the register	3,181,627
NYPOST.COM	Arkansas city paying homeless \$9.25-an-hour to collect trash	2,971,389
FOXNEWS.COM	Photographer captures moment 'curious' squirrel stops to smell a flower	2,752,282
OPOJA.NET	5-year-old best friends got the same haircut to trick their teacher so she wouldn't be able to tell them apart - Opoja.net	2,539,060
NYPOST.COM	13 children of fallen 9/11 firefighters are graduating FDNY Academy	2,156,283
INDEPENDENT.CO.UK	Holland covers hundreds of bus stops with plants as gift to honeybees	2,053,264
TRUTHOUT.ORG	Alaska's Sea Ice Completely Melted for First Time in Recorded History	2,043,259
AL.COM	Barbie debuts Rosa Parks doll as part of series honoring iconic women	2,026,816
THEWILDCHILD.CO.ZA	Against All Odds, Couple With Down Syndrome Celebrates 22-Years Wedding Anniversary	2,021,917
OPOJA.NET	Single dad adopts girl with Down syndrome who was rejected by 20 families - let's hear it for them - Opoja.net	1,891,846
NBCNEWS.COM	Senate passes bill ensuring 9/11 victims fund will never run out of money	1,886,479



# Most Commented Stories: Q3 2019

The most commented stories tended towards the political, with Donald Trump featuring multiple times.

Topics included policy decisions, and reactions to shootings.

## Most Commented Web Content in Q3 2019

PUBLISHER	HEADLINE	FB COMMENTS
FOX32CHICAGO.COM	Amber Alert issued for boy, 6, believed to be in danger	1,166,273
ABCNEWS.GO.COM	Jeffrey Epstein, accused sex trafficker, dies by suicide: Officials	946,059
TASKANDPURPOSE.COM	Children of US troops born overseas will no longer get automatic American citizenship, Trump administration says	649,562
NARCITY.COM	You Have To Try And Survive Jason With Your Friends At This Campground In Arizona	503,010
NATURALNEWS.COM	NASA admits that climate change occurs because of changes in Earth's solar orbit, and NOT because of SUVs and fossil fuels	501,095
NYTIMES.COM	Jeffrey Epstein Commits Suicide at Manhattan Jail	470,540
DAILYMAIL.CO.UK	Billionaire Jeffrey Epstein dies by suicide inside his Manhattan jail	458,317
LFRSOLUTIONS.COM	Kevin Hart Paralyzed After Car Accident, Permanently Injures Vocal Cords	448,584
INDEPENDENT.CO.UK	Grinning Trump gives thumbs-up with baby whose parents were shot dead in El Paso terror attack	442,512
INDEPENDENT.CO.UK	Trump blames the internet and video games for mass shootings	423,014
FOXNEWS.COM	Starbucks shop boots police officers because customer 'did not feel safe' around them: reports	422,597
TATERSGONNATATE.COM	Ocasio-Cortez On the Budget : 'We Pay Soldiers Too Much'	405,693
MSN.COM	Trump Is a Racist. If You Still Support Him, So Are You.	400,153
FORBES.COM	Viral App FaceApp Now Owns Access To More Than 150 Million People's Faces And Names	397,475
PJMEDIA.COM	Hollywood Film Depicts Trump Supporters Being Hunted for Sport by Liberals	396,748

# Most Shared Stories: Q3 2019

**The most shared content had a distinct theme, at least among the top articles.**

We saw a high amount of articles featuring missing persons, specifically in the Chicago area. Indeed, four of the fifteen most shared articles were these types of reports from Fox 32 Chicago.

This implies a significant localized effort to get the message out. It's a theme we've seen emerge a few times in these reports, that local news tends to be particularly likely to be shared among one's friend list, rather than engaged in any other way.

## Most Shared Web Content in Q3 2019

PUBLISHER	HEADLINE	FB SHARES
FOX32CHICAGO.COM	Amber Alert issued for boy, 6, believed to be in danger	2,632,498
FOX32CHICAGO.COM	Amber Alert issued for abducted 7-year-old girl	1,123,334
FOX32CHICAGO.COM	Girl, 15, missing from Chicago	830,740
JUUL-CLAIMS.COM	JUUL Claims	667,054
FOX32CHICAGO.COM	Missing: 11-year-old girl last seen in South St. Paul, Minn.	556,839
ONLINEENEWZ.TODAY	Bookstore employee writes this on Facebook after "little old lady" shocks everyone at the register	540,740
PEOPLE.COM	17-Year-Old Boy's Lungs Completely Blocked from Vaping, Doctors Say	503,281
FOX46CHARLOTTE.COM	3 Tennessee children found safe, parents in custody	450,851
TASKANDPURPOSE.COM	Meet the hero soldier who saved lives during the El Paso Walmart shooting	436,778
NYPOST.COM	Arkansas city paying homeless \$9.25-an-hour to collect trash	397,698
TRUTHOUT.ORG	Alaska's Sea Ice Completely Melted for First Time in Recorded History	377,719
NATURALNEWS.COM	NASA admits that climate change occurs because of changes in Earth's solar orbit, and NOT because of SUVs and fossil fuels	352,385
TRENDINGS.NET	Bring Back Home Economics Class Because Our Kids Lack Basic Life Skills	348,420
FORBES.COM	Viral App FaceApp Now Owns Access To More Than 150 Million People's Faces And Names	327,180
FOX32CHICAGO.COM	Missing girl, 16, last seen August 20 in suburban Chicago	311,554



# Types of Article in the Top 100 Stories: Q3 2019

**We saw significantly more soft news in the top 100 stories this time around than we have seen in the previous two quarters.**

These types of viral animal or family oriented stories made up nearly half of the top stories, showing that although the hard news publishers are still the top performers overall, there is still room for viral publishers to gain huge engagement on the platform.

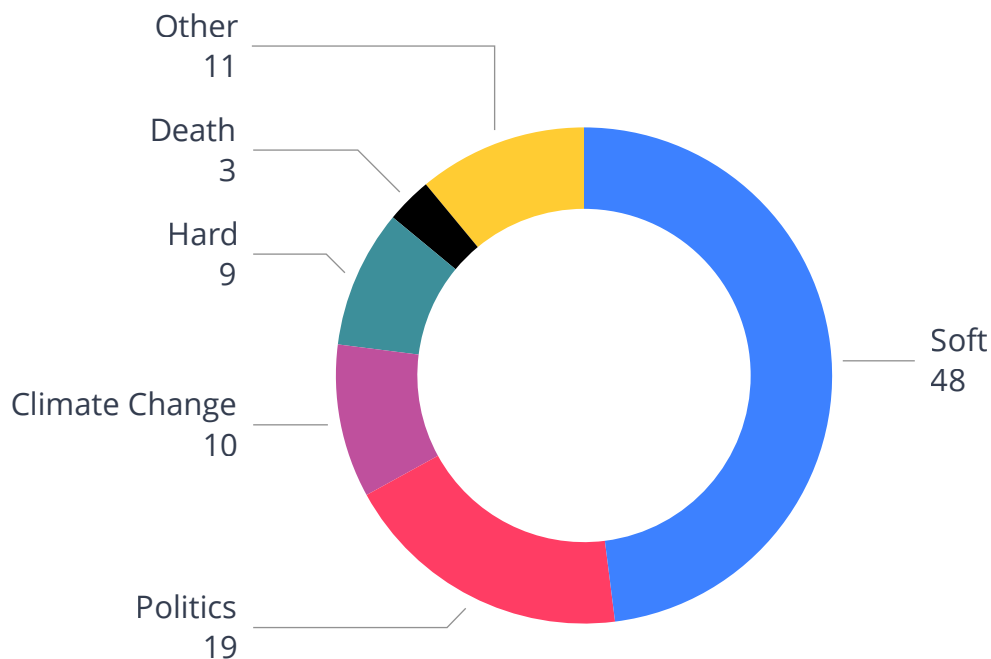
A mover this quarter, where it hasn't previously been so, was climate change. There are a couple of reasons for this. One was the attention that

Greta Thurnberg and her journey across the ocean to speak at the UN received. The other was the burning of the Amazon, and the subsequent reaction to that from world leaders.

As ever, politics was a key topic, being the one that appeared the second most in the top hundred stories for the quarter.

One thing we saw significantly less of this time around was announcements of deaths, though whether this is because there were fewer notable deaths or because these got less engagement this quarter is difficult to say.

**Percentage of Top 100 Stories of 2019 by Genre**





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# Native Publishing on Facebook Q3 2019

# Top Facebook Pages: Q3 2019

**Natively, the picture is very different, with publishers having a tougher time with their Facebook content than their web content.**

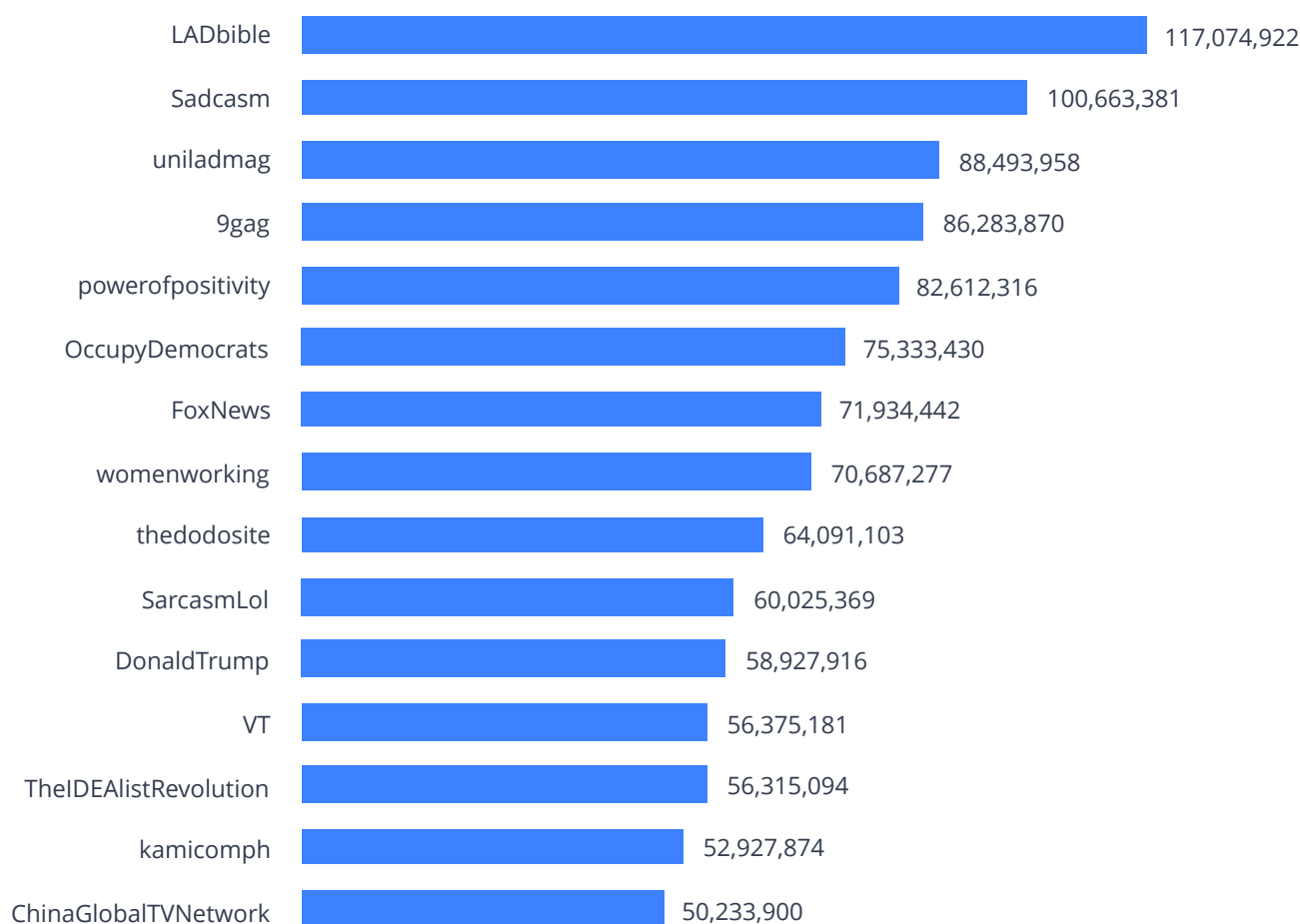
LADbible saw the most engagement on its native content once again, though engagements were significantly down from last quarter.

Whereas in Q2 the publisher received some 171 million engagements for the period, this quarter

that was down to 117 million. UNILAD, a similar Page focused on virality, also dropped significantly, galling from 121 million engagements to 88 million this quarter.

SadcasM, on the other hand, has moved in the opposite direction, going from 70 million to 100 million engagements, while a number of the other Pages have remained roughly the same in terms of total engagements.

## Top Pages by Total Engagement





# Top Publishers' Facebook Pages: Q3 2019

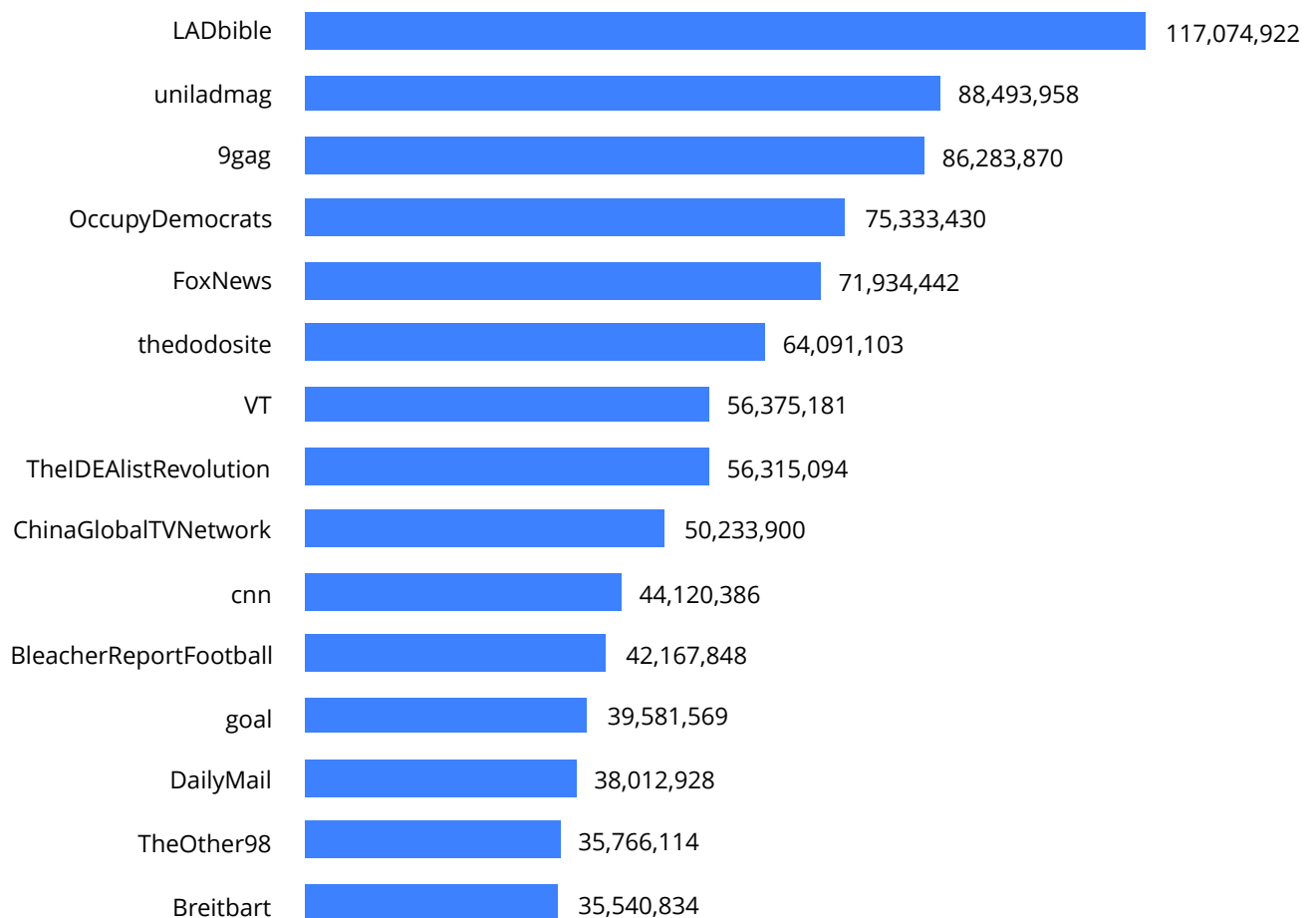
**When it comes to narrowing the focus to just publishers, we see more variety again, and more of a drop in engagement.**

Where in Q2 the number 15 publisher had some 41 million engagements, in Q3 Breitbart took the 15th spot with just 35 million engagements, suggesting that the general trend was towards lower engagements across the board.

Of course, there are individual publishers that buck this trend, with The Dodo, Goal, and China Global TV Network all doing better in this quarter than they did previously.

LADbible and UNILAD still top the pile, but they have gone backwards as 9Gag has gained on them, now with just two million fewer engagements than UNILAD, whereas in Q2 this gap was closer to 40 million.

## Publishers with the most engaged Pages



# Top Page by Reaction Type: Publishers

Where previously we looked at the Pages that generated the most Angry reactions, this quarter we decided to look at the Pages that performed the best for each reaction metric.

These are taken from among publishers' Facebook Pages, and looks at the top performing Page for each reaction metric.

The Page with the most likes was China Global TV, with 47 million.

LADbible dominated in terms of shares and comments, with 23 million and 20 million respectively. It was also the top publisher for Wows, though the number was much lower at around 2.5 million.

9Gag made an impression with its number of Hahas, coming in at nearly 18 million.

For the more negative reactions, CNN saw the most Sads to its content with 3.6 million, while Occupy Democrats had the most Angrys with a little over 7 million.

## Top Facebook Pages by Reaction: Q3 2019

REACTION	FB PAGE	NUMBER
LIKE	CHINAGLOBAITVNETWORK	47,411,388
SHARE	LADBIBLE	23,197,848
COMMENT	LADBIBLE	20,848,363
LOVE	THEDODOSITE	15,482,153
HAHA	9GAG	17,936,926
WOW	LADBIBLE	2,643,483
SAD	CNN	3,631,385
ANGRY	OCCUPYDEMOCRATS	7,234,615

# Top Post by Reaction Type: Publishers

**For the top posts by reaction type, there was very little repetition of posts.**

The only post that claimed the top spot in terms of more than one reaction was a video from Sport Bible of a man breaking 50 bricks in 40 seconds.

This achieved more than 2 million likes and 228,000 Wows, putting it at the top in those two categories.

The numbers of shares on individual videos had a much higher peak than any other, with a video from Blossom garnering almost 5 million shares.

Almost all of the posts that garnered the most of any kind of reaction were native videos, with this being the case for everything but the post with the most Angrys.

That was a link from Fox News, about policemen being asked to leave a Starbucks, which generated 108,622 Angrys.

## Top Facebook Posts by Reaction: Q3 2019

FB PAGE	POST TYPE	REACTION	HEADLINE	NUMBER
SPORTBIBLE	Native Video	Like	Lad Breaks 50 Bricks In 40 Seconds 🍊🔥	2,328,511
BLOSSOM	Native Video	Share	We're rooting for these 12 clever plant hacks!	4,996,381
LADBIBLE	Native Video	Comment	Cat Jumps Over Fence in Fascinating Way	436,071
SHAY MITCHELL	Native Video	Love	this joy 😍	483,868
FIBA3X3	Native Video	Haha	Ice cream video - meme	619,094
SPORTBIBLE	Native Video	Wow	Lad Breaks 50 Bricks In 40 Seconds 🍊🔥	228,295
NAS DAILY	Native Video	Sad	Most Depressing Country.	292,462
FOX NEWS	Link	Angry	Starbucks shop boots police officers because customer 'did not feel safe' around them: reports	108,622

# Reactions to Top 10,000 Facebook Posts by Percentage

## How did Reactions break down across the top 10,000 posts, then?

We looked at the top posts, and found that, consistent with our previous analyses, it was likes and shares that dominated the most commonly used interactions.

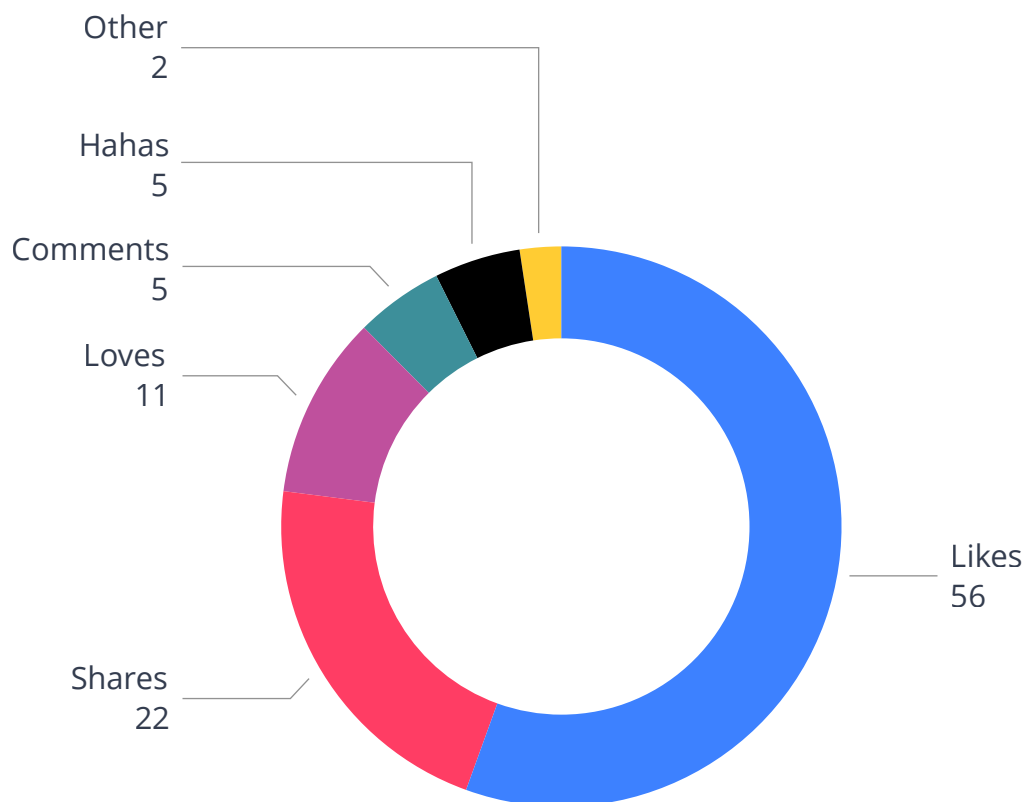
Likes made up over half of these, and shares a further 22 percent, meaning that combined they

were more than three quarters of the engagements to the top posts.

Among the lesser used reactions. Love won the day again, with that button being used twice as often as comments or Hahas, which were the next two most commonly used.

Between them, Sads, Wows, and Angrys made up less than 2 percent of the total engagements to the top 10,000 posts.

## Most Common Reactions to Top 10,000 Posts by Percentage





# Number of Posts in Top 10,000 Posts by Post Type

## The top posts were once again dominated by visual content.

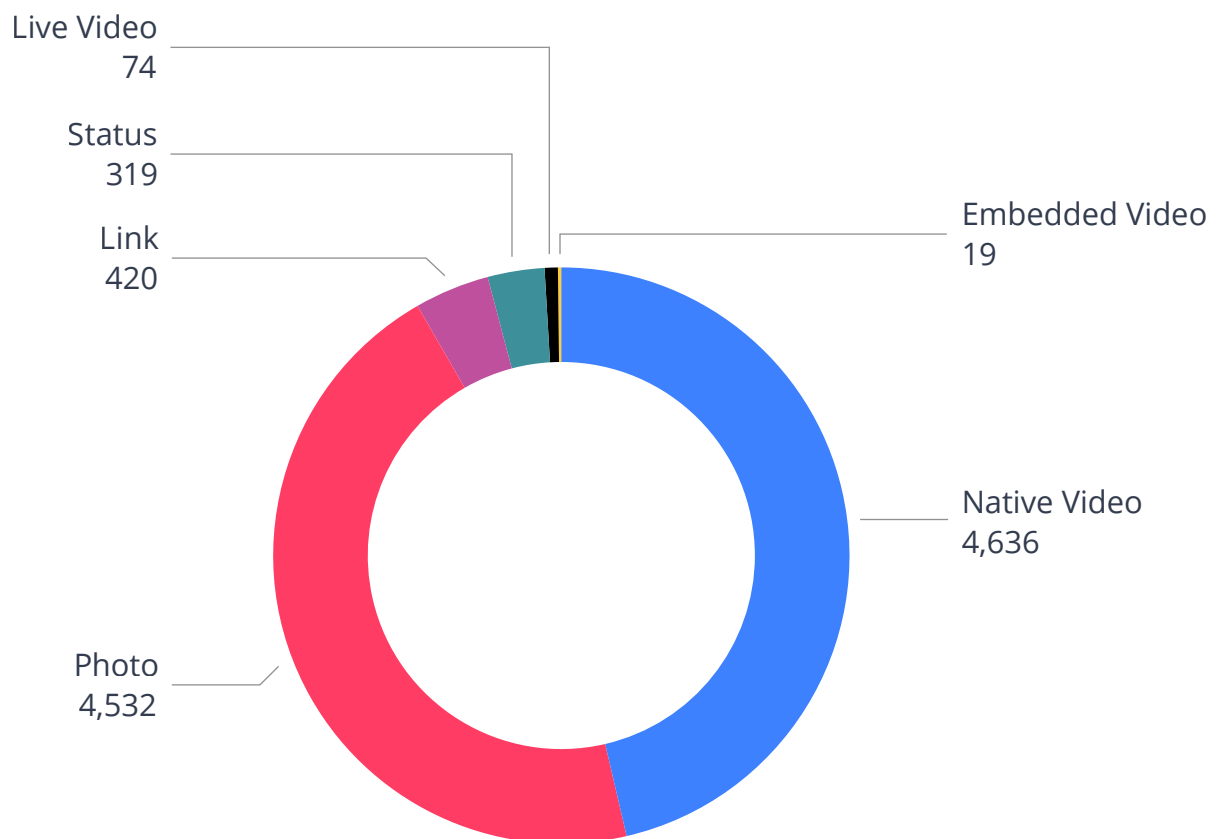
The number of videos in the top 10,000 posts actually fell from the last quarter, dipping down to just under half of the top content produced, where before it had been around 55%.

Native video was still just ahead of photo in terms of the number of times it appeared among the top posts, however, with 4,636 compared to 4,532.

These two formats made up well over 90% of the top posts. We saw the average length of native videos among these 4,636 videos come out at just over two minutes; 121 seconds to be precise.

Links were the next most popular among the top posts, with 420 among the top posts.

Top 10,000 Facebook Posts by Format



# Top Facebook Posts of Q3 2019

The top posts came in the most part from Blossom, with two of their views achieving more than 6 million total engagements. Blossom, which is a company that makes how-to videos had six of the top fifteen videos, and four of the top five.

Almost all of the top posts were native videos, with only two exceptions; a link from Fox 32 Chicago, and a photo from Michael Kors.

## Top Facebook Posts of Q3 2019

FB PAGE	POST TYPE	HEADLINE	ENGAGEMENT
BLOSSOM	Native Video	We're rooting for these 12 clever plant hacks!	6,673,170
BLOSSOM	Native Video	These replanting hacks will make you grow crazy!	6,582,745
BLOSSOM	Native Video	Get smart with your scraps!	4,583,814
BLOSSOM	Native Video	Impress your guests with these 14 napkin folds!	4,043,744
SPORTBIBLE	Native Video	Lad Breaks 50 Bricks In 40 Seconds 🍊🔥	3,859,621
BLOSSOM	Native Video	Don't nix it, fix it!	3,827,318
LADBIBLE	Native Video	Kid Has Non Alcoholic Shot With Bartender	3,730,807
FOX 32 CHICAGO	Link	IT TAKES SECONDS TO SHARE: Amber Alert issued for boy, 6, believed to be in danger	3,388,379
FIBA3X3	Native Video	Ice cream video - meme	2,914,840
THE DODO	Native Video	Mother Dog Cries For Help So Someone Will Help Save Her Puppies	2,800,999
BLOSSOM	Native Video	Prep like a PRO with these 17 easy kitchen hacks!	2,722,033
MICHAEL KORS	Photo	Hey, stud: our Whitney shoulder bag is ready to roll.	2,714,162
KHON2 NEWS	Native Video	This Nissan dealership became popular for their little waddling friends	2,546,217
LADBIBLE	Native Video	Hydro Dipping Electric Guitar	2,359,504
SHAY MITCHELL	Native Video	this joy 🥰	2,309,140



# Key Takeaways

# What to remember

## Key takeaways

- The top publishers on Facebook remained mainstream publishers, with Fox, NBC, and CNN in the top three for the quarter.
- Overall engagement to web content was up compared to Q3 of 2018, but down compared to Q2 of this year.
- The very top stories were often viral in nature, even though the overall trend among top publishers was towards political news.
- LADible was the top native publisher on Facebook again this quarter, though with significantly fewer engagements than in Q2.
- Photo made a comeback this quarter, with nearly as many of the top 10,000 Facebook posts from Pages being photos as native videos.
- The top Page and posts by reaction varied widely, and it was rare to see a Page or post be the top performer in more than one category.







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