

FACEBOOK PUBLISHING: Q2 2022

July 2022



FACEBOOK PUBLISHING IN Q2 2022

Our Facebook publishing report for Q2 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 content published on Facebook.

In Q1, we noted a slight stabilizing after some time of dropping engagement for web publishers, and that stabilization appears to have continued into Q2, albeit with a slight reshuffling of the pack. Some publishers have continued to see a fall in engagement, while others have gained, but the overall aggregate levels among the top publishers have remained around the same.

The quarter was once again dominated by serious news events, with Supreme Court decisions, the shooting in Uvalde, and the ongoing war in Ukraine all being widely shared and engaged.

Other topics such as the trial between Johnny Depp and Amber Heard, and the deaths of Ray Liotta and Gilbert Gottfried all also occupied the collective consciousness of social media too.

On Facebook natively, the success of publishers has continued, somewhat at the expense of individuals' accounts, and the media had a notably international flavor this quarter, with the most engaged English-language publisher on the platform coming from the Philippines, partially thanks to a high-profile election there in recent months.

In this report, we also looked back at the pieces of content that generated the most of each type of interaction, and the publishers that had success in each area too.

Finally, we looked at the formats that were most frequent among the top posts, from photo to native video.

We'll start by looking at the top web content on the platform, and the publishers who produced it.



What you will learn In this report

- The content that was most successful on Facebook in Q2 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

Q2 2022

WEB PUBLISHING ON FACEBOOK

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MOST ENGAGED PUBLISHERS: Q2 2022

The top 15 publishers on Facebook had a new leader for the first time in more than a year.

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.

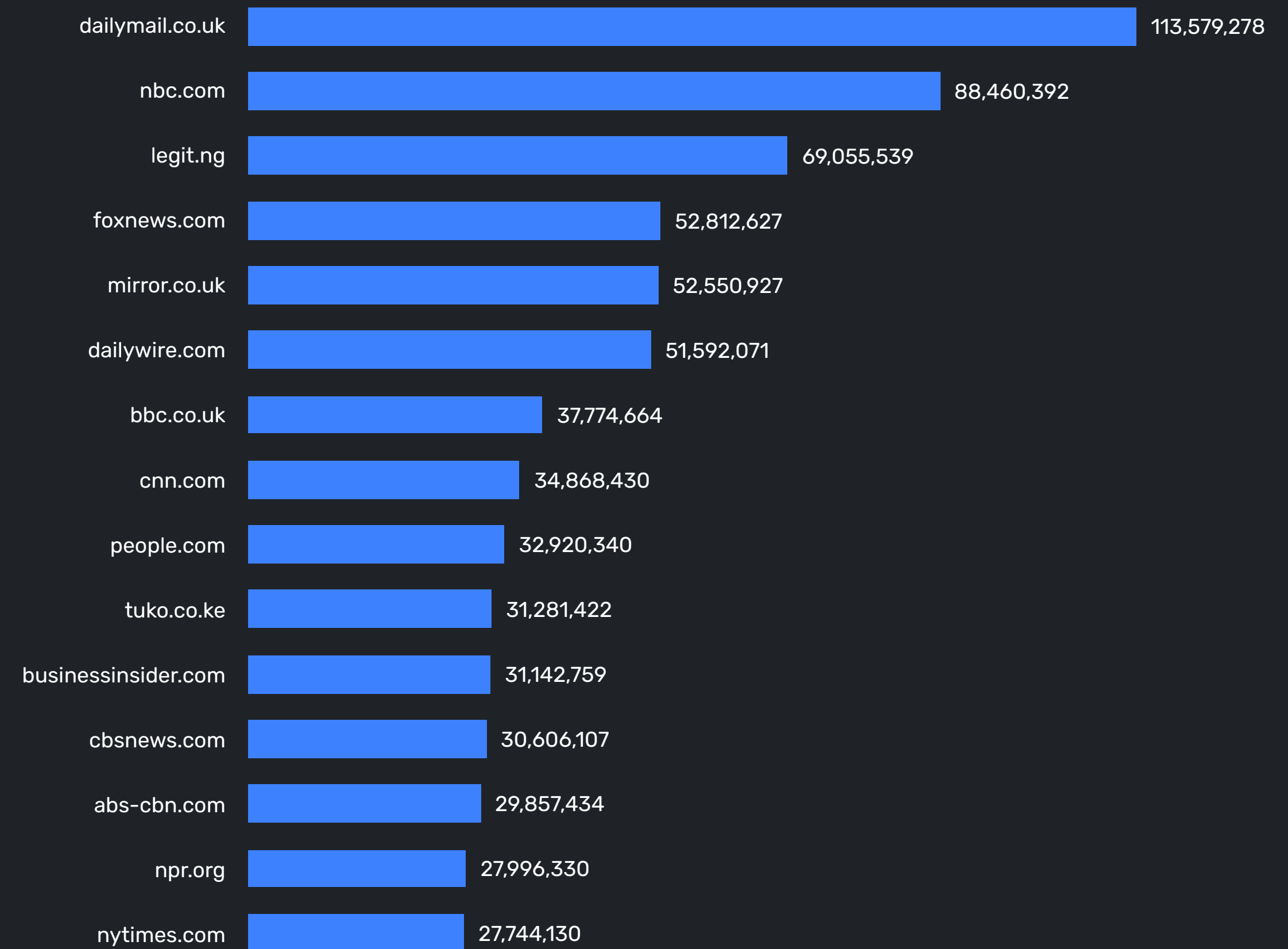
The big news this quarter is that The Daily Mail has replaced The Daily Wire at the top of the rankings, knocking the conservative publisher off its perch for the first time in almost two years.

It was not even particularly close, with The Daily Mail having more than double the engagement of the former number one, which has struggled to maintain its levels of engagement in the second trimester of 2022.

Not only did The Daily Wire fall in engagement, the Mail also saw a significant rise, moving from around 80 million in Q1 to 113 million in Q2. NBC's umbrella maintained similar levels quarter over quarter – dropping slightly from 93 million to 88 million.

Of note is also Legit – a Nigerian publisher that rose into the top three publishers for the first time, with 69 million engagements.

TOP WEB PUBLISHERS BY FACEBOOK ENGAGEMENT: Q2 2022



*Source NewsWhip Analytics from Q2 2022 only.

NUMBER OF STORIES IN THE TOP 10,000: Q2 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.

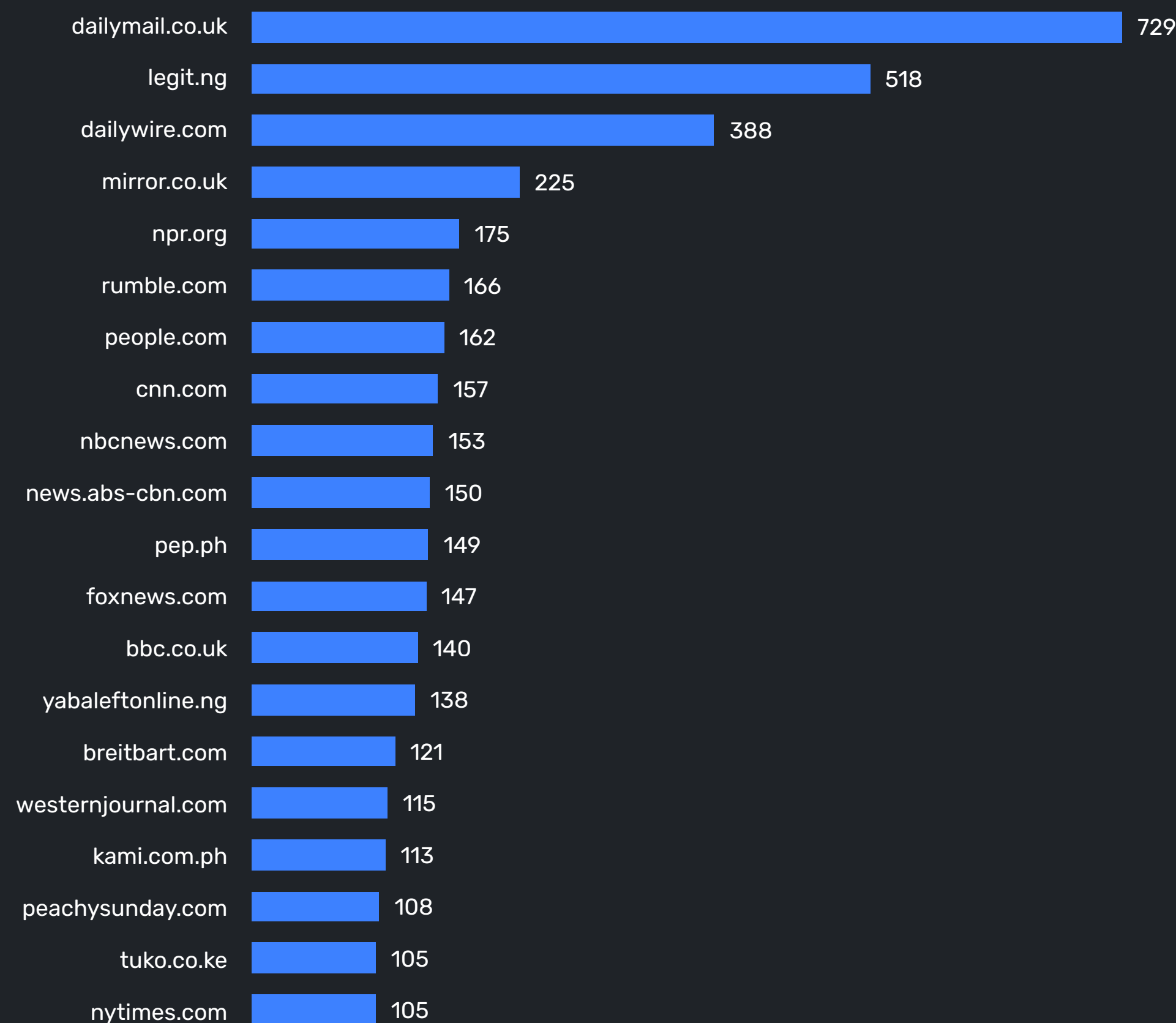
By this metric, The Daily Mail also dominates, while The Daily Wire managed to remain in the top three, showing that its top stories are still high-performing, even if the average engagement for the publication has gone down.

Mainstream outlets also performed well here, with NPR making the top five thanks to its 175 stories in the top 10,000 articles.

The influence of the top 20 continued to drop this quarter, with these publishers responsible for a little over 40% of the top articles. This was down from 43% in Q1, which in turn was down from 48% in Q4 of the previous year.

This shows a slightly more even distribution of the top stories, with those at the top of the chain having slightly less domination of the conversation than they have done in recent history.

NUMBER OF STORIES IN TOP 10,000 BY PUBLISHER



*Source NewsWhip Analytics from Q2 2022 only.

MOST ENGAGED STORIES: Q2 2022

The most engaged stories overall were roughly what you would expect, from SCOTUS to Uvalde.

The Supreme Court was dominant for a number of its decisions, from a high school football coach that prayed with his players to the court's decision to overturn Roe v. Wade – effectively ending guaranteed access to abortion at the federal level.

Unsurprisingly, the tragic shooting at an elementary school in Uvalde, Texas was a major topic of conversation and emotional outpouring, as people reacted to the news with sympathy and called for greater gun control in the United States.

The deaths of Goodfellas' star Ray Liotta and comedian Gilbert Gottfried were other stories that resonated. We have traditionally seen this be a theme, as people share and engage with memories of their favorite actors and performers when they pass away.

MOST ENGAGED WEB CONTENT IN Q2 2022

| Publisher | Headline | Engagements |
|-----------------------|---|----------------|
| foxnews.com | High school football coach scores big win at Supreme Court over post-game prayer | 968,199 |
| abcnews.go.com | At least 19 children, 2 teachers dead after shooting at Texas elementary school | 914,822 |
| dailywire.com | Florida Rejects Dozens Of Math Books Containing 'Critical Race Theory' And Other 'Indoctrinating Concepts' The Daily Wire | 870,661 |
| politico.com | Exclusive: Supreme Court has voted to overturn abortion rights, draft opinion shows | 829,112 |
| tmz.com | Ray Liotta Dead at 67, Passed in His Sleep in Dominican Republic | 768,261 |
| nbcnews.com | 19 children, 2 teachers killed in Texas elementary school shooting | 749,441 |
| huffpost.com | Goodfellas' Actor Ray Liotta Dies | 711,872 |
| npr.org | The U.S. men's and women's soccer teams will be paid equally under a new deal | 682,313 |
| variety.com | Gilbert Gottfried, Comedian and 'Aladdin' Star, Dies at 67 | 635,674 |
| biospace.com | Researchers Pinpoint Reason Infants Die From SIDS BioSpace | 555,687 |

*Source NewsWhip Analytics from Q2 2022 only.

TYPES OF ARTICLES IN THE TOP 100 STORIES: Q2 2022

For once, the top ten stories were roughly a microcosm of what we saw in the top 100 stories.

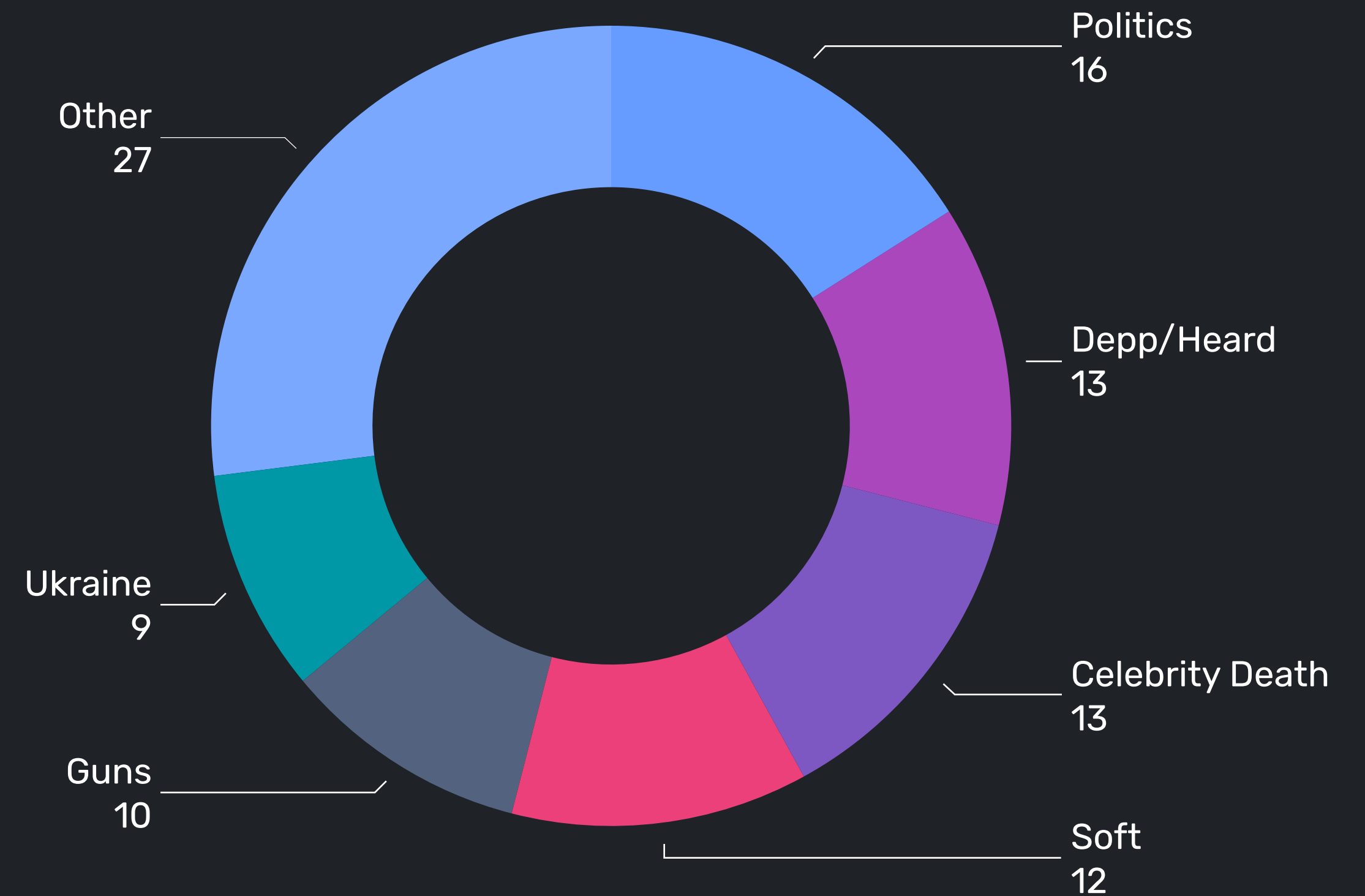
It is often the case that the ten top-performing stories do not reflect what happened on a larger scale of the top stories, but that was less true this quarter than it has been in previous quarters.

Guns, celebrity deaths, and politics were all major themes of the top ten, and also appeared in the top 100 prominently.

Topics that did not appear in the top ten included the trial of Johnny Depp and Amber Heard, and the continued coverage of the Russian invasion of Ukraine, which were responsible for 22 of the top 100 stories between them.

There was also a much greater variety in the top 100 than we sometimes see, with the six top themes only responsible for around three quarters of the top stories, where we normally see closer to 90%, meaning the range in high engagement stories was wider than it normally is.

PERCENTAGE OF THE TOP 100 STORIES IN Q2 BY GENRE



*Source NewsWhip Analytics from Q2 2022 only.

Q2 2022

NATIVE PUBLISHING ON FACEBOOK

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TOP FACEBOOK PAGES: Q2 2022

The top Facebook Pages were a mix of news and sports.

The Inquirer – an English-language newspaper from the Philippines, was the top page overall in Q2, with more than 95 million engagements to its content in the three-month period. Philippine publishers did particularly well amid election season in the country – the Philippine Star also featured and others including ABS-CBN and Rappler would have made the top 15 if we also took into account their bilingual content, with this study limited to English language only.

There were a considerable amount of publishers in the top 15, with a mix of sports and politics. Occupy Democrats’ success continued, only slightly behind The Inquirer, while The Other 98% was also comfortably in the top ten.

Once again, sport was one of the big winners, with a mix of publishers and brands seeing high levels of success on Facebook between April and June, and this was particularly true of soccer.

TOP FACEBOOK PAGES OF Q2 2022



*Source NewsWhip Analytics from Q2 2022 only.

TOP PUBLISHERS' FACEBOOK PAGES: Q2 2022

Narrowing down the search to more traditional publishers and removing individuals and meme pages left a similar picture to the top overall pages , as there were so many publisher pages within the top 15 again.

It was almost exclusively a mix of news and sport, with some international pages seeing particular success. We've already spoken about the Philippines, but Nigeria's Legit also saw success natively on Facebook, as did LADbible's Australian page.

For sport, there were three pages in the top ten, and soccer was the domain of the top two, with Bleacher Report Football and GOAL combining for more than 170 million engagements.

PUBLISHERS WITH THE MOST ENGAGED PAGES IN Q2 2022



*Source NewsWhip Analytics from Q2 2022 only.

TOP FACEBOOK POSTS: Q2 2022

The top Facebook posts were dominated by viral content, with the top posts having millions of engagements.

The top posts were less dominated by influencers than they sometimes are, with only four of the top ten coming from individual accounts.

Crafty Panda had the top post overall with more than 7 million engagements to their video on constructing a cable stayed bridge, which was produced in partnership with tiny WORLD.

ViralHog saw a lot of success to their videos too, with three of their posts in the top ten.

Individuals did see some success on the platform with cricketer Sachin Tendulkar, Indian PM Narendra Modi, and actor Dwayne Johnson all appearing in the top posts.

Almost all of the most engaged posts were native videos, with the one exception coming from Modi.

MOST ENGAGED FACEBOOK POSTS IN Q2 2022

| Page | Post Type | Headline | Engagements |
|--------------------------------|--------------|--|------------------|
| Crafty Panda | Native Video | Constructing a cable stayed bridge | 7,521,397 |
| ViralHog | Native Video | Construction Crew Rescues Dog From Irrigation Canal | 5,238,723 |
| ViralHog | Native Video | Sea Lion Comes on Land, Swims in Pool and Steals Man's Chair | 3,665,332 |
| Sachin Tendulkar | Native Video | The story of 315 ❤️ #FlashbackFriday | 3,476,288 |
| Dwayne The Rock Johnson | Native Video | "I'M TREMBLING" 🤔👊 | 2,866,490 |
| Narendra Modi | Photo | Took blessings of my mother today as she enters her 100th year... | 2,683,821 |
| ViralHog | Native Video | Hummingbird Showcases Reflective Feather Color Changes | 2,670,634 |
| BdotAdot5 | Native Video | Backfired at Work! | 2,469,911 |
| Sanjjanaa Galrani | Native Video | Little Kid Saving Pregnant Woman ❤️❤️🙏🙏 | 2,395,979 |
| Britain's Got Talent | Native Video | INVISIBLE magician, The Phantom, will give you chills with their spooky tricks! Auditions BGT 2022 | 2,309,973 |

*Source NewsWhip Analytics from Q2 2022 only.

TOP FACEBOOK POSTS (PUBLISHERS ONLY): Q2 2022

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

Again, this was actually fairly true of the top posts already, as they were less individual/meme focused overall as a whole.

The top publishers were still almost all viral publishers though, with no appearances from what you might term the mainstream publishers that we saw among the top web articles and publishers.

TOP PUBLISHER FACEBOOK POSTS OF Q2 2022

| Page | Post Type | Headline | Engagements |
|------------------------|--------------|--|------------------|
| Crafty Panda | Native Video | Constructing a cable stayed bridge | 7,521,397 |
| ViralHog | Native Video | Construction Crew Rescues Dog From Irrigation Canal | 5,238,723 |
| ViralHog | Native Video | Sea Lion Comes on Land, Swims in Pool and Steals Man's Chair | 3,665,332 |
| ViralHog | Native Video | Hummingbird Showcases Reflective Feather Color Changes | 2,670,634 |
| We Love Animals | Native Video | These shelter dogs' reactions to being adopted is absolutely priceless 🥰❤️ | 2,228,131 |
| 5-Minute Crafts | Live Video | Amazing plant hacks to grow a perfect garden | 2,169,246 |
| LADbible | Native Video | How different animals fight... 😂 | 1,930,270 |
| Daily Tribune | Native Video | Super Man' | 1,890,181 |
| Furry Tails | Native Video | Animals Rescued From The Side Of The Road | 1,876,815 |
| Wave 105 | Native Video | Smiley head 😎 | 1,867,215 |

*Source NewsWhip Analytics from Q2 2022 only.

TOP PUBLISHER BY REACTION TYPE: Q2 2022

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

The Inquirer dominated in three separate categories, with a monopoly on Hahas, Loves, and Sads.

Comments were led by Fox News, who has traditionally also held the title for the most Angry reactions, but this time that belonged to Business Insider.

GOAL had the most Likes overall, while Occupy Democrats once again had the most Shares in Q2.

TOP FACEBOOK PAGES BY REACTION: Q2 2022

| Reaction | Page | Number |
|----------|-----------------|------------|
| Likes | GOAL | 64,996,414 |
| Shares | OccupyDemocrats | 16,951,830 |
| Comments | FoxNews | 7,176,635 |
| Hahas | inquirerdotnet | 16,054,357 |
| Angrys | businessinsider | 2,194,924 |
| Loves | inquirerdotnet | 31,489,143 |
| Sads | inquirerdotnet | 3,837,307 |
| Wows | uniladmag | 2,376,773 |

*Source NewsWhip Analytics from Q2 2022 only.

TOP POST BY REACTION TYPE: Q2 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 video in Q2 2022 was also the most engaged, which is perhaps not surprising.

What is perhaps a little surprising though is that the top publisher did not have any of the top posts in any of the categories. This is likely due to the high volume of posts from The Inquirer meaning that none of the individual posts had huge engagement, but added up to a high aggregate total.

Skyscanner successfully engaged people in the comments, posting a list of famous places around the world and telling their audience they didn't believe they'd seen more than five. This led to people wanting to prove them wrong in the comments, which ended up numbering 1.6 million.

TOP FACEBOOK POSTS BY REACTION: Q2 2022

| Reaction | Page | Post Type | Headline | Number |
|----------|----------------------|--------------|--|-----------|
| Like | Crafty Panda | Native Video | Constructing a cable stayed bridge | 5,603,714 |
| Share | Wave 105 | Native Video | Smiley head 😎 | 778,425 |
| Comment | Skyscanner | Photo | We bet you haven't visited more than 5 of these places with your own eyes 🤔 | 1,674,149 |
| Haha | BdotAdot5 | Native Video | Backfired at Work! | 1,433,343 |
| Angry | Al Jazeera English | Native Video | Hindutva pop': The singers producing anti-Muslim music in India | 94,848 |
| Love | ViralHog | Native Video | Construction Crew Rescues Dog From Irrigation Canal | 1,440,275 |
| Sad | Kinder World | Native Video | Tearful Animals | 752,985 |
| Wow | Britain's Got Talent | Native Video | INVISIBLE magician, The Phantom, will give you chills with their spooky tricks! Auditions BGT 2022 | 408,145 |

*Source NewsWhip Analytics from Q2 2022 only.

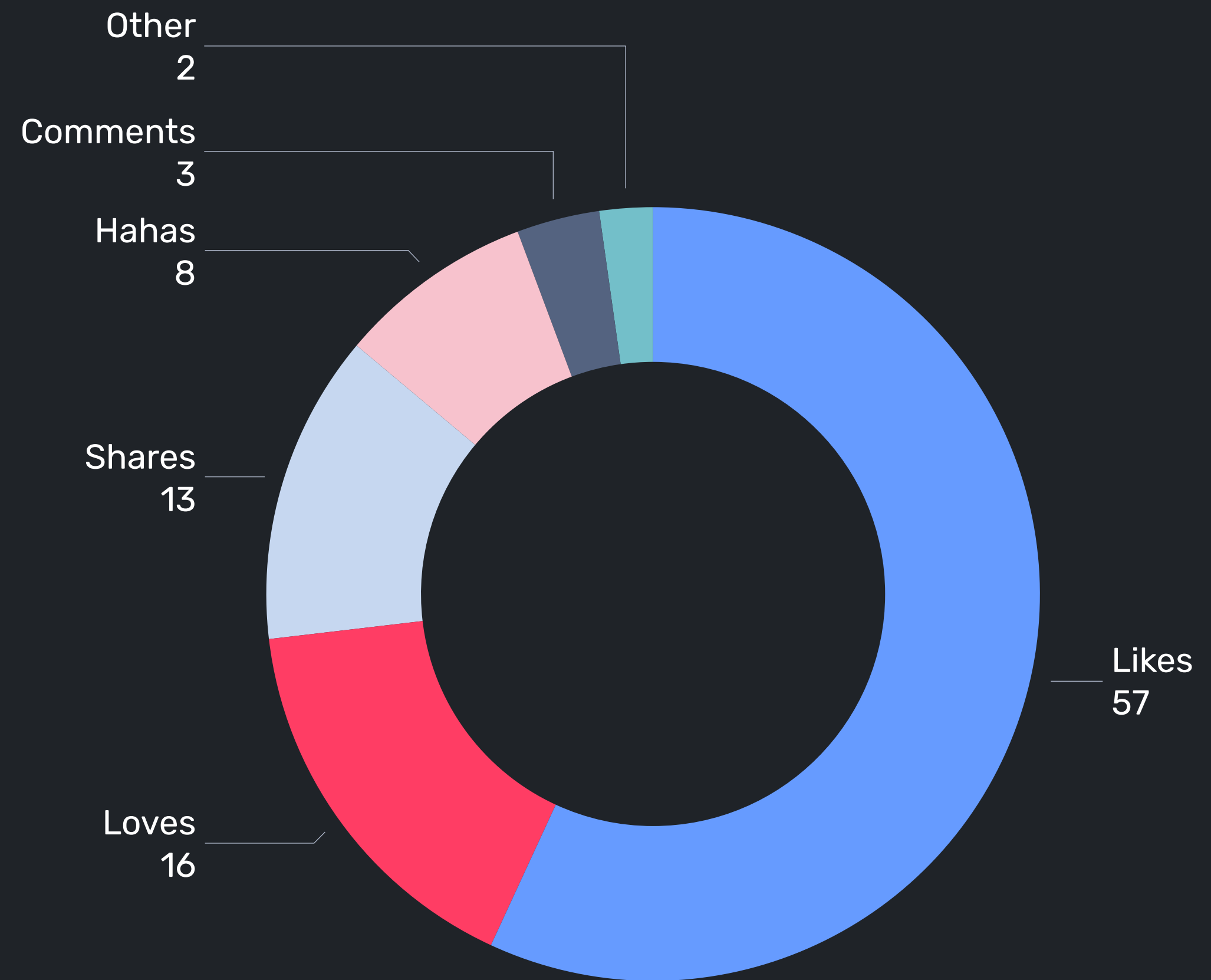
REACTIONS TO TOP 10,000 FACEBOOK POSTS BY PERCENTAGE

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

They remained in the same order as they were in Q1, though the proportions changed slightly.

Likes, Loves, and Shares make up the vast majority of engagements on the top posts on Facebook, responsible for almost 90% of the interactions between them.

MOST COMMON REACTIONS TO TOP 10,000 POSTS BY PERCENTAGE



*Source NewsWhip Analytics from Q2 2022 only.

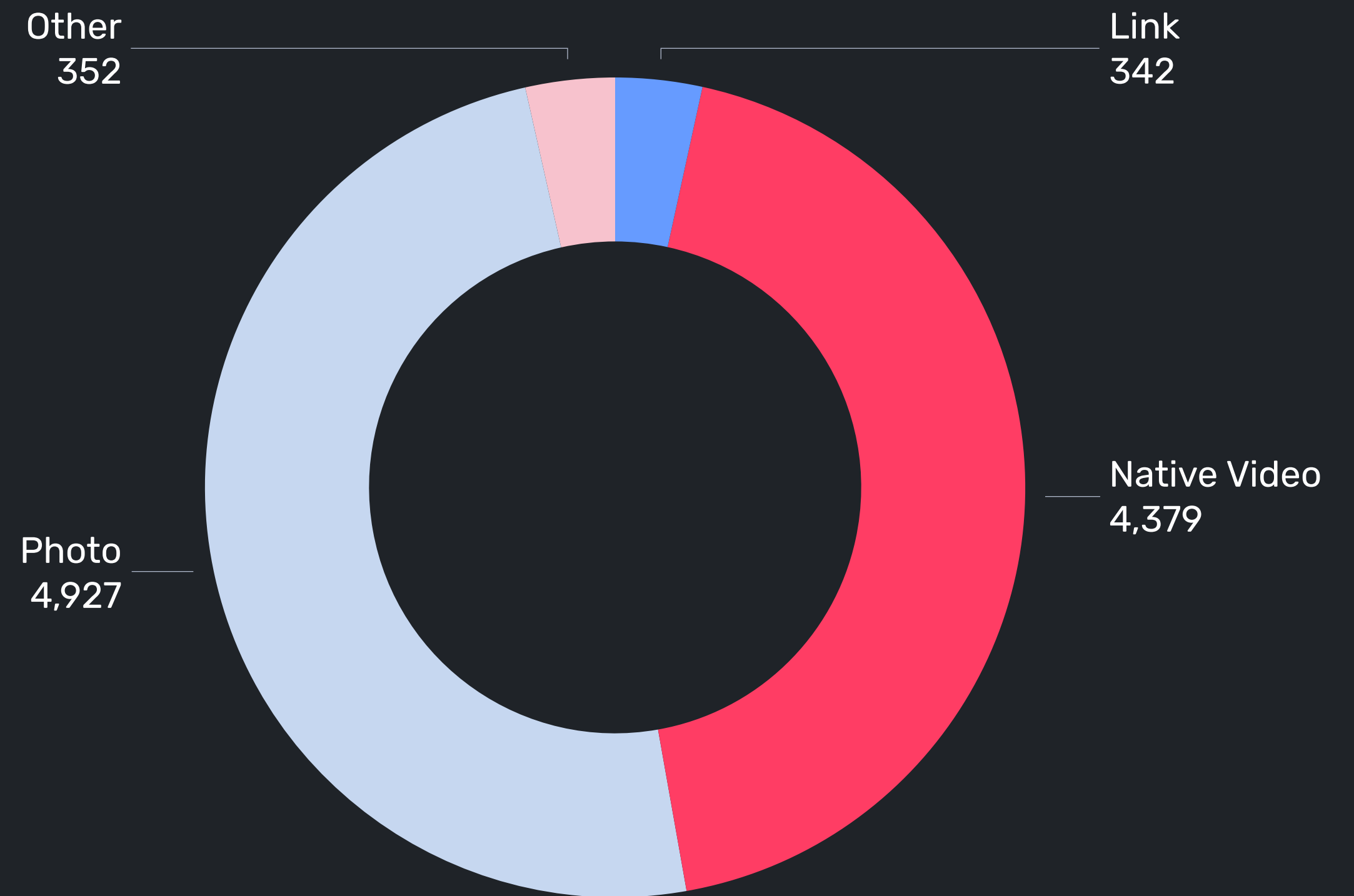
NUMBER OF POSTS IN TOP 10,000 BY POST TYPE

Finally, we looked at the formats of the top posts on the platform, where photos reclaimed their crown.

Native video had made a comeback in Q1, displacing photo as the most common format in the top posts, but photo came roaring back in Q2, with almost half of the top posts as native videos dropping to 4,339 from 4,669 last quarter.

Links were also notable by their absence, dropping around 50% quarter over quarter among the top posts from 703 to 352.

TOP 10,000 FACEBOOK POSTS BY FORMAT (%)



*Source NewsWhip Analytics from Q2 2022 only.

Q2 2022

KEY TAKEAWAYS



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KEY TAKEAWAYS

- The Daily Mail took its place at the top of the charts, displacing the Daily Wire as the most engaged web publisher.
- International publishers are starting to appear more frequently in these rankings, with both the Philippines and Nigeria rising stars in engagement terms.
- Politics, guns, and the Depp/Heard trial were three of the main themes of the quarter, with a great deal of the top coverage devoted to one of the three.
- News and sports publishers continued their success on Facebook natively, continuing the shift away from the domination of influencers and meme pages.
- The Inquirer saw huge amounts of success, driven by frequent posting and an election in The Philippines.
- Photo reclaimed its crown as the most common format among the top posts on Facebook.
- The number of link posts among the top posts suffered, however, dropping around 50% since Q1.



Q2 2022

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