

# Guide to Social Video: Fall 2019

Nov 2019





# Social Video in 2019

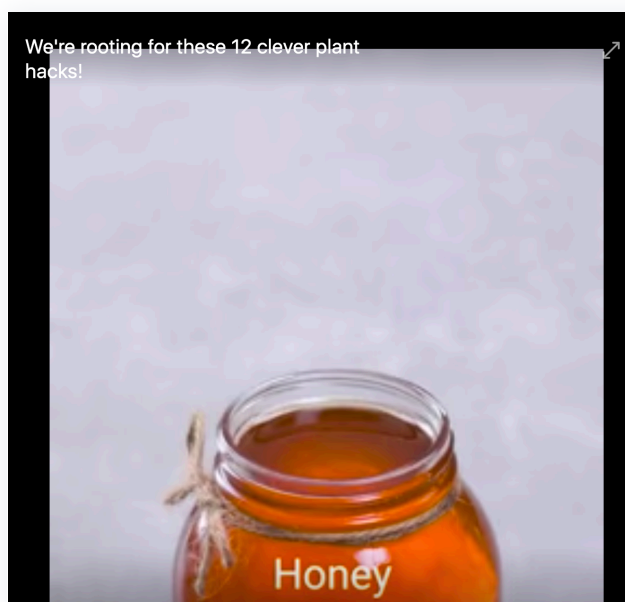
**Social video, whether it be on Facebook, Twitter, or Instagram, is a huge part of the media we consume in 2019.**

With the rise of autoplaying content, it has become increasingly important to understand what type of video content creates those thumb-stopping moments - the type of content that people actively engage with in a meaningful way.

We've taken a look at the last six months of video content across various platforms to determine the most engaged videos, to see what content people are engaging with, and perhaps more importantly, how they are engaging with it.

**In this report, we will cover:**

- The most engaged videos on Facebook in 2019
- The Facebook Pages that consistently have the highest video engagement
- The length of videos across different social platforms
- How content trends vary across Facebook, Twitter, and Instagram



**Blossom**

· 18 July · 🌐



**We're rooting for these 12 clever plant hacks!**  
We're rooting for these 12 clever plant hacks!

272,117,733 Views

👍❤️😮 2.9M

354K comments  
6.3M shares

The background of the slide is a photograph of a crowd of people, overlaid with a semi-transparent blue and purple gradient. In the center, a person's hands are visible holding a smartphone horizontally, displaying a video of a crowd with their arms raised. A thin white horizontal line is positioned above the title, starting from a small yellow rectangular block on the left.

# Video Pages on Facebook

# Engagements to Facebook Videos since May 2019

For this report, we looked back at the last six months of video content, and more specifically the engagement around it.

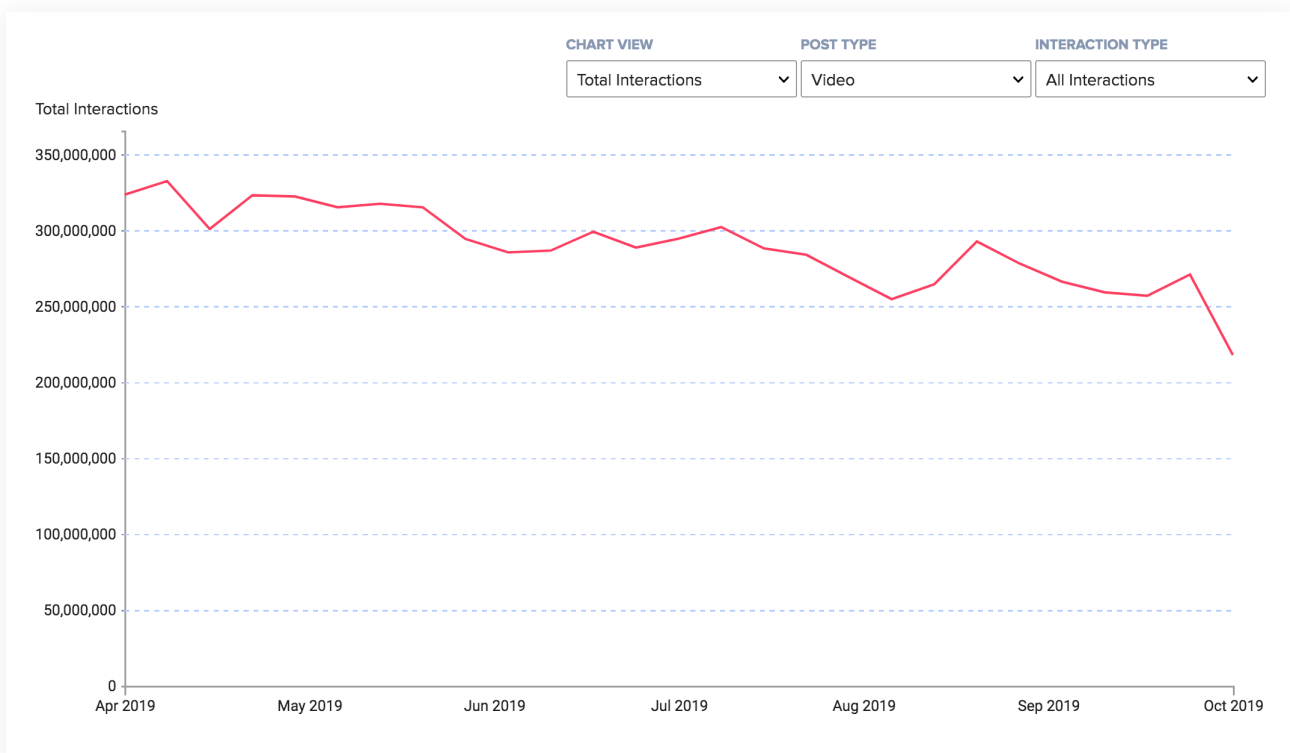
The below graph shows the engagement to English-language video content on Facebook on a week-to-week basis.

Video engagement is still very high, consistently topping 300 million engagements per week, and totaling more than 7 billion engagements per quarter.

There has, however, been a slight downtrend in the number of engagements per week between the beginning of May and the end of October.

Even with this decline, however, there has not been a full week that dropped below 250 million engagements for the week.

## Engagement over time from May 1st - October 31st





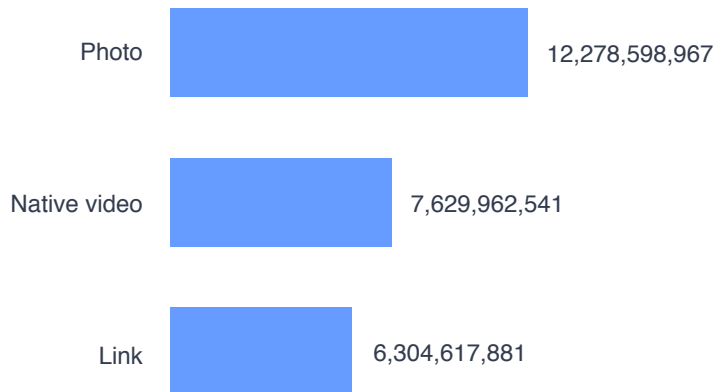
# Engagement by Post Type

As we saw in our last report, native video does not tend to be the type of content that drives the most engagement, with that honor belonging to photo.

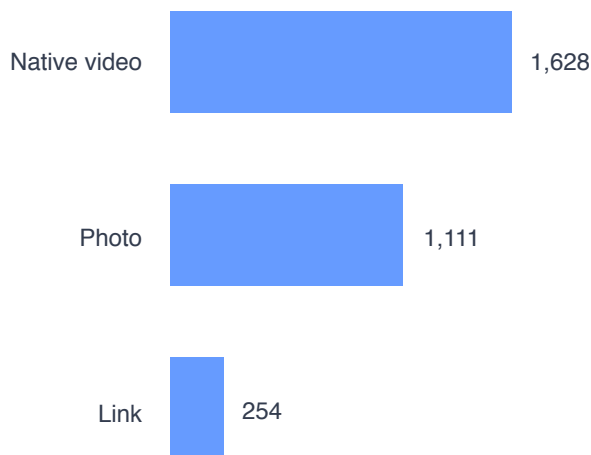
In the six month period we looked at, photo had more than 1.5x the number of engagements that native video drove, with 12.2 billion interactions compared to 7.6 billion.

One thing worthy of note is that video rose above links to second place, which was not the case the last time we looked at this data.

## Total engagements by post type



## Average engagements by post type



What remained the same, however, was that native video drove the highest average engagement among the three big content types.

Both video and photo saw their average engagement rise since our last report. Video's average engagement went up from 1,297 to 1,628, while photo grew from 930 to 1,111.

Link content saw its average engagement drop for this period, going from 320 to 254.

# Most Engaged Video Pages

**Among the top Pages with the most engagement to video content, there has been no change among the top two, with LADbible and UNILAD still dominating the list.**

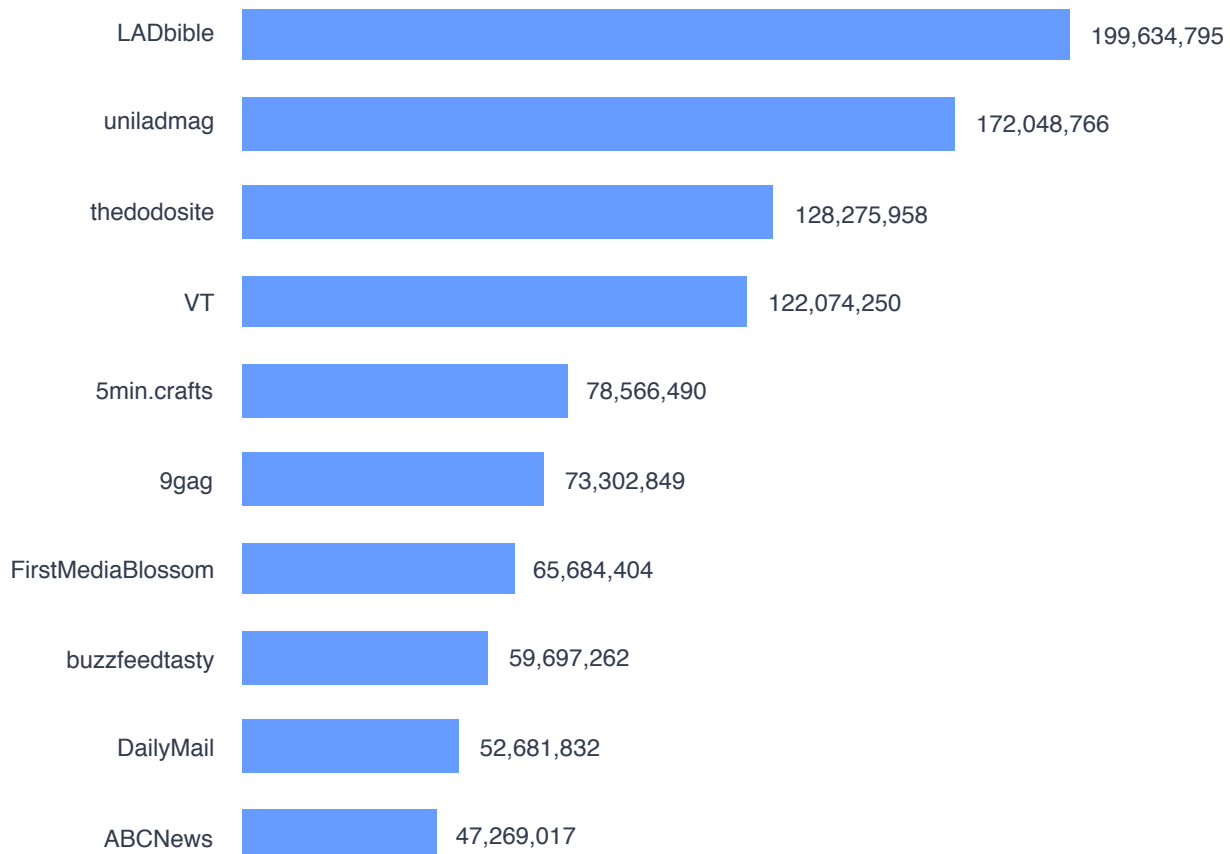
They achieved this with 199 million and 172 million engagements respectively, an average of some 30 million engagements per month for the period that we looked at.

Many of the top Pages were similar to the ones we saw on our last report, with a few notable risers.

The Dodo's Page, which did not feature in the top ten at all in our last report, rose into the third spot this time around, displacing VT with 128 million engagements.

ABC News also replaced CBS News as the more traditional digital news publisher in the top ten, with the rest made up almost exclusively of viral publishers of one form or another.

## Top Facebook Pages by video engagement





# Most Engaged Video Pages

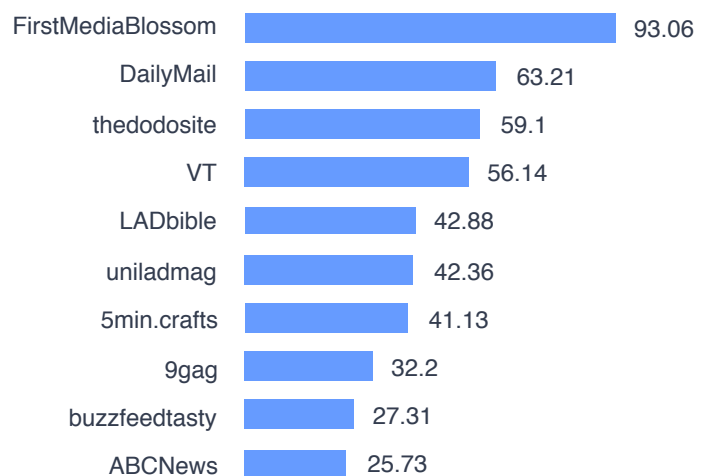
## Percent of Video

Among those in the top ten, it was First Media Blossom that saw the highest proportion of its posts come in the form of video, with more than 93 percent of their posts being native video.

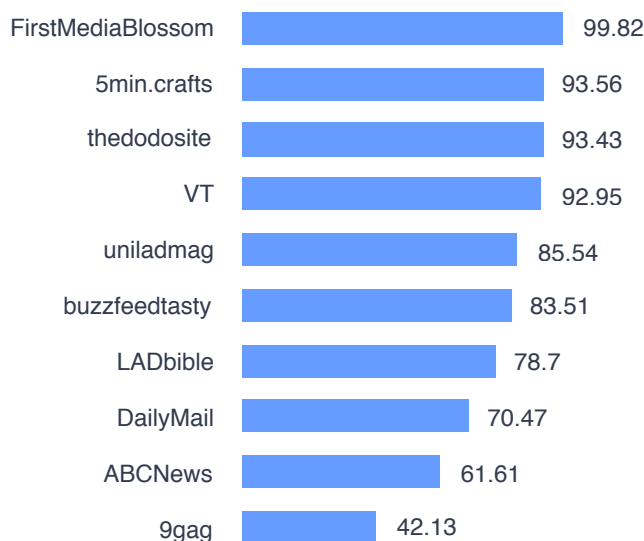
This was comfortably more than any of the rest of the top ten, with the nearest being the Daily Mail, which had almost two thirds of its posts as video.

Interestingly, LADbible and UNILAD, who had the most video engagements of any Page, each had only around 42 percent of their posts as videos in the last six months.

### Video as percent of total posts for top ten



### Video as percent of total engagement for top ten



This order changed somewhat when we looked at the percentage of engagements that each format drove for these Pages.

Blossom ranked first, with almost all of their engagements coming from video. There was much less of a gap between first and second place here, with Five Minute Crafts seeing 93 percent of its engagement come from video.

9gag was the only Page among the top ten that saw less than half of its engagement come from video.

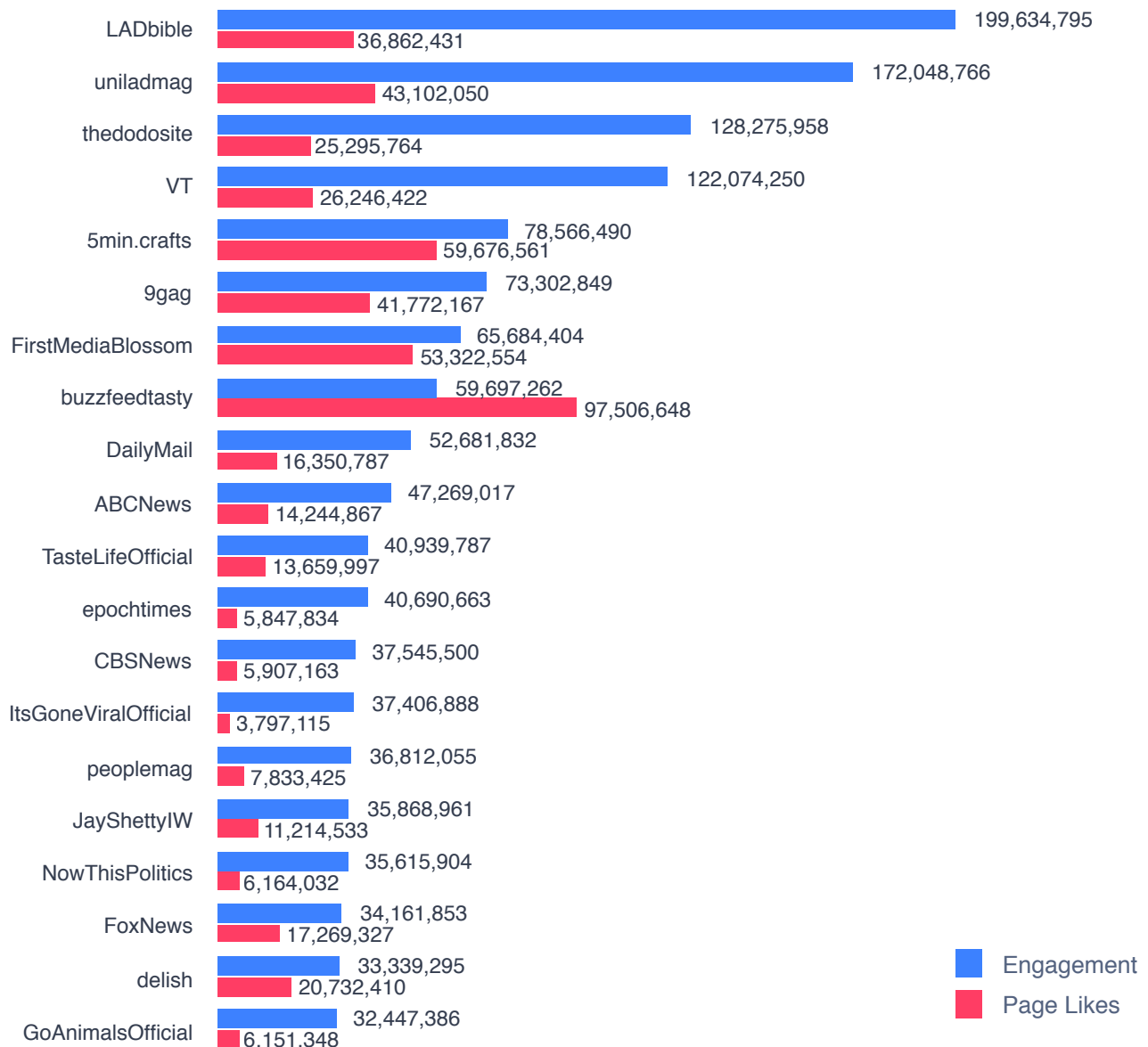
# Most Engaged Video Pages: Page Likes vs. Engagements

Once again, there was not a huge correlation between the number of Page likes a Page has and the engagement it receives.

For example, The Dodo, has only around 25 million Page likes, but received some 128 million

engagements, whereas BuzzFeed Tasty has 97 million likes, but only garnered 59 million engagements. Of course, some of this is to do with the amount of content posted, but it shows that number of Page likes isn't the be all and end all.

## Interactions vs. Page likes





# Pages with Highest Proportion of Shares and Comments

We also tracked the Pages from the top 1,000 that had the highest proportion of shares and comments.

We excluded from this Pages that had fewer than 100 posts, so that the ratio was not influenced by one post that had a particularly high metric for shares or comments.

For content that was highly shared, we saw food appear a great deal.

All three of the top three Pages in terms of the percentage of engagements that were shares were some form of food or recipe Page.

For comments, fashion and news dominated. Missguided and Boohoo were fashion Pages that had a particularly high proportion of comments.

PBS' Newshour and ABC's Politics News Page both also featured.

One interesting aside, Hong Kong's Police Force saw a particularly high proportion of comments amid ongoing protests.

## Top Facebook Pages by share percentage

TheMagicalSlowCooker	73.269
EatingonaDime	67.465
BestRecipeBox	65.29
JuliasAlbum	63.862
InsideBruCrewLife	62.798
CanadaProud.org	61.915
ImpressiveThings	60.751
diethood	59.204
carlsbadcravings	59
starbrightangels.angels	57.903

## Top Facebook Pages by comment percentage

Missguidedcouk	51.913
boohoo.com	51.727
iloveshowpo	51.222
HongKongPoliceForce	49.13
prophetjeremiahministries	48.89
OfficialPLT	45.869
Govideosofficial	44.272
newshour	39.722
ABCNewsPolitics	38.68
LovelandITV2	33.725

# Pages with Highest Proportion of Angrys, Hahas, and Loves

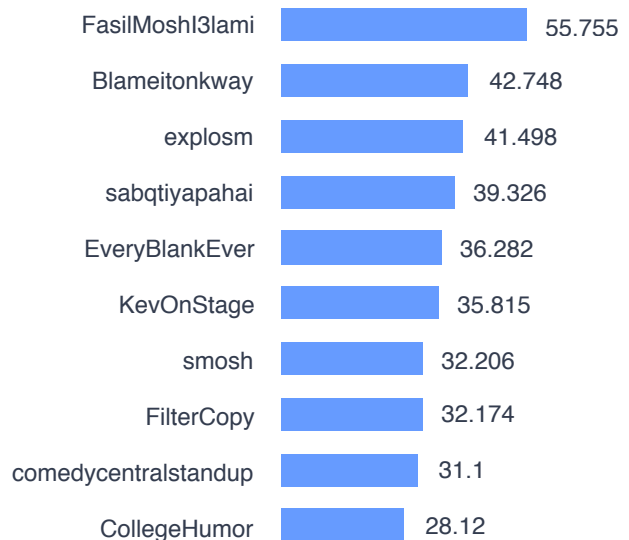
For other types of Reactions, there was a good deal of difference between the Pages that saw significant numbers in each category.

Some Pages focused on humor saw as much as 40% of their engagement come from Hahas.

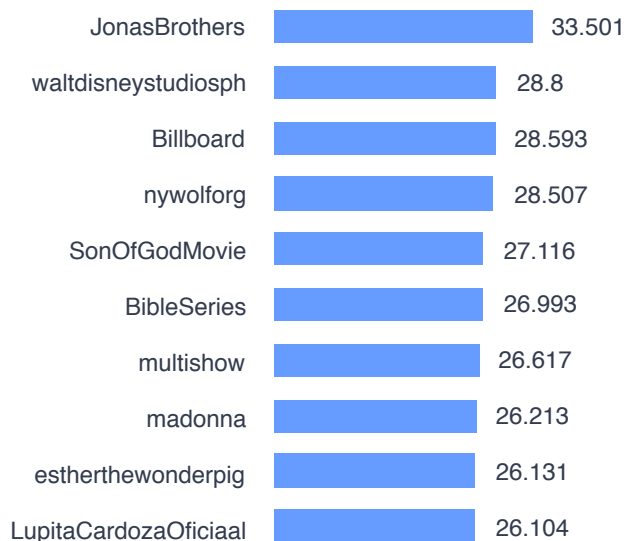
Loves tended to be driven either by films or music, with the Jonas Brothers having the highest proportion of Love reactions.

Angry reactions were more rare, but were dominated by politics when they did appear. Once again, the Hong Kong Police Force saw a high percentage of Angry reactions amid protests.

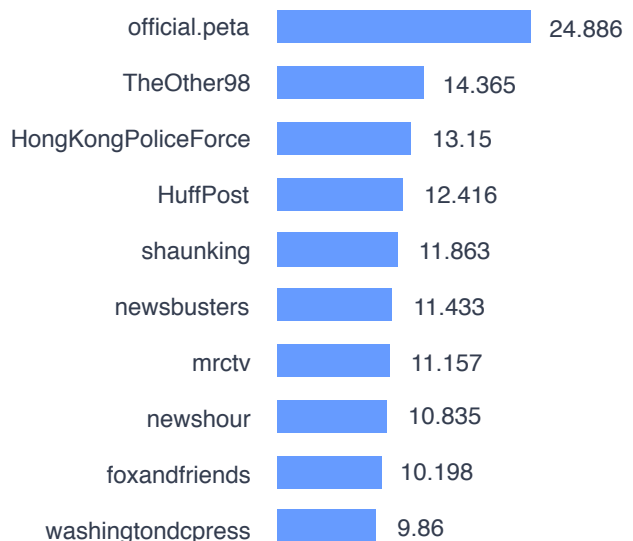
## Top Facebook Pages by Haha percentage



## Top Facebook Pages by Love percentage



## Top Facebook Pages by Angry percentage





The background of the page is a blue-tinted photograph of a crowd of people. In the foreground, a person's hands are visible holding a smartphone horizontally, displaying a video of a crowd with their arms raised. A thin white horizontal line is positioned above the title, starting from a small grey rectangular block on the left.

# Video Posts on Facebook

# Post Type of Top 10,000 Videos

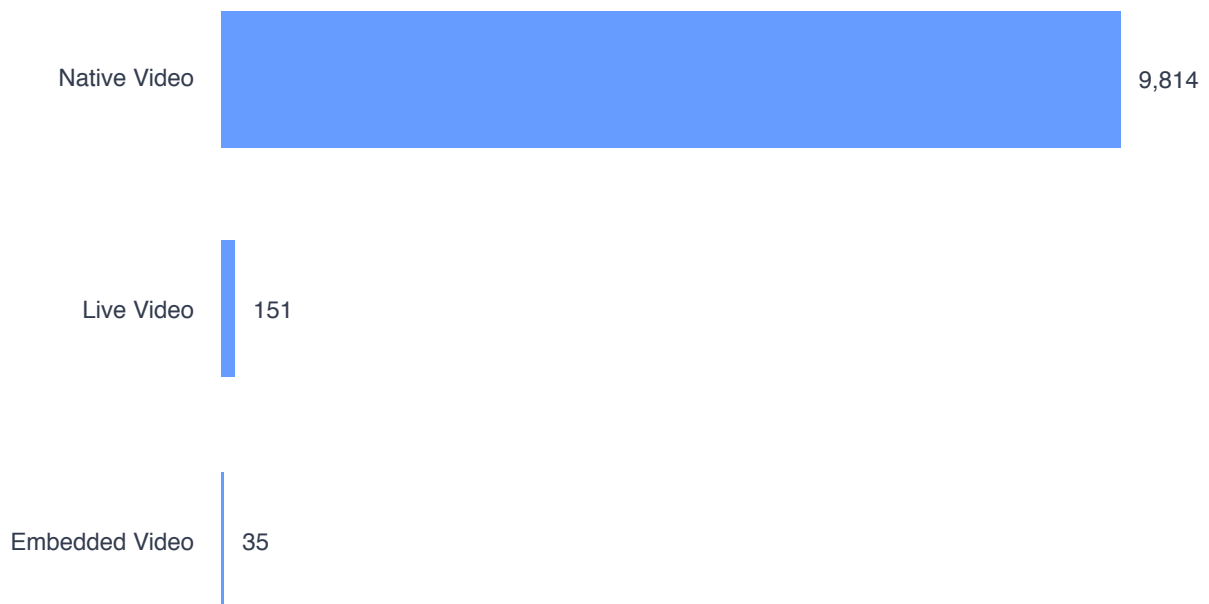
**Among the different types of video, it is still native video that dominates the rest.**

Out of the top 10,000 video posts in the last six months, more than 9,800 were native video, an increase on the 9,745 we saw in our last video report.

This means, by association, that the number of live videos and embedded videos in the top 10,000 posts for the time period went down once again.

Live videos made up 151 of the top 10,000, while embedded videos made up just 35 of the top posts.

## Video by type



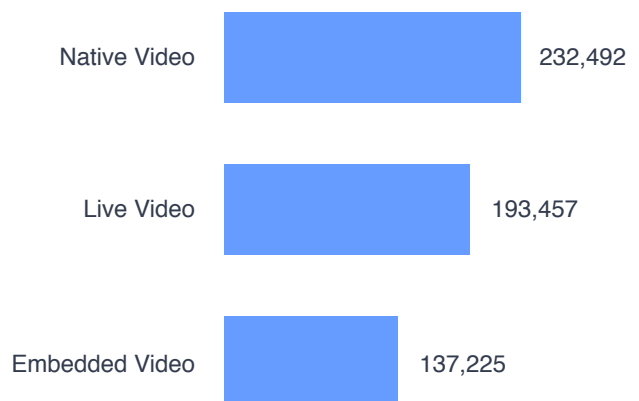
# Average Engagement by Video Type - Top 10,000 Posts

It is obvious, then, that native video is likely to have a higher average engagement than the other two types of video formats. That is the case here, with nearly 230,000 engagements per video across those top videos.

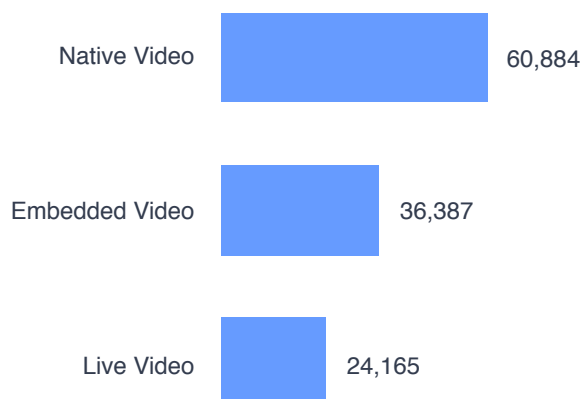
In fact, average engagement has increased almost 1.5x across all three formats since we last checked in.

The only reaction type where native video does not come out on top is with average comments per video, where live video once again wins out, with almost 3x as many comments on average as a native video.

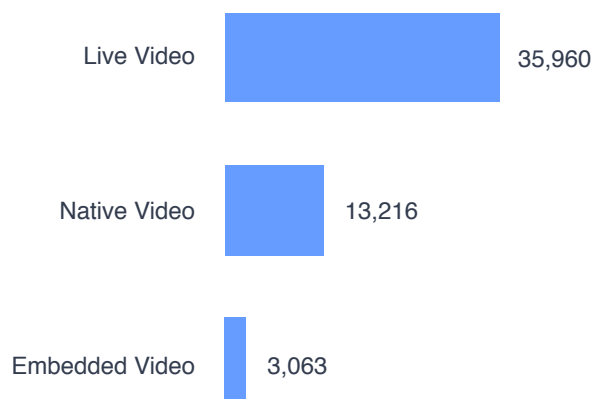
## Average engagement by video type



## Average shares by video type



## Average comments by video type





# Engagements to Top 10,000 Videos by Percentage

## We looked at the breakdown of how videos tend to be interacted with on Facebook.

We did this by looking at the top 10,000 videos and seeing the ratio of reactions.

Among these top videos, there is a fairly clear winner in terms of the most popular reaction, and that was the humble like, which was responsible for almost half of the total interactions on the top videos in the last six months.

Beyond likes, there are a few metrics that were more successful than others.

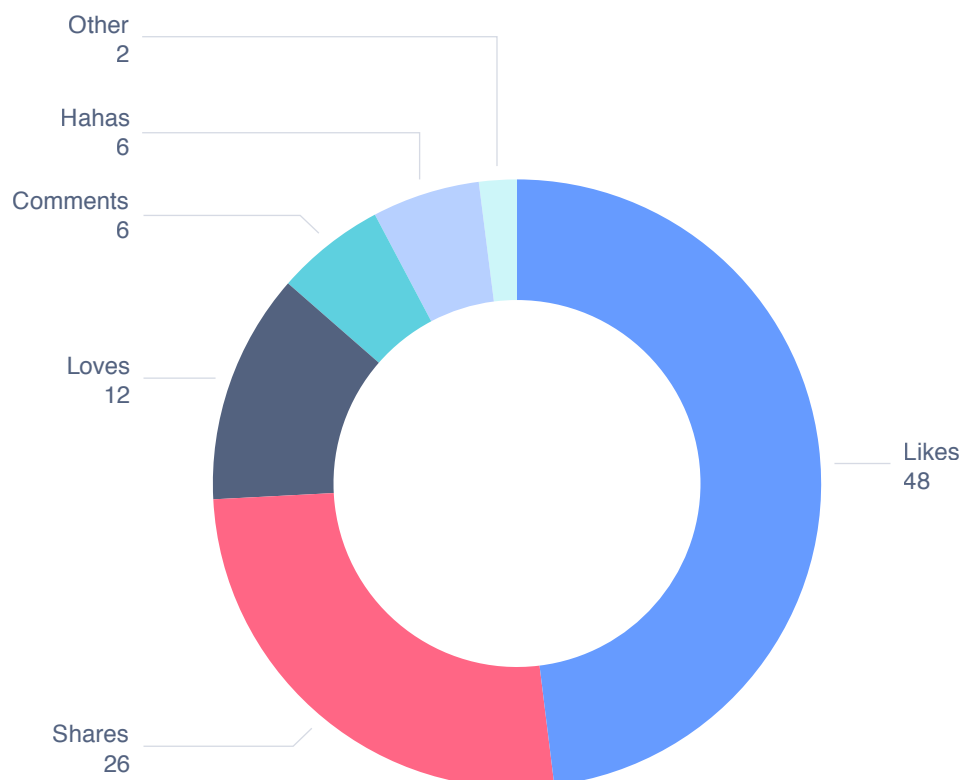
The most common of these was the share, which was responsible for more than a quarter of the total engagements.

Loves were more prevalent than comments on native videos, by an order of 2x.

Loves were responsible for some 12 percent of the total engagements, while comments and Hahas made up six percent of the engagements each.

Wows, Angries, and Sads were almost non-existent.

## Reactions to top 10,000 posts by engagement type



# Engagements to Top Live Videos by Percentage

## We also looked at the same breakdown of reaction data for the top live videos.

Using data from the 165 live videos that appeared in the top 10,000 videos overall, there are some similar patterns to be drawn, as well as some notable differences.

Unsurprisingly, likes are still the dominant metric, and responsible for more than half of the total engagement for the top live videos.

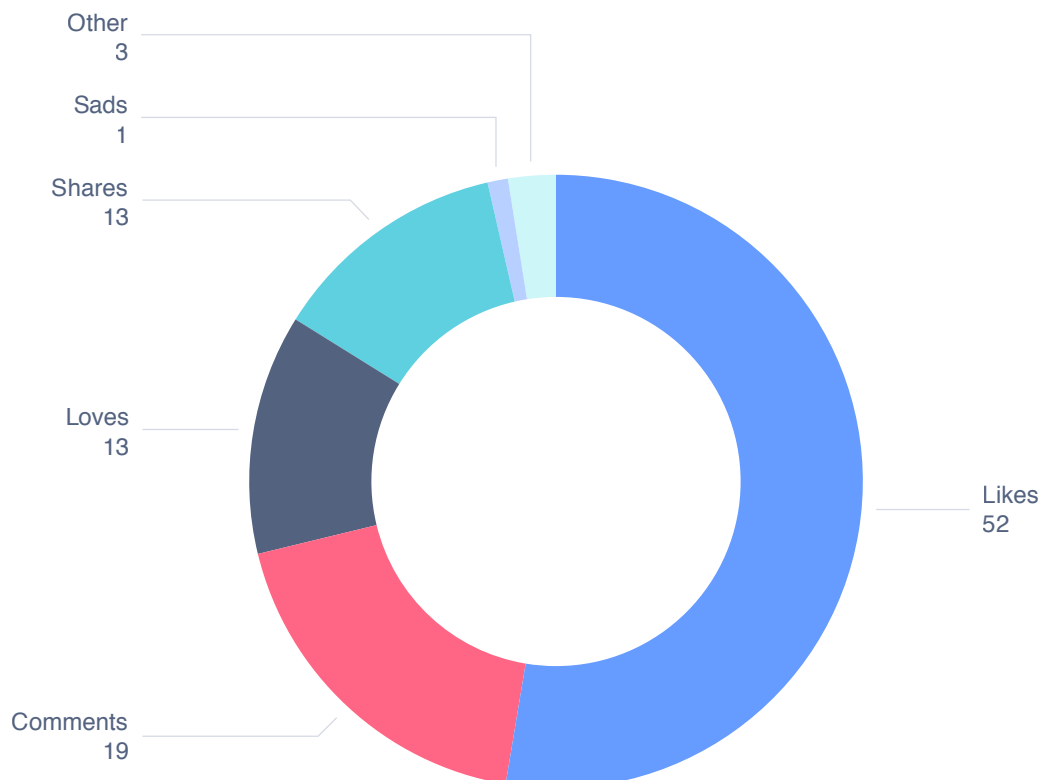
It is with the second most used metric that live videos diverge from the non-live native videos,

with almost a fifth of all engagements coming from comments.

This is likely due to people being able to interact with what is going on in real time, and express their opinion as events unfold.

Shares are much less common on live videos, making up only 13 percent of the total engagements for these 165 live videos. Around half of the ratio shares were responsible for the top non-live videos.

## Reactions to top 165 Live Videos by engagement percentage



# Most Engaged Videos

The top video Pages on Facebook may have been dominated by LADbible and UNILAD, but there is a very clear winner when it comes to the top posts.

Blossom was far and away the success story for the most engaged videos of the last six months.

All of the top five videos in terms of engagement, and seven of the top ten, have come from the viral publisher of hacks.

It was difficult for any other Page to break this domination, but three managed to make it in to disrupt Blossom's monopoly.

These included The Bible Series, Daijiworld News, and KC Stauffer.

## Facebook videos with highest engagement

Fb Page	Post Type	Headline	Engagement
Blossom	Native Video	We're rooting for these 12 clever plant hacks!	7,462,993
Blossom	Native Video	13 easy peasy peeling hacks!	6,673,170
Blossom	Native Video	These replanting hacks will make you grow crazy!	4,819,995
Blossom	Native Video	Is your food fake or real? Find out with these 16 easy tests at home!	4,043,744
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
Daijiworld News	Native Video	Mangaluru: Rain fail to stop children from celebrating Independence Day	3,696,041
Blossom	Native Video	Get smart with your scraps!	3,495,423
Blossom	Native Video	Impress your guests with these 14 napkin folds!	3,410,153
Kcstauffer	Native Video	Will Smith is the freaking coolest!!	3,388,379



# Most Engaged Videos (not including Blossom)

Since Blossom is so dominant, we also looked at the top videos which did not include the how-to publisher.

Here we saw a more diverse range of Pages come to the fore, still receiving millions of engagements.

The top post not including Blossom was the one from The Bible Series that featured a cute video of a karate class.

There was also a Will Smith appreciation post, and a couple of posts from LADbible and SPORTbible, living up to their reputation for viral content.

## Facebook videos with highest engagement

Fb Page	Post Type	Headline	Engagement
The Bible Series	Native Video	Children in Karate Class Cheer Kid on While Kicking Board	3,730,807
Daijiworld News	Native Video	Mangaluru: Rain fail to stop children from celebrating Independence Day	3,696,041
Kcstauffer	Native Video	Will Smith is the freaking coolest!!	3,388,379
Preity G Zinta	Native Video	When you are happy and you know it take a hike ....❤️ #heavenonearth #shimla #pztravel #ting	3,081,518
SPORTbible	Native Video	Lad Breaks 50 Bricks In 40 Seconds 🙌🔥	3,024,232
Shikhar Dhawan	Native Video	No better way to begin a Sunday.. Feels so good to spread love, it's the best gift you can give to someone. Loved his smile and his character. God bless him. Have a good day you all 🙏😊	2,955,765
UNILAD	Native Video	Little Guy Blows Out Candles	2,800,999
LADbible	Native Video	Kid Has Non Alcoholic Shot With Bartender	2,603,597
Comedy Central	Native Video	Brooklyn Ball Barber - Mini-Mocks	2,546,217
FIBA3x3	Native Video	Ice cream video - meme	2,466,440

# How Long Should a Video Be?

Surprisingly, the average length of the top 100 videos was exactly the same as it was when we last examined the metric.

At 132 seconds, the average length of the top hundred most engaged videos has not changed at all, though the length of the longest video in the top ten thousand certainly has.

We saw videos of nearly an hour in length this time around getting high engagement, normally in the form of political speeches uploaded to Facebook for a wider audience. This was the case for both Pakistani Prime Minister Imran Khan and Indian PM Narendra Modi.

# 132s

Average length of the top 100 videos on Facebook this year

**Prime Minister of Pakistan Imran Khan Speech to the Pakistani American Community at Capital One Arena in Washington D.C. USA (21.07.19)**

**Imran Khan (official)** · 21 July · 🌐

Prime Minister of Pakistan Imran Khan Speech to the Pakistani American Community at Capital One Arena in Washington D.C. USA (21.07.19)  
Prime Minister of Pakistan Imran Khan Speech to the Pakistani American Community at Capital One Arena in Washington D.C. USA (21.07.19)

3,650,381 Views

👍❤️👏 187K

10K comments  
62K shares



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# Videos on Instagram



# Most Liked Videos on Instagram

We also looked back at the past month on Instagram, to look at the videos from business and influencer accounts that had the most success on the platform.

Though Instagram tends to be more geared towards photo than video, videos still drove a great deal of engagement, with the top videos on the platform driving more engagement in the last month alone than anything over the past six months on Facebook.

Kylie Jenner was a dominant force on Instagram, with two of her videos driving more than 7 million engagements.

Cristiano Ronaldo also had significant engagement, with three videos in this top ten ranking, all with millions of likes.

Cardi B and The Rock were the final celebrities that rounded out some of the top videos on Instagram in the last month or so.

It should be noted that this list is not exhaustive, but serves to represent some of the content that has gone viral on the platform.

## Instagram videos by likes

Account	Headline	Likes
Kylie ✨	daddy's girl 🤔🤔🤔	8,528,986
Kylie ✨	reach for the stars baby 🤔🤔🤔🤔	7,417,120
Cristiano Ronaldo	É de se tirar o chapéu, cristiano! 🎩 #TodosPortugal A touch of magic, Cristiano! 🔥 #TeamPortugal	6,626,432
Cristiano Ronaldo	jumpman23 Be careful we are here 🏀💪🤔	5,219,251
iamcardib	Celebrating my mommy ❤️ Styled by mommy.	4,408,349
iamcardib	Moana have a little attitude today 🤔	4,160,606
Cristiano Ronaldo	Happy Halloween everyone 🎃👻	3,971,565
iamcardib	Ride the Dick	3,620,322
therock	The ufc's BMF Title will be presented to either gamebredfighter or natediaz209 TONIGHT at #UFC244 on PPV. It either goes back to Stockton or Dade County. Either way, it'll belong to the BADDEST MF on the planet. Period. I have nothin' but high respect for both these men. They will electrify the Garden TONIGHT!! #UFC244 #BMF #DiazMasvidal	3,227,503
Kylie ✨	skims skims skims	3,066,464

# Most Commented Videos on Instagram

Comments unearthed some slightly different types of posts, though some of the ones that were most liked also appeared on the list of most commented.

The comments metric was much lower than that of likes, often by a factor of 8x or more.

Top posts that drove comments often invited users to tag friends in the comments so that they saw the video, or so that they could enter in some form of competition.

Dan Bilzerian, 9gag, Kim Kardashian West, and Kevin Hart all made an appearance in the most commented videos, having not made it into the most liked.

## Instagram videos by comments

Account	Headline	Comments
Dan Bilzerian	Ignite Halloween round two, Oct 24th, tag 3 friends, follow ignite I'll fly a few of you out	167,039
Kylie ✨	skims skims skims	97,194
9Gag: Go Fun The World	[👊] Tag a mate and say nothing By framesequence #animation #dirtymind #9gag	95,783
Kylie ✨	reach for the stars baby 🥰🥰🥰🥰	94,009
Kylie ✨	daddy's girl 🥰🥰🥰	88,130
Cristiano Ronaldo	É de se tirar o chapéu, cristiano! 🎩 #TodosPortugal A touch of magic, Cristiano! 🔥 #TeamPortugal	72,254
Kim Kardashian West	Elle Woods Harvard Video Essay Elias Tahan video and editing Ricky Alvarez video and photo Lauren Drablier producer Chris Appleton hair Ash K Holm makeup Music: "One Girl Revolution" Superchick Courtesy of Whizbang, Inc.and Inpop Records	70,540
9Gag: Go Fun The World	tag someone to pillowfight with you 🏠_adylee & garrettlittleton#9gag #pillowfight	59,312
Therock	Happy 71st Birthday to best mom this lucky dude could ever be blessed with. Our family is so grateful you were born and for being such a high quality example to our baby girls. Now go enjoy your birthday weekend in Vegas - and remember everyone has cel phones at the Magic Mike show, so be cool - the internet is forever 🤪👤	49,578
Kevin Hart	I killed it with my Halloween costume this year.... therock had the nerve to get an attitude with me. 🤪🤪🤪🤪🤪 We are dropping a brand new trailer for Jumanji The Next Level tomorrow. Stay tuned!!!!!!	48,499

The background of the slide is a blue-tinted photograph of a crowd of people. In the foreground, a person's hands are holding a smartphone, which displays a video of a crowd with their arms raised. A thin white horizontal line is positioned above the title, starting from a small yellow rectangular block on the left.

# Videos on Twitter



# Most Retweeted Videos

The top tweets tended to be much less geared towards big accounts, with many more viral moments from individual users.

Our Twitter data looks at a week at a time, so these tweets represent more of a flavor of what's gone viral in recent days than any firm overall trends. It is interesting to note the viral potential of individuals on Twitter.

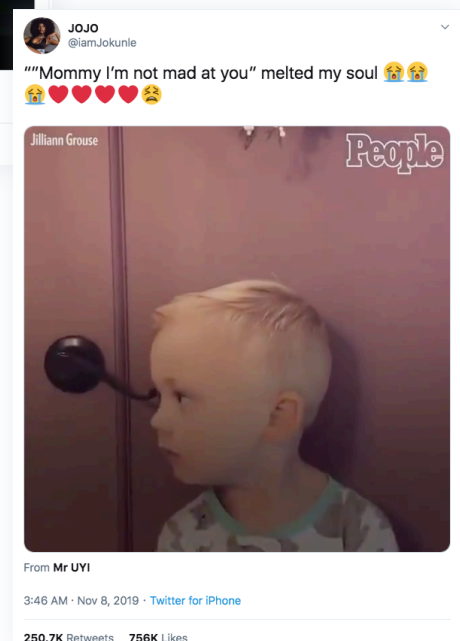
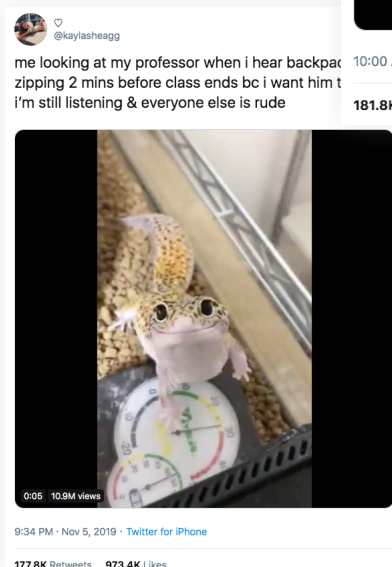
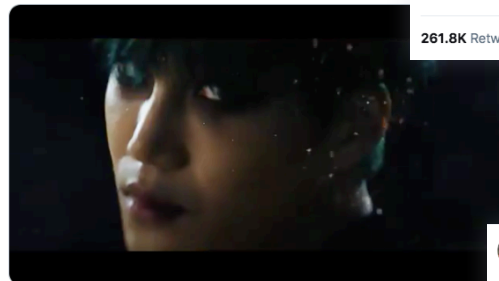
Memes were prevalent, as were jokes that accompanied short videos.

There were also some calls to action, such as asking people not to use plastic and as such protect wildlife on a video of a whale interacting with some people on a boat.

## Twitter videos with most retweets: Nov. 4th - 11th 2019

Account	Summary	Retweets
Blankzy_	I lost it when he licked his hand <a href="https://t.co/YktVwohYPT">https://t.co/YktVwohYPT</a>	306,751
Kinglrg_	I hate the internet sometimes lmaooo <a href="https://t.co/Rk9MoskhaP">https://t.co/Rk9MoskhaP</a>	259,171
mcrmikan	i am in literal TEARS over how pure the energy in this video is <a href="https://t.co/tbPGt3h6iQ">https://t.co/tbPGt3h6iQ</a>	249,099
iamJokunle	""Mommy I'm not mad at you"" melted my soul 🥺🥺🥺❤️❤️❤️ ❤️🥺 <a href="https://t.co/7VSdM4SZi4">https://t.co/7VSdM4SZi4</a>	245,941
SaintXae	me: *is holding back tears*  someone: what's wrong?  me: <a href="https://t.co/jOA2xiGkgw">https://t.co/jOA2xiGkgw</a>	234,267
weareoneEXO	EXO 엑소 Concept Trailer #EXODEUX 🎧 2019.11.27. 6PM (KST) 🙌 <a href="https://t.co/x08K1AxoOk#EXO">#EXO #엑소 #weareoneEXO #EXOonearewe @exoonearewe #OBSESSION</a> <a href="https://t.co/e0pgeTCj15">https://t.co/e0pgeTCj15</a>	180,325
kaylasheagg	me looking at my professor when i hear backpacks zipping 2 mins before class ends bc i want him to know i'm still listening & everyone else is rude <a href="https://t.co/hBSLFGaTmg">https://t.co/hBSLFGaTmg</a>	177,382
Lisa_Bizzle	I have watched this approximately 9,345,678 times so far today <a href="https://t.co/6ND1H1qAMF">https://t.co/6ND1H1qAMF</a>	169,911
_SJPeace_	This man is playing fetch with a Beluga Whale. This is INCREDIBLE. ❤️ We honestly don't deserve these Majestic Creatures. 🥺 Protect them at all costs. PLEASE STOP USING PLASTIC <a href="https://t.co/LpqqS4V7jI">https://t.co/LpqqS4V7jI</a>	158,056
weareoneEXO	Practice makes OBSESSION #EXO #엑소 #weareoneEXO #Obsession <a href="https://t.co/tm2OfHdZaC">https://t.co/tm2OfHdZaC</a>	155,384

# Some Top Tweets



# How Long is a Twitter Video?

The average video on Twitter was much shorter than it was on Facebook, with the average video among the top 100 videos last week coming out at just 23 seconds.

The longest video among the most retweeted 300 videos in the last week came out at four minutes and 32 seconds. This was a video tweeted by Alyssa Milano from an original post by Now This, showcasing Donald Trump's faith advisor Paula White.

The shortest videos were just a second long, and normally served to accompany a joke of some form.

# 23s

Average length of the top 100 videos on Twitter in the last week







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# Key Takeaways



# What To Remember

## Key takeaways:

- LADbible and UNILAD were once again the dominant Facebook Pages in terms of engagement to video content in the last six months
- The number of Page likes a Facebook Page has does not necessarily correlate with the number of engagements its content receives
- Nearly all of the top video on Facebook is native video rather than live video
- Blossom dominated the list in terms of the very top videos on Facebook, with seven of the top ten coming from that Page
- Twitter tends to be more democratized in what goes viral, with a number of individuals having the top videos on the platform
- Instagram, although principally still a platform for images, does see some videos get high engagement, with some seeing more likes than any video on Facebook





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# Thank you!

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# Case Study:

## How APCO uses NewsWhip for its storytelling campaigns

APCO works with clients across the world in creative and PR capacities. Steve Salvador, Creative Director and Head of Brand Programming, leads a team specializing in video and brand programming.

Data helps APCO manage client campaigns. Their model for running and assisting in video storytelling campaigns explores a new area, which they define as “sustained brand building through sustained content.”

NewsWhip and its access to trends helps in the generation of new ideas and new story angles. NewsWhip Analytics comes into play for APCO’s proactive content to study long-term trends. “It’s really helping us to maximize relevance, to understand what stories and trends are driving engagement.”

When it comes down to it, there are three ways APCO uses NewsWhip to make sense of data:

### Trend correlation

How does that guide decision-making? Often Salvador’s team is trying to understand a macro theme for a client and determining if that is a theme the brand can credibly speak to.

For example, their client Suntory, a Japanese beverage company, is focused on quality and craftsmanship. Understanding the correlation of those two themes together in Analytics gave Salvador’s team the confidence to narrow a story’s focus for increased relevance: “it’s not just about something that we think is interesting or appealing,

it’s about understanding what matters most to the audience we’re trying to reach and how we connect the dots.”

### Geo-relevance

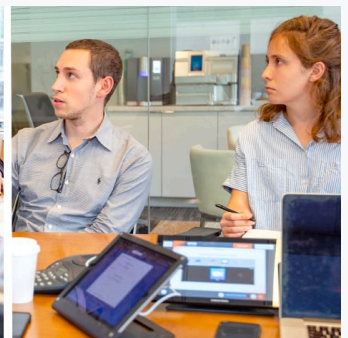
Working with a global client like Suntory, sometimes dominant themes emerge that work in the US, but those might not be the same themes that drive engagement in other parts of the world.

Using NewsWhip Spike, Salvador looked at markets in southeast Asia to learn that there were certain aspects of sustainability related to plastic packaging, for instance, that surpassed interest in other aspects related to product marketing. The data pointed them to other themes that might have a localized impact.

### Testing assumptions

Sometimes Salvador’s team has certain ideas they assume would work really well but lack the data to prove it. With NewsWhip, they gain the ability to navigate the creative process with a data-driven roadmap. Being able to go back and find the right search terms with the help of the NewsWhip Customer Success team to see if there is a connection has led APCO to refine their ideas. “I think there’s great strength in the data in that respect.”

“One of my favorite things we’re doing is looking at themes each month related to the core strategy and then being able to leverage historical data and go all the way back to test assumptions. It’s helping us to uncover new story angles and providing us with defensible data for editorial decisions.”



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