

FACEBOOK PUBLISHING: Q1 2022

Apr 2022

FACEBOOK PUBLISHING IN Q1 2022

Our Facebook publishing report for Q1 2022 looks back at the top publishers of the quarter, and what content drove the most engagement, both in terms of web articles being shared and native Facebook content.

Over the last year, engagement to content on Facebook saw somewhat of a reversion to the mean after it hit all-time highs due to Covid and the 2020 election, which were global events that inspired a level of engagement with news, the likes of which we had never seen.

It was inevitable that there would be some drop in engagement in 2021 with the arrival of vaccines and a new president in office, and we did indeed see that drop manifest, as well as different types of content being shared on the platform, including influencers and more soft news.

There has been a slight reversion after that steep drop in 2021, with 2022 engagement beginning to bounce back, especially for news publishers on the platform.

Russia's invasion of Ukraine has dominated the platform as people have shared tales of heroism and sacrifice from Ukrainians, and celebrity deaths – including those of Bob Saget and Meat Loaf – were also major topics of conversation.

Web articles shared were dominated by news at the top end of the scale, with Ukraine and politics combining for almost half of the top 100 stories overall.

On Facebook natively, publishers performed particularly well, with a level of representation among the top pages that we have not seen for some time.

Meanwhile, there was also a shakeup in the format types that made up the majority of top posts.

We'll get to all of that and more in the pages of this report, but let's begin with the most successful web publishers on the platform, and the content that performed best for them.

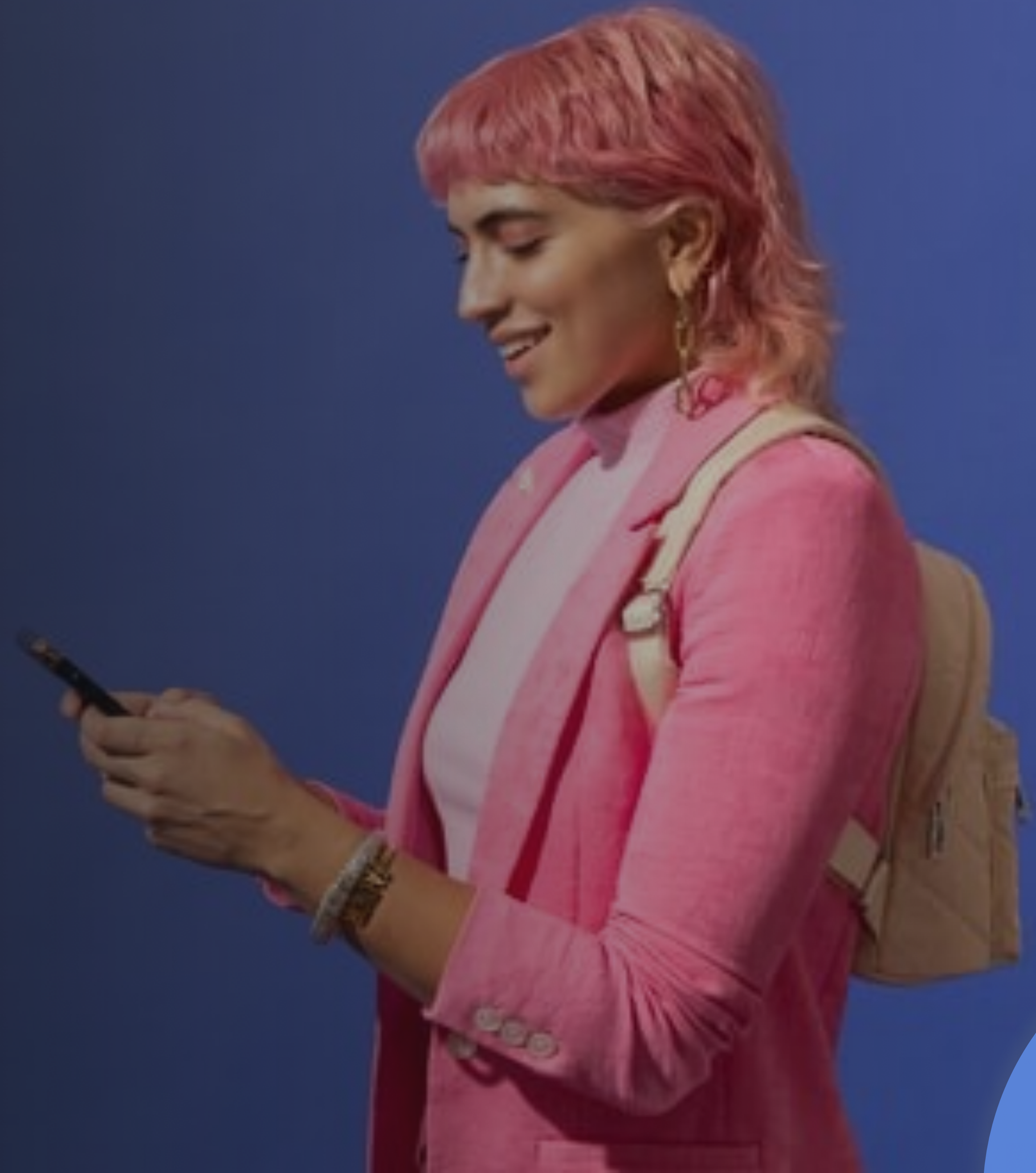
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What you will learn In this report

- The content that was most successful on Facebook in Q1 2022
- The top publishers and pages of the quarter
- The format types of the top native Facebook posts
- The genre of the top 100 web articles shared on the platform

Q1 2022

WEB PUBLISHING ON FACEBOOK



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MOST ENGAGED PUBLISHERS: Q1 2022

The top 15 publishers on Facebook remained fairly similar quarter over quarter.

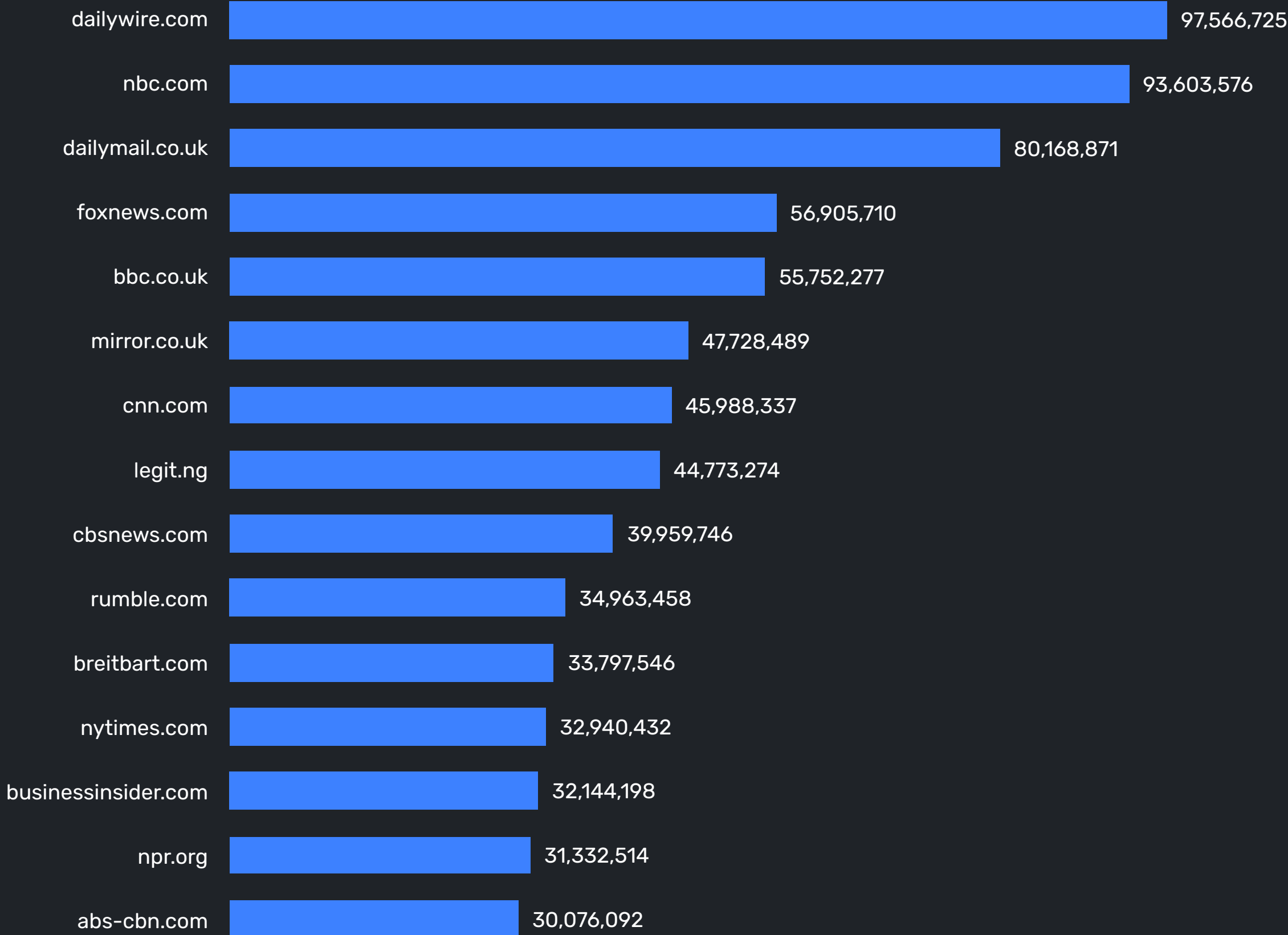
As usual, we must caveat this somewhat by noting that some of these are in subsidiaries for the big cable publishers. This means that NBC contains local news stations under its umbrella, as does Fox News.

The Daily Wire was the top publisher of the quarter once again, though with substantially fewer engagements than it had in Q4, dropping from 109 million to 98 million.

NBC also saw a decrease in engagement, but a much less drastic one, dropping from 97 million to 94 million, making it a closer race this time around.

The Daily Mail was the closest publisher to these two frontrunners, with all the other top publishers some distance behind.

TOP WEB PUBLISHERS BY FACEBOOK ENGAGEMENT: Q1 2022



*Source NewsWhip Analytics from Q1 2022 only.

NUMBER OF STORIES IN THE TOP 10,000: Q1 2022

We also looked at the number of stories that each publisher had among the top 10,000, as this gives a better idea of the frequency of highly engaged stories,

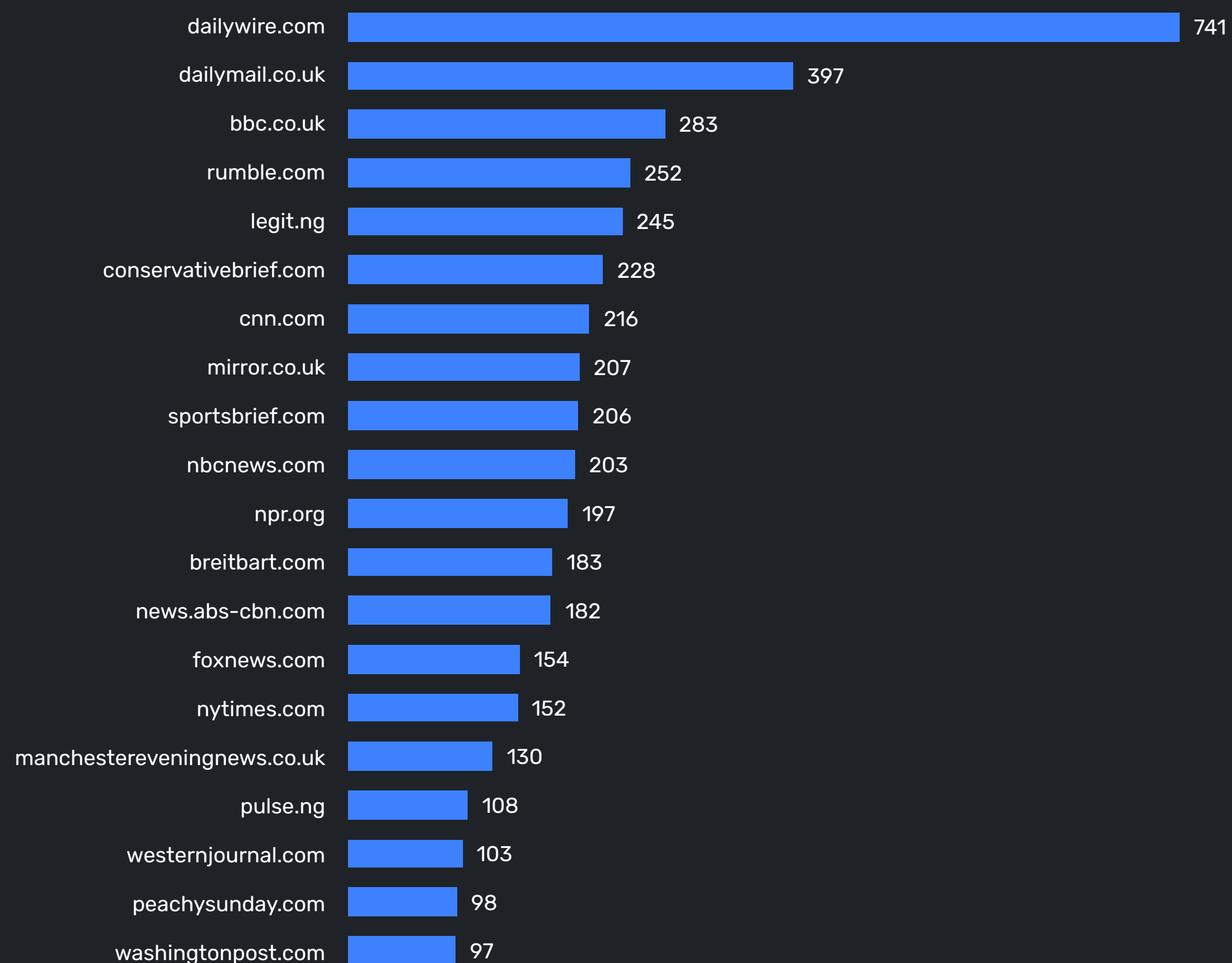
By this metric, The Daily Wire is far out ahead of its competitors, with almost double the number of stories in the top 10,000 compared to even its closest rival – The Daily Mail.

Once again though, when competing with its own past performance, this was a slight drop for the conservative publisher, which had 840 stories in the top 10,000 in Q4 2021.

The Daily Mail's numbers rose to take it from third to second in this quarter's rankings, while the BBC dropped a place to third thanks to a slight decrease in top articles.

The top 20 publishers between them had 4,382 of the top articles, meaning that just 20 websites were responsible for more than 43% of the top articles on Facebook last quarter. This was actually a slight decrease from the end of 2021, when the number was closer to 48%.

NUMBER OF STORIES IN TOP 10,000 BY PUBLISHER



*Source NewsWhip Analytics from Q1 2022 only.

MOST ENGAGED STORIES: Q1 2022

The most engaged stories overall were dominated by two themes – celebrity deaths and the invasion of Ukraine.

The former of these saw more stories in the top ten, as people nostalgically shared their memories of celebrities who had passed away, including the likes of Bob Saget, Meat Loaf, and Sidney Poitier.

News of Bob Saget's death reported by TMZ was the only individual story to receive more than a million engagements.

The war in Ukraine was also a big narrative among the most engaged stories, though these tended to have an individual focus too, rather than being broad war reporting.

Examples of this included a Ukrainian actor who was killed after signing up to defend his country, and a Scottish grandfather who traveled to Ukraine to fight the Russians.

Outside of these two narratives, a potential cure for HIV was the main story that broke through into the top ten.

MOST ENGAGED WEB CONTENT IN Q1 2022

Publisher	Headline	Engagements
tmz.com	Comedian Bob Saget Dead at 65, Found in Orlando Hotel Room	1,163,199
bbc.co.uk	Singer Meat Loaf dies aged 74	948,287
cnn.com	Ahmaud Arbery's killers face sentencing today, but this sprawling legal saga is nowhere near over	716,204
mirror.co.uk	Ukrainian actor who quit to sign up and defend his country killed in battle	709,421
dailywire.com	Elon Musk Praised For Coming To Ukraine's Rescue: 'Pushes A Button And Changes The Course Of History' The Daily Wire	624,093
nbcnews.com	Scientists have possibly cured HIV in a woman for the first time	616,126
nytimes.com	Sidney Poitier, Who Paved the Way for Black Actors in Film, Dies at 94	606,015
variety.com	Bob Saget, 'Full House' Star and Comedian, Dies at 65	567,099
people.com	Regina King's Son Ian Alexander Jr. Dies by Suicide: He 'Cared So Deeply'	561,786
bbc.co.uk	Scottish grandfather travels to Ukraine to fight Russians	552,168

*Source NewsWhip Analytics from Q1 2022 only.

TYPES OF ARTICLES IN THE TOP 100 STORIES: Q1 2022

While celebrity deaths were prevalent in the top ten, they were not thematically the main story in the top 100.

The invasion of Ukraine was the most commonly occurring thread among the top 100 web articles on Facebook in Q1 2022, with 21 of the top 100 being about Russia's invasion of the country.

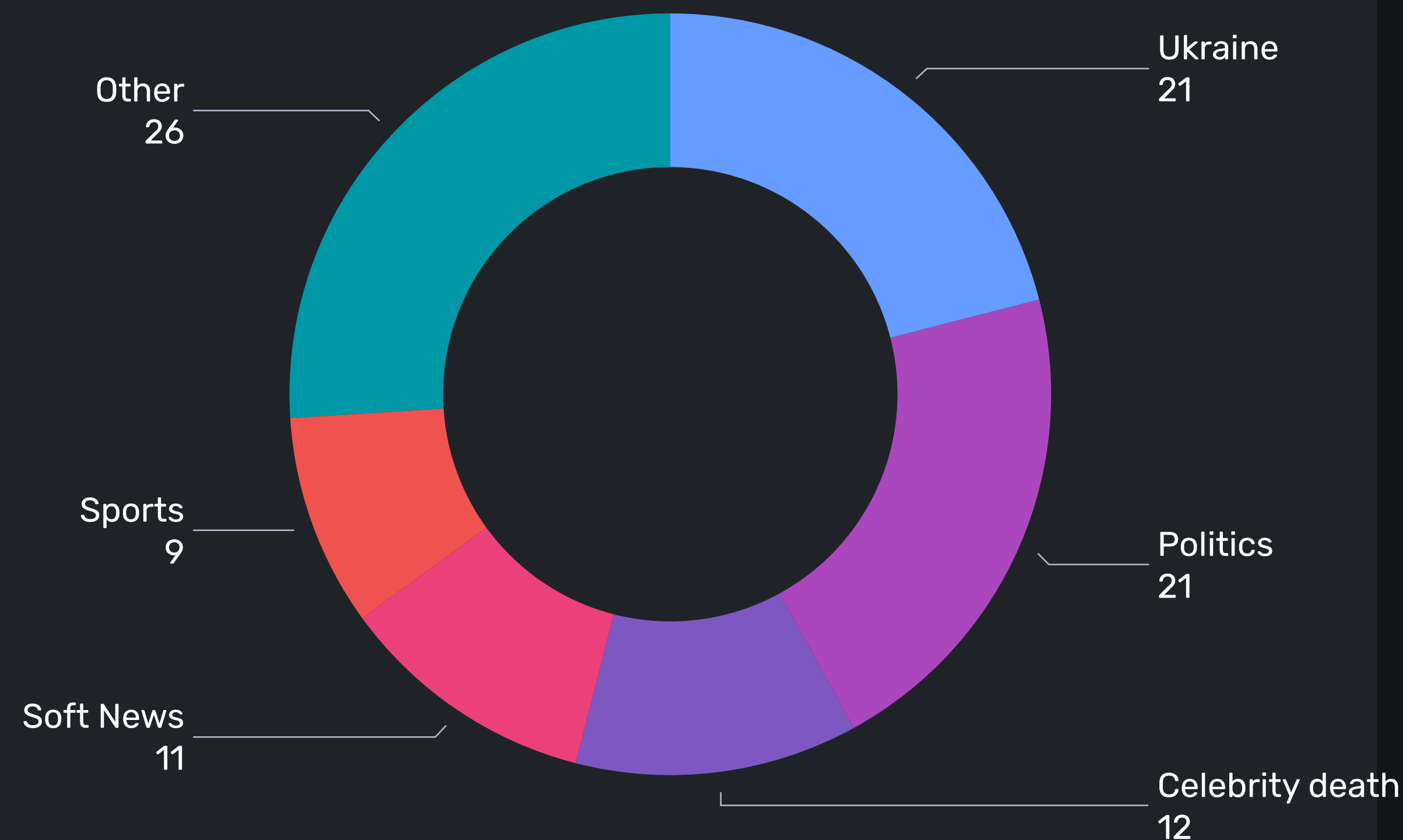
Politics that did not include Ukraine was the other theme that dominated the top headlines, with another 21 of the top stories being about mostly US-based politics and policy.

Although celebrity deaths were responsible for five of the top ten stories overall, that ratio fell off dramatically when it came to the top 100, with only 12 in total. This shows that while individual stories are highly engaged, there do not tend to be as many of them.

Soft news was again down, with only 11 of the top stories, while the sports resurgence continues, making it into our themes as a standalone topic.

The 'other' category includes legal, healthcare, and general news, among other minor topics.

PERCENTAGE OF THE TOP 100 STORIES IN Q1 2022 BY GENRE



*Source NewsWhip Analytics from Q1 2022 only.

Q1 2022

NATIVE PUBLISHING ON FACEBOOK

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TOP FACEBOOK PAGES: Q1 2022

The top Facebook Pages were more news-focused than we have seen in some of our previous reports.

Whereas in other quarters, individuals and big meme pages have been dominant on Facebook, in Q1 2022 we saw significantly more publishers appearing at the top end of the ranking.

The most engaged page was Occupy Democrats, which had more than 80 million engagements. This is an increase on the 78 million engagements that saw it come fourth in our last rankings.

One page whose engagement disappeared entirely was Women Working, who topped the list with more than 100 million engagements last time out, but could not even make the top fifteen this time. The page's engagement dropped by more than 70% quarter over quarter, coming out at around 230 million engagements this time around.

The top five was rounded out by news and politics accounts, with The Other 98%, The Dodo, LADbible, and Ben Shapiro all featuring.

As at the end of 2021, sports accounts did feature, though not quite as prominently this time around. Where they did appear, it tended to be soccer accounts that performed best.

TOP FACEBOOK PAGES OF Q1 2022



*Source NewsWhip Analytics from Q1 2022 only.

TOP PUBLISHERS' FACEBOOK PAGES: Q1 2022

Narrowing down the search to more traditional publishers sees not dissimilar amounts of engagement, as all of the top ten publishers featured in the top fifteen overall – an unusual occurrence for these reports.

Where normally the top pages are dominated by influencers and meme pages, and publishers have much less engagement, this time around that was not the case at all.

This time, the tenth-placed publisher was the thirteenth-placed page overall, so there was really almost no difference between the two charts.

In our last report, the tenth most engaged publisher had just 35 million engagements, compared to 48 million this time around, which shows how much more engagement they got as a collective group this time than they did at the end of last year.

PUBLISHERS WITH THE MOST ENGAGED PAGES IN Q1 2022



*Source NewsWhip Analytics from Q1 2022 only.

TOP FACEBOOK POSTS: Q1 2022

The top Facebook posts were dominated by individuals and meme pages, despite their accounts not doing as well collectively.

Influencers and celebrities had a number of the top posts, with Cristiano Ronaldo featuring three times in the top ten.

Will Smith also had one of the top posts, with his apology for slapping Chris Rock at the Oscars receiving almost 3 million engagements.

There was an even split between native videos and photos in terms of format for the top ten, with exactly five of each.

Publishers tended towards native video on their top posts, while influencers and celebrities generally favored Instagram.

The top posts all had more than 2 million engagements, significantly more than any of the top articles received.

MOST ENGAGED FACEBOOK POSTS IN Q1 2022

Page	Post Type	Headline	Engagements
Filmfare	Native Video	Love for India 🇮🇳 all the way from Tanzania!	4,163,343
Radio Exe	Photo	🦄 More unreal work by Beach4Art, made from stones on a Devon beach.	3,910,540
NFL	Native Video	Super Bowl LVI Pepsi Halftime Show	3,168,531
Cristiano Ronaldo	Photo	Life is a roller coaster. Hard work, high speed, urgent goals, demanding expectations...	3,165,952
Will Smith	Photo	Violence in all of its forms is poisonous and destructive. My behavior at last night's Academy Awards was unacceptable and inexcusable.	2,916,919
Cristiano Ronaldo	Photo	Present and future 🤝💪	2,794,561
Cristiano Ronaldo	Photo	Good Morning 🌄🌞😊	2,563,363
Kinder World	Native Video	Animals & humans sharing the strongest bond	2,519,521
E! News	Native Video	Sam Smith playing in the background sent us over the edge. 🥹❤️ (👤: @cinthiazanuni)	2,429,254
Country 105 : Calgary's Country	Native Video	🥺🥺🥺	2,358,470

*Source NewsWhip Analytics from Q1 2022 only.

TOP FACEBOOK POSTS (PUBLISHERS ONLY): Q1 2022

We then narrowed this list to look only at posts from pages that excluded individuals and meme pages.

The publishers had fewer engagements on their top posts overall, but the top ten still all had more than 1.9 million engagements.

Native video was dominant among these publishers' posts, with nine of the top ten being in that format. The only exception came from an Exeter radio station in the UK, which posted a photo of a piece of art made from stones on a beach in Devon.

None of the top posts were related to hard news or politics, even among publisher posts, with sport and soft news both featuring.

Generally, these were to do with animals or families, with many publishers highlighting heartwarming stories that were then highly engaged.

TOP PUBLISHER FACEBOOK POSTS OF Q1 2022

Page	Post Type	Headline	Engagements
Filmfare	Native Video	Love for India 🇮🇳 all the way from Tanzania!	4,163,343
Radio Exe	Photo	🦅 More unreal work by Beach4Art, made from stones on a Devon beach.	3,910,540
E! News	Native Video	Sam Smith playing in the background sent us over the edge. 🥺❤️ (👤: @cinthiazanuni)	2,429,254
Country 105 : Calgary's Country	Native Video	🥺🥺🥺	2,358,470
ESPN UK	Native Video	We don't deserve teachers ❤️	2,341,938
ViralHog	Native Video	Brave Bystander Rescues Dog From Frozen River	2,078,479
Cultura Colectiva +	Native Video	This Butcher Gives Meat to Stray Animals	2,069,638
news.com.au	Native Video	Dad delivers iso meals in costume	1,960,600
MetDaan DIY	Native Video	She's not just a mom, she's a super mom❤️	1,950,831
CBS News	Native Video	Homeless man celebrates his dog's birthday with cake	1,941,937

*Source NewsWhip Analytics from Q1 2022 only.

TOP PUBLISHER BY REACTION TYPE: Q1 2022

The chart opposite shows the publisher with the most of each type of reaction.

Once again, this analysis is limited to publishers only. What is interesting—and unusual – here is that each of the reaction types was dominated by a different publisher, where normally we see at least one publisher top in multiple reaction types.

Unsurprisingly given it was the top publisher, Occupy Democrats had the most likes overall, while second-place The Other 98% had the most shares with 14 million.

What is surprising is that although Women Working had high success with comments, with comfortably the most, this did not translate into broad success in the same way it did in previous quarters.

Fox News had the most angry reactions overall, while cable news competitor CNN drove the most sads, though these were far less common than other reaction types as we will see later.

Loves, hahas, and wows were topped by The Dodo, SarcasmLol, and UNILAD respectively.

TOP FACEBOOK PAGES BY REACTION: Q1 2022

Reaction	Page	Number
Likes	OccupyDemocrats	53,855,625
Shares	TheOther98	14,995,300
Comments	womenworking	14,199,103
Hahas	SarcasmLol	13,981,138
Angrys	FoxNews	2,797,449
Loves	thedodosite	21,289,642
Sads	cnn	2,454,885
Wows	uniladmag	3,251,483

*Source NewsWhip Analytics from Q1 2022 only.

TOP POST BY REACTION TYPE: Q1 2022

The table opposite shows the individual posts with the most of each reaction type, and is not limited to just publishers.

The most liked post was also the most engaged post, with Filmfare sending love to India all the way from Tanzania.

Both kinds of football (American and soccer) featured in this analysis, with the Super Bowl halftime show the most shared post, and the announcement of the ball that will be used at this year's FIFA World Cup the most commented.

There was a healthy mix of photo and native video in these posts, including Facebook Watch videos.

The amount of food waste generated was the cause of the most anger, while the death of Foo Fighters drummer Taylor Hawkins caused the most sad reactions.

TOP FACEBOOK POSTS BY REACTION: Q1 2022

Reaction	Page	Post Type	Headline	Number
Like	Filmfare	Native Video	Love for India 🇮🇳 all the way from Tanzania!	3,517,806
Share	NFL	Native Video	Super Bowl LVI Pepsi Halftime Show	944,019
Comment	FIFA World Cup	Photo	32 teams. 1 ball to make their dreams a reality ⚽	1,211,577
Haha	The Rakyat Post	Photo	Difficulty level: Asian 😂	727,127
Angry	Project Nightfall	Native Video	Nightfam, you know how passionate I am about food waste.	200,723
Love	E! News	Native Video	Sam Smith playing in the background sent us over the edge. 🥺❤️ (👤: @cinthiazanuni)	1,113,775
Sad	Foo Fighters	Photo	Announcement of the death of Taylor Hawkins	662,071
Wow	Two Oceans Aquarium	Native Video	Eagle ray gives birth!	193,911

*Source NewsWhip Analytics from Q1 2022 only.

REACTIONS TO TOP 10,000 FACEBOOK POSTS BY PERCENTAGE

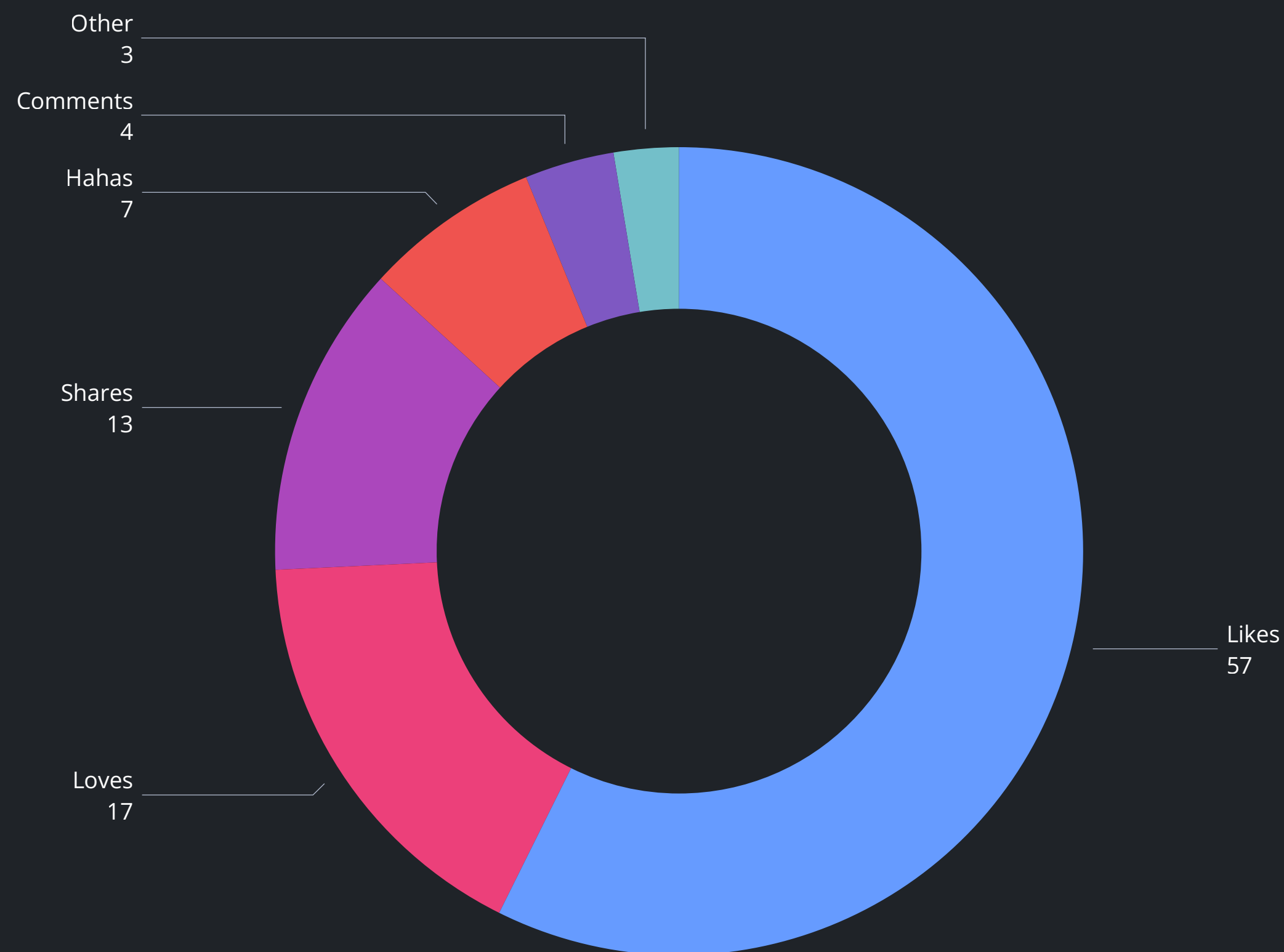
The proportions of the most used reactions are broken down in the chart opposite.

Unsurprisingly, likes are the most commonly used reaction, with almost 60 percent of the total among the top 10,000 posts. Loves are more common than shares now, with 17 percent of the total compared to 13 percent for shares, which often used to be the second most commonly used reaction.

Hahas have also maintained their position ahead of comments, with almost double the amount of the former than the latter.

Wows, sads, and angrys are all still used very infrequently, at least among the top posts, with the three combining for less than three percent of the total number of reactions.

MOST COMMON REACTIONS TO TOP 10,000 POSTS BY PERCENTAGE



*Source NewsWhip Analytics from Q1 2022 only.

NUMBER OF POSTS IN TOP 10,000 BY POST TYPE

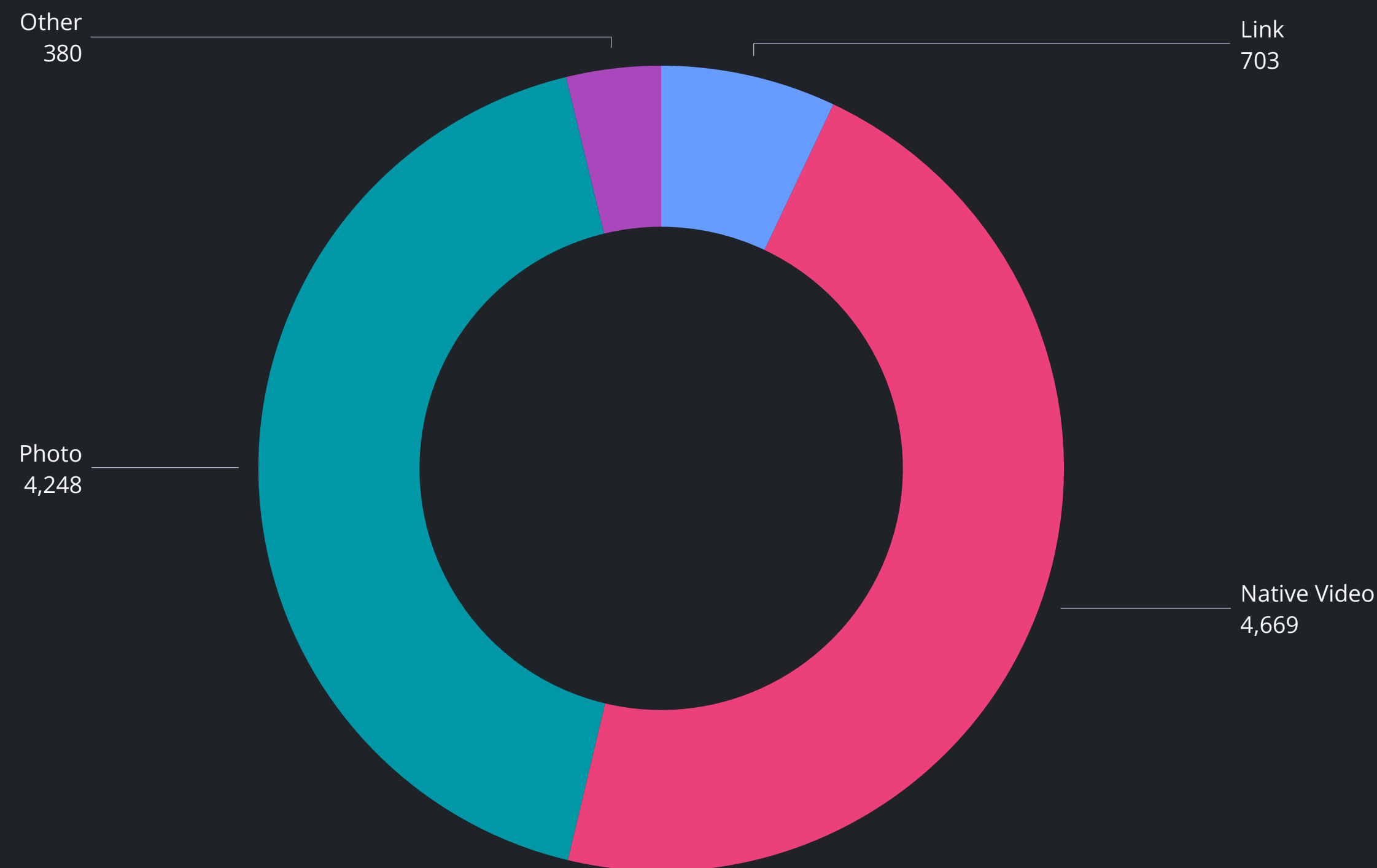
Finally, we looked at the formats that appeared the most when looking at the top 10,000 posts.

Photo has fallen away as the top post this quarter, after several successive quarters as the most popular post type among the top 10,000 posts.

The number of native videos in the top posts has risen from just under 4,000 in Q4 to more than 4,600 this quarter – a marked increase that puts it comfortably top of the pile.

The number of photos dropped by hundreds, making it the second most popular, while links remained roughly steady at around 700.

TOP 10,000 FACEBOOK POSTS BY FORMAT (%)



*Source NewsWhip Analytics from Q1 2022 only.

Q1 2022

KEY TAKEAWAYS

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KEY TAKEAWAYS

- The Daily Wire was once again the top web publisher on Facebook in Q1 2022, but it was a closer race than it has been in previous quarters, with the conservative publisher losing engagement and others catching up
- The top content was dominated by Ukraine, politics, and celebrity deaths when it came to news being shared on Facebook
- On Facebook natively, news publishers did better this quarter, replacing some of the individual and meme accounts that have tended to dominate the rankings
- While they weren't the top pages, individuals still tended to have the top posts overall
- Each reaction type had a different page that performed best for it, whereas normally we see at least some crossover with one page top for two or more reactions
- Native videos replaced photos as the most used format in the top 10,000 posts for the first time in more than a year



*Source NewsWhip Analytics from Q1 2022 only.

Q1 2022

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of the tools used
to build this report